

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

ON RPM PICTURE

British Retailers' Joint Council Meets With Diskeries, Distributors

By ANDRE DeVEKEY

LONDON—The Record Retailers' joint record council—consisting of officers from the GRRRA, MTA, and RTRA (Radio and TV Retailers' Association)—have met with manufacturers' and distributors' representatives from the record industry to discuss resale price maintenance and decide what action to take in seeking exemption as and when existing R.P.M. legislation is repealed.

The industry has asked the government to consider the cultural, artistic and educational quality of much of today's record catalog which is subsidized by the sale of pop records, and to examine the "profitless prosperity" of the American industry as exposed in recent Billboard editorial comment.

A spokesman for the manufacturers stated that Billboard's editorial coverage on this subject last week was used to assist members of the industry in lobbying members of Parliament sympathetic to their views at the House of Commons.

Billboard's editorial was quoted as an example of what had happened in America and used to emphasize points as to the possible outcome here should the record industry not be exempted from the abolition of RPM before any future tribunal.

In the radio and TV field, Pye's deputy chairman John

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LONDON—The press, full in its editorial coverage of the subject of r.p.m. quoted Sir Joseph Lockwood, head of EMI, as stating: "I am very opposed to having the rat-race they have in the United States where service has disappeared and they are just rack jobbers. If somebody opens in Marble Arch and sells the Top 10 at their own price, it could ruin dealers."

Spokesman for one big retail outlet told Billboard that they feel record buyers would use the facilities of a good record store, hear records on their listening equipment to make a choice, then shop around to buy it at the cheapest price.

See Move Inevitable

Critics of the proposal to abolish RPM within the Tory Party are strong-voiced in asking that plans for abolition should be modified to help manufacturers and shopkeepers, though it seems in their hearts they feel the move is inevitable. "We shall have to see what these modifications are—such as the proposed tribunal—when the contents of the bill are known," one said.

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C&W TO GET 1st REAL BIG LOOK IN ENGLAND

NEW YORK—Country music will receive its first full-scale launching in Great Britain as a result of plans now being implemented by Wesley Rose, head of Acuff-Rose and Hickory Records.

Rose, with Mrs. Margaret Rose, and Mr. and Mrs. Roy Acuff, plan to launch Saturday (25). Also in the group is Lester Rose, Hickory sales manager.

Rose's group will meet with Louis Benjamin, head of Pye Records, and with the Pye board of directors, to implement the immediate release of country product in the British Isles.

First package scheduled is a collection of Roy Acuff's biggest hits, including "Great Speckled Bird," "Wabash Cannon Ball," and "Fireball Mail." It is known that Roy Acuff, King of Country Music, will also make some TV appearances.

BEATLES LAW WRANGLES GO ON IN CHICAGO & N. Y.

By NICK BIRO

CHICAGO — Legal shenanigans continued here last week between Capitol and Vee Jay over just who has the right to sell records by the hotter-than-hot Beatles.

An injunction issued in Circuit Court here last week restraining Vee Jay from selling Beatles product is still in force. A hearing is slated for January 30.

Capitol has also filed a petition to have Vee Jay and its Chicago distributor, M-S Distributing Company, held in contempt of court for continuing to sell records by the Beatles.

The contempt action is also slated to be heard January 30. Both the contempt and injunction proceedings are before Judge Cornelius Harrington.

Vee Jay, meanwhile, is waiting to hear the New York Supreme Court's decision on an injunction sought by it against Capitol and Swan restraining the two companies from selling Beatles product. Decision on

NEW YORK—U. S. District Court Judge David N. Edelstein reserved decision on a temporary restraining order obtained by Ardmore-Beechwood Music, Ltd., of England against Vee Jay Records, and its New York distributor, Malverne.

The restraining order, obtained January 16, thus remains in effect, and concerns the Vee Jay Beatles LP.

The judge did not state when he will render a decision, but by agreement between counsel, the restraining order was extended until February 5. Ardmore-Beechwood, Capitol Records' British-based music publishing subsidiary, obtained the restraining order based on Vee Jay's use of the tunes, "Love Me, Do" and "P. S. I Love You" in its Beatles album.

the New York proceedings was reserved.

In Chicago, Milt Salstone of M-S Distributing Company told

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BEATLES ARRIVE NEXT WEEK FOR OWN FILM, TV

NEW YORK — The Beatles, hot British record act, are scheduled to arrive here February 7 for personal appearances and conferences prior to starting their first film, "The Beatles," on March 2. A United Artists release, the film will be produced by Walter Shenson. Richard Lester will direct from an original screenplay by Alun Owen.

While here, the Beatles will appear live on Ed Sullivan's show February 9 and 16.

Diskeries Eye 33 Stereo Singles

By AARON STERNFIELD

NEW YORK—Record manufacturers are beginning to re-examine the 33 stereo singles market. The field, now the exclusive domain of juke box operators, could develop into a profitable market for the diskeries with the proper promotion. And this promotion is in the offing.

With the exception of special packs made for juke box operators, virtually all singles product made today is 45 monaural, with only a minimum

World Radio History

FTC Hints Guideline Meet for March 13

By MILDRED HALL

WASHINGTON—It's not yet official, but the Federal Trade Commission conference to set up regulatory guidelines for the record industry may be held here March 13. FTC would neither deny nor confirm the persistent rumors, but one spokesman said: "This conference could very well be held on that date—or one close to it."

A set of proposed rules on fair practices in the industry will be issued earlier, and will be discussed during the FTC-industry conference. FTC Commissioner Sigurd Anderson has been selected to oversee the trade practice conference, replacing former Commissioner A. Leon Higginbotham, who has been appointed to the U. S. District Court in Philadelphia. H. Chalmers Yarley heads the Industry Guidance Bureau, and FTC attorney John Benton is closest in liaison.

Long Struggle

The conference to set up voluntary compliance with an industry code is backgrounded by a long and bitter struggle of independent record dealers and distributors for more equal treatment in price allowances from manufacturers. The fight was spearheaded by American Record Merchants & Distributors Association (ARMADA). Independents claim that manufacturers' allowances to giant chains, discount, one-stop and rack operations are driving the independent dealer and distributor to the wall. Manufacturers, on the other hand, claim product must be moved, whether through retail store, discount, rack or supermarket.

Many discussions between record industry spokesmen and FTC staff have preceded the final drawing up of the hoped-for set of workable rules. The climactic Trade Conference in March will attempt to arrive at mutual agreement in the industry to end discriminatory special deals, and deceptive pricing and advertising.

Map Bounds

The guidelines do not constitute any new laws or even official rulings, in the strict sense of the word. They do map bounds of good practice for an industry. Violators, however, are subject to individual complaints and FTC action. Specific industry spell-out also bars claims of "I didn't know" by violators.

Among the many grievances aired at FTC and at Roosevelt hearings, by independent dealers and distributors, are manufacturers' special discounts and extra return privileges for rackers, one-stoppers, wholesale distributors and giant chain operations.

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Transshipping and glut of free records were also sore spots. One FTC staffer close to the matter said: "Temptation is greater in an industry like the record business for the quick deal, the fast turnover, because of the nature of the product."

MIKE GROSS JOINS BB AS ASSOCIATE ED.

NEW YORK — Mike Gross, currently music editor of Variety, will join the Billboard as associate music editor on February 10, it was announced this week by Lee Zhito, Billboard editor-in-chief.

Gross will report to Paul Ackerman, music editor.

The acquisition of Gross brings to Billboard one of the most widely respected figures in trade journalism. Gross has been connected with show business since 1946. He started with the William Morris Agency, then operated in publicity. He joined Variety in 1951. For the past three years he has been Variety's music editor.

Ackerman stated: "I have always admired Gross' editing craftsmanship and knowledge of the music business. I look forward to working with him."

nearly 100,000 stereo single records with 12 five-packs accounting for some 60 individual releases.

Three major music machine manufacturers — Rock-Ola, Rowe AMI and Wurlitzer—are backing the program, with distribution handled primarily through the distributors of the participating companies and through one-stops. Roughly, the distributors have accounted for 75 per cent of the sales, with the one stops accounting for most of the balance.

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BOBBY BARE'S LATEST IS THE GREATEST!

"MILLER'S CAVE" #8294

c/w "JEANNIE'S LAST KISS"

RCA VICTOR

The most trusted name in sound



RIAA Elects Lieberman

NEW YORK — Goddard Lieberman, Columbia Records' president, on Tuesday (21) was elected president of the Record Industry Association of America. Other officers elected at the RIAA include: first vice-president and assistant treasurer Arnold Maxin, MGM Records; vice-president John K. Maitland, president, Warner Bros. Records; vice-president Robert M. Schwartz, president, Laurie Records; vice-president and treasurer John Stevenson, president, Young People's Records.

Elected to the board of directors were Lieberman, Archie Bleyer, president, Cadence Records; Irving B. Green, president, Mercury Records; David Kapp, president, Kapp Records; George Marek, vice-president and general manager, RCA Victor Record Division; Rose Rubin, president, Monitor Records; D. H. Toller-Bond, executive vice-president, London Records; Glenn E. Wallichs, chairman of the board, Capitol Records, and Randolph C. Wood, president, Dot Records.

Re-elected by the board were Henry Brief as executive secretary and Ernest S. Meyers as general counsel.

Lieberman, who succeeds Wallichs, is the seventh president of the RIAA.

Lulu's Back



LULU PORTER, the 23-year-old beauty who recently walked off with top honors as the first United States representative at the International Song Festival in Sopot, Poland, has been signed to an exclusive long-term contract by Decca Records. Lulu, currently touring the country in conjunction with her role in U-I's "The Brass Bottle," has recorded the title tune from the flick, and "Parasolki" (Parasol), the song that won her the honor of best performer in the International competition.

'Cinderella' Firm Philips Celebrates 2d Anniversary

CHICAGO—Philips Records celebrates its second anniversary here February 1, the end of a year in which the label achieved a 100 per cent sales increase over its first year of operation. According to Lou Simon, sales manager, Philips is anticipating still further gains for the coming year.

Philips became vitually a Cinderella label when in its first year it hit with the million-selling "Hey Paula" by then-unknowns Paul and Paula.

It followed last year with an LP and single by the Singing Nun—two of the year's hottest disk offerings.

Designed as a full-line label, Philips has developed product in the pop, jazz, classical and specialized material fields. Its most recent signing of the 4 Seasons spotlighted a talent quest that includes the addition of such names as Woody Herman, Teresa Brewer, Dizzy Gillespie, Gerry Mulligan, Jimmy Clanton and Bryan Hyland.

A new-talent roster includes such names as the Secrets, Darrell McCall, Jimmy Jay, and the labels latest folk-finds, the Serendipity Singers from Colorado.

Philips owes much of its product to a world-wide licensing agreement with Philips Phonographique Industries of the Netherlands, parent firm of the Limelight stable of labels.

Its "Singing Nun" material came from such an agreement as did its "Bach's Greatest Hits" LP and material by the Springfields of England and the Double Six of Paris. The firm's prestige Connoisseur Collection albums are almost entirely from this category.

Classical names on the Philips label include Sviataslav Richter, Gerard Souzay, Pablo Casals, David Oistrakh, Arthur Grumiaux, the Vienna Boys' Choir, the Concertgebouw Orchestra of Amsterdam, the London Symphony orchestra and the I. Musici Chamber Orchestra.

Unveil NAN Label in L.A.

CHICAGO—A new record label featuring such artists as Tony Martin and Rudolf Friml is being started here under the aegis of Ben Oakland, composer of a host of well-known ballads.

The label is to be known as NAN, and the parent firm is Cappe Enterprises, Inc., headquartered in suburban Rosemont. A branch will open in Los Angeles and the firm plans to utilize RCA Victor and Capitol custom recording facilities.

A party introducing the label to the trade was held in Los Angeles Friday (27).

The first release of five new disks includes an album of Friml's 12 favorite compositions played by the composer, a ballad single by Martin, an organ instrumental by Bob Mitchell, and instrumental single by Oakland's orchestra, and an album of baseball tunes dedicated to the pennant-winning city of Los Angeles.

Coincidental with the introduction of the NAN label, Cappe Enterprises is also entering the children's record-book field with a series of "Sing-A-Song Story Books."

EDITORIAL

Leadership Move

Welsey Rose has become a life member of the National Association of Recorded Arts and Sciences.

This move, earnestly sought by NARAS and taken by the noted publisher after due deliberation, has a quiet drama of its own; for it symbolizes the fact that country music will now be properly showcased as a major element of the American cultural heritage.

The decision by Rose, in brief, spells out the likelihood that a Nashville chapter of NARAS will be created; that country music will play an important role in NARAS' broad program of promoting all that is creative and great in the world of recorded music.

In announcing his decision, Rose expressed the view that the time had come for Nashville, the fount of country music, to be represented by a NARAS chapter, and that both Nashville and NARAS would gain by the affiliation.

The wisdom of this attitude cannot be questioned. With Nashville, NARAS truly represents the total music and record scene. Associated with NARAS, country music and Nashville have an important opportunity to be presented as an ornament of Musical Americana.

That this step should be taken by Rose, recently chosen as Country Man of the Year, is particularly gratifying. It is also testimony to the leadership and statesmanship of one who has done so much for so many in the music industry.

BITTER FIGHT

GEMA to Go All Out in Copyright Law Battle

By OMER ANDERSON

BONN — GEMA, the West German performing rights organization, has served notice it will fight tooth and nail to have changes made in key sections of the draft copyright reform law.

GEMA is bitter over the draft bill's subordination of GEMA to State supervision, and its clear establishment of the private right to tape record copyright works for personal enjoyment.

GEMA will seek, too, to have the copyright period extended from 50 to 80 years in lieu of creating the right of "copyright inheritance."

In general, GEMA takes the position that the draft bill is no more than that, and that it believes an extensive rewriting of the law can be obtained in the Bundestag committees now considering the bill.

In this connection, GEMA took sharp exception to published press reports that the

draft bill had cleared the way for private music taping.

"On the contrary," asserted GEMA, "all caucus spokesmen emphasized that a solution must be found guaranteeing protection for the copyright holder in tomorrow's fully technological society.

"Until this solution is found, the decisions of the highest German courts remain in force—to wit, the private tape recording of copyrighted works must have the permission of the copyright holder."

As concerns State supervision of GEMA, the copyright society rejected this provision of the draft bill as "unconstitutional," and expressed confidence that this section, along with other controversial sections, would be rewritten in committee.

GEMA's general director, Dr. Erich Schulze, expressed general satisfaction that the copyright reform draft law had met with a "basically objective and friendly reception on the part of government and parliament."

The draft bill reforms German copyright laws dating back to the turn of the century. The bill is of paramount importance to U. S. artists because it will regulate future collection of royalties on works by U. S. authors-composers performed in this country.

More than this, the draft bill will influence the general international attitude toward copyright legislation, the reform of which is pending in a number of countries.

For GEMA, the most important aspect of the pending legislation is not the private taping of music but GEMA's subjection to State supervision, which would deprive it of its present free-wheeling status as a private organization under only nominal State supervision.

The status conferred on GEMA by the draft bill would make its policies and royalties a matter of State interest.

SAY KIDS BLEW THE WHISTLE

Indiana Gov. Puts Down 'Pornographic' Wand Tune

By GIL FAGGEN

INDIANAPOLIS — "Louie Louie" has been fingered by Indiana's first citizen, Gov. Matthew Welsh, as being "pornographic." The Governor, who after hearing the hit Wand recording by the Kingsmen, told people his "ears tingled." Welsh then promptly fired off a request to Reid Chapman, president of the Indiana Broadcast-

ers Association, requesting that the record be banned from all radio stations in the State, and Chapman, vice-president of WANE AM-AV, Fort Wayne, dutifully passed Welsh's request on to his membership.

Reports from the capital city reveal that a high school student from Frankfort, Ind., was first to send the Governor a copy of the allegedly pornographic recording. College students from Miami University in Athens, Ohio, followed suit by providing Welsh with copies of printed "obscene lyrics."

A spokesman at Indianapolis' WIBC, the city's top-rater, said that the record (this week No. 6 in the nation) was No. 4 at the station for the past two weeks, but is not now being played. Group W's 50,000-watt outlet in Fort Wayne reports that the station has never played the record, but is carefully investigating all the allegations. It was learned that attempts by WOWO and other stations to capture the lyrics from the Wand waxing was neigh impossible because of the allegedly unintelligible rendition as performed by the Kingsmen.

Sources at Sceptor - Wand Records in New York flatly stated that "not in anyone's wildest imagination are the lyrics as presented on the Wand recording in any way suggestive, let alone obscene."

The feeling at the diskery is that a bootleg version may be the culprit.

It also seems likely that some shrewd press agency may also be playing an important role in this teapot tempest. Exactly whose press agent is hard to pin down at this point.

HOLLY DEATH TO BE MARKED BY STATIONS

NEW YORK—Radio stations across the country are preparing to mark the fifth anniversary of the death of Buddy Holly, Monday, February 3.

During Holly's short recording career of two years, he amassed under the aegis of Coral Records a continuous string of best sellers, such as "Peggy Sue" and "That'll Be the Day." Currently, there are six Holly albums available. "The Buddy Holly Story" holds the distinction of being represented for 160 consecutive weeks on the national best-selling album chart.

Coral Records has been continually releasing newly discovered performances by Holly which were made prior to his emergence as a star in 1957.

In conjunction with the February 3 date, Decca branches and distributors will be contacting local radio stations to assist in setting special tributes to the former recording artist.

BEATLES LAW WRANGLES GO ON IN CHICAGO & N. Y.

• Continued from page 1

Billboard he is not selling any of the Beatles records on Vee Jay and that he doesn't have any in stock.

Jay Lasker of Vee Jay said his firm stopped shipping Beatles product when the original injunction was issued last week (Billboard, January 25).

Under the Capitol injunction, "Vee Jay, its agents, attorneys and servants" are prevented from selling or advertising records by the Beatles.

Capitol attorney Sidney Zatz has indicated that "steps would be taken" against dealers who persisted in selling Vee Jay's Beatles record, though he did not elaborate what these steps would entail.

However, Jay Lasker, Vee Jay executive vice - president, said

that the Capitol injunction was against Vee Jay only, and it was permissible for anyone other than "Vee Jay, its agents, attorneys, and servants" (the wording of the injunction) from selling what records they may have.

The product causing all the fuss is:

Capitol, "I Want to Hold Your Hand," a single, No. 1 on Billboard's Hot 100 this week, and "Meet the Beatles," No. 92, an LP.

Vee Jay, "Please Please Me," a single, No. 68, and two LP's, "Introducing the Beatles," already distributed, and "The Beatles and Frank Ifield," not yet shipped but waiting to go.

Swan, "She Loves You," a single breaking into Billboard's Hot 100 in position 21 this week.

Coast Living Way to Do It, Plumb Claims

HOLLYWOOD — California-style living, which has been drawing record numbers of people here to make it the largest populated State in the nation, has affected the Coast disk industry, opines RCA's West Coast a.&r. head, Neely Plumb.

A resident of the Golden Bear State over nine years, Plumb feels the much discussed casual working atmosphere is found daily in the recording studio, which makes producing product all the more simpler.

"We find it's easier to get our jobs done here because of people's attitude. Musicians take a healthy interest in what they're doing. They appear not to have lost their enthusiasm."

Plumb has recorded here, in New York and at RCA Victor's Nashville studios. Each location has its own distinct characteristics, he says, but the casual attitude in which the artists work cannot necessarily be heard in the grooves. Hits are made with regularity, Plumb emphasizes, in all the RCA centers, with New York having the most tension, Nashville next in line and Hollywood boasting a completely relaxed milieu.

Exec says the New York a.&r. men recording here feel the ease of tension. Does this casualness apply itself to all kinds of recordings? A "loose" atmosphere may be tolerated in the folk idiom, which like jazz stands a lot of improvisation. An album by a good vocalist, Plumb believes, requires a well-polished orchestral and choral background. The important thing, according to Plumb, is that working musicians, featured performers and a.&r. producers don't have to strain to achieve a comfortable working atmosphere. It's a built-in commodity.

Marc Blitzstein Killed in Crash

NEW YORK — Composer Marc Blitzstein, who bridged the two worlds of popular theater music and opera, was killed in an auto accident last Wednesday (23) on the island of Martinique in the West Indies. Blitzstein, whose fame was most widespread as the adapter and translator of the "Threepenny Opera," was 58.

At the time of his death, Blitzstein had been working on an opera, "Sacco and Vanzetti," which had been commissioned by the Metropolitan Opera.

Since the mid-1930's and his affiliation with the Federal Theater Project, Blitzstein has most frequently been identified with works which involved themselves in social issues. "The Cradle Will Rock" and "No for an Answer," were highly acclaimed social satires. His opera "Regina," based on Lilian Hellman's "Little Foxes," was ambitious, and successful. Less successful were his Broadway ventures, "Reuben, Reuben" (1955) and "Juno and the Paycock" (1959). He was also prominent as a composer of incidental music and ballet.

Gov. Clement, Record Acts Swing Out for Tennessee

NASHVILLE — Gov. Frank G. Clement will take a delegation of top Tennessee recording stars to California with him in early February on a swing through the State seeking to attract industry to Tennessee.

The Governor has invited Elvis Presley, Pat Boone, Dinah Shore, Ernie Ford, Polly Bergen and Eddy Arnold to accompany him.

The Governor and his staff plan to contact more than 200 manufacturers in the Los Angeles and San Francisco areas.

Governor Clement's office reports the recording stars are receptive to the idea and all or most are expected to accept the invitation.

It will be the first time in the history of industry-recruiting governors that a chief executive has added glamour and talent to the business of increasing payrolls in his State.

If the tour of several days is successful, however, you might see governors of other States trying the same thing.

Of the Tennessee stars Governor Clement invited, Nashville has produced most: Dinah Shore, Pat Boone and Eddy Arnold. Polly Bergen is from Knoxville, Ernie Ford from Chattanooga, and Elvis Presley from Memphis.

Craig Gets Col. In Six States

HOLLYWOOD — Columbia is terminating its distributorship with Standard Supply in Salt Lake City February 1 and signing with the Craig Corporation in Denver to cover the Colorado, Wyoming, New Mexico, Utah, West Texas and Southern Idaho territories. Standard had been a Columbia distrib six years.

The move thus gives Columbia its second Denver distrib in 22 years. Diskery had formerly worked with B. K. Sweeney, terminating its relationship in March, 1963, after 21 years. In the interim the area was handled by label's owned Los Angeles distributor. Craig originally opened its warehouse in Denver to handle the Argus camera line, with Columbia subsequently asking the company to handle full distributorship of its products.

Moving to Denver as sales manager for Columbia and its Epic subsid is Bob Murphy, the former regional promo manager who worked out of the Hollywood office. Named operations manager for the new office is Ralph Goshorn, moving to Denver from Craig's Seattle operation. The existing Columbia sales reps in the areas involved will continue to work their territories.

Court to Hear 4 Seasons Beef

NEW YORK — A motion for a temporary injunction, brought by Vee Jay Records against the 4 Seasons, will be heard here Thursday (30). The action involves the Seasons' disking of "Dawn," recently released on the Philips label, and includes as defendants, in addition to the 4 Seasons individually, Philips Records and two producing firms, Genius, Inc., and Barneget, Inc., operated by Bob and Dan Crews.

The complaint was originally filed last November, against the Crews alone, with demands that they deliver up to Vee Jay the tapes of the recordings. Later, when the Seasons' record appeared on Philips, the suit was amended to include the additional parties.

in order to undertake the new venture. Drayson, who has served with MGM and Caedmon, among others, said his new firm will offer "a wide range of special services and unique promotions to the record industry."

Beatles on French Chart

By EDDIE ADAMIS

PARIS — Britain's hit group the Beatles appear this week for the first time on the French chart. Among the three LP's and three EP's rush-released by Odeon, which distributes Parlophone records in France, the main titles in demand are: "She Loves You," "I Want to Hold Your Hand" and "From Me to You."

The Beatles are playing the Olympia Theater until February 4. They share the honors

with Trini Lopez (Reprise-Vogue) and Sylvie Vartan (RCA). The last two appear equally on the chart with two hits: "If I Had a Hammer" and "Si je chante," respectively.

Although the press is not enthusiastic about the Beatles' performance and sound which they deem is passe, a great Parisian store tried to cash in on the big press and TV promotional campaign by putting on sale "Beatle wigs imported directly from New York" for 20 francs each.

LATE SINGLE SPOTLIGHTS

Pop

JOHNNY TILLOTSON

PLEASE DON'T GO AWAY (Ridge, BMI) (2:08)—Strong new hunk of ballad wax for Johnny after his smash "Talk Back Trembling Lips." This is his second single for the label and it could easily be two straight hits. Flip is "Worried Guy" (Wood, ASCAP) (2:26).

MGM 13193

DEE CLARK

THAT'S MY GIRL (Joni-Dee, BMI) (2:15)—Here's a slick piece of medium beat material reminiscent of the "Sugar Shack" groove in its rhythm. Interesting twin-flute licks provide a catchy backing. Watch it. Flip is "It's Raining" (Minute, BMI) (2:20).

Constellation 113

Electrola Gets Imperial Label In Germany

COLOGNE — The Imperial label, which has been taken over by the U. S. diskery Liberty, will in the future be distributed on the German market by Electrola under the Liberty banner.

Electrola has just released a list of its best-selling records. "Ich will 'nen Cowboy als Mann" (Gitte) and "Rote Lippen soll man kuessen" — "Lucky Lips" (Cliff Richard) and sold half a million by the end of 1963.

"Vom Stadtpark die Lateren" (Gitte-Rex Gildo) and "Buona Notte" (Rocco Granata) sold over 400,000; "Mitsou" (Jacqueline Boyer), over 300,000; "Zwei blaue Vergissmeinnicht" (Rex Gildo), over 200,000; "Es gibt kein Bier auf Hawaii" (Paul Kuhn), "Drei Msuketiere" (Conny), "Liebe Kaelter als Eis" (Rex Gildo), over 100,000 each.

Pye Distribs Top 6 Series

LONDON — Pye Records has made a surprising move in taking over the distribution of a unique record series here—the Top Six label. For the period of an ordinary single, Top Six sells a six-track record with cover versions of half a dozen hot sellers.

Top Six has previously been sold only through newsagents and bookstalls here tho Pye will channel it exclusively through dealers from this weekend (February 1). The deal was launched at a reception thrown by Pye managing director Louis Benjamin and Top Six chief Bill Wellings on Monday (20).

Top six has claimed sales of 100,000 per monthly issue and Pye has taken special air time with Radio Luxembourg on connection with a promotion program to up the sales. The first Top Six release under the company's auspices includes a cover version of Pye's current big one, "Needles and Pins."

The first big hit of '64
from
20th CENTURY-FOX RECORDS



NAVY BLUE

DIANE RENAY

FOX #456

A BOB CREWE PRODUCTION



Al  **Martino made '63 HIS year**

with    **hit singles in a**

row. '64 promises more  **magic**

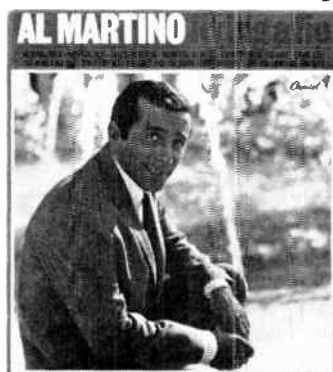
starting with his brand new hit....

 **I LOVE YOU MORE AND MORE**

EVERY DAY ...b/w...I'm Living My

Heaven With You #5108... and don't

forget



...And Other Noteworthy News

W. German Pick

HAMBURG—West Germany has selected the song and the artist to sing in the Eurovision Song Contest to be held in Copenhagen March 21. The title, "Man Gewohnt sich so Schnell an das Schoene," music by Rudi Lind and lyrics by Nile Nobach, will be sung by an ex-Bulgarian artist Nora Nova. The singer is signed to a contract with Ariola-Eurodisc.

CBS Hits Label

NEW YORK—Documentaries Unlimited, Inc., producer of the LP, "JFK, the Man—the President," has been served papers by CBS and CBS newsmen Allan Jackson, charging unauthorized use of a Jackson broadcast in the album. The injunctive damages action filed in New York Supreme Court requests a cease and desist plus accounting of profits, claiming approximate seven minutes of the newsmen's on-the-air material incident to the radio-TV network's four-day coverage of President Kennedy's assassination was used without permission or crediting.

C-P 13¢ Dividend

PHILADELPHIA — Cameo-Parkway Records, Inc. (AMEX), declared a quarterly dividend of 13 cents per share in January 22, payable March 10 to stockholders of record February 15, 1964. This is the sixth consecutive quarterly dividend declared by the company.

Caravelles on Tour

CHICAGO—The Caravelles, Smash Records' duo from England, arrived here last week for a five-week personal appearance tour of the Midwest. They'll hit Wisconsin, Minnesota, Iowa, Oklahoma, Kentucky, North Dakota and Illinois. The tour, arranged by General Artists Corporation, will wind up in Chicago with an afternoon and evening show for teen-agers. Smash released the group's "Have You Ever Been Lonely" b-w "Don't Blow Your Cool" (penned by the girls) to coincide with the tour. The girls' manager accompanies them on their tour.

WB Buys a Master

HOLLYWOOD — Warner Bros. has bought its first Hawaiian master, "Sushi," by Ohta-San, which has been making healthy sales noises in the Islands. Negotiations for the rights were undertaken by label's president, Mike Maitland, and producer, Don McDermott.

According to WB's marketing director, Joel Friedman, the single was the subject of intense bidding by four other diskeries. It has now been out three weeks. Disk is the third foreign-language product to come out on WB, according to the company. WB's previous foreign hits were the vocal "Al Di La" and the instrumental "Maid in France."

Elektra Inks 3 Acts

NEW YORK — Elektra Records President Jac Holzman has signed three new acts to the label. These include the Ian Campbell Folk Group, five singers from Britain; singer-cleffer Phil Ochs, and the Irish Ramblers. Albums have been recorded by each for early release. The Campbell group was brought in as the result of a recent Holzman junket to London, while Paul Rothchild, the label's a.&r. chief, uncovered the other acts.

Drusky With SESAC

NASHVILLE — Roy Drusky will head up the newly opened SESAC office here in a move by the performing rights organization to expand its activity in all fields of music. The office is located at 806 16th Avenue South in the heart of the "country music capital of the world."

Taps Decca Distribbs

NEW YORK — Decca Distributing Corporation has been tapped by Caedmon Records to handle its distribution in Dallas, Memphis, Kansas City, and Cohoes, N. Y. (servicing the Albany-Buffalo territory). The Decca Distributing Corporation will stock and sell the more than 250 LP's in the Caedmon catalog as well as the play recordings of Shakespeare, which are issued under the imprint of the Shakespeare Recording Society.

Prestige Names Field

BERGENFIELD, N. J. — Prestige Records has named Jerry Field to the newly created post of general manager of singles sales to increase its potential in the pop market. The jazz-based label which has been diversifying for the past year or two, also named some new distributors.

Field is currently on the road pushing product which is particularly strong in the singles area. Jack McDuff, who has had some single chart activity, Gene Ammons, Jimmy Witherspoon, Lightnin' Hopkins and Willis Jackson, all strong singles sellers for the label, are artists the new general manager is centering upon.

Muse Goes Distrib

CHICAGO—John Muse, long-time r.&b. record promotion man here, is setting up his own distributorship, B & W Records, on South Michigan Avenue, the city's record row. Muse is being joined by his wife, a record distributor veteran, and three others. Judy Hullinger, formerly with Garmisa here; Bill Hullinger, another record pro to handle sales, and Lee Menson, sales and promotion. Muse will announce his lines shortly.

London Gets Film Track

NEW YORK—London Records has acquired the soundtrack album rights for "To Bed or Not to Bed," a new picture voted "Best Film" at the recent Berlin festival. Film was produced by Dino De Laurentis and the score publisher is Frank Music. National release of the picture is expected in a month.

Glen Gray Revival

HOLLYWOOD — The Glen Gray estate and Capitol have negotiated to continue the successful LP series of "Sounds of the Great Bands," begun in 1956.

Newest package, "Today's Best, Vol. 2," was begun last week, with Dave Cavanaugh producing and featuring arrangements by Casa Loma vet Larry Wagner. The orchestra leader died several months ago.

BOOK REVIEW

Funny Book Not That Funny

"Laughter From the Hip" by Leonard Feather and Jack Tracy. Horizon Press. 175 pages. \$3.95.

Two distinguished writers, critic Feather and recording executive Tracy, have put their collective memories together to rehash incidents they claim happened during their musical careers. "Laughter" is thus loaded with anecdotes, most of which are warm and human but misses hitting the funnybone.

Having traveled all around the U. S. as jazz writers, Feather and Tracy have come in contact with just about every important artist on the scene within the last 20 years, hence there are stories about Louis Armstrong, Dizzy Gillespie, Andre Previn, Whitey Mitchell, Duke Ellington, Milt Raskin, Eddie Condon and Dave Brubeck, to cite several examples.

The stories offer a backstage glimpse of performer's careers, ranging from a zany trip down to Tijuana, Mexico, with Dizzy, to a wild early-morning broadcast in New York by the Eddie

Safranski band. Granted that the stories are generally cute and unheard of prior to this issuance, they do not produce the intended total comedic effect. Something was lost in the process of recalling the incidents and then re-creating them on paper.

The authors have allowed the artists themselves to be their own spokesman, while scattering their own salient comments around. The section in chapter 13 dealing with hip expressions comes off the best. Note this earliest of hip stories about the musician who asked for a piece of cherry pie at a lunch counter: "The cherry pie is gone," said the counterwoman. "Crazy! I'll take two pieces." Corny? Sure, but the whole subject of the hippie's lingo is equally corny, but an integral part of the music scene.

"Laughter" is an easy book to read and can be included among the sundry other jazz manuscripts in the stores. Unfortunately it's not the uproariously funny book it's laid out to be.

ELIOT TIEGEL

Joseph Lockwood Opposes Rat Race

• Continued from page 1

The Radio and Television Retailers' Association has expressed the strongest possible protest about what they call "this unfair and hasty decision which was likely to cause the greatest hardship to the thousands of independent retailers while doing nothing to reduce the price of goods to the public."

The sober daily, The Times, said that after Britain failed to get into the Common Market when it was hoped that greater competition would be induced, there was nothing ready to take its place. The government had at last taken some action aimed at making private industry more enterprising and the trade unions more reasonable. As it was, the future was in doubt and wages may well outstrip the rise in productivity this year.

On the question of the damage the abolition of RPM might do to many businesses, the paper is frank in saying "the whole purpose of abolishing RPM is that the inefficient shall be hurt. They must be hurt to the point

of making themselves efficient, or of going out of business. This may seem harsh, but the facts of modern economic life are harsh. Those who would like to opt of the business have to learn that Britain cannot do so and maintain her standard of living."

Battle Lines Drawn

Meantime, the battle goes on, with groups representing various sections of the retail trade asking the government to have second thoughts. It is likely that the Shops Act of 1950 which restricts retailers on their opening and closing hours will come up for revision, which would enable small shopkeepers to fight back at the big stores.

In spite of all the noise, it looks as if the American revolution is on its way here. One of the American discounters, Gem International, is to open its first U. S.-style store in Nottingham and Leeds later this year.

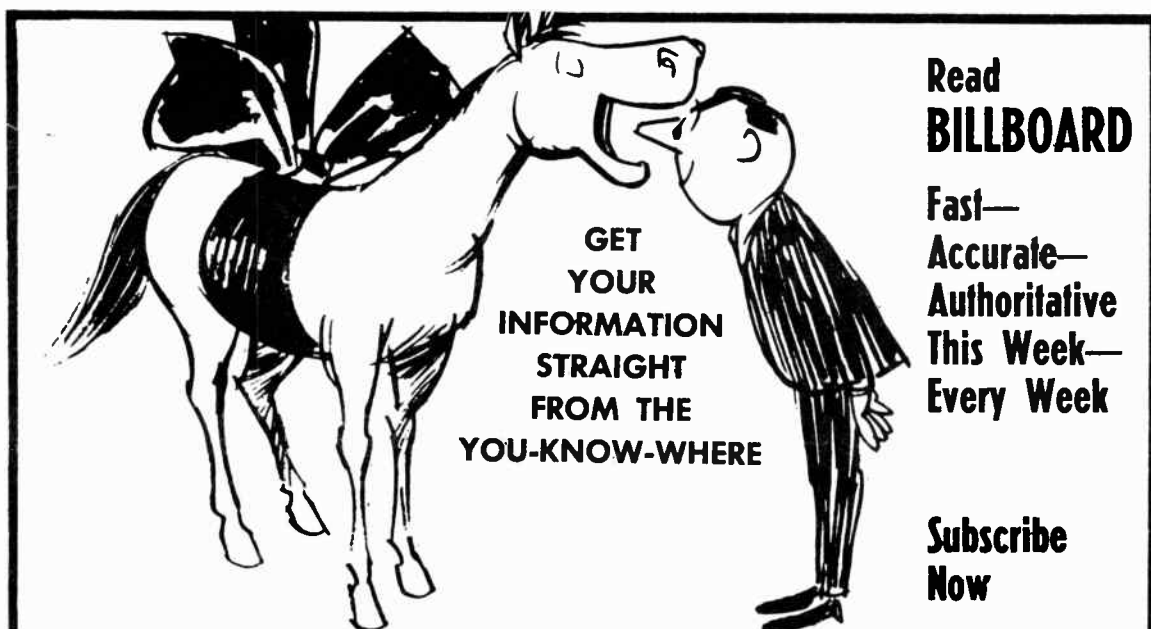
To be factual, before either the stamp war started here or the news of RPM hit us last week, there have been examples of a big potential being tapped by any bold operator who could sell cheaply. We have here washing machines from a Mr. John Bloom (now with holidays thrown in at next-to-nothing), records from record clubs and petrel from Jet, all making cut-price fortunes for the owners. People are asking "have reduced prices in America stimulated public demand for LP records? An American record manufacturer has been quoted in one Sunday paper here as saying "a fast nickel is better than a slow dime."

Retailers' Council

• Continued from page 1

Standley, has reported a 30 per cent cut in set sales in one week due to retailers' reluctance to stock order, in view of price uncertainty. The hold-off in trade buying was said to be worse than in previous pre-budget periods when purchase tax cuts are sometimes expected.

So far, there have been no reports of price cutting in the record trade, though some supermarkets are said to have tried to buy Beatles' records at a little over cost to sell at cut-rate as "loss-leaders."



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ALBUM REVIEWS

Billboard



Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT YOU MAKE ME FEEL SO YOUNG

Ray Conniff, His Ork & Chorus
Columbia CL 2118 (M);
CS 8918 (S)

Another worthy addition to the Ray Conniff collection of melodious bleedings of voices and instruments to a shuffle beat. This time Ray offers "Caravan," "In the Cool, Cool, Cool of the Evening" and "What Kind Fool Am I," to list a few. Five entertainment.



POP SPOTLIGHT INTRODUCING THE BEATLES

Vee Jay VJP 1062 (M)

The Beatles, no matter what the label, are about the hottest thing around the pop scene these days and here's another strong example of their exciting, driving sound. The boys perform "Twist and Shout," "I Saw Her Standing There," "Chains," "Baby It's You," etc. This one can do its share of business.



POP SPOTLIGHT ACADEMY AWARD LOSERS

Steve Lawrence
Columbia CL 2121 (M);
CS 8921 (S)

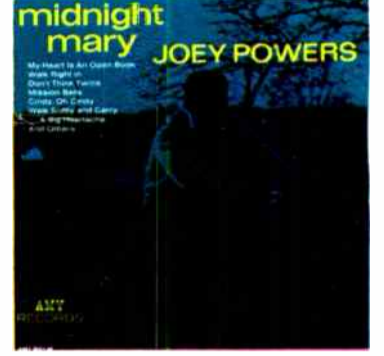
A good idea, well executed by Messrs. Lawrence and May. The cuts alternate the up-tempo with the tender ballad. Steve is well matched with great songs like "They Can't Take That Away From Me," "Cheek to Cheek," "That Old Feeling," among others. May's very capable instrumental support helps carry the whole thing into the top-notch listening category.



POP SPOTLIGHT MIDNIGHT MARY

Joey Powers
Amy 9001 (M)

Joey Powers will be important on the pop disks scene for some time to come. His singing is filled with a personable quality, warmth and vitality. Arrangements are first-class and provide strong items on every track. Some of the better cuts are "My Heart Is an Open Book," "Walk Right In," "Walk Softly and Carry a Big Heartache" and "In the Morning Gloria."



POP SPOTLIGHT SUNDAY IN NEW YORK

Peter Nero
RCA Victor LPM 2827 (M);
LSP 2827 (S)

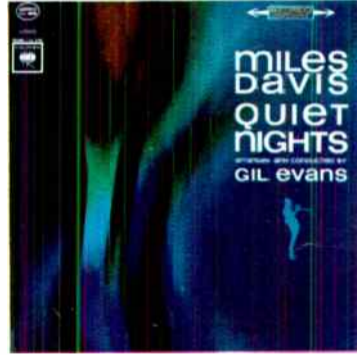
Nero the pianist has been a hot album property for a sustained spell and turning him loose on the composing chores for an important new movie certainly should spell sales. The picture stars Jane Fonda, Rod Taylor and Cliff Robertson, with Miss Fonda of particular name value. Nero plays his own score on this album and the music is flavorful and well paced. A worthy set.



POP SPOTLIGHT GORME COUNTRY STYLE

Eydie Gorme
Columbia CL 2120 (M);
CS 8920 (S)

Another Gorme album which follows a hot trend—after earlier strong efforts in the bossa nova and the gospel-pop field—this one finds the thrush deep in the country field with such choice items as "I Can't Help It," "Oh Lonesome Me," "Crazy" and other greats. Don Costa's swinging crew backs the concert neatly. A lot of play indicated here.



POP SPOTLIGHT QUIET NIGHTS

Miles Davis
Columbia CL 2106 (M);
CS 8906 (S)

Another fine album from the jazz trumpeter. He's backed again by the brilliant writing of Gil Evans and playing of first-rate studio sidemen. It's a big ork which Evans has arranged in deep, brooding tones. The sonorities are most complementary and set the Davis horn in a quiet thoughtful groove. The better programming tracks are "Corcovado" and "Wait 'Til You See Her."



POP SPOTLIGHT PERCY FAITH & HIS ORK PLAY GREAT FOLK THEMES

Columbia CL 2108 (M);
CS 8908 (S)

Contemporary and traditional folk songs are given the lush, big ork treatment by Percy Faith. Although the performances are grandiose, Percy manages not to violate the basic simplicity of the tunes. The gorgeous music and the gorgeous gal on the cover should add up to fine sales.



POP SPOTLIGHT GERSHWIN WONDERLAND

Andre Kostelanetz & His Ork
Columbia CL 2133 (M);
CS 8933 (S)

A fine sampling of Gershwiniana, featuring excerpts from "Catfish Row," "Porgy and Bess" which seldom receives recorded treatment. Other favorites include "Wintergreen for President," "The Man I Love," "Fascinatin' Rhythm," and the overture from "Girl Crazy." The grandeur of Gershwin is magnificently portrayed here.

POP SPOTLIGHT LOVE HIM!

Doris Day
Columbia CL 2131 (M);
CS 8931 (S)

Doris is back with a mighty strong entry of recently popular songs and a few seldom recorded tunes. Strong choral backing does much to maintain the romantic mood. A few songs are "More," "Lollipop and Roses," "Can't Help Falling in Love," "As Long as She Needs Me," and "Love Him." Tommy Chiver's arrangements top drawer.



JAZZ SPOTLIGHT KIRK IN COPENHAGEN

Roland Kirk
Mercury MG 20894 (M);
SR 60894 (S)

Roland Kirk comes back with another strong LP, this one recorded live in the Club Montmartre, Copenhagen, during his most recent European tour. The LP has that multi-lead drive Kirk has patented and the set also introduces some fine young European musicians, especially pianist Tate Montolio.



CLASSICAL SPOTLIGHT MOZART: CONCERTO NO. 20

Artur Schnabel
RCA Victor LM 2635 (M);
LSC 2635 (S)

For those who like their Mozart robust and dynamic, this will be the disk. Rubinstein is a bit heavy-handed at times, and the orchestra is obviously a large one—but the racing has grandiloquence and dramatic contrast which makes the interpretation an honest one. A strong sales item. Alfred Wallens' fine authoritative charge of the orchestra.



CLASSICAL SPOTLIGHT BEETHOVEN: PIANO CONCERTO NO. 4 IN G MAJOR/PIANO SONATA NO. 9 IN E MAJOR

Mercury MG 50381 (M);
SR 90381 (S)

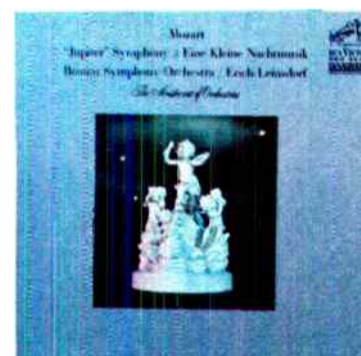
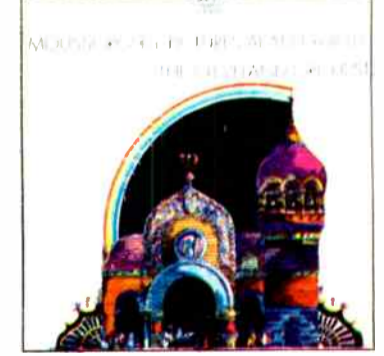
Another winning combination of Beethoven and Gina Bachauer, whose astonishing command of the keyboard on both the piano concerto and piano sonata is brilliant.



CLASSICAL SPOTLIGHT MOUSSORGSKY: PICTURES AT AN EXHIBITION/LIADOV: THE ENCHANTED LAKE

Cleveland Orchestra (Szell)
Epic LC 3872 (M); BC 1272 (S)

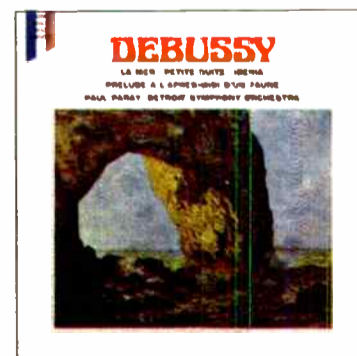
All the excitement of a superb classical work and an equally superb interpretation and performance. The genius of Maurice Ravel is clearly displayed through his orchestration of these descriptive works. Szell's Cleveland Orchestra handles the Moussorgsky and Ravel works without flaw.



CLASSICAL SPOTLIGHT MOZART: JUPITER SYMPHONY/EINE KLEINE NACHTMUSIK

Boston Symphony Orchestra
(Leinsdorf)
RCA Victor LM 2694 (M);
LSC 2694 (S)

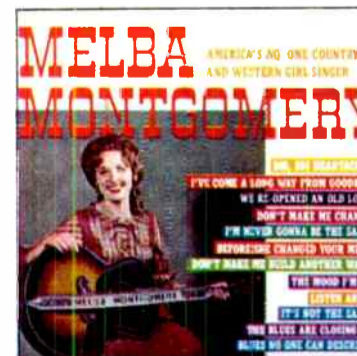
Mozart's "Jupiter" Symphony, long a favorite of both students and devotees of the classics, is expertly performed by Leinsdorf and the Boston. Artistic cover of LP should do much to catch the eye.



CLASSICAL SPOTLIGHT DEBUSSY: LA MER; IBERIA; PRELUDE A L'APRES MIDI D'UN FAUNE

Detroit Symphony Orchestra
(Paray)
Mercury MG 50372 (M);
SR 90372 (S)

One of a series of LP's by French composers, this one spotlights two highly favored Debussy compositions: "The Afternoon of a Faun," and "La Mer, and the bright and rollicking "Spanish Iberia."



COUNTRY SPOTLIGHT AMERICA'S NUMBER ONE COUNTRY AND WESTERN GIRL SINGER

Melba Montgomery
United Artists UAI 3341 (M);
UAS 6341 (S)

Melba is more often than not identified as the staff member of the Montgomery-George Jones team, but she's just as effective on the solo front. Here she turns out a bevy of goodies, many of which figure as logical single contenders.

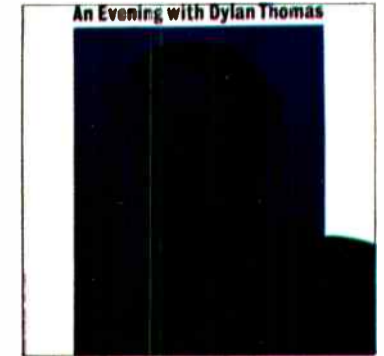
World Radio History



SPECIALTY SPOTLIGHT A TIME TO KEEP: 1963

Chet Huntley and
David Brinkley
RCA Victor LOC 1088 (M)

A fascinating recap of the news highlights of 1963 as narrated by the news team of Huntley and Brinkley. Covered, with the voices of people making the news and reporting it, are the March on Washington, Vietnam, the deaths of President Kennedy and Pope John, the new President's first address to the Congress and many others.



SPOKEN WORD SPOTLIGHT AN EVENING WITH DYLAN THOMAS

Cædmon TC 1157 (M)

Thomas has been a steady seller in this field for many years now. This posthumous disk was originally recorded at a poetry reading the writer gave at the University of California in 1950. It is dotted with the wry wit and dramatic sonority for which Thomas will always be remembered. Part of the disk is from a discussion on BBC in 1949.

Sounds like a giant!

"The BOY With The

Beetle Hair"

The SWANS

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DON KIRSHNER
*Executive Vice President
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- ★ MY DAD
- ★ UP ON THE ROOF
- ★ HE'S SURE THE BOY I LOVE
- ★ BLAME IT ON THE BOSSA NOVA
- ★ DON'T SAY NOTHIN' BAD ABOUT MY BABY
- ★ ON BROADWAY

(C&W AWARD)
YELLOW BANDANA

- ★ FOOLISH LITTLE GIRL
- ★ ONE FINE DAY
- ★ SURF CITY
- ★ HEY GIRL
- ★ I CAN'T STAY MAD AT YOU
- ★ HONOLULU LULU

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Cornelia St. John
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AT THE GROVE

Johnny Mathis' Voice a Grabber

The consistency with which Johnny Mathis enralls an audience was evidenced here (16) when the golden-throated vocalist opened at the cavernous Coconut Grove. Mathis has reached a peak of perfection in his style and night club performance, and while the people who come to hear him sing are all his fans, he offers them no surprises.

Recording these days under the Mercury banner, Mathis performed this same turn last spring in his final appearance as a Columbia artist. Granted that the diskery affiliation has nothing to do with his bistro act, but Mathis is falling into the rut which performers often get into when they have been playing the boards many years. Add Mathis to the list of artists who hold a tight rein on the tunes they warble. Of the 18 tunes offered,

only two were new selections, his Mercury single, "Bye, Bye, Barbara" and the opening "Going It Alone" done up-tempo.

Backed by the Freddy Martin orchestra, Mathis wove his way through the best of popular music: "Tender Is the Night," "Look at Me," "Love Look Away," all done slowly and with conviction. Ballads are Mathis' kind of song, when the velvety

quality of his voice is best displayed. On the jump tunes he tends to sound thin and when the brass section starts to push, they all but drown him out.

Inevitably there is the medley of disk hits, one blending right into the next as if it were one long song. Mathis' medley, which again offers some of the most poignant lyrics and melodies in pop music, includes "It's Not for Me to Say," "Twelfth of Never," "Wild Is the Wind," "When Sonny Gets Blue," "Chances Are" and "Wonderful, Wonderful."

The real high point of Mathis' act are his readings from "West Side Story." He has sagely chosen two of the most powerful ballads of the play, "Maria" and "There's a Place for Us," which both receive well deserved applause. By continuing to offer these two tunes, Johnny has helped earn them the title of standards. Both songs need a sympathetic, heart-tugging attack, which is the way Johnny belts them. It might be interesting if he would add more "West Side" repertoire to his act since he has such a fine affinity for this material.

The point is that Mathis has a unique voice which is best shown off in the slow ballad tempo and there are certainly enough quality ballads around to offer Mr. Mathis a broader repertoire. Next time around we'll listen for some.

ELIOT TIEGEL

PEGGY, ANKA 1ST YANKS IN SAN REMO FEST

NEW YORK—RCA Victor's Little Peggy March and Paul Anka have left for Rome to participate in the 1964 San Remo Festival, which begins January 30. This will be the first time that U. S. artists have participated in the event.

Other RCA Victor artists from Argentina, Mexico, and, of course, Italy, will participate as well. Plans have been made to record the winning songs in many languages at the RCA Rome studio. Dario Soria, division vice-president of the company's international wing, is presently co-ordinating plans for the project with Giuseppe Ornato of RCA Italiana.

Italian Songstress Makes N. Y. Bow

NEW YORK—Another European singing star has attempted to crash the American market through a series of concerts held in Carnegie Hall and the Brooklyn Academy of Music here. Milva, the Italian singing star, was presented once at Carnegie and twice at the Academy over the past weekend, Saturday (18) and Sunday (19).

Producer of the show was Erbertio Landi (who left Friday (24) for Italy with Milva to take in the San Remo Festival.

The lovely Italian songstress sang some of her hits at the performances. Among them was the "Il Mare Nel Sassetto" with which she rocketed to stardom at the San Remo Festival in 1961.

Among her other songs which appear in Italy on the Cetra label were "Flamenco Rock," "Tango Italiano" and her current disk in her native country "Milord."

The young lady's short but whirlwind tour in North America has taken her to Canada and towns in New Jersey.

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

The Serendipity Singers will give a solo concert next Sunday (2) at West Point. . . . The Jive Bombers go into the Lighthouse (28) for a 10-week gig. . . . Earl Wrightson and Lois Hunt in concert at the Lyric Theater, Allentown, Pa., on Sunday (2). . . . Gina Bachauer will appear with the Baltimore Symphony for two performances (28, 29). . . . Henryk Szeryng will appear in concert at Hunter College (1).

SOUTH

Peter, Paul and Mary have scheduled one-nighters this week

in Norfolk, Va. (28), Richmond, Va. (31), Charleston, W. Va. (1), and Chattanooga, Tenn. (2). . . . The Dave Brubeck Quartet play the Alexander Memorial Coliseum on campus of Georgia Tech in Atlanta (1).

MIDWEST

Count Basie will appear in Chicago's Club Laurel (27), Grandinetti's in Gulfport, Ill. (28), D'Amico's in Joliet, Ill. (30), the Akron (Ohio) Armory (31), and at Lockbourne Air Force Base in Columbus (2). . . . Kai Winding opens (2) at the Huddle Embers in Indian-

World Radio History

TV GUEST APPEARANCES BY RECORD TALENT

JANUARY 27-FEBRUARY 2
(All Times Eastern Standard)

- MONDAY 27—FRANKIE AVALON**
The young performer will appear on the Westinghouse tape-syndicated Steve Allen show.
- MONDAY 27—AL HIRT**
New Orleans trumpet man will share the spotlight with Johnny Carson on the Tonight Show (NBC-TV, 11:15-1 a.m.).
- TUESDAY 28—JACKIE MASON**
The comic makes a return engagement to the Garry Moore show (CBS-TV, 10-11 p.m.).
- TUESDAY 28—PETER NERO, MARTHA WRIGHT, JOHN RAITT, ETHEL MERMAN**
All will be highlighted on the Bell Telephone Hour (NBC-TV, 10-11 p.m.).
- TUESDAY 28—TONY BENNETT, SHELLEY BERMAN, ART FARMER, JIM HALL QUARTET**
There's plenty of talent lined up for this seg of the Steve Allen show.
- WEDNESDAY 29—DIAHANN CARROLL**
The Broadway star will make an appearance on the Danny Kaye show (CBS-TV, 10-11 p.m.).
- WEDNESDAY 29—MIRIAM MAKEBA, RON HUSMANN**
Both are set for the Steve Allen show.
- THURSDAY 30—PATTI PAGE, FERLIN HUSKY**
Both will offer their songs on the Jimmy Dean show (ABC-TV, 9-10 p.m.).
- FRIDAY 31—JONATHAN WINTERS, VICTOR BORGE, NANCY WILSON**
All will perform on the Jack Paar program (NBC-TV, 10-11 p.m.).
- FRIDAY 31—BILLY ECKSTINE**
The singer will be featured with other guests on the Steve Allen show.
- SATURDAY 1—CHAD MITCHELL TRIO, FLATT & SCRUGGS, CHARLIE MANNA, JUDY HENSKE, GRIER REYNOLDS, GLENN YARBROUGH, VALENTINE PRINGLE**
Big line-up of folk-oriented talent will appear on the Hootenanny show (ABC-TV, 7:30-8:30 p.m.).
- SATURDAY 1—DONALD O'CONNOR, DON KNOTTS, MILLS BROTHERS, MARY COSTA**
All will perform on the Hollywood Palace (ABC-TV, 9:30-10:30 p.m.).
- SUNDAY 2—ELLA FITZGERALD**
The lady of song will be the featured guest on the Ed Sullivan show (CBS-TV, 8-9 p.m.).

The national network TV guest appearances listed above provide outstanding promotional opportunities for alert, aggressive record dealers and for all others who can benefit from the exposure of these record artists to millions of consumers. This chart should be used as a calendar around which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.



THE BEATLES
(Capitol-Swan-Vee Jay-BMI)
PM: Brian Epstein

NAMES: John Lennon, George Harrison, Paul McCartney, Ringo Starr. **AGES:** Early 20's. **HOME TOWN:** Liverpool, England. **BACKGROUND:** Rewrite an old adage to read: "There's no business like the record business." These four youngsters have created an international stir with "beatlemania," and have hit our shores with unprecedented impact. In less

than a month their brand of music—the Liverpool (or Mersey) sound—has put them on the Hot 100 with three single disks, and one album, recreating a pattern established first in England. The irony is that they have been working together since 1958 in various cellar clubs in Liverpool. After an engagement in Germany, they were brought to the attention of their manager, Brian Epstein, who signed them with EMI's Parlophone label, and their success from that point on has continued to break records. They will personally visit the U. S. this month for television appearances on the Ed Sullivan show.

LATEST SINGLES: Positions on Billboard's Hot 100 this week are: "I Want to Hold Your Hand" (Capitol), No. 1; "She Loves You" (Swan), No. 21; "Please Please Me" (Vee Jay), No. 68. Bubbling in position 117 is the flip of their No. 1 record on Capitol, "I Saw Her Standing There."

LATEST ALBUM: "Meet the Beatles" (Capitol) is No. 92 on this weeks Top LP's.

apolis for five days. . . . Wes Harrison will give shows this week in Toledo (28), Detroit (29) and Indianapolis (31). . . . Janos Starker will be heard in recital at the Akron Jewish Center (2).

WEST

Sassy Sarah Vaughan is at the Safari Club in San Jose, Calif., through February 6. . . . Basin St. West in Los Angeles features Woody Herman through Febru-

ary 9. . . . The comedy team of Stiller and Meara opens Monday (27) at the hungry i in San Francisco. . . . Connie Francis will remain in the Congo Room of the Hotel Sahara in Las Vegas for three more weeks. . . . Pianist Byron Janis will concertize in Colorado Springs on Thursday (30). . . . Bobby Vinton, the Mills Brothers and humorist Don Sherman hold the stage at the Crescendo in Los Angeles.

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COUNTRY MUSIC

Sunbrock-Young Unit Sets Mark At Coliseum in Jackson, Miss.

JACKSON, Miss.—A country and western package, featuring Ferlin Husky, Skeeter Davis, Carl and Pearl Butler, Jean Shepard, Red Sovine and the Tennessee Mountain Boys, fiddler Wade Ray, Martha Carson and Loretta Lynn, and promoted by Don Young and Larry Sunbrock, set a new house record at the Coliseum here January 11, when some 10,800 paid passed through the turnstiles,

with ducats scaled at \$2 a head, with \$1 for kiddies. Advance tickets sold for \$1.50 and 75 cents. Sunbrock handled the publicity, and Young the front end.

Another Sunbrock package, headed by Lester Flatt and Earl Scruggs, Carl and Pearl Butler, Ray Price and His Cherokee Cowboys, Loretta Lynn, Sonny James, Martha Carson and Darrell McCall, appeared at the Coliseum, Montgomery, Ala., Saturday (25), with advance ticket sales reported as fair. The same unit, with the exception of Flatt and Scruggs, played the Farm Center Building, Dothan, (Continued on page 18)

Vic Lewis Preps for N. Y. Stand

CINCINNATI — Vic Lewis, Toledo promoter, met recently in New York with W. E. (Lucky) Moeller, president of the Denny-Moeller Talent Agency of Nashville, to discuss plans for the king-size country music spectacular to be presented at New York's Madison Square Garden May 16-17.

Lewis, who represents Country Music Spectaculars, Inc., producer of the two-day event, said that most of the talent for the New York show will be contracted through the Denny-Moeller office, though some would be booked through other Nashville agencies. Webb Pierce, Jim Reeves, Hank Snow, Ferlin Husky and Red Foley are among those already engaged.

Matinee and evening performances are skedded for the two days and admission prices have been set at \$2 to \$5.

Negotiations are being conducted with several New York travel agencies, Lewis says, and when concluded a special "Country Music on Broadway" week- (Continued on page 18)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Heading for the Charts!
The French Hit
SARA DARLING
 (Elle Etat, Si Jolie)
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Bobby Lord
 SINGS
LIFE CAN HAVE MEANING
 HICKORY 1232

"Betty & Dupree"
 b/w
"Got My Mojo Working"
 Sun #389
Billy Adams
 SUN RECORDS
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COUNTRY D.J. OF THE WEEK



Jim Neal, of Station WIEL, Elizabeth, Ky., will be WSM's "Mister D.J. U. S. A." January 31. Jim has been with WIEL nearly three years. Previously he worked with WKOV, Wellston, Ohio, and with the Armed Forces Radio Korean Network.

WMIL Revives Its Live-Show Policy

MILWAUKEE—Sol Radoff, vice-president of Station WMIL here, last week announced that the station will resume its policy of bringing "live" country and western talent to Milwaukee during 1964.

The first of a series of shows will be billed as the "Country & Western Valentine Spectacular" and will be staged Saturday, February 15, at Milwaukee Auditorium.

Headlining the station's first show will be Jim Reeves, Carl Smith, Don Gibson, Jean Shepard, Billy Walker, Dottie West, Stringbean, the Bobby Nelson band, and Jimmy West, of WMIL's country staff.

Franks, Payne Frame Package For Canada Trek

SHREVEPORT, La. — Promoters Tillman Franks, of Tillman Franks Enterprises here, and Marlin Payne have set a country music package highlighting David Houston, Country Johnny Mathis, Tommy Tomlinson and the Cedar Grove Three for a Canadian tour beginning February 6 at Calgary, Alta. Also on the trek will be George Hamilton IV, Dave Dudley, Mother Maybelle and the Carter Family.

Remainder of the itinerary stacks up as follows: Lethbridge, Alta., February 8; Vancouver, B. C., 9; Winnipeg, Man., 12; Edmonton, Alta., 14; Regina, Sask., 15, and Minot, N. D., 16.

Gus Glock, Billings, Mont., promoter, is lining up other dates for the package in Montana, Wyoming and Idaho.

HOT

Billboard SPECIAL SURVEY

FOR WEEK ENDING 2/1/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	LOVE'S GONNA LIVE HERE Buck Owens, Capitol 5025	20
2	2	BEGGING TO YOU Marty Robbins, Columbia 42890	10
3	6	B. J. THE D. J. Stonewall Jackson, Columbia 42889	9
4	5	BEFORE I'M OVER YOU Loretta Lynn, Decca 31541	12
5	3	NINETY MILES AN HOUR (Down a Dead-End Street) Hank Snow, RCA Victor 8239	15
6	9	MOUNTAIN OF LOVE David Houston, Epic 9625	16
7	4	THE MATADOR Johnny Cash, Columbia 42880	13
8	21	SAGINAW, MICHIGAN Lefty Frizzell, Columbia 42924	4
9	26	TOO LATE TO TRY AGAIN Carl Butler & Pearl, Columbia 42892	4
10	14	PEEL ME A NANNER Roy Drusky, Mercury 72204	9
11	8	500 MILES AWAY FROM HOME Bobby Bare, RCA Victor 8238	15
12	7	LAST DAY IN THE MINES Dave Dudley, Mercury 72212	8
13	18	JEALOUS HEARTED ME Eddy Arnold, RCA Victor 8253	9
14	17	OLD RECORDS Margie Singleton, Mercury 72213	6
15	16	THANKS A LOT Ernest Tubb, Decca 31526	19
16	25	TRIANGLE Carl Smith, Columbia 42858	7
17	27	LET'S GO ALL THE WAY Norman Jean, RCA Victor 8261	5
18	35	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	2
19	34	HOWDY, NEIGHBOR, HOWDY Porter Wagoner, RCA Victor 8257	3
20	37	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	2
21	30	COWBOY BOOTS Dave Dudley, Golden Ring 3030	18
22	32	DREAM HOUSE FOR SALE Red Sovine, Starday 650	4
23	28	I ALMOST FORGOT HER TODAY Carl Smith, Columbia 42858	6
24	22	THE MORNING PAPER Billy Walker, Columbia 42891	6
25	31	TALK BACK TREMBLING LIPS Ernest Ashworth, Hickory 1214	33
26	38	THERE'S MORE PRETTY GIRLS THAN ONE George Hamilton IV, RCA Victor 8250	3
27	19	HELPLESS Joe Carson, Liberty 55614	8
28	11	D. J. FOR A DAY Jimmy "C" Newman, Decca 31553	8
29	10	YOU'LL DRIVE ME BACK (Into Her Arms) Faron Young, Mercury 72201	7
30	39	HE SAYS THE SAME THINGS TO ME Skeeter Davis, RCA Victor 8288	2
31	13	IF THE BACK DOOR COULD TALK Webb Pierce, Decca 31544	12
32	20	GOING THROUGH THE MOTIONS Sonny James, Capitol 5057	7
33	40	YOU TOOK MY HAPPY AWAY Willie Nelson, Liberty 55638	3
34	36	LIFE CAN HAVE MEANING Bobby Lord, Hickory 1232	4
35	44	ONE DOZEN ROSES George Morgan, Columbia 42882	3
36	—	PEN AND PAPER Jerry Lee Lewis, Smash 1857	1
37	15	THOSE WONDERFUL YEARS Webb Pierce, Decca 31544	13
38	12	TROUBLE IN MY ARMS Johnny & Jonie Mosby, Columbia 42841	13
39	—	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	1
40	—	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	1
41	48	WOODEN SOLDIER Hank Locklin, RCA Victor 8248	3
42	—	SURELY Warner Mack, Decca 31559	2
43	—	GOOD MORNING SELF Jim Reeves, RCA Victor 8289	1
44	33	OUR THINGS Margie Bowes, Decca 31557	4
45	—	HOOTENANNY EXPRESS Canadian Sweethearts, A&M 727	1
46	—	MIND YOUR OWN BUSINESS Jimmy Dean, Columbia 42934	1
47	—	WHEN YOU NEED A LAUGH Patsy Cline, Decca 31552	3
48	—	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	1
49	—	MOLLY Eddy Arnold, RCA Victor 8296	1
50	—	SORRY I NEVER KNEW YOU Sego Brothers & Naomi, Songs of Faith 8032	1

HOT

Billboard SPECIAL SURVEY

FOR WEEK ENDING 2/1/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	4
2	2	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	4
3	5	GEORGE JONES & MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART United Artists UAL 3301 (M); UAS 6301 (S)	4
4	4	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	4
5	3	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	4
6	6	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	4
7	10	KITTY WELLS STORY Decca DXB 174 (M); DXSB 7174 (S)	4
8	7	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	4
9	19	LESTER FLATT & EARL SCRUGGS AT CARNEGIE HALL Columbia CL 2045 (M); CS 8845 (S)	2
10	16	PATSY CLINE STORY Decca DXB 176 (M); DXSB 7176 (S)	3
11	8	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	3
12	12	TALL, TALL GENTLEMAN Carl Smith, Columbia CL 2091 (M); CS 8891 (S)	4
13	9	RETURN OF THE GUNFIGHTER Marty Robbins, Columbia CL 2072 (M); CS 8872 (S)	4
14	14	I WROTE A SONG Don Gibson, RCA Victor LPM 2702 (M); LSP 2702 (S)	3
15	17	DETROIT CITY & 11 OTHER HITS Bobby Bare, RCA Victor LPM 2776 (M); LSP 2776 (S)	4
16	11	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	3
17	—	500 MILES AWAY FROM HOME Bobby Bare, RCA Victor LPM 2835 (M); LSP 2835 (S)	1
18	—	ABILENE George Hamilton IV, RCA Victor LPM 2778 (M); LSP 2778 (S)	2
19	—	COUNTRY MUSIC HOOTENANNY Various Artists, Capitol T 2009 (M); ST 2009 (S)	1
20	—	STILL Bill Anderson, Decca DL 4427 (M); DL 74427 (S)	3

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TOP
ARTISTS

TOP REPERTORY



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SR90374/MG50374



SR90375/MG50375



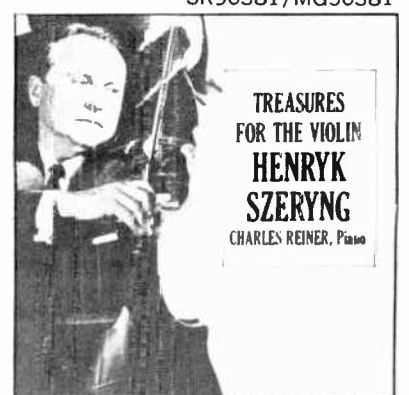
SR90376/MG50376



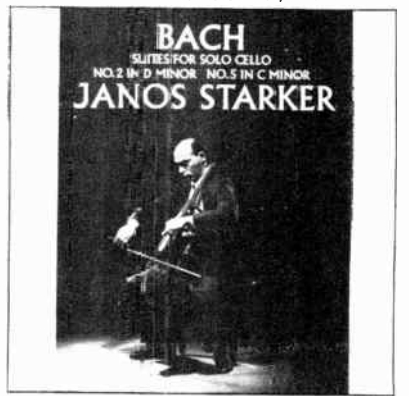
SR90377/MG50377



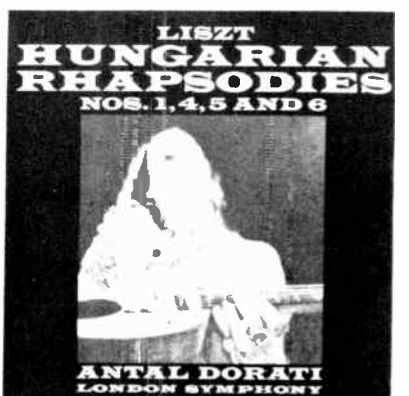
SR90381/MG50381



SR90367/MG50367



SR90370/MG50370



SR90371/MG50371

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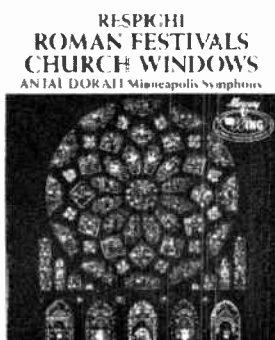
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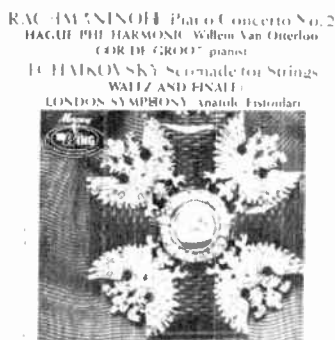
TOP BUDGET LINE



SRW18038/MGW14038



SRW18039/MGW14039



SRW18040/MGW14040



SRW18041/MGW14041

COUNTRY MUSIC CORNER

By BILL SACHS

Dave Dudley, following a swing through the Michigan, Wisconsin and Minnesota territory with Jimmy Newman, begins a Canadian trek for Marlin Payne February 5. Newman kicks off a Hap Peebles tour of the Midwest February 13 and is carded for a guest appearance on the Mack Sanders TV show in Wichita, Kan., February 21. . . . George Kent, recently signed as an exclusive writer

with Newkeys Music, Nashville, slated to cut his first session soon for Rice Records. . . . Shirlee Hunter, heard on the Salem label, was featured with her "Hootenanny 'n Country" show at the Western Pennsylvania fair managers' meeting in Greensburg Saturday (25). Fair dates already set for her for the coming season by the Jim Gemmill office, Richmond, Va., are Monroe, N. C.; Grafton, W. Va.; Front Royal, Ga., and Roanoke, Va.

Tompall and the Glaser Brothers will be among the featured entertainers at the Auto Show to be held at Municipal Auditorium, Nashville, February 25 to March 1. Chuck Glaser returned to Music City last week after a fortnight's vacation in Nebraska. . . . Ray Sanders has just cut another session for Stadium Records of Hollywood—this time at Ray Shirley's Audio Reproductions in Oxnard, Calif. Ray is set for personals at La Puente, Calif., January 29, and Long Beach, Calif., 31. . . . Kingston Records, Reading, Pa., has just added Dick Tacker, of Allentown, Pa., and Bob Thomas, currently with the Al Shade show on WLBR, Lebanon, Pa., to its roster of country artists. Tacker's first on the label is "Do I Love You" b.w. "Rock All Night With Me," both from his own pen. Thomas' release is "My Friend," a tribute to the late Hawkshaw Hawkins, b.w. "You Can't Break My Broken Heart." He wrote both sides.

The country music vet, Horace Logan, now emcee at "Big

D Jamboree," Dallas, and arranger of local programming there, is putting in his spare moments compiling historical data on the former top c.&w. show, "Louisiana Hayride," Shreveport, which he produced and operated for nearly eight years. Writing from Dallas, Logan says: "Things are fine here at 'Big D,' and continuing well under Sportatorium owner and producer, Ed McLemore. Ed Watt still handles the booking. Judy Lynn and her western band were 'Big D' features January 18. On the same bill was Moon Mullican. Saturday's (25) guest was Bobby Bare, and we have a full calendar of stars signed for February. Mr. McLemore is nearing completion of a deal for a sponsor on our Saturday afternoon live TV show, 'Studio Jamboree,' which will be a big boost promotionwise."

Vic Lewis Preps

• Continued from page 16

end tour will be offered country music fans in distant cities through country music deejays. The weekend vacation package, according to Lewis, will consist of transportation to New York via Greyhound bus, a reserved seat for the Saturday performance, lodging at a Manhattan hotel Saturday night, a visit to the World's Fair Sunday, and transportation home.

Roger Ferri, veteran showman and former sports editor of The Boston Globe, will head a special publicity department being set up to thump the drums for the event. This will be the first country music jamboree ever to be presented at the Garden and is looked upon as another major breakthrough for country music.

Wrangler Plans C.&W. Series for Texas Stations

SAN ANTONIO — John Stauffer, president of Wrangler Country Music Promotions, with headquarters at 830 Baetz Boulevard here, announces that his firm has completed a series of c.&w. pilot tapes to be submitted to the local Downtown Merchants' Association for a weekly broadcast on a six-station network in Southwest Texas. The series is planned for 26 weeks, Stauffer says, and will feature "live" Johnny Stauffer and the Rhythm Wranglers.

One of the features of the hour-long weekly broadcast will be the airing each week of three new country music releases never heard in the broadcast area. The listening audience will be asked to judge the recordings as a "Hit or Miss," and results of the weekly poll will be forwarded to firms which made the releases, along with a list of record distributors in the area. There will be no charge for the service, Stauffer says.

Sunbrock-Young

• Continued from page 16

Ala., Sunday (26). Box-office results at the two last-named shows were not available at press time.

Sunbrock first began promoting country and western shows in and around Cincinnati back in 1933 and toured for 10 years with the late Cowboy Copas, Natchee the Indian, Curley Fox and the late Texas Ruby. He quit the field for a number of years to enter the rodeo and cir-

WCMS Picks Talent for First Show

NORFOLK — George A. Crump, president of WCMS here, last week announced the talent selections for the first of five "Country Style, U.S.A." shows to be staged by the station's "Radio Ranch" at Norfolk Municipal Auditorium, Sunday, February 23, with performances at 2 and 8 p.m.

Talent line-up will comprise Ray Price and the Cherokee Cowboys, Minnie Pearl, Porter Wagoner, Norma Jean, Jim and Jessie, Loretta Lynn, Buck Trent, Ernest Ashworth, Buddy Emmons, Allen Shelton, Darrell McCall, the Wagonmasters Trio, the Virginia Boys, Carolina Charlie and the Four C's. Emcee chores will be handled by WCMS's Tex Davis, Joe Hoppel, Charlie Wiggs and Jesse Travers. All country deejays in the area have been invited to attend.

cus end of the business and had the Big Top Circus under canvas in New York for nearly six months in 1943. He holds the record for a rodeo performance at Yankee Stadium, New York, set in 1947, when some 347,000 patrons laid it on the barrel-head. He also holds the record for the Los Angeles Coliseum, where his combined rodeo, thrill show and country & western layout, with Stuart Hamblen, Cliffie Stone's band, the Original Beverly Hillbillies and the Sons of the Pioneers, played to more than 90,000 paid in a single afternoon performance.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

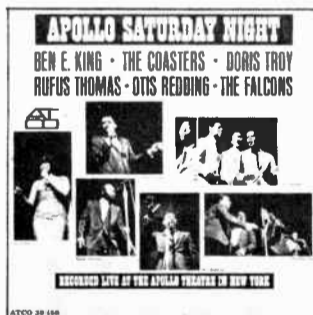
Bob Clark, of WEXL, Detroit, hosted a country and western show in Utica, Mich., Sunday (26) for the benefit of the Utica Sterling Boys' Baseball League. On the bill were Swanee Caldwell, Eddie Jackson, Curly Dan, Wilma Ann and Vic Norwin. . . . With the pop version of "Pledge of Love," by Ray Ruff on the Bolo label, currently making it big in the Southwest, Joe M. Leonard Jr., of KGAF-AM-FM, Gainesville, Tex., has been prompted to make a country version of the tune on the Lin label. He recently took Frank Starr to Nashville and backed him up with the Jordanares, Bob Moore, Boots Randolph, Floyd Cramer and Buddy Harmon, and came up with what he says is a terrific sound. He has deejay samples available. Write Joe at Box 222, Gainesville, Tex.

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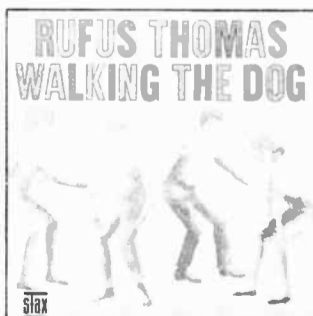


TAPESTRY
Chuck Wayne
FOCUS FM333
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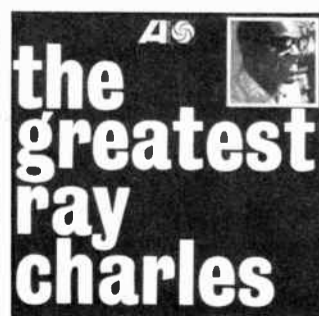
DEEP PURPLE
Nino Tempo — April Stevens
ATCO 33-156



WALKING THE DOG
Rufus Thomas
STAX 704
(Distributed by Atlantic)



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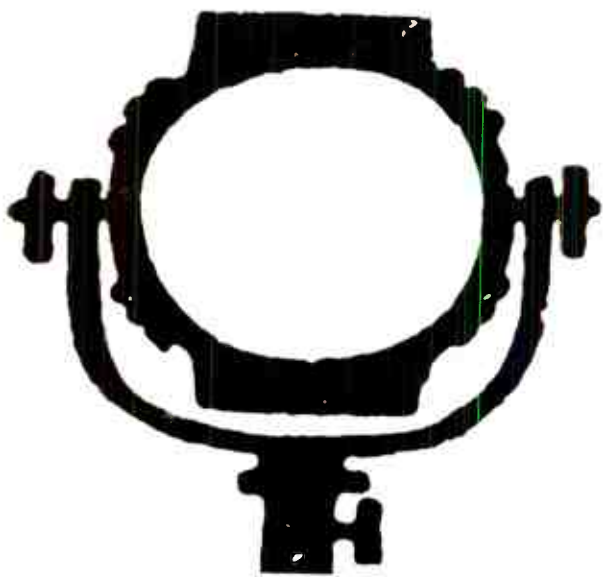


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MALE VOCALIST
OF 1963
NO. 4

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HOT 100

★ STAR performer—Sides registering greatest proportionate upward progress this week.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'I Want to Hold Your Hand', 'You Don't Own Me', 'Out of Limits'.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'Talk Back Trembling Lips', 'Letter from Sherry', 'Charade'.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'As Long as I Know He's Mine', 'Please Please Me', 'Pink Dominoes'.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Table listing songs and artists starting with 'A' through 'Z'.

Table listing songs and artists starting with 'A' through 'Z'.

Table listing songs and artists starting with 'A' through 'Z'.

Table listing songs and artists starting with 'A' through 'Z'.

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BREAKOUT SINGLES

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VAYA CON DIOS
Drifters, Atlantic 2216

ABIGAIL BEECHER
Freddy Cannon, Warner Bros. 5409

PLEASE PLEASE ME
Beatles, Vee Jay 498

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

THE GREASY SPOON . . .
Hank Marr, Federal 12508 (Avenue, BMI)
(Detroit, Milwaukee)

KOKO JOE . . .
Righteous Brothers, Moonglow 224 (Venice, BMI)
(Los Angeles)

RIP VAN WINKLE . . .
Devotions, Roulette 4541 (Skidmore, ASCAP) (Pittsburgh)

LEAVING HERE . . .
Eddie Holland, Motown 1052 (Jobete, BMI)
(Detroit, Atlanta)

TELL HIM . . .
Drew-Vels, Capitol 5055 (Beechwood, BMI)
(San Francisco)

SEATTLE . . .
Wailers, Etiquette 7 (Valet, BMI) (Seattle)

THERE'S A MEETIN' HERE TONIGHT . . .
Joe & Eddie, Crescendo 195 (Hollis, BMI) (Los Angeles)

GOTTA FIND A WAY . . .
Theresa Lindsey, Correc-Tone 5840 (Correc-Tone & Finn, BMI) (Detroit)

GOING BACK TO LOUISIANA . . .
Bruce Channel, Le Cam 122 (LeBill-Marbill, BMI) (Houston)

THROUGH THE EYES OF A FOOL . . .
Roy Clark, Capitol 5099 (Central Songs, BMI) (Baltimore)

POP SPOTLIGHT

WAYNE NEWTON

DREAM BABY
(T. M. Music, BMI) (2:30)—Capitol 5124
Newton makes a strong chart return with this most provocative side. The tune is sung with authority and style in medium tempo against chorus and strings. The flip is "I'm Looking Over a Four-Leaf Clover" (Remick, ASCAP) (2:30).

POP SPOTLIGHT

JOHNNY HODGES

SANDY'S GONE
(Helios, BMI) (2:07)—Verve 10304
The vet jazz alto star comes through with a strong bid for pop instrumental. The tune features reverb effects on the horn in front of solid Claus Ogerman orchestration. The flip is "Monkey Shack" (Helios, BMI) (2:05).

POP SPOTLIGHT

H. B. BARNUM

RENTED TUXEDO
(Roosevelt, BMI) (2:30)—Imperial 66011
H. B. soulfully sings a tale of marriage plans gone wrong and the trouble with love. Rockaballad is convincingly sung by Barnum backed by orchestra and chorus. Flip is "Backstage" (Cornerstone, BMI) (2:25).

POP SPOTLIGHT

THE BREAKAWAYS

THAT BOY OF MINE
(Duchess, BMI) (2:05)—London Int'l 10526
Here's another British import that has vast potential. A gal's group sings hard-hitting unison against "Sugar Shack" type backing. Side was originally recorded by Pye Records. The flip is "Here She Comes" (Trio, BMI) (2:25).

POP SPOTLIGHT

LORNA DUNE

MIDNIGHT JOEY
(Jimskip, BMI) (2:15)—Select 730
This is an answer song for "Midnight Mary," the Joey Powers hit. Side has a similar arrangement and lyric verbalizes the young lady's designs on the lad. The flip is "I'm Going With Bobby" (Jimskip, BMI) (2:15).

POP SPOTLIGHT

LOUIS ARMSTRONG

HELLO, DOLLY
(Morris, ASCAP) (2:23)—Kapp 573
Satchmo's muscular singing prevails on this unique interpretation of the Broadway smash theme. Banjos are spotlighted, too, on this Dixie flavored outing. Tops for station programming. The flip is "A Lot of Livin' to Do" (E. H. Morris, ASCAP) (2:33).

POP SPOTLIGHT

SHELLEY FABARES

FOOTBALL SEASON'S OVER
(Screen Gems-Columbia, BMI) (2:02)—Colpix 721
Shelley has some pretty unkind words to say about the fickleness of the football players. The side has strong beat and the chick sells the tune in multi-track. The flip is "He Don't Love Me" (Screen Gems-Columbia, BMI) (1:57).

POP SPOTLIGHT

THE IKETTES

HERE'S YOUR HEART
(Guitar, BMI)—Innis 3000

Strong, swinging, tight harmony from the group in the contemporary vocal style. The side has a gutsy, pushing sound. The flip is the instrumental track of the same tune.

C.&W. SPOTLIGHT

CONNIE HALL

DADDY DOESN'T LIVE HERE ANYMORE
(Cedarwood, BMI) (2:45) — Decca 31587

Heart-breaking country weeper of young child in a broken home is sung with pathos by Miss Hall. The flip is "I Reserve the Right" (Central Songs, BMI) (2:27).



FOUR-STAR SINGLES

The four-star rating is awarded new singles with sufficient commercial potential in their respective categories to merit being stocked by dealers, one-stops and rack jobbers handling that category.

POPULAR

LITTLE STEVIE WONDER
★★★★ Castles in the Sand (Jobete, BMI) (2:10) — ★★★★★ Thank You (For Loving Me All the Way) (Jobete, BMI) (2:33). TAMLA 54090

THE HAIRCUTS
★★★★ She Loves You (Northern, BMI) (2:20)—★★★★ Love Me Do (Beechwood, BMI) (2:15). PARKWAY 899

MARV JOHNSON
★★★★ Unbreakable Love (Edlock-Stride, BMI) (2:35)—★★★★ The Man Who Don't Believe in Love (Jobete, BMI) (2:33). UNITED ARTISTS 691

EARL GRANT
★★★★ I'm Just a Lucky So and So (Paramount, ASCAP) (2:36)—★★★★ Black Coffee (Pickwick, ASCAP) (3:25). DECCA 25626

KATE SMITH
★★★★ As Long As He Needs Me (Hollis, BMI) (3:58)—★★★★ What Kind of Fool Am I? (Ludlow, BMI) (2:59). RCA VICTOR 8279

GORDON JENKINS
★★★★ Ciumachella (Tender Flower) (Harms, ASCAP) (2:27) — ★★★★★ What Can I Say After I Say I'm Sorry (Miller, ASCAP) (2:27). KAPP 572

ANTHONY NEWLEY
★★★★ The Father of Girls (Cromwell, ASCAP) (2:30)—★★★★ Young Only Yesterday (Gil, BMI) (2:20). LONDON 5205

BILLY J. KRAMER AND THE DAKOTAS
★★★★ Do You Want to Know a Secret (Metric, BMI) (1:59)—★★★★ Bad to Me (Metric, BMI) (2:18). LIBERTY 55667

THE FIVE WHISPERS
★★★★ Can't Face the Crowd (Tough-Bolar, BMI) (2:23)—★★★★ Sleep Walk (Trinity, BMI) (2:25). DOLTON 90

DOYLE MADDEN
★★★★ Love Is a Game (Tucson, BMI) (2:19)—★★★★ We're Through (Tucson, BMI) (2:03). CAM 5253

BARBRA STREISAND
★★★★ I Am a Woman (Chappell, ASCAP) (2:53) — ★★★★★ People (Chappell, ASCAP) (3:39). COLUMBIA 42965

RUSSELL FAITH
★★★★ Theme for Jacqueline (Debmars, ASCAP) (2:30)

FRANK HUNTER
★★★★ So Long Emile (Consolidated, ASCAP) (1:58). CHANCE-LOR 1076

BOBBY HODGE
★★★★ Alligator Man (New Keys, BMI) (1:56)—★★★★ Taxi-Cab Driver (New Keys, BMI) (2:00). GOLDEN RING 3040

JACKIE WILSON
★★★★ I'm Travelin' On (Merrimac, BMI) (2:55)—★★★★ Haunted House (Merrimac, BMI) (3:05). BRUNSWICK 55260

(Continued on page 26)

SINGLES REVIEW POLICY
Every single sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks. All other singles are listed in their respective categories.

SINGLES REVIEWS

SPOTLIGHT WINNERS OF THE WEEK
Pop single spotlights are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlight winners in the country music and rhythm and blues categories are selected to achieve a listing on the Country Music or R.&B. charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

MARTHA AND THE VANDELLAS
LIVE WIRE
(Jobete, BMI) (2:37)—Gordy 7027
Martha and her crew have another electrifying stomper like "Quicksand." The side has swing and excitement. The flip is "Old Love (Let's Try It Again)" (Jobete, BMI) (2:38).

SOLOMON BURKE
HE'LL HAVE TO GO
(Central Songs, BMI) (3:20)—Atlantic 2218
Solomon and a fine group of female singers give this great piece of country material the gospelish ballad touch to tremendous effect. Backing by combo and Gary Sherman's arrangement is superb. The flip is "Rockin' Soul" (Cotillion, BMI) (2:15).

DICK AND DEEDEE
ALL MY TRIALS
(Odin, ASCAP) (2:51)—Warner Bros. 5411
A sympathetic treatment is given this folk tune. Pair is backed by full orchestra with emphasis on strings in the folk groove. Waxing should prove big with pop and folk fan alike. The flip is "Don't Think Twice, It's All Right" (Witmark, ASCAP) (2:37).

4 SEASONS
GOODNIGHT MY LOVE
(Quintet-Noma, BMI) (3:02)
STAY
(Cranford, BMI) (1:53)—Vee Jay 582
Two strong sides by the hit-making team. The group comes up with powerful singing and solid harmony on rock ballad "Goodnight My Love." Flip features another strong interpretation of standard "Stay" spotlighting high-pitched solo work. Side also has fine dance beat.

THE TRASHMEN
BIRD DANCE BEAT
(Willong, BMI) (2:10)—Garrett 4003
The "Surfin' Bird" boys come through with another exciting big beat and bah-dah-dah-de-dah-dah side that should do a pretty good job draining bucks from the parents of youngsters. The flip is "A-Bone" (Willong, BMI) (2:05).

DONNA LYNN
MY BOYFRIEND GOT A BEATLE HAIRCUT
(Integrity-Nancy, ASCAP) (2:07)—Capitol 5127
Here the record's capitalizing on the British group. This one's got that piercing modern gal sound and strong backing. It's got the stuff to go and will ride up beat street with the boys. The flip is called "That Winter Weekend" (Integrity-Nancy, ASCAP) (2:48).

THE BEATLES
MY BONNIE (Lies Over the Ocean)
(P. D., ASCAP) (2:06)—MGM 13213
The Beatles do their thing to this chestnut standard and Tony Sheridan is the lead singer. The disk was originally recorded by the German DGG firm. The flip is "The Saints (When the Saints Go Marching In)" (P. D., ASCAP) (3:14).

DEAN AND JEAN
PLEASE DON'T TELL ME NOW
(Schwartz, ASCAP) (2:14)
HEY JEAN, HEY DEAN
(Schwartz, ASCAP) (2:14)—Rust 5075
Jean sings "Please" side in a bluesy vein. Side has strong beat and choral support. Flip is in a fast strut tempo featuring snappy repartee between lass and boy against swing backing by chorus.

CHRIS KENNER
WHAT'S WRONG WITH LIFE
(Tune-Kel, BMI) (2:18)—Instant 3263
Kenner's really on the comeback trail with his last chart item and this winning side. It's got humor, the middle tempo swing and just the right blues touches. The flip is "Never Reach Perfection" (Tune-Kel, BMI) (2:21).

KING *presents*
THE FABULOUS

JAMES BROWN



HIS NEWEST AND GREATEST RECORD
5842

OH BABY DON'T YOU WEEP
part 1 and part 2

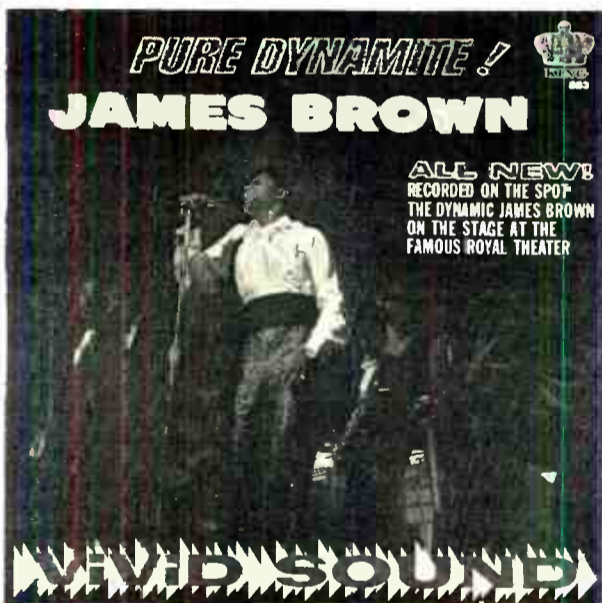


A NEW LIVE VERSION - 5853

PLEASE, PLEASE, PLEASE

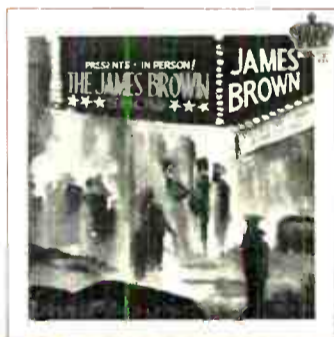
b/w IN THE WEE, WEE HOURS OF THE NIGHT

JUST RELEASED!

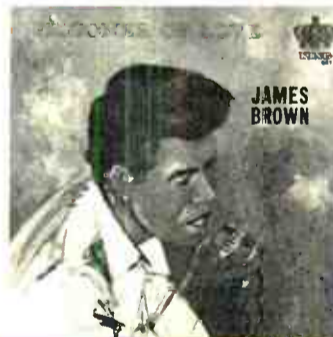


883 - MR. DYNAMITE - LIVE

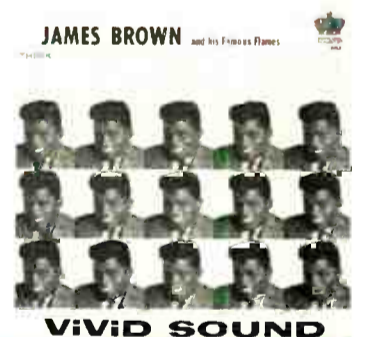
BEST SELLING LPS



826 - LIVE AT THE APOLLO



851 - PRISONER OF LOVE



683 - THINK

THESE FABULOUS JAMES BROWN LP'S AVAILABLE

K-883 PURE DYNAMITE - RECORDED LIVE
K-851 PRISONER OF LOVE
K-826 JAMES BROWN SHOW - LIVE AT THE APOLLO
K-804 TOUR THE U. S. A.
K-780 SHOUT AND SHIMMY

K-771 NIGHT TRAIN
K-743 THE AMAZING JAMES BROWN
K-683 THINK
K-635 TRY ME
K-610 PLEASE, PLEASE, PLEASE

SINGLES AVAILABLE

5438 HOLD IT
THE SCRATCH
5442 BEWILDERED
IF YOU WANT ME
5456 I DON'T MIND
LOVE DON'T LOVE NOBODY
5485 SUDS
STICKY
5524 BABY, YOU'RE RIGHT
I'LL NEVER, NEVER LET YOU GO
5547 I LOVE YOU YES I DO
JUST YOU AND ME, DARLING
5573 LOST SOMEONE
CROSS FIRING
5614 WHY DOES EVERYTHING HAPPEN TO ME
NIGHT TRAIN

5657 SHOUT AND SHIMMY
COME OVER HERE
5701 I'VE GOT MONEY
THREE HEARTS IN A TANGLE
5710 EVERY BEAT OF MY HEART
LIKE A BABY
5739 PRISONER OF LOVE
CHOO-CHOO
5767 THESE FOOLISH THINGS
(CAN YOU) FEEL IT - Part 1
5803 SIGNED, SEALED, & DELIVERED
WAITING IN VAIN
5829 I'VE GOT TO CHANGE
THE BELLS

5842 OH BABY DON'T YOU WEEP
(Part 1 and 2)
5853 PLEASE, PLEASE, PLEASE **LIVE**
IN THE WEE, WEE, HOURS OF THE NIGHT
12258 PLEASE, PLEASE, PLEASE
WHY DO YOU DO ME
12337 TRY ME (I NEED YOU)
TELL ME WHAT I DID WRONG
12361 GOOD GOOD LOVIN'
DON'T LET IT HAPPEN TO ME
12364 GOT TO CRY
IT WAS YOU
12369 I KNOW IT'S TRUE
I'LL GO CRAZY
12370 THINK
YOU'VE GOT THE POWER

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Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains chart items 1-51.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains chart items 52-102.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains chart items 103-150.



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**RETAILERS...
MUSICIANS**

• SINGLES REVIEWS

• Continued from page 22

POPULAR

CHRIS AND KATHY
★★★★ All You Had To Do (Was Tell Me (Sherman-DeVorzon, BMI) (2:10) —★★★★ You're the One (Rondell-Sherman-De Vorzon, BMI) (1:58). MONOGRAM 517

NAT KING COLE
★★★★ A Rag, a Bone, a Hank of Hair (Comet, ASCAP) (3:03) —★★★★ My True Carrie Love (Comet, ASCAP) (2:20). CAPITOL 5125

CLAUDE KING
★★★★ A Lace Mantilla and a Rose of Red (Painted Desert, BMI) (2:29) —★★★★ That's What Makes the World Go Around (Gallico, BMI) (2:13). COLUMBIA 42959

DAVID ROSE AND HIS ORK
★★★★ The Grasshopper (Hill & Range, BMI) (2:26) —★★★★ Bird Brain (East Hill, ASCAP) (2:05). MGM 13211

THE PARKAS
★★★★ Snowplow (Gallico, BMI) (2:30) —★★★★ Back at the Lodge (Wherefore, ASCAP) (2:20). MGM 13212

MERV GRIFFIN
★★★★ Have I Told You Lately That I Love You (Duchess, BMI) (2:40) —★★★★ I'm Sorry I Made You Cry (Feist, ASCAP) (2:15). CAMEO 298

BILLY STRANGE
★★★★ Charade (Southdale - Northern, ASCAP) (1:35) —★★★★ Where Baby's Gone (Neil, BMI) (2:35). CRESCENDO 309

GENE CHANDLER
★★★★ Think Nothing About It (Curton-Jalynne, BMI) (2:30) —★★★★ Wish You Were Here (Aba, BMI) (2:20). CONSTELLATION 112

OWEN STACEY
★★★★ Ain't Gonna Cry No More (Dragonwyck, BMI) (2:11) —★★★★ Give Thanks to a Friend (Dragonwyck, BMI) (2:34). RCA Victor 8306

IAN AND SYLVIA
★★★★ You Were on My Mind (Witmark, ASCAP) (2:45) —★★★★ Some Day Soon (Witmark, ASCAP) (2:00). VANGUARD 35025

ISAAC HAYES
★★★★ Sweet Temptation (American, BMI) (2:52) —★★★★ Laura (We're On Our Last Go-Round) (BRC, BMI) (2:45). BRUNSWICK 55258

ACE CANNON
★★★★ Big Shot (Studio, BMI) (2:15) —★★★★ Tie Me to Your Apron Strings Again (BMI) (2:20). FERNWOOD 137

MEL TORME
★★★★ Sunday in New York (Hastings, BMI) (2:31) —★★★★ Forty Second Street (Witmark, ASCAP) (2:22). ATLANTIC 2219

JACK BARLOW
★★★★ All I Need Is You (Sure-Fire, BMI) (2:54) —★★★★ A Dollar Short and a Day Late (Sure-Fire, BMI) (1:50). GOLDEN RING 3021

CLANCY BROTHERS & TOMMY MAKEM
★★★★ The Leaving of Liverpool (Tiparm, BMI) (2:50) —★★★★ Gallant Forty TWA (Tiparm, BMI) (2:26). COLUMBIA 42955

THE TITANS
★★★★ The Noplace Special (Celann, BMI) (2:10) —★★★★ Reveille Rock (Vicki, BMI) (2:40). SOMA 1411

LONESOME SUNDOWN
★★★★ Guardian Angel (Excellorec, BMI) (2:35) —★★★★ I Wanna Know Why (Excellorec, BMI) (2:39). EXCELLO 2242

BOBBY RUSSELL
★★★★ It's Been a Long, Long Time (Tennessee) —★★★★ Marching Back to Love (Tennessee). SPAR 301

FLORIA GARCIA
★★★★ No Puedes Extranar (Placid, BMI) (2:04) —★★★★ Koonkie Cookie (Placid, BMI) (2:04). INNIS 3001

RICHARD BERRY
★★★★ Have Love Will Travel (Limax, BMI) (2:35) —★★★★ No Room (Limax, BMI) (2:50). FLIP 349

PAT BOONE
★★★★ Never Put It In Writing (Spoonie, ASCAP) (1:57) —★★★★ I Like What You Do (Witmark, ASCAP) (2:07). DOT 16576

COUNTRY

MAC WISEMAN
★★★★ 'Tis Sweet to Be Remembered (Dot, BMI) (2:18) —★★★★ The Scene of the Crime (Pamper, BMI) (2:36). CAPITOL 5116

HYLO BROWN
★★★★ The Hole in the Wall (Starday, BMI) (2:41) —★★★★ The Room Over Mine (Starday, BMI) (2:14). STARDAY 659

JAMES O'GWYNN
★★★★ Power of a Lie (Glad-Sombrero Alto, BMI) (2:14) —★★★★ Cupid's High Powered Rifle (Glad, BMI) (2:17). UNITED ARTISTS 690

RENE WATERS
★★★★ Pass a Bale on Down (Hawkeye, BMI) (2:12) —★★★★ Sleepy Time (Hawkeye, BMI) (1:44). GOLDEN RING 3035

LAWTON WILLIAMS
★★★★ Squawlein (Western Hills, BMI) (2:05) —★★★★ It Looks Like You Love Me (Western Hills, BMI) (2:30). RCA VICTOR 8300

HOMER AND JETHRO
★★★★ Freda on the Freeway (Parody, BMI) (2:51) —★★★★ Joe Bean (Vickers, ASCAP) (2:30). RCA VICTOR 8305

BILL BROCK
★★★★ Last Love (Moss Rose, BMI) (2:31) —★★★★ Pencil, Paper and a Broken Heart (Moss Rose, BMI) (2:20). SAMPSON 1081

BOBBY STEPHENS
★★★★ Internal Injuries (Tom Cat, BMI) —★★★★ You Should Know (Tom Cat, BMI). KASH 1015

COWBOY COPAS
★★★★ The Rainbow and the Rose (Starday, BMI) (2:58) —★★★★ Autobiography (Starday, BMI) (2:35). STARDAY 658

BOB GALLION
★★★★ Much Too Young to Die (Acuff-Rose, BMI) (1:46) —★★★★ The Biggest Break (Acuff-Rose, BMI) (2:20). HICKORY 1239

RHYTHM & BLUES

LAZY LESTER
★★★★ A Word About Woman (Excellorec, BMI) (2:40) —★★★★ Could Happen to You (Excellorec, BMI) (2:12). EXCELLO 2243

POLKA

EDDIE AND THE SLOVENES
★★★★ Steelton Polka (ASCAP) (2:10) —★★★★ Polka Lilly (Tilzer, ASCAP) (2:12). EE 5464

**BRITAIN'S ELVIS
DISKS ARE NOT
U.S. ELVIS DISKS**

LONDON—Though the order in which Elvis Presley's next two movies will be shown has been switched in the U. S., it will remain as was for Britain. This means completely separate album and single release plans by RCA Victor for the artist. "Love in Las Vegas" (the title has been changed from "Viva Las Vegas") will open in London the first week in March but in America it is being held back until summer. The recently completed "Kissin' Cousins" will open in the U. S. in March and here in July. So there's a likelihood of the two different sets of Presley records being shipped privately between the two countries and sold through newspaper ads—as was the case here when his disks were issued in America some considerable time before being put out in Britain.

Dolton Going Multilingual

HOLLYWOOD — Dolton's Vic Dana will aim at the foreign market with multilingual waxings of "So Wide the World," theme from "A Global Affair" film. Dana will cut the tune in French, Spanish, Japanese, Italian and German.

LPL WALLY
★★★★ Dominique (2:08) —★★★★ Utica Polka (Jay Jay) (2:40). JAY JAY 297

SAM PUBLIANO AND HIS ORK
★★★★ Theresa Polka (1:51) —★★★★ Neopolitan Serenade (2:15). JAY JAY 296

JAZZ

BROTHER JACK McDUFF
★★★★ Somewhere in the Night (Screen Gems-Columbia, BMI) (2:41) —★★★★ Passing Through (Fontelle, BMI) (2:28). PRESTIGE 286

SPIRITUAL

FIVE BLIND BOYS
★★★★ Just a Little While (Lion, BMI) (2:28) —★★★★ Servant's Prayer (Lion, BMI) (2:35). PEACOCK 3005

GOSPEL

REV. JULIUS CHEEKS AND THE FOUR KNIGHTS
★★★★ What You Told Me to Do (Lion, BMI) (2:15) —★★★★ Mother Sang These Songs (Lion, BMI) (2:20). PEACOCK 3009

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Album Notes

Brother Jack McDuff

7274

LIVE

Chart Riding Jazz Organ Album

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7285

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7275

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Stitt & McDuff

7297

SOUL SHACK

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Mose Allison

7279

SINGS

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14003 . . . Tom Rush . . . GOT A MIND TO RAMBLE

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Jack McDuff

7274

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JOHNNY TILLOTSON TALK BACK TREMBLING LIPS



Johnny Tillotson: Talk Back Trembling Lips

Johnny's first LP for MGM Records, and a winner! The title tune and a program of other greats make it a must! E/SE-4188



Jonathan Winters' Mad, Mad, Mad, Mad World

One of the stars of the "Mad World" film, Jonathan parades a galaxy of wild ones and weird ones all his own! V-15041



Ella Fitzgerald: These Are the Blues

Ella sings the good old good ones down and dirty in a totally new experience in jazz for her... and for her legion of fans! V/V6-4062



Stan Getz: Reflections

Gorgeous tenor sax magic by the jazz giant in a program of standards for Getz, strings, and voices. V/V6-8554



The Prize

Composer Jerry Goldsmith conducts his original score for this new MGM box-office blockbuster, and other sound track favorites are also included! E/SE-4192



Harve Presnell: The World's Greatest Love Songs

Presnell sings in the style that made him MGM's choice for the romantic male lead in "Unsinkable Molly Brown!" E/SE-4194



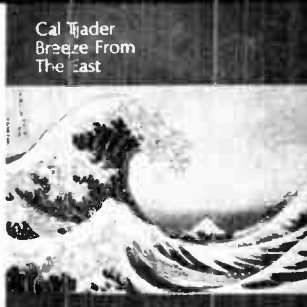
Oscar Peterson & Nelson Riddle

The Trio and The Orchestra With Strings combine in a program of silky jazz sparked by Peterson's piano creativity! V/V6-8562



Cal Tjader: Breeze From the East

Cool and refreshing new sounds from the old Orient by the young jazz star who introduced the new far out Far East sound! V/V6-8575



Count Basie: More Hits of the 50s and 60s

The poll-winning Basie band swings a set of recent pop favorites, including All Of Me, South Of The Border, 10 more! V/V6-8563



Martha Schlamme Says Kissin's No Sin

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Discomania Picks Top Disk Acts

MADRID—The trade and fan magazine Discomania has selected the best selling artists in Spain. Artists were compiled by disk sales and broken down by nationality.

Top album sellers for the course were "West Side Story," "Todos Los Exitos," a sampler on CBS which starred Ray Conniff among others. Others were Frank Pourcel (HMV) and Orchestra Marvella under the baton of Luis Ferrer (Zafiro).

Among male artists the leaders in the Spanish category were Jose Guardiola, Duo Dinamico, Michel and Alberto. Female Spanish winner was Rosalia. Guardiola was presented with a gold record for his record sales and his finish as one of the top Spanish artists.

French artists who scored were Gilbert Beaud and Richard Anthony, while the female artist leaders were Francoise Hardy (who received a gold record for her strong sales), Sheila and Silvie Vartan.

Among the Latin American segment of the market Enrique Guzman, Alberto Cordez, Luis Aguile and Joao Gilberto along with Lucho Gatica lead the pack. Italian artists that have scored this year were led by Rita Pavone, Ennio Sniagiusto, Domenico Modugno and Adriano Celentano. Petula Clark and Cliff Richards were the only strong British finishers, with the Beatles coming in for a share of the votes.

Among the Americans the Exciters, Eydie Gorme, Little Peggy March, the Cascades and Chubby Checker were leaders.

Beatles Boom Cues Others

LONDON — The astonishing success of the Beatles' first Capitol single in America has excited the British industry for, in addition to establishing the group in the U. S., it is also regarded as a possible break-through for all the other groups who found fame here in 1963.

The Beatles' disk, "I Want to Hold Your Hand," has now sold 1,500,000 copies in Britain alone and the one before it—"She Loves You"—remains a hot seller and is fast approaching that figure. American reports indicate that "Hand" might sell two million there making it Capitol's biggest since "Sixteen Tons" nearly nine years ago.

The group has big international plans for 1964. As previously reported it visits New York for three Ed Sullivan Show dates (Feb. 9, 16 and another on tape) after its current stint at Paris Olympia.

After completing their first picture for United Artists the Beatles pay a short visit to Europe early in May for appearances in Belgium, Holland and Germany. They spend a fortnight in Australia in June. A tour of Israel is being fixed for September and South Africa is set for them in November. The group's recording manager, George Martin, will accompany the foursome on their American visit.

Pamela Firm Gets Mary Rose Bruce

HOLLYWOOD — Pamela Records, three-year-old diskery, has signed thrush Mary Rose Bruce and has released a country and western single, "Front Porch Light."

World Radio History



WHOOPIING IT UP: Celebrating gold disk award in Madrid are Mendez Vigo, Radio National Espana; dancer Tongolele, Billboard's Raul Matas, gold record winner Jose Guardiola, and M. Segura, representative of the Vergara record firm with which Guardiola recently signed.

DOWN UNDER

Local Trade's Climb Keys World Potential

By GEORGE HILDER

SYDNEY — The Australian music industry has at last grown to a maturity where locally written songs are an important factor in current hit lists.

There are 16 Australian compositions currently appearing on charts throughout the nation. With the arrival of the rock and roll era came the occasional Australian song which made the grade. We have had odd bursts of success with songs like "Little Boy Lost," "Tie Me Kangaroo Down, Sport," "The Pub With No Beer" and "I've Been Everywhere," but never have we reached the over-all success enjoyed at this time by popular composers.

The local instrumental group, the Atlantics, look like they have a second No. 1 hit in a row with "The Crusher" to follow on "Bombora" which is still going strong. High on most charts at the moment is Jimmy Little's "Royal Telephone" with a local arrangement of this out-of-copy-right song. Riding high is Johnny Devlin's current writing suc-

Beatles World Pub Plans Set for U. S.

LONDON — Publisher Dick James is planning to open an American house for the four companies in which he is associated—his own, Dick James Music, the one he shares with Beatles' manager Brian Epstein, JAEP Music, the one he shares with Epstein and the Beatles, Northern Songs, and the one he has just set up with Epstein and Gerri (of Gerri and the Pacemakers), Pacermusic.

Publishing the songs the Beatles wrote themselves and have scored a row of No. 1 hits with, Northern Songs has emerged as one of the most important companies here. Its catalog is being sought throughout the world.

James' U. S. move is inspired by the instant success of the Beatles' first Capitol release, "I Want to Hold Your Hand," the copyright of which was placed with Lou Levy. James is empowering his New York attorney to issue licenses for Northern Songs' compositions until he completes arrangements for forming his own set-up.

cess "Stomp the Tumbarumba."

"The White Rabbit" by two New Zealand composers is featured big in most charts as is "Hangin' Five," another success recorded by the Delltones, written by Sydney policeman-life saver Ben Acton. "Murphy the Surfie" as recorded by the Joye Boys is another Australian composition to add to their list of instrumental hits. Australian composer Joe Halford has achieved success with a gimmick song, "He's My Blond Headed, Stompie Wompie, Real Gone Surfer Boy," recorded by Little Pattie.

Rob E.G. is right in there with another composer, as well as performer success with "Soul." Johnny O'Keefe enhances his fame as a composer with "Shake, Baby Shake" still selling nationwide. Dave Bridge has perhaps had a little less success with "Bondi Stomp," but has had previous composer success to his credit.

In a recent 100-tune hit parade there were no less than 14 Australian compositions, and there seems little doubt that this pattern of success will continue. This situation is in complete contrast to five years ago when American fame meant almost automatic acceptance in this territory. It seems now that Australian record buyers have developed a real taste of their own, thus giving local composers who are willing to study the market and write in a style that is acceptable, an excellent chance of success.

With record companies much more willing to spend money on a world standard record session, it seems likely that this year will see some Australian songs, records and artists accepted worldwide.

Artone Absorbs Socodisc

BRUSSELS — The activities of Socodisc Records, distributors in Belgium of several labels such as Palette, Funckler and Reprise ceased on December 31 and were taken over by the newly created company 'Disques Artone Fonoplaten,' owned by Slinger Brothers, Haarlem, Holland. Madame Robiefroid, who directed Socodisc Records, becomes director of the company. At the cocktail party, to be held on February 6 in the Martini Bar for the launching of the new company, Trini Lopez will be guest of honor.

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TALK TO ME BABY
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Frank Sinatra

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It's Gonna Happen Some Day
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0252

Dean Martin

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0253

THE WILDCATS



Britons Put Yanks In the Horsecollar

By CHRIS HUTCHINS

LONDON—1963 ended in Britain without a single American disk having topped the charts. This is one of the staggering facts which emerge from the annual review of the "New Musical Express" charts.

The Beatles—who first rose to fame here last spring—won the points table championship with a total of 1,741 points, the highest ever accumulated.

Lopez Really Big in France

By EDDIE ADAMIS

PARIS—Trini Lopez is undoubtedly the American singer who scored the biggest success in France in 1963. The issuing by Vogue on the Reprise label of "If I Had a Hammer" has resulted in other labels putting out all the available product by the U. S. vocalist.

To name a few records, Vogue has two additional LP's titled "Trini Lopez at PJ's" Volumes 1 and 2; London has another LP titled "Surf and C," while Columbia issued an EP.

"If I Had a Hammer" has had more than a dozen local cover versions, vocal and orchestral, and, as usual, when a hit is covered by strong local talent, the sales of the local singer surpass those of the foreign artist.

Trini Lopez' success has been a major factor in launching the surf fad which is now the favorite dance of teen-agers while the hully gully remains second best. Lopez is appearing at the Olympia Theater through February 2.

Oops!

NEW YORK—Apologies for a slip in the January 18 issue of Billboard on the Jerry Wallace story. Our Headline read "Challenge Signs Jerry Wallace," while in fact Wallace has been signed to a long-term contract with Mercury.



LATIN TOPPER: Manuel Villarreal, vice-president and general director of CBS Mexico, has been named Columbia Records director of Latin American operations. Villarreal will be responsible for planning and co-ordination of CBS activities in Argentina, Brazil and other Latin American affiliates besides his position as chief of Mexican operations. At the end of this month he will begin a six-week tour of South America.

Thirty points were awarded for every top position down to one point for a No. 30 placing in each chart.

Columbia's Cliff Richard came in second with 1,323 points followed by his supporting group, the Shadows, who scored 899. Gerri and the Pacemakers (894) were fourth, Frank Ifield (838) was fifth and Roy Orbison (772) was the highest placed U. S. artist in sixth place.

Elvis Presley—who topped the points table as best record seller in Britain the previous year—fell to 11th position on the strength of his chart ratings through 1963. Only 10 of those listed in the top 30 placings for 1962 were back in the list.

Of the 130 record names who qualified for chart positions during the year, exactly half were British, 60 were American and five of other nationalities. Well over half the percentage of points were accrued by local artists—making it the most incredibly successful year to date for the British record industry.

Marks Doing Score for GE Yule TV-er

NEW YORK—Johnny Marks, head of St. Nicholas Music, Inc., is writing the score for a one-hour musical Christmas television spectacular being produced by Videocraft International Ltd. on film. It will be sponsored by the General Electric Company.

The show, to which Marks has quietly devoted his efforts the past three months, will run in the late afternoon on a Sunday near Christmas, 1964, on the NBC network in the U. S. and Canada. The program will also be available for foreign countries.

The package will have eight songs—seven new ones in addition to Marks' "Rudolph the Red-Nosed Reindeer" and background music which will include "Rockin' Around the Christmas Tree" and "I Heard the Bells on Christmas Day."

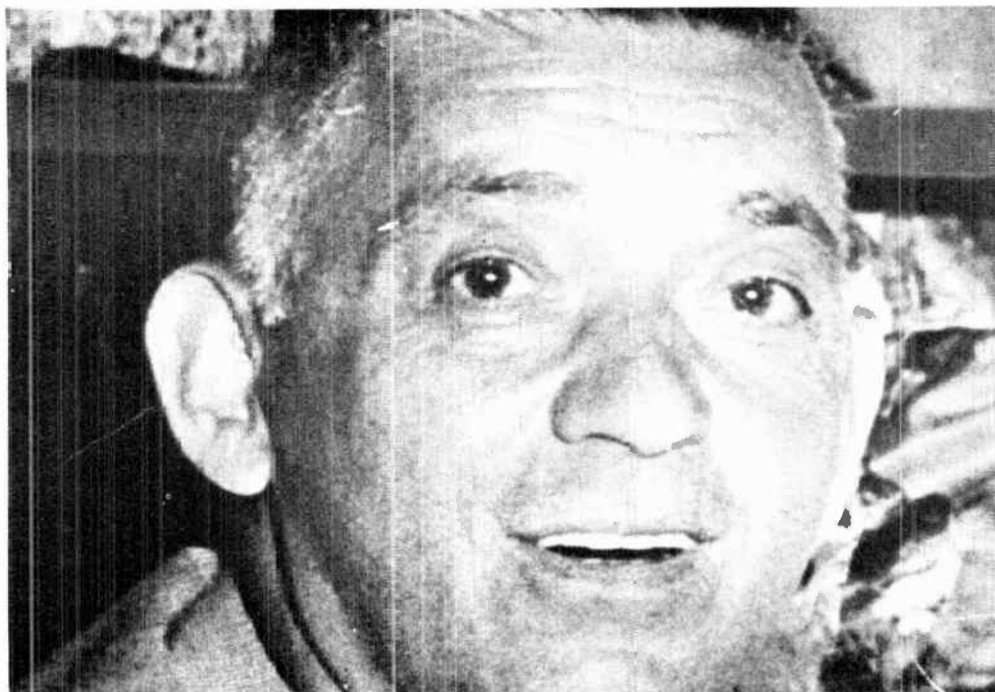
The score will be published by St. Nicholas Music, Inc.

An intensive promotional plan is being formulated by the Maxon Inc. Advertising Agency, which handles the General Electric account.

Elmore White Dies at 75

NEW YORK—Elmore White, music business executive, songwriter and vaudeville performer, died January 15 at the Jacques Lowe Foundation Hospital in Brooklyn. He was 75 years of age. At the time of his death, White was a member of the writer and publisher division of Broadcast Music, Inc., here.

During the past 35 years, he was general professional manager of many other well-known music firms. Among the songs with which he was closely associated in that capacity were "Sonny Boy," "Among My Souvenirs," "Thanks for the Memory," "Together," "I'll Get By," "You're the Cream in My Coffee," "Keep Your Sunny Side Up" and "Button Up Your Overcoat."



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*Harry Rosen, David Rosen, Inc.

W/WS 1537	"Out of Limits"	The Marketts
5391	"Out of Limits"	The Marketts
5410	"Hello Young Lovers"	Jimmy Durante
5409	"Abigail Beecher"	Freddie Cannon
5311	"All My Trials"	Dick & Dee Dee
5312	"Sushi"	Ohta-San
6040 (Valiant)	"Roberta"	Barry and the Tamerlanes

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STARTING TO MOVE!

DEBBIE ROLLINS

"HE REALLY LOVES ME"

This Is It! Breaking in Top Markets!

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MUSIC AS WRITTEN

CINCINNATI

Fraternity Records prexy, Harry Carlson, and wife Louise off to Chicago Thursday (23) to master eight sides by Lonnie Mack and two by the Charmaine's at the RCA Victor Studio. They departed Chicago early Friday for a visit with Harry's dad and other home folk in Funk, Neb. Carlson recently remastered and reserviced Lonnie Mack's recent Fraternity release, "Where There's a Will There's a Way," to eliminate the hollering and squealing which some jocks found objectionable. New version was released last week and early reaction has been most favorable, Harry reports. . . . Peter, Paul and Mary set for a one-nighter at Music Hall here March 21.

Cozy Cole set for six more weeks at Mel Herman's Living Room downtown. He kicks off a three-weeker there March 2, and follows for a similar period starting July 13. The Three Sounds return to the Herman bistro April 13 for two weeks, and follow with a month's stand beginning June 15. . . . Frederick Alan Halper, son of Saul Halper, promotion manager at King Records, was married recently to Faye Izenzon, of Weirton, W. Va. Fred is active in his dad's record shop downtown.

Jerry Weiner, RCA Victor's record chief in the area, assisted by his right bower, Julie Godsey, played host to the trade Wednesday (22) at a cocktail party at the Terrace Hilton, honoring Ethel Ennis, the label's new canary. Miss Ennis regaled the crowd with a 25-minute concert of selections from her new album. . . . Jazz great George Lewis and His New Orleaners (Rob Shaux, piano; Emanuel Sayles, banjo; Papa John Joseph, bass; Joe Watkins, drums; Louis Neilson, trombone, and Lewis on clarinet) make the local scene February 21 with a concert at Milt Magel's Castle Farm sponsored by the University of Cincinnati College of Business Administration.

Hugh Dallas, Columbia's field promotion manager for Region 3, Detroit, in town last Tuesday and Wednesday (21-22) on one of his periodic swings around the circuit, to hang paper on the label's new releases, including Johnny Cash's "Understand Your Man," Eydie Gorme's "Friendliest Thing," Steve Lawrence's "My Home Town," Bruce and Terry's "Custom Machine," and Patti Page's "I Adore You." . . . Merrell J. Schwarz, veteran song plugger, formerly with Witmark and Villa Moret, died here recently at the age of 70. In recent years Schwarz was employed at the Song Shop, one of the town's leading record emporiums.

BILL SACHS

HOLLYWOOD

South Philadelphia may have produced a host of teen disk artists several years ago, but West Los Angeles is today responsible for six teen artists whose products have become best sellers. The six who all attended University H.S. in West Los Angeles in 1958 and knew each other are Liberty's Jan and Dean, Warner Bros.' Dick and Deedee; Kim Fowley, producer of "Popsicles and Icicles" on Chattahoochee, and Bruce Johnston, co-producer of the Rip Chord's "Hey Little Cobra" and a Columbia artist himself.

Arthur Lyman, sought after by many labels, is continuing

with HiFi. Deals offered him just weren't to his liking. He's been with Dick Vaughn's label five years. . . . Les Baxter will provide the original music for a new TV series for Walter Brennan on ABC next season. Show is titled "The Tycoon." . . . Vic Dana sings title tune from film "A Global Affair" with Liberty issuing the single. . . . Dick Stabile ork starts big band policy at Hollywood Roosevelt's Cinegrill Monday (20). Crew is in for eight weeks.

ELIOT TIEGEL

SAN FRANCISCO

Off-Broadway's plans to bring in Lennie Bruce for a month fell through. At press time the club expected to have the Dave Brubeck Quartet for two nights, January 25-26. If all works out, it will be Brubeck's first hometown club date in years. . . . Banjoist Elmer Snowden working as a single at Dash's on Sunday nights. . . . Jimmy Witherspoon and the Hampton Hawes Trio opened at the Jazz Workshop January 14.

Herb Wong's new Dymo label has signed singer Margie McCoy, who was recently in a package show tour of campuses with Dick Gregory and Vince Guaraldi. . . . Funnymen Jim Coyle and Mal Sharpe, whose "candid microphone" routines are heard on KGO-Radio here, will cut their second LP for Warner Bros. this month. . . . Jack Taylor, musician and owner of the Trois Couleur night club in Oakland, is producing a concert with Cal Tjader, presented at the Sheraton Palace Hotel January 26.

DICK HADLOCK

MEMPHIS

Lt. George W. Lee, well-known Negro Republican leader and long-time friend of the late W. C. Handy, is trying to promote a "Blues Festival" for Memphis. . . . Hi Records of Memphis, has Bill Black's combo working on an album of blues music to be named "Bill Black Plays the Blues." . . . Charlie Rich's tour of Europe, sponsored by RCA Victor, has been postponed to April. It had originally been set for February. Rich played a stint recently at Leroy Owens Nitelighter Club in Memphis, where he got his start.

ELTON WHISENHUNT

MINNEAPOLIS

Thomas Talbert, the young man who keeps Minneapolitans' hopes alive for locally bred jazz, has put his big band aside, temporarily, at least, for a septet. . . . Theodore Bikel, actor-folk singer, will appear in concert at Guthrie Theater February 23.

CHARLES HANNA

DALLAS

Among the name stars listed to appear at the Cabana Hotel are Johnny Desmond, Peggy DeCastor, Ray Anthony's old Bookends, Prof. Backwards, Barbara Vekasco, the Stylers, Ted Boyer and the Jack Ross Quintet. . . . Perry Como is scheduled to originate his coast-to-coast NBC-TV show from Dallas this month. Appearing with Como will be Jimmy Durante, who has a new Warner Bros. album out entitled "Hello Young Lovers." Dorothy Provine and Russ Tamblyn are among the others scheduled to appear on the telecast. . . . Currently at the Club Village are the Diamonds, who are slated to appear at Las Vegas in March. . . .

Don Baker, the recording artist and organist, appeared in a concert on January 21 at the Memorial Auditorium Theater.

BARRY CANDY

HOUSTON

Myron Cohen has opened a two-week stand at the Cork Club, replacing the singing trio of Jane Russell, Connie Haines and Beryl Davis. . . . Among the name attractions booked to come into the Tidelands this year are Vaughn Monroe, Molly Bee, Jerry Van Dyke, Don Cherry, Jackie Mason, Julius La Rosa and Charlie Manna. . . . The Rum Runners, a local folk singing trio, reportedly broke all past attendance records at the Top of the Mark Club. . . . Harriette Blake has opened an engagement at the Continental Houston French Quarter. The vocalist was selected as the top performer out of 1,200 acts at a recent Chicago meeting of personal managers and theatrical agents. Also on the bill is Sammy King, a comic recently discovered in auditions held at the club. . . . Don Payne has opened the new sing-along Dixieland spot, the Peanut. The spot features the banjo music of Freddy Powers and his Power House Four. The club also offers free peanuts to patrons who drop in. . . . The Wanderers Three, local singing group, who recently appeared before President Lyndon B. Johnson, appeared at the Boat and Sport Show at the Coliseum from January 17 through 21. The Jesters, a local recording group, and the Balladiers are also scheduled to appear on the "Show Boat Hootenanny."

BARRY CANDY

TORONTO

Peter, Paul and Mary appeared at Toronto's Massey Hall January 19 and 20. The 19th is already sold out and only a few seats left for the 20th. February 15 the Smothers Brothers appear there. A complete sellout is expected then too. . . . This week Quality released John Scott's single, "You'll Never Get Rid of Me" with Billy Martin. . . . Sparton held a sales convention in the Westbury Hotel here. . . . Larry Page and Larry McClenaghan left for Western Canada to show new Sparton line and to spread the news of the 35 new albums on Westminster label that are to be added to the classical "Collector's Service" for

the end of January. Harold Pounds, of Sparton, was in Florida attending the ABC Convention.

The Brothers Four will be appearing at the Winter Carnival for the University of Toronto. . . . Terri Thornton's first night at the Towne Tavern was a sell-out and picked up raves by local critics. . . . Johnny Cash will make appearances in Toronto and London, Ont., on February 10 and 11. Tex Ritter, Sonny James, Jim Carter and Anita Carter will be on the same bill. Bobby Rydell's new single, cut in England on the Quality label, "Childhood Sweetheart," is climbing to the top here and was selected on the CHUM "Battle of Sounds" as No. 1. This is unusual because it hasn't been released. The Battle of Sounds panel heard it from the English sample.

RUTH MCGARRETT-CHILDS

ROME

Pete Seeger played here under the auspices of the Teatre Club which furnished simultaneous translations for his folk songs. . . . Rita Pavone's American records for RCA will be in her third language. . . . Ri Fi has offered Mina on one disk with three tunes while Jolly has come up with Peppino Gagliardi doing the same thing. Clan has come up with something different by putting Adriano Celentano, Don Backy and Gino Santerciole on a single disk. . . . First surfing LP to hit the stores in Capitol's "Surfin' USA," by the Beach Boys. . . . Bobby Rydell has made his first Italian disk with "Sweet Melody" for Cameo.

Verdi's 150th anniversary is being celebrated by Voce del Padrone with two LP's featuring arias from 14 of the composer's operas sung by all-time greats beginning with Enrico Caruso

(Continued on page 34)

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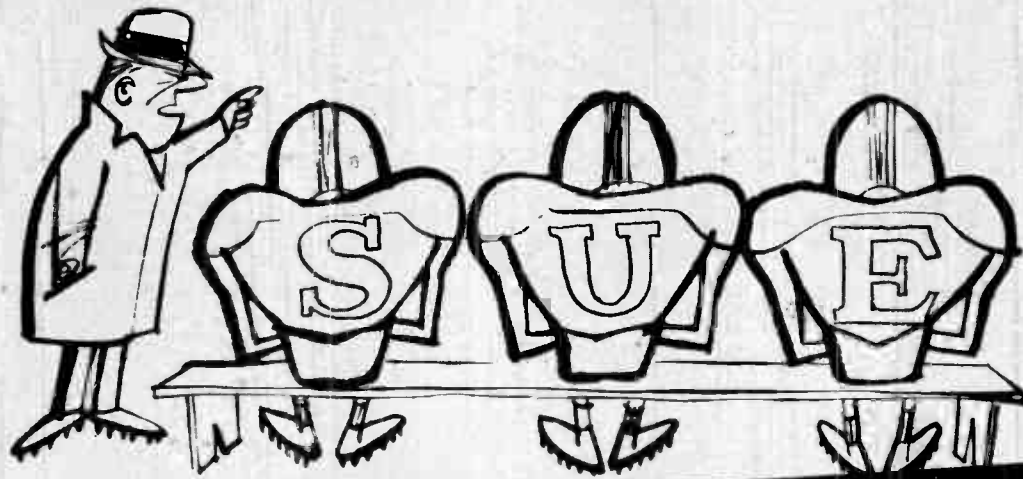
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SUE 802

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"ASK ME"

SYMBOL 926

BABY WASHINGTON
"I CAN'T WAIT"

c/w
"WHO'S GONNA TAKE CARE OF ME"
SUE 797

BETTY GREEN
"HE'S DOWN ON ME"

(HE PUT ME DOWN)

CRACKERJACK 4018

SUE'S SOPHOMORE BONUS BABIES!

**CHUCK
LEONARD**
**"NOBODY BUT
YOU GIRL"**

CRACKERJACK 4017

**THE
PLAYBOYS**
"MOPE DE MOPE"

LEGATO 101



MUSIC AS WRITTEN

• Continued from page 32

and Amelita Galli-Curci up to the moderns of operas. . . . A new Jaguar promotion consists of inserting an autographed card by the singer recommending other disks issued by the same label. Ricky Gianco, for example, endorses the *Satellites* and *Leopoldo*. . . . The second City of Milan composition prize will be awarded December 7. It amounts to \$4,800 for the best classical composition between 15 and 45 minutes in length. Entries must be sent in before September 30.

SAM'L STEINMAN

OSLO

Two of Norway's best selling disk artists start the new year with new issues: the *Salhus Quintet Olkabilamo* recorded "Jektesamba" b.w. "Heimeverns Laten," and *Wenche Myhre* "Jeg Gar Jo Pa Skole" c.w. "Ja, Ja, Ja." . . . Norsk Phonogram plans a "French Week" soon, issuing the best of the French pop artists like *Edith Piaf*, *Zizi Jeanmaire*, *Claude Francois*, *Sheila*, *Johnny Hallyday* and others. . . . Siemens Norge issued the LP records: *Burl Ives* "Singin'

Easy," and "Annie Get Your Gun," featuring *Ethel Merman* and *Ray Middleton* on Brunswick. Also three current singles by *Buddy Holly* ("What to Do" on Coral), *Gene Pitney* ("24 Hours From Tulsa" on United Artists), and *Heinz* on Decca. . . . From Warner Bros. comes the latest issues by the *Markets, Dick and Dedee*, and *Peter, Paul and Mary*. . . . Norsk Phonogram starts the new year with a list on CBS Records, singles by *Dion DiMucci*, and LP's by *Duke Ellington*, *Eydie Gorme*, *Johnny Horton*, *Percy Faith* and *Lefty Frizzell*. . . . The LP "Dominique" as sung by *Soeur Sourire* is also out, as is "Joan Baez in Concert." The first on Philips, the latter on Amadeo. **ESPEN ERIKSEN**

HAMBURG

Prof. Elsa Schiller from DGG back from Moscow, where she had talks with the Ministry of Culture about engagements of Russian artists. . . . The new record with the *Hans Koller Octet* and the *Wolfgang Dauner Trio*. Production chief is *Horst Heinz Henning*. . . . The young French singer *Jacqueline Danno* set for a German television show. . . . The Chilean pianist *Claudio Arrau* will in March and April play all piano Concertos by Beethoven with the Berlin Philharmonic. . . . The next motion picture with record star *Freddy Quinn* will be a Western musical with music by *Lotar Olias*. . . . As the only German guest singer *Peter Kraus* will take part in the Italian Song Festival at San Remo January 27 until February 1. . . . The *Max Roach Quintet* featuring *Abbey Lincoln* tours West Germany and a television program January 15. **CHRISTIAN TOERSLEFF**

In the classical field, CBS has an interesting release in the two albums "1903 Grand Opera Series" acquired by American Columbia from the New York Public Library which had a complete mint set of the originals. . . . To mark the centenary year of *Richard Strauss'* birth, Deutsche Grammophon issued an album of his music conducted by *Karl Bohm*. Bohm conducted a concert of the composer's music at the Royal Festival Hall last week. . . . Oriole is currently planning its first release from the Italian Cetra catalog for issue in March. Meanwhile, among the label's new issues from Germany's Eurodisc repertoire is the Cologne Soloists Ensemble's "Harpisichord Concerts by Bach."

CHRIS HUTCHINS

SYDNEY

Following many years of successful publishing activity in the U.K. and on the Continent, the Decca Records Limited set up a new publishing subsidiary in Australia. The company is known as *Palace Music (Pty.) Limited* and directly represents *Burlington Music Limited* and *Palace Music Limited*, London. Under a special arrangement, *Castle Music Pty. Limited*, Sydney, will manage *Palace* in Australasia and big things are expected from the Australasian market. Current items from the *Palace* catalog include "Ballad for Bimshire" from the Off-Broadway play of the same name, "Shazam" (The Shadows), and "Are You Loving Me at All." (Brian Poole and the Tremeloes.)

Marty Robbins, celebrated country and western popular style singer, will visit this country mid-February for TV and concert appearances. . . . **Bobby Vinton's** "There I've Said It Again" only released prior to Christmas in Australia and showing a lot of potential.

GEORGE HILDER

DUBLIN

The London-based group of seven businessmen headed by **Tom Gorman**, who bought the *Olympia Theater* recently for a reported \$240,000, will re-sell it if they fail to be granted a ballroom license from Dublin Corporation Streets Committee. The new owners agreed to make the *Olympia* available for the city's annual theater festival, if required. . . . **Bill O'Donovan**, of *Eamonn Andrews Studios*, reports that "I Want to Stay here," **Miki and Griff's** latest *Pye Golden Guinea* album, inspired unprecedented audience reaction after several tracks were used in *Larry Cogan's* "LP of the Week". *Radio Eireann* sponsored program.

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There's renewed interest here in **Phil Spector's** composition which was a 1958 hit for the *Teddybears* "To Know Him Is to Love Him." A 19-year-old independent disk producer **Andrew Oldham** has waxed a version by a new singer, **Cleo**, which Decca has just issued and *Pye* is releasing another version by **Rob Storme**. *Bourne Music* publishes the song. . . . Another song getting a lot of attention is "Falling in Love With Love" from *Rogers and Hart's* "Boys From Syracuse" which is in the *Williamson* catalog handled by *Chappells*. . . . **Kenny Lynch** has recorded the number he wrote with hit American tunesmith **Mort Shuman** "Scream and Shake" for release on the *HMV* label next week and subsequent issue in the U. S.

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KDKA, Very 1st Station, Doesn't Let Grass Grow Under Feet

By GIL FAGGEN

PITTSBURGH—Forty-three years ago (November 2, 1920) KDKA made its first broadcast. During the early days of radio when "firsts" were automatic, the pioneer station was credited with the first regularly scheduled church broadcast (a remote), the first broadcast direct from a theater, the first outdoor pick-up, and the first play-by-play sports event—to name just a few.

Today with thousands of stations on the air, firsts are hard to come by and the qualities of leadership within the industry are not as easy to discover. KDKA radio, however, displays today the same degree of positive aggressiveness and leadership as it did way back in the 1920's. The result places KDKA among the "top three" radio stations in the U. S. for share of audience in its market.

Foremost among the reasons for this outstanding success picture is the station's music policy. KDKA in this area has not only kept up with the times but also tries to keep ahead. Its 37-record sheet reflects most of the important pop hits and new releases according to local and national sales. New records are selected for play by committee, and voting takes place by secret ballot.

'Loose Formula'

Music programming on each show is done by a "loose formula" of 50 per cent current and 25 per cent "other" (which include wide choice of LP's and past hits).

Though program director Jack Williams spotchecks various program segments regularly, each air personality is responsible for picking the records from the playlist and programs according to his own personal feel.

In close match with the modern sound and community image, the station personifies its air personalities—nearly all of whom are as well known to Pittsburghers as the University of Pittsburgh Tower. Turn over (a plague at many stations) is infrequent and KDKA deejays Rege Cordic, Art Pallen, Bob Tracey and Clark Race have become an integral part of the community. The same holds true for the other station news and sports voices led in seniority by Ed Schaughency, 30 years with the station, and Paul Long and Jim Westover, 20-year KDAK airmen; Jim Steinbach, 8 years; Tom Bender, 9 years; Mike Leline, 8 years, and Dave Parker, 5 years, are some of the other stalwarts.

Small Staff Turnover

It is much more than handsome salaries that keeps so de-



RESEARCH REPORT on Pittsburgh audience is carefully studied by KDKA radio staff members (left to right): Fred E. Walker, general manager; Robert Rimes, public relations manager; Jerry Udwin, news director; Tony Graham, assistant program manager, and Owen Simon, promotion manager. (Not pictured: Jack Williams, program manager.)

sirable a staff from getting the itch to move on. One staffer puts it this way:

"The station by doing things is keeping up with the times without losing its prestige image. We work in a creatively stimulating atmosphere surrounded by knowledgeable pros at every level."

A veritable laboratory of creative programming is the studio used by "Cordic and Company"—KDKA's morning show that has ratings that look like a thermometer gone berserk—where Rege's imaginative, sophisticated mixture of comedy, music and wake-up services are forthcoming.

Rege started his morning show in 1948, gradually introducing bits of humor and various characters. Favorites with Pittsburghers today are such Cordic creations as the Cordic and Company Research Laboratory whose slogan is "Better Things for Better Living Through Chicanery" . . . the sport of brick throwing . . . the mythical product that became a real one: Ole Frothingslosh Pale Stale Ale with the foam on the bottom . . . Roquefort LaFarge . . . Carman Monoxide . . . and many more.

Success is rarely a one-man effort. Actor-writer Bob Trow and Carl Hardman have been with Rege for 10 years and actor Richard Galuppi recently joined the company. Cordic, an expert on the equipment he uses, is assisted by Bill Stefan, the special recording engineer assigned to his show.

The Long Hike

Clark Race, who holds the key 3 to 6 p.m. slot for exposure of record product, last February invited listeners to go along with him on a hike to Washington (Pennsylvania, that is) 28 miles away. More than

5,000 hardy souls showed up at the station. Proof of Race's popularity and ability to communicate with his listeners.

Among the most outstanding reasons for KDKA's acceptance and the prestige image is its complete genuine involvement in the community affairs of four counties that comprise Pittsburgh's metropolitan area.

A seemingly endless outflow of community projects encompasses everything from collecting eyeglasses for the needy (20,000 in 30 days), and 100 tons of food for CARE, to the elaborate and extensive "Focal Point," KDKA's year-long examination of the unemployment crisis in Western Pennsylvania.

These efforts on and off the air involve everyone from deejays Art Pallen and Bob Tracey to public affairs director John Kulamer, program manager Jack Williams, and promotion chief Owen Simon.

Documentaries, news specials, etc., are not given the 4 o'clock Sunday morning airing bit. The station last summer pre-empted two Pittsburgh Pirate baseball games to present a Focal Point program. In baseball-crazy Pittsburgh this takes guts!

Award-Winning News

News is a way of life for KDKA's 10-man news department. With well over 100 years in combined experience spread among its newsmen, and a get-it policy, it's little wonder the station is the primary news source in the Tri-State area. Three or four news specials are aired each month. Produced usually under the pressure of fast-breaking events, the 15-to-30-minute programs are slotted after a major newscast and then repeated later in the day or evening.

Captained by news director Jerry Udwin (who has just been appointed news director at sister station WIND in Chicago), KDKA received the 1963 Sigma Delta Chi Golden Quill Award for general excellence in radio news reporting. Another in a long line of news awards.

Under the direction of program manager Jack Williams (Billboard, December 7, 1963) the station has strengthened its extensive special programming. Williams is credited with developing a revolutionary technique called the "vertical documentary"—five-minute production packages aired every hour on the half hour throughout the day. The format eliminates many of the shortcomings of the traditional public affairs programs which are usually pre-

(Continued on page 36)

PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

VOX JOX

By GIL FAGGEN

CKY's Chapter of the International Society of Girl Watchers (of which I am a charter member), the first official radio station chapter in the world, continues to be the talk of Winnipeg.



Joe Beagin, International President of I.S.G.W., demonstrates his highly developed "shoe-lace watch" while gazing at the I.S.G.W.'s "Most Watchable Actress of the Year" . . . Chris Noel. Incidentally, another CKY Cavalcade of Stars takes place Friday (31) at the Winnipeg Auditorium, starring Johnny Tillotson, Dale and Grace, the Caravelles, and Canada's own Loreen Church.

I've been regularly receiving some mighty funny program material called "Happy Talk" from gag writer-scripser Mack McGinnis. McGinnis, who headquarters at 9702 E. Ninth Street, Indianapolis (46219), is currently providing daily scripts to a host of top-rated deejays.

During November, the WSAI "Good Guy Club" was formed. Club card numbers are aired each hour on a 24-hour basis and the lucky numbers can win anything from a coffee carafe to a record album.

In Detroit, WJBK "Good Guys" Marc Avery, Clark Reid, Robert E. Lee, Robin "Jack the Bellboy" Walker, Bob Edgington and Bob Layne have been handing out "Lucky License" window stickers and the Radio-15 Record Review from a special booth at the "Progress on Wheels" auto show. Prizes

from \$15 to \$1500 are being awarded to listeners who hear a portion, or all, of their auto license plate numbers announced on the station. Winner must also have a WJBK Radio 15 Sticker attached to the rear window of the car. Stickers are being distributed from more than 300 retail record locations.

QUESTION? What station in Kansas City, Mo., recently signed with the ABC net? The outlet features the "Great 38" spun by Johnny Canton, 6-10 a.m. (he's program supervisor, too); Darry Endicott, 11 a.m. to 3 p.m.; Bob Beck, 3-6 p.m.; Joe McClaine, 7-midnight; Johnny Argo, midnight to 6 a.m. and Vic Kearnes on weekends?

SEGUE



FRANK SWEENEY

Frank (Swingin') Sweeney, program director and air personality at WKBN (Youngstown) moves to WKNR (Dearborn-Detroit) in the noon to 3 p.m. slot. Sweeney, whose former air credits include WHOT, (Youngstown) and KYW (Cleveland), replaces Sam Holman . . . Larry Conti, air personality at WKBN, upped to program director. Conti will continue his 3 to 6 p.m. air show. . . . Bill Calder returns to KPRC (Houston) from the West Coast in the 2 to 6 p.m. shift. . . . Philadelphia air personality Harvey Miller in town last week seeking air slot. He may be reached at 215-TR 8-8728.

Jack C. Fiedler, a broadcasting veteran of some 15 years, has been named general manager of WYNR, powerful McLendon Corporation rocker in Chicago. Fiedler succeeds Jay J. G. Schatz, who will head the McLendon Corporation's sales office here. Schatz has managed the outlet since it was bought by McLendon a little more than a year ago, subsequently becoming one of the top-rated stations in the Chicago area. Fiedler has been associated with the McLendon broadcasters since 1956 and was most recently vice-president and general manager of KTSA, the corporation's station in San Antonio. From 1948 to 1956 he served as general manager of a radio outlet in Chattanooga.

Seattle Station Buys IGM Service

BELLINGHAM, Wash.—International Good Music's "Spectrum" Music Service introduced this month has been purchased by KETO AM-FM, Seattle.

The "Spectrum" series—selected from IGM's tape library of more than 250,000 selections—come with each musical category segregated on its own tape reel according to music type and tempo.

The IGM Music Service is being used in conjunction with KETO's Schaefer sequential automation equipment. Prices for the unannounced "Spectrum" tapes begin at \$9.50 per hour.



FOUR OF THE KEY REASONS for KDKA's dominance during the day in Pittsburgh are air personalities (left to right) Rege Cordic, Art Pallen, Bob Tracey and Clark Race.

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PROGRAMMING NEWSLETTER

Radio Music Director--Vital Post

By **BILL GAVIN**
 Contributing Editor

THE MUSIC DIRECTOR deserves much credit for his station's top ratings. He may also be primarily responsible for his station's decline in the rating struggle. (We'll continue to refer to the music director as "he," even though some of the nation's top music directors are women: Bertha Porter, Arline Quier, Gertie Katzman, Elma Greer, Aileen McKinney, Tess Russell and Julie Rizzo are among the best in the business.)



No two stations are quite alike in assigning the authority and responsibility of the music director. At one extreme, he is not much more than a record librarian, screening the new releases and cataloging them according to the station's music policy. In such cases, the disk jockeys, and often the program director, make the final determination of what is to be played. Another example is the music director who selects the new material for submission to a program committee, usually made up of the disk jockeys and the p.d. A majority vote of the group is required to place any record on the playlist. At the other end of the authority spectrum is the music director who wields sole and final authority over the playlist. He determines what is and is not to be programmed. He is responsible for the weekly "survey" of local record sales, or whatever basis of determining record popularity is used to list the week's "picking order" of the current hits.

IN A GREAT MANY STATIONS, of course, the program director himself is also the music director. This is generally true of smaller stations that cannot afford the luxury of a music specialist.

Stations that program primarily from albums and the smoother sounding singles are generally supposed to rely mostly on the skill and discrimination of their disk jockeys. However, this is true only to a degree. The music director of a better music station may greatly influence his station's success by calling deejay attention to well chosen material and insisting that they give it good exposure.

Several better music stations, while permitting the deejays considerable latitude in the selection of LP material, have a "must play" list of singles which all d.j.'s must program at regular intervals. The music director who selects the singles for maximum exposure thus exercises con-

trol over the station's musical appeal to a broadly based audience.

THE MUSIC DIRECTOR of a top 40 station is subject to a constant evaluation of his judgment in terms of the percentage of his picks that actually become hits. If too many new additions to the playlist bomb out, the manager may start looking for a new music director. If he averages well, he is doing a good job. If he hits three out of four, he is apt to become famous.

No one that I know about has ever set a flat percentage of hits to picks for judging the music director's efficiency. It might be an interesting (and profitable) endeavor for a manager to keep score over a six-month period. In my personal opinion, unless at least 50 per cent of the station's picks make its top 40 charts, then the music director is not doing an acceptable job.

This percentage, of course, must be considered in relation to the number of new picks added to the playlist every week. Many music directors have established a rule of thumb that the number of picks each week must be the same—no more, no less—as the number of new additions to the top 40. The figure varies considerably from week to week, ranging from three or four to eight or nine. As a general rule, the larger the market, the slower the average turnover of the survey.

THERE ARE A GOOD MANY music directors who make their picks in relation to the quality of the week's output. In most cases, however, the number of "extras," i.e., the playlist items not already on the chart, is fixed by station policy. The only way to put in more new releases than the number of new chart additions is to drop some of the deadwood among the older picks.

The music director with the "tight" playlist, to which only three or four new releases may be added each week, should have a high picking average. It is almost axiomatic that the greater the number of new releases added per week, the lower will be the average level of success. This is particularly true for the music director who prefers to wait until he is fairly certain, from a record's sale in other markets, that it will make the grade in his own.

A "slow but sure" music policy is often the despair of record promoters. It is not necessarily a bad thing for station ratings, as a glance around the country will show. And it is always a boon to the few records that finally are picked, because the shorter playlist guarantees a high frequency of exposure.

In next week's newsletter we'll consider some of the joys and hazards of being a music director.

2 Collegiate Radio Players Scheduled for New York

NEW YORK—Collegians interested in broadcasting will be offered ample opportunity to explore the field during two upcoming conferences scheduled in February and March under

the aegis of the International Radio & Television Society.

The first annual college majors conference will take place February 20 and 21 at the Hotel Roosevelt here. The conference is planned to offer seniors in college who are earning degrees, or at least majoring in broadcasting or advertising, an opportunity to meet, hear and discuss with top-line professionals what goes on in the broadcasting industry.

The third annual collegiate broadcaster conference is slated March 19 and 20 at the Roosevelt Hotel. Conference chair-

Grass Doesn't Grow Under KDKA's Feet

• Continued from page 35

sented in formats ranging in length from 15 minutes to an hour, according to Williams.

KDKA producer Jim Siegel accepted the Sigma Delta Chi award recently for the best single radio program feature of the year. He was the writer and producer of a half-hour documentary on Pittsburgh's American Wind Symphony.

Another 1963 SDX award went to public affairs director John Kulmar for a probing series of insights into the broadcasting industry in the Tri-State area.

Ranking in importance with the music shows are two talk shows, "Program PM with John Stewart" (winner of 1963 Sigma Delta Chi best single radio feature award) and "Party Line," now in its 14 year with Ed and Wendy Kinney. The 8-to-midnight talk segment also enjoys top rating position Monday through Friday.

1st of the 1st

There are many other reasons why KDKA is what it is to listeners and the industry. It can boast (and it does), as no other station in the nation can, that it is "the first station." The fact that it has the only 50,000-watt signal in the eighth largest market is undoubtedly an important factor, as is the fact that KDKA, Westinghouse Broadcasting Company owned, is located in the city where its parent company, Westinghouse Electric, makes its home. To thousands of Pittsburghers it indeed "the mother and fath image" among their radio stations.

man, Mark Olds, general manager of WINS, New York, expects undergraduates currently working on staffs of some 25 college radio stations to be a hand.

The conference's aim is to broaden the base of knowledge among undergraduate broadcasters at both the collegiate and professional levels through the exchange of ideas, the discussion of problems and possible solution.

Registration information for both conferences may be obtained by writing the IRT, 444 Madison Avenue, New York, N. Y., 10022.

READY-TO-GO PROGRAMMING

Program directors and disk jockeys will find this material a ready source from which to build weekly programming periods. All that's needed are the disks from the station's record library.

MIDDLE-ROAD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
1	1	THERE! I'VE SAID IT AGAIN, Bobby Vinton, Epic 9638	10
2	8	ANYONE WHO HAD A HEART, Dionne Warwick, Scepter 1262	9
3	6	FOR YOU, Rick Nelson, Decca 31574	6
4	2	POPSICLES AND ICICLES, Murmaids, Chaffahoochee 628	11
5	3	FORGET HIM, Bobby Rydell, Cameo 280	13
6	4	WHISPERING, Nino Tempo & April Stevens, Atco 6281	7
7	5	AS USUAL, Brenda Lee, Decca 31570	8
8	11	SOMEWHERE, Tymes, Parkway 891	9
9	15	A FOOL NEVER LEARNS, Andy Williams, Columbia 42950	4
10	—	JAVA, Al Hirt, RCA Victor 8280	5
11	9	SINCE I FELL FOR YOU, Lenny Welch, Cadence 1439	15
12	17	IT'S ALL IN THE GAME, Cliff Richard, Epic 9633	9
13	12	MIDNIGHT MARY, Joey Powers, Amy 892	13
14	7	DOMINIQUE, Singing Nun, Philips 40152	13
15	13	WIVES AND LOVERS, Jack Jones, Kapp 551	14
16	14	TALK BACK TREMBLING LIPS, Johnny Tillotson, MGM 13181	13
17	19	CHARADE, Henry Mancini & His Ork, RCA Victor 8256	9
18	18	I CAN'T STOP TALKING ABOUT YOU, Steve & Eydie, Columbia 42932	7
19	10	THAT LUCKY OLD SUN, Ray Charles, ABC-Paramount 10509	9
20	—	THE SHELTER OF YOUR ARMS, Sammy Davis Jr., Reprise 20216	8

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the discs that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 YEARS AGO
 February 2, 1959

1. Smoke Gets in Your Eyes, Platters, Mercury
2. All American Boy, B. Parsons, Fraternity
3. Donna, R. Valens, Del-Fi
4. 16 Candles, Crests, Coed
5. Stagger Lee, L. Price, ABC-Paramount
6. My Happiness, C. Francis, MGM
7. Gotta Travel On, G. Grammer, Monument
8. Lonely Teardrops, J. Wilson, Brunswick
9. A Lover's Question, C. McPhatter, Atlantic
10. Goodbye Baby, J. Scott, Carlton

POP—10 YEARS AGO
 January 30, 1954

1. Oh, My Papa, E. Fisher, RCA Victor
2. That's Amore, D. Martin, Capitol
3. Stranger in Paradise, T. Bennett, Columbia
4. Changing Partners, P. Page, Mercury
5. Rags to Riches, T. Bennett, Columbia
6. Stranger in Paradise, Four Aces, Decca
7. Ricochet, T. Brewer, Coral
8. Secret Love, D. Day, Columbia
9. Heart of My Heart, Four Aces, Decca
10. Stranger in Paradise, T. Martin, RCA Victor

RHYTHM & BLUES—5 Years Ago—February 2, 1959

- Try Me, J. Brown, Federal
 Stagger Lee, L. Price, ABC-Paramount
 Lonely Teardrops, J. Wilson, Brunswick
 16 Candles, Crests, Coed
 Smoke Gets in Your Eyes, Platters, Mercury

- Nobody But You, D. Clark, Abner
 A Lover's Question, C. McPhatter, Atlantic
 I Cried a Tear, L. Baker, Atlantic
 The Right Time, R. Charles, Atlantic
 Whole Lotta Loving, F. Domino, Imperial

Phono-Tape

MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS
• EQUIPMENT NEWSLETTER

CAUSE & EFFECT?

RCA Sales Soar 49% After Record Ad Spurt

NEW YORK—Results of and blueprints for major consumer ad and promotion campaigns for home entertainment goods figured in the news last week. RCA Sales Corporation announced an increase in sales of 49 per cent during a period last fall when 6,000,000 lines of newspaper advertising were run. At the same time, 3-M's launched the most intensive first quarter ad campaign in the history of the tape recorder field.

RCA's advertising and sales promotion vice-president, Jack M. Williams, told the Newspaper Advertising Executives Association, meeting at the Edgewater Beach Hotel in Chicago, that last fall's "RCA Victor Week," national promotion "easily established a record for the home entertainment industry and was a milestone in the history of newspaper advertising."

At 3-M's, the new first-quarter campaign involves the Revere-Wollensak division and features network TV sponsorship of a golf tournament, a 35-market key city newspaper campaign with dealer listings, plus national consumer and specialty magazine ads.

All Wollensak recorders and the Revere stereo tape cartridge system will be highlighted in the campaign, which employs such media as NBC-TV (Bing Crosby pro-amateur golf tournament) and Fortune, Sports Illustrated, High Fidelity, and others.

At RCA, a feature of the campaign was an eight-page multi-color supplement in 211 newspapers. A follow-up survey on the effectiveness of the newspaper drive showed, according

to Williams, the effort to be extremely favorable. "It demonstrated the ability of newspapers not only to move merchandise, but to serve as an integral part of a campaign to promote a corporation, its distributors and their dealers at the national as well as local level," Williams said.

EQUIPMENT NEWSLETTER

Sol Polk on the Value of Dating

By DAVID LACHENBRUCH
Contributing Editor
(Editorial Director, Television Digest)

SOL POLK ON DATING: Should consumer products be prominently labeled with their model year? Last November, we espoused that idea in this space, using as a jumping-off point a reported plea to manufacturers for model-year dating by Sol Polk, president of big and aggressive Polk Brothers in Chicago.

In a column shortly thereafter, we printed one manufacturer's point of view—a rebuttal by Albert Leon, advertising, sales promotion and public relations director of Symphonic Radio & Electronic Corporation. Leon argued, basically, that product lines are sold because of the value they offer. The model-year tag doesn't in itself signify any improvement, he said, but merely is "forced obsolescence," which, in itself, is wasteful. Dating, he added, is an artificial device which puts manufacturers in the position of obsoleting merchandise not necessarily because it has been technologically improved, but because it has been chronologically deposed. This artificial obsolescence, he said, doesn't serve the interests of the manufacturer, the dealer or the ultimate consumer.

At the time we printed Leon's rebuttal, we asked Sol Polk if he would like to express his views on the dating of merchandise. His comments have just been received, and are presented here in full:

"I have stated on a number of occasions that today's customer is an extremely intelligent shopper versus the customer of 10 or 15 years ago. He or she is deeply interested in new features and development. They are much more knowledgeable about research that is in process by manufacturers, and one of the questions they always ask is: 'Is this a brand new model?' I don't blame them. I don't think any of us wants to buy last year's leftovers when we purchase. Milk bottles, coffee cans and even some clothing have dates on them.

"The automotive people have a merchandising advantage, because new cars are generally easily recognized by the mass public, and, no matter how we slice it, a new car still psychologically is a status symbol. Major appliances, television and stereo last for many years—three or four times as long as an automobile. However, an appliance, television or stereo set is a major purchase for any family. They do want to know much about the product, and especially if it's brand new.

"Recently, President Johnson appointed an Assistant Secretary of Labor who will be responsible for consumer protection. He stated in making the appointment: 'We must wage an unrelenting fight against the selfish minority who deceive or defraud the consumer.' Dating appliances is another step to eliminate misrepresentation by the few who do.

"FOR A NUMBER OF YEARS we have put

Concord Adds 3 Tape Models

HOLLYWOOD — Concord Electronics has added three transistorized tape models to its consumer line, capped by the fully automatic voice operated Model 330.

This model features automatic voice operation, start and stops, slide advance, movie sync and threading operations. The other new models are the 884 and 440, both of which claim to offer professional features to the audiophile for the first time such as VU meters and transistorized preamps.

Playback Both Ways

HOLLYWOOD—Concertone has introduced the Model 801 tape machine which features Reverse-O-Matic record-playback in both directions.

Retailing at \$399.95, the machine has a three-motor transport system, providing for automatic two direction record and playback. Six tape heads are used, three for each direction.



FIVE NEW UNITS comprise the phono drop-in line announced last week by Symphonic Radio & Electronic Corporation during the Chicago Furniture & Housewares Shows. A key package, known as Model T-4PN65 (shown above), is a component-styled portable, with separate speaker enclosures which close to form the top of the unit, which in turn contains an all-transistor chassis and Garrard changer. List price is \$149.95. Also included in the line are two mono portables, another stereo unit and a four-speed automatic mono unit with an open list.

Recorder Guarantees Put Customer at Ease

OGDEN, Utah—Offering customers an across-the-board

guarantee of five years on every tape recorder sold has been enough to more than triple sales in this bracket at Allen-Inkley Company of Ogden.

Ronald Inkley, store head, was highly displeased with tape recorder sales before he hit upon this plan. Now, recorder sales, and along with them, rentals of the machines, have grown faster than any other department of the store (photographic and sound equipment retailing), and with a corresponding increase in profits.

The entire secret has been the five-year guarantee, Inkley reports. Making this possible is a complete repair shop in the basement of his store, which has two full-time repairmen on the job, both qualified in all facets of electronics, and fully capable of keeping even the most complex stereo tape recorder in tip-top condition.

"It took a big investment in parts, tools, and test equipment," the Utah dealer said, "before we could offer a five-year guarantee with any security. Now that we have it, however, we've found this wipes out the No. 1 source of resistance from the usual prospect—the fact that such customers are frequently inclined to think of a tape recorder as a complicated piece of electronics which will require months of shipping back and forth to the factory to put it back into operating shape. Once we've convinced a prospect that a recorder can be completely repaired under terms of the guarantee right here on the premises, such sales hesitation is eliminated."

No Hidden Facts

"It's the most important selling feature we could possibly use," Inkley added. "Where the average dealer is inclined to shy away from the subject of maintenance and repairs altogether in selling tape recorders, we point out to our prospects that a recorder needs a frequent tune-up, constant checking, and parts replacement, just as an automobile does, albeit, not so often. Taking the customer down for a look at our service facilities is the next logical step. Confidence immediately builds up in the prospect."

Naturally, an investment of \$2,500 or more in the service shop, plus the two full-time repairmen is a heavy one. This has been justified, however, because the Utah store tripled its recorder sales, and because rentals, a problematic field in the past, have zoomed with an active repair department, and a stock of two dozen retail recorders for many purposes, Allen-Inkley has no difficulty in keeping

(Continued on page 40)

News Briefs . . .

Hoffman Electronics moved its offices to El Monte, Calif. At the same time last week, the company said it has retained Thomas J. Deegan Company to serve as public relations counsel. W. C. Sullivan has been named sales training manager for Sylvania Home and Commercial Electronics Corporation. He'll be responsible for training sales personnel in TV, stereo phono and radio areas.

Three component dealers have won all-expense-paid vacations to Las Vegas in Pilot Radio's "Think Mink" promotion. Dealers who made a special package purchase of Pilot components during the promotion were eligible to take part in a drawing to determine winners. A dealer winner was selected from each of the firm's three sales regions. The winners: Boyd Wonn Hi Fi Shop, Vallejo, Calif.; Dimension Stereo,

(Continued on page 40)



“OY!
did I miss the boat
IN '63”

So Quit Moaning-this is...like...1964 and you've got another chance!

Mercury Phonographs in 1963 were what the boys in show business might call an “UNQUALIFIED SMASH”...they were on target! The quality was great...the service problems were not big enough to irritate a gnat's eye-ball and fellas...they were PROFITABLE! Who's in business for glory? Not us...not you and Philips of Holland has glory to burn...and they're rich too! Because they're successful and they make Mercury phonographs.

Now here's a little inside scuttle-butt. There are new features in store for '64 on the models you know and they'll be “home runs”. There will be *new products* to broaden the line and add to your sales and profit. You must remember that we do not brag or boast. That's windy kid stuff. What we have told you in the past has been gospel and that's the way we'll play it all the way. Honest! *Get with Mercury phonographs in '64... '64 that is!*



*Never before so much rich
sound for so little money!*



MADE IN HOLLAND BY PHILIPS



Here's a portable with a capital P! Can be taken anywhere because it's all-transistorized, weighs a scant 4¾ lbs. . . . plays anywhere because it's miraculously full-powered by 6 ordinary flashlight batteries—gives months of normal playing; *plays everything* because it handles 7", 10" and 12" records... 33½, 45 and 78 R.P.M. stereo & mono. And it's Mercury quality all the way! With automatic turn-off, detachable 4" Ticonal speaker. Model AG 4000. **\$3995**



Deluxe all-transistor portable—weighs only 8 lbs. yet includes a detachable 7" Ticonal speaker that delivers big-set, distortion free sound! Plays on 6 ordinary flashlight batteries for real take-along convenience in school, rec. room, patio and car... or plugs into any AC outlet. With automatic turn-off, diamond stereo cartridge . . . plays all size records at all 4 speeds . . . includes stereo jack for playing through radio or tv. Model AG 4126. AC Converter Extra **\$5995**



It's stereo . . . and it's portable . . . and it's so fine in sound and quality that it is basic home stereo equipment—yet in a flash it packs up into a neat 24 lb. phono for on-the-go pleasure! Detachable twin Ticonal speakers give crisp, full, room filling sound...with automatic start and shut-off . . . separate bass and treble control, fine wood cabinet. Plays all size records, all speeds. Model AG 9115.

\$13995

FOR MORE DETAILS...WRITE OR PHONE PERRY WINOKUR, PHONOGRAPH DIVISION,
MERCURY RECORD CORP., 35 E. WACKER DRIVE, CHICAGO 1, ILLINOIS. Phone: DE 2-5788

GO FROM
BUSINESS SUIT
TO BATHING SUIT
IN THE HEART
OF TOWN

at the
CITY SQUIRE
POOL &
HEALTH
CLUB

New limited membership
plan offers metropolitan men
and women unique advantages
right near their place of
business all year long:

- POOL—glass-enclosed, 5 stories above the city's bustle—in any weather
- FINNISH SAUNA—invigorating steam bath
- POOL DECK—comfortable lounging chairs
- FREE LOCKERS—private key

C'mon up and take a look
around (no obligation).

City Squire

MOTOR INN

Sq. Block, Bway-7th Ave., 51st-52nd Sts.
Tel.: (212) LT 1-3300
A LOEW'S HOTEL

Heading for
a Smash
"THINK NOTHING
ABOUT IT"

Gene Chandler
Constellation #112
Distributed by

DART 1421 S. Michigan Ave.
Chicago 5, Ill. 939-2416
RECORD SALES CORPORATION

Here Comes a Hot One
DANNY WHITE
"LOAN ME A
HANDKERCHIEF"

b/w
"ONE LITTLE LIE"
ABC 10525

ABC-PARAMOUNT
FULL COLOR FIDELITY

JOAN BAEZ
IN CONCERT
PART 2

VANGUARD
RECORDS

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

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

REQUEST—Expires January 31, 1964. Started November 1, 1963.
Buy 10, get one free on entire catalog and new releases.

PRESTIGE—Expires January 31, 1964. Started January 1, 1964.
Prestige 7000, 15 per cent discount. Folklore and Prestige 1600, 10 per cent discount. Bluesville, two free for five bought.

FOLKWAYS—Expires February 15, 1964. Starts January 15, 1964.
Label is offering one free for every seven bought.

IMPERIAL—Expires February 15, 1964. Started January 14, 1964.
Special terms and dating to qualified dealers covering new releases and entire catalog.

LIBERTY—Expires February 15, 1964. Started January 14, 1964.
Special terms and dating to qualified dealers, covering new releases and entire catalog of Liberty, Premier series, Dolton and Double L.

MERCURY—Expires February 29, 1964. Started January 2, 1964.
Ten per cent discount on all new January releases and all catalog product except Storyteller children's series. Dated billing to qualified dealers.

LONDON—Expires March 31, 1964. Started December 15, 1963.
Annual catalog restocking program. On all catalog items, special discounts, delayed billing and extra ad allowances available.

ABC-PARAMOUNT—Expires March 31, 1964. Started January 9, 1964.
A 12½ per cent discount on all new and catalog ABC-Paramount and Impulse albums.

SIMS—Expires February 29, 1964. Started January 1, 1964.
On 15 country and gospel album releases, three free albums for each 10 purchased. A 100 per cent exchange privilege on all product.

STARDAY—Expiration indefinite. Started January 1, 1964.
A 15 per cent discount on all regular Starday albums. A 10 per cent discount on Starday economy line albums.

News Briefs . . .

• Continued from page 38

Amherst, Ohio; Moff's Music, Raleigh, N. C.

Channel Master has introduced a new 16-inch portable TV which features three i.f. stages for sensitive fringe area response. . . . **Ross D. Siragusa** has been named marketing and sales vice-president for Admiral Corporation, according to President **Vincent Barreca**. He was sales vice-president for the company prior to his new appointment.

George S. Brown has been appointed director of operations for the Home Products Division of Packard-Bell, according to **K. R. Johnson**, vice-president and general manager of the division. He'll be in charge of operations from engineering through manufacturing. . . . **Charles E. Ewen** has been named plant manager for Windsor Products Division of Wheaton Industries. The division provides speaker and console cabinetry for Wheaton's stereo home entertainment systems. . . . Three-M's has started production at its new magnetic products plant in Camarillo, Calif. The 125,000-square-foot plant produces a full range of video and instrumentation tape.

Exhibitors have signed up for an average of 10 per cent more space than in the past for the upcoming music trade show in Chicago next June. The show, sponsored annually by the National Association of Music Merchants, moves this year from the Palmer House, traditional site for the affair, to the Conrad Hilton Hotel, which affords exhibitors a considerable increase in space availabilities.

Three former regional sales managers for RCA Sales Corporation, a subsidiary responsible for marketing RCA home

entertainment equipment, have been named commercial relations manager. They are **Elmer Eades**, Atlanta region; **Fred Folsom**, San Francisco region, and **W. L. Rothenberger**, New York region.

NEW DEALER PRODUCTS



NORELCO HAS MADE available a unique new display stand for its new tape recorder line, which becomes a complete tape recorder department in a three by two-foot area. It has already been used by some dealers for the Christmas sales period, but it's adaptable for all-year-long use. Made of wood and masonite, the display is free—from North American Philips Company—to dealers placing an order for a Norelco Starter Package of tape machines.

World Radio History

**BEST SELLING
PRE-RECORDED TAPE**

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape dealer replies. Mail questionnaires are used to contact top dealers throughout the country on a weekly basis. Popular reels as well as classical reels and other types of pre-recorded tape will be reported on these pages with emphasis on popular reels.

POPULAR REELS

- Pos. TITLE, Artist, Label & No.
- 1 **WEST SIDE STORY**
Sound Track, Columbia OQ 417
 - 2 **BELAFONTE AT CARNEGIE HALL**
Harry Belafonte, RCA Victor FTO 6000
 - 3 **MY FAIR LADY**
Original Cast, Columbia OQ 310
 - 4 **MUSIC MAN**
Sound Track, Warner Bros. WST 1459
 - 5 **OKLAHOMA!**
Sound Track, Capitol ZW 595
 - 6 **I LEFT MY HEART IN SAN FRANCISCO**
Toney Bennett, Columbia CQ 493
 - 7 **CAMELOT**
Original Cast, Columbia OQ 344
 - 8 **SOUTH PACIFIC**
Sound Track, RCA Victor FTO 5001
 - 9 **TIME OUT**
Dave Brubeck Quartet, Columbia CQ 437
 - 10 **SOUND OF MUSIC**
Original Cast, Columbia OQ 311

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

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$31 and \$60

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	10/26/63 Issue	7/27/63 Issue		
1	1	1	Decca	32.0
2	2	3	Masterwork	14.2
3	—	—	General Electric	5.4
3	3	2	Voice of Music (V-M)	5.4
5	5	4	Capitol	5.3
5	4	5	RCA Victor	5.3
7	—	—	Emerson	4.9
8	—	—	Mercury	4.0
9	—	—	Zenith	3.5
			Others	20.0

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. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

10/26/63 Issue: Motorola (6); Webcor (7).
7/27/63 Issue: Symphonic (6); Webcor (7); Westinghouse (8).

Guarantees Put Customers at Ease

• Continued from page 38

ing every machine in tip-top shape, and thus can maintain a steady stream of rentals which goes a long way toward amortizing the cost of the shop.

Surprisingly, as well, the presence of the service shop has boomed sales of pre-recorded music tapes, if for no other reason than the fact that the usual customer knows that he can depend on the shop for repairs, and that he will get full listening pleasure from pre-recorded tapes, simply because his recorder is not going to break down, and be out of service for months, right after he has purchased the tape.

Another Boon

Another help in the service shop is accepting tape recorder repairs within reason on any

and all machines brought in. Charging for the service on the basis of time and parts, Allen-Inkley has found that it can tackle about 75 per cent of the problems which tape recorder owners bring in, with full satisfaction for everyone concerned.

Naturally, before going into repair operations, Ronald Inkley has carefully assessed the service record of many makes of tape recorders, both imported and American-made, and settled on several lines, in various price categories, monaural and stereo, which showed most remarkable freedom from electronic and mechanical "headaches."

By concentrating on these lines, there has been a minimum amount of nonprofit service work.

POLYMAX
PRESSINGS ADD A NEW SOUND DIMENSION
You can actually feel this exciting new clarity and presence and this mystery material is 100% Anti-Static.
CREATED BY RESEARCH CRAFT CORPORATION
1011 NO. FULLER AVENUE LOS ANGELES 46, CALIF.

BOBBY VEE

With

that new hit sound!

“I’LL MAKE YOU MINE”

AND

“SHE’S SORRY”

#55670

LIBERTY RECORDS



LIBERTY RECORDS, INC.
LOS ANGELES 28, CALIFORNIA

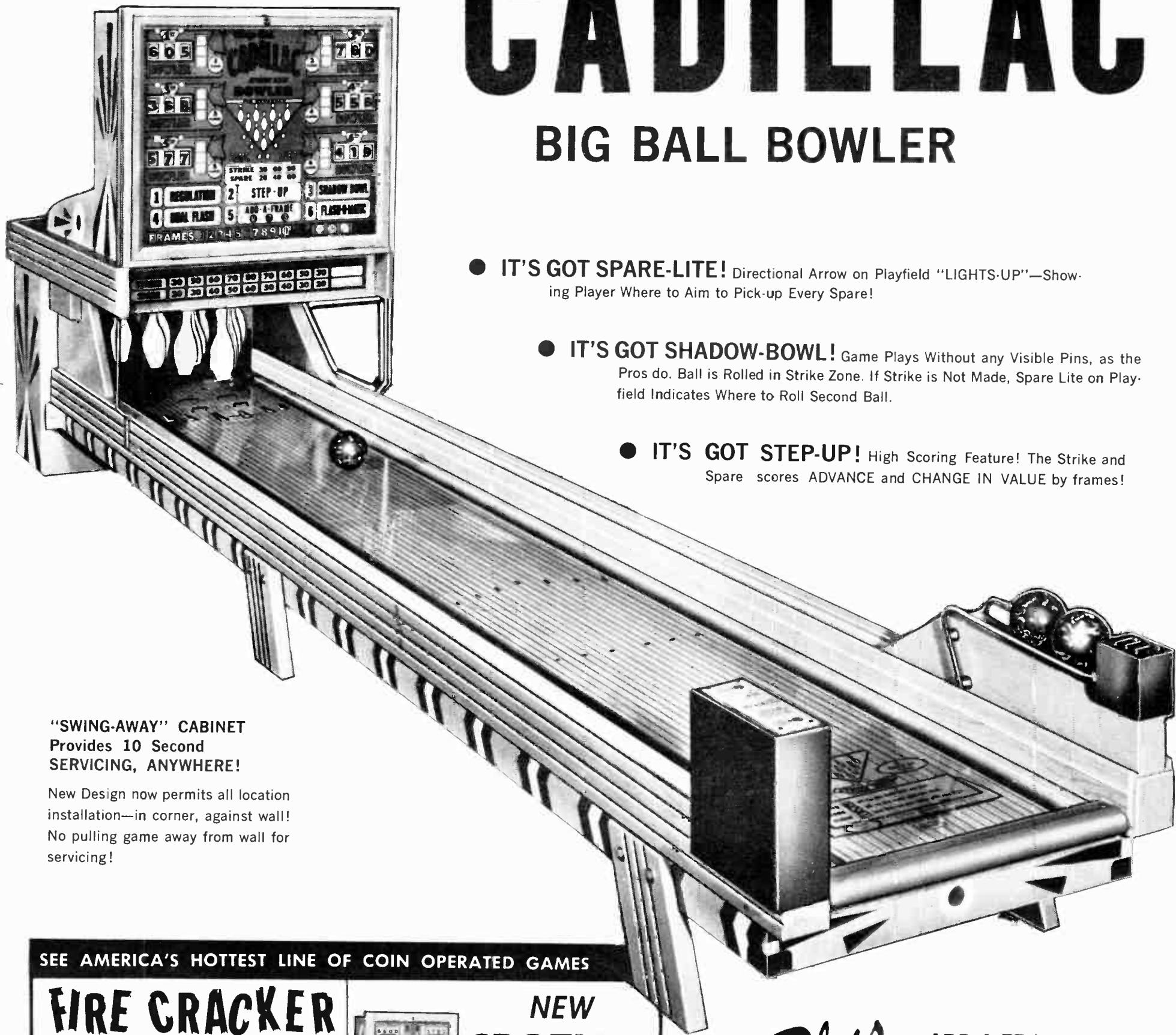


chicago coin's



CADILLAC

BIG BALL BOWLER



● **IT'S GOT SPARE-LITE!** Directional Arrow on Playfield "LIGHTS-UP"—Showing Player Where to Aim to Pick-up Every Spare!

● **IT'S GOT SHADOW-BOWL!** Game Plays Without any Visible Pins, as the Pros do. Ball is Rolled in Strike Zone. If Strike is Not Made, Spare Lite on Playfield Indicates Where to Roll Second Ball.

● **IT'S GOT STEP-UP!** High Scoring Feature! The Strike and Spare scores ADVANCE and CHANGE IN VALUE by frames!

"SWING-AWAY" CABINET
Provides 10 Second
SERVICING, ANYWHERE!

New Design now permits all location
installation—in corner, against wall!
No pulling game away from wall for
servicing!

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES

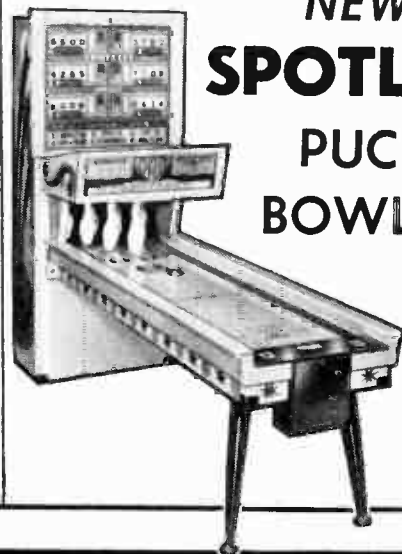
FIRE CRACKER

2-PLAYER
PIN GAME



NEW! EXCLUSIVE
"LIFT-OUT"
SELF-LOCKING
PLAYFIELD!

NEW SPOTLITE PUCK BOWLER



with
Spare-
Lite
Feature

Plus • ADD-A-FRAME!
• DUAL-FLASH!
• FLASH-O-MATIC!
AND REGULATION SCORING!

- BRIGHT NEW COLOR COMBINATION!
- NEW! SUPER-QUIET, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAY-FIELD!
- AVAILABLE IN 13', 16' AND 21' LENGTHS!
- AVAILABLE IN 10¢, 2 for 25¢ and 50¢ MODELS!
- NEW! RECESSED RUBBER SHIN GUARD!

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

MOA Names Fred Granger Director

CHICAGO—Music Operators of America has named a new managing director, Fred Granger, 46, a former trade association official, advertising executive and foreign service and public relations officer with the U. S. government.

Granger's appointment was made last Saturday (18) following MOA's board of directors meeting at Chicago's Sherman House. He assumed his post immediately.

The new MOA chief listed membership recruiting and public relations as two immediate projects on his agenda. He said other programs would be developed as time goes on.

"My immediate goal is to get as familiar as possible with the problems of MOA and the coin machine industry," Granger told Billboard.

Baptism of Fire

Granger will receive his baptism of fire when he goes with Lou Casola, MOA president, to address the newly formed Illinois Coin Machine Operators Association in Springfield, Ill., this weekend.

Granger said that much of his work with MOA was expected to be with State and local associations around



FRED GRANGER

the country. He said he felt this to be an important aspect of his job.

Discussing public relations, Granger said he was under the impression that the coin machine industry

was a "misunderstood industry," and that a great deal could be done to improve this.

The MOA executive said that he was very much impressed with the dedication of the industry members he had met to date. He noted that the practice of directors coming to a semi-annual meeting at their own expense was particularly impressive. He said he knew of few industries where this was done.

Public Relations

Granger described public relations as "largely a matter of helping those who deserve a good reputation to gain the reputation they deserve."

MOA's new managing director was for the past six years executive director of the Specialty Advertising Guild where he ran two trade shows per year, each with from 100 to 150 exhibitors. Prior to that he was a sales executive with a refrigeration and freezer food firm in Washington and before that an account executive with a Washington advertising agency.

From 1950 to 1952 he served as U. S. foreign service officer in the Grand Duchy of Luxembourg and before that served for four years in various public relations capacities with the U. S. Naval Service.

TRADE GATHERS FOR UK COIN SHOW

A.T.E. Exhibitors

Booth Nos.

- 126-127 Ainsworth Consolidated Industries (G.B.), 178 Gray's Inn Rd., W.C.1.
- 25-27 Amusement Equipment Co., Ltd., Ameco Hse., Exhibition Grounds, Wembley, Middx.
- 117 Andamuse, Ltd., 33, East St., Andover, Hants.
- 105-106 Astor, Syril, Photomaton (London), Ltd., Cefndy Trading Estate Rhyll, Flints.
- A (Dais) Automatenbau Forster, Lange Strasse 87, Furth/Bay, West Germany.
- 20-21 Automatic Canteen Co. (G.B.), Ltd., 590 Wandsworth Rd., S.W.8.
- 5-6 Auto-Slot (Sales), Ltd., 69 London Rd., Croydon, Surrey.
- 28 Beacon Signs, Ltd., 52 Bailiff St., Northampton.
- 89-90 Bell-Fruit, Ltd., Leen Gate, Nottingham.
- 61-62 Bryans Works, Kegworth, Derby.
- Entrance
- Hall Billboard, 15 Hanover Square, London, W.1.
- 101-103 Chicago Automatic Supply Co., 218 Shaftesbury Ave., W.C.2.
- 33 Crompton & Bates, Ltd., 166 High St., Ramsgate, Kent.
- 34-85 Crompton Patent Machine Co., 45 King St., Ramsgate, Kent.
- 86-87 Crompton Sixway Machine Co., Crompton Works, Packers Lane, Ramsgate, Kent.
- 52-53 Coughtrey's Auto Supplies, Ltd., 93 City Rd., Dunkirk, Nottingham.
- E (Dais) County Auto M/cs., Ltd., Enterprise Hse., Abbey Foreshore, Shrewsbury, Wilts.
- 1-2 Davies Products (Liverpool), Ltd., 126 Islington, Liverpool 3.
- 69-70 Ditchburn Equipment, Ltd., Dock Rd., Lytham, Lancs.
- 17 Filmbox Equipment, Ltd., 34 Greek St., W.1.
- 15 Gainsmead Group of Companies, 200 King's Rd., Reading Berks. (ELTEC)
- 125 G. B. Cutlery Co., Ltd., 52 Uppingham Ave., Stanmore, Middx.

(Continued on page 54)

Coin Machine

OPERATING

• MUSIC MACHINE PROGRAMMING
• DOUBLE PLAY DISKS

• RECENT STEREO RELEASES
• BULK VENDING

Floor Space Lack Draws Exhibitors' Ire

By ROBBIE MCGIBBON

LONDON—Leaders of the coin machine industry began converging on New Royal Horticultural Hall here early this week for the 20th annual Amusement Trades Exhibition Tuesday through Thursday (28-30).

This year's version of the biggest show in the business begins amid complaints from exhibitors that they are being intolerably squeezed for space, many of them settling for only a small fraction of the space requested. Others were forced to drop out altogether, some for the second year running, and efforts to move to a larger location are not expected to pay off before 1966.

"If it moved to somewhere like Earls Court," said John Shelley, divisional manager of the Automatic Canteen Company, "I'm confident exhibitors would respond and be encouraged to spend more to make the project worthwhile. This exhibition doesn't reflect the trade as a whole. Facilities are too inadequate to show off our equipment to the best advantage." Shelley's company had to accept about a fifth of its requested space.

Lose Out Twice

Jukebox Distributors, forced to drop out in 1963, was again told this year that there wasn't enough room for its 10 stands.

"We're very dissatisfied with the whole thing," said Managing Director Nick Young. "One does a lot of business at the exhibition, and we would certainly back any effort to change the venue to a larger hall."

But his company will not go without an exhibition. It will open the doors of its Wardour Street office to the public during the three days of the ATE show. "This way," said Young, "we'll be able to show a wider range of machines than we could have if we had been in the show."

Cyril Shack of Phonographic Equipment said his company wanted twice the amount of
(Continued on page 54)

Wis. High Court Denies Op Appeal

MILWAUKEE — Milwaukee Amusement, Inc., 2132 N. 12th Street, lost its appeal to the Wisconsin State Supreme Court to reverse an earlier judgment, made after a jury ruling, fining the company for possession of a gambling device.

The decision upheld Milwaukee's gambling device ordinance, under which a pinball machine placed by the company at the Holiday Bowl, 5014 W. Howard Avenue, was confiscated as a gambling device in February, 1963 by city detectives.

The supreme court opinion, written by Chief Justice George R. Currie, said the machine, a mechanical bingo game, was a gambling device because it permitted continued play if the player got a high enough score to transfer it to a second game.

The carry-over score was considered a "thing of value" that induced the player to put more

money into the machine than he otherwise would have.

Dissenting opinions by Associate Justices Thomas E. Fairchild and Myron L. Gordon were to be filed later. The court also reduced the original judgment of \$200 plus \$568 in costs by \$450, the amount paid in jurors' fees.

Attorneys for Milwaukee Amusement contended that the city ordinance banned not only gambling devices but also ones "that have a legitimate and useful purpose" and that pinball machines were designed for recreation.

The city attorney claimed that the pinball machine was clearly a gambling device and that it contained certain parts that "would not have been incorporated if it were designed solely for amusement."

THIS TUNE WAS CAT'S MEOW

PHILADELPHIA — Music oriented pets doom as a new hazard for music operators. It was 5 in the morning when juke box operator Norville Levy received a phone call from Pat & Jumbo's Tavern at Passyunk Avenue and Christain Street. The sleepy-eyed Levy was told in frantic terms that it was an emergency and regardless of the hour, he should rush down to the tavern—fast.

Upon arrival he heard some shrill feline sounds emanating from the juke box. It seems that while he had the machine open during a service call earlier that evening, the tavern pet cat climbed into the machine and apparently went to sleep.

Diskeries Take Fresh Look At 33 Stereo Singles Field

• Continued from page 1

Selections are made from bands of top-selling stereo albums, with material confined to bands not previously available as singles.

"Java" Breaks

In one case, a MOSS selection, released in the 33 stereo speed, took off and later was released on 45 monaural. This is "Java," from Al Hirt's "Honey in the Horn" album on RCA Victor.

The "Java" experience proves

that a single can break on juke boxes. Last week, "Java" was No. 36 on Billboard's Hot 100, while the album from which it was taken was No. 62 on the Billboard Top LP chart. There is little question that the juke box exposure through the MOSS programming helped the album sale.

Seeburg Artists of the Week selections differ from the MOSS pack in that the former consists of singles taken from the

same album, while the latter consists of singles taken from five different albums. One is a total album concept, while the pack in that the former concept.

In both cases, the operator is provided with five-packs which he can acquire only through his juke box distributor or through a one-stop.

In the MOSS program, miniature four-color reproductions
(Continued on page 46)

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Phonos Big Time—Adair

CHICAGO — The juke box business is no longer a nickel and dime business—it's big business. The operator who doesn't realize this and doesn't conduct his business in a big-business manner will find himself out on the street.

And if the nation's juke box operators don't live up to the challenge facing them, their function will be taken over by the nation's big vending companies.

They have the business acumen—they know how to sell. The future of the juke box business is the best it's ever been, but the operators have to revise their thinking.

New Era

That's the opinion of Bill Adair, vice-president in charge of sales of the Seeburg Corporation. Adair forecasts big things for 1964. He feels the industry is at the dawn of a new era. He feels the juke box business can become bigger than it's ever been. But he feels operators have to change their thinking.

He feels many are still in the backwoods as far as such business functions as service, commission arrangements, promotion, advertising, bookkeeping and the like are concerned.

Adair feels that 1963 was a milestone year but he's not sure that all operators are aware of this. "Equipment isn't getting



WILLIAM ADAIR

any cheaper—overhead costs are going up—so for that matter are all expenses. The operators have to become better businessmen to survive," Adair says.

Commission Problem

He feels one answer is for operators to seek better commission arrangements. "There's nothing sacred about a 50-50 split and operators have to start an education job to convince locations of this," the Seeburg executive feels.

Adair criticizes many operators for being willing to sit with a 50-50 split in the face of rising costs and diminished profits and solve the problem by cutting back on new equipment purchases. He feels the operator doing this is slowly killing his business altogether.

Adair feels investment in new equipment is an essential part of doing business and that through new equipment, operators can eventually achieve the commission split they need to survive.

The successful operators today are those with new ideas, energy and interest, Adair notes.

Servicing

The Seeburg executive is also very conscious about the servicing needed to maintain a good operation. Adair feels that not only new equipment, but clean equipment and investment in such things as new records and good needles are absolute musts. "You can't expect people to play a machine that doesn't look appealing," he points out.

"We're living in an era of modern merchandising. People see this constantly in the modern, well-run department and discount stores, clean, new restaurants and cocktail lounges. People expect this in everything—including the juke box business.

"I hear a lot of old-timers say this is a dying business," Adair says. "As far as I'm concerned, they couldn't be farther from the truth. This business is just starting to grow. And every operator who wants, can grow with it—if he's willing to be an aggressive businessman.

Any Old Beatles O.k. in Beer City

MILWAUKEE — Beer City operators are buying all available Beatle releases for their routes, without regard to label, according to one-stop reports.

Lucien Scaffidi, disk buyer for H. & G. Amusement Company, says: "Some operators have told me they will wait until their locations request the Beatles. But I'm not holding off. I've got my routes all covered. I can tell by the radio play that this could be the hottest thing we've had on the boxes for a long time."

Gordon Pelzek, downtown Radio Doctors, reports the Beatles have jumped to the top of his juke box sales chart. Running close behind are "Dumbhead," Jimmy Arnell, MGM; Al Hirt's "Java," RCA Victor, and the new Andy Williams' "A Fool Never Learns," Columbia.

Jim Skiba, Modern Record Distributors, lists "Stop and

Think It Over," Dale and Grace, Montell Records, near the top of his best selling juke box disks. Other big operator favorites are "Molly," Eddy Arnold, RCA Victor, and "Java," Al Hirt, also RCA Victor.

Word from Jim Mayer, Record City, is that the Hank Williams Jr., "Long Gone, Lonesome Blues," MGM, is on most operator shopping lists.

All one-stops here concur that recently issued local wax is

catching on surprisingly well, particularly in the teen spots. Best selling local items include "I Don't Love Her Anymore," with the Citations, Sara Records; "It Puzzles Me," Pharaohs, on Cuca Records, and the big one, "Hey, Lonely One," Paul Stefan, and the Apollos, Cite Records.

Latest local entry, "Roo-Buh-Doo-Buh-Doo," by the Statesmen on Raynard also bears strong promise, according to all one-stoppers queried.

Diskeries Take Fresh Look At 33 Stereo Singles Field

• Continued from page 43

of the album are provided for display on the juke box. These reproductions, together with the stereo single selections, are calculated to boost album sales.

Last week, representatives of Rock-Ola, Rowe AMI and Wurlitzer met in New York to discuss the future of the MOSS program.

The consensus was that sales are coming along so strong that the program may no longer be necessary. Here's the theory:

Programming Service

When the MOSS program was set up, its function was to provide a programming service that the record companies were unable or unwilling to do on their own. The diskeries would not move without guaranteed orders—and the juke box manufacturers were the only ones who could guarantee these orders.

When the sale of these stereo five-packs reached the point where the record companies considered them attractive enough to turn out product without guaranteed orders, the music machine manufacturers would then pull out. This point seems to be near.

Having stereo singles product available through normal record distribution channels would benefit most everybody.

The music machine manufacturers and distributors would be able to get out of the record business. They never wanted to get in in the first place, but they were forced to do so to provide the product to their operators.

The record company distributor, who has been by-passed, would then come in for his share of the profits.

Individual Needs

The operator, instead of buying by five-packs, would be able to order stereo singles in quantities of his choosing, based on needs of individual locations.

And the record industry itself would be moving closer to a one-speed industry, with the 33 speed eventually taking over.

Building an adult 33 stereo market for singles on the consumer level could well be the result of the new juke box programming concept.

During the last decade, the primary buyers of singles have been juke box operators and

Recent STEREO RELEASES for Music Operators

SEEBURG LITTLE LP's

Pop Vocal
HENRY JEROME—Vocal Velvet Decca

Pop Instrumental
HENRY MANCINI—Charade RCA Victor
LOS INDIOS TABAJARAS—Maria Elena . . . RCA Victor

Jazz/Rhythm & Blues
THE HOWARD ROBERTS QUARTET—
H. R. Is a Dirty Guitar Player Capitol

International
VARIOUS ARTISTS—Mal Richtig Tanzen,
Nr. 2 (Let's Dance) Telefunken

* * *

SEEBURG ARTIST OF THE WEEK

BRENDA LEE—Let Me Sing
Decca (Pop)

* * *

RSI LITTLE LP's

Country
JOHNNY CASH—Ring of Fire—
The Best of Johnny Cash Columbia

Pop Vocal
PERRY COMO—The Songs I Love RCA Victor

Folk
PETER, PAUL AND MARY—In the Wind
. Warner Bros.

Jazz Instrumental
COUNT BASIE & HIS ORCHESTRA—
This Time by Basie Reprise

Pop Instrumental
ORIGINAL SOUND TRACK—Theme From
The Victors Colpix

The 33 1/3 stereo Little LP's listed above may be bought through Rock-Ola, Rowe-AMI and Wurlitzer distributors.

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

Bilotta Takes Model 2800 On Tour of New York State

SYRACUSE — John Bilotta, New York State Wurlitzer distributor, took the company's new Model 2800 on tour throughout the State last week, with showings here, in Newark, Albany and Poughkeepsie. While on tour he was accompanied by Bob Sagliani, Wurlitzer's director of location relations.

Bilotta came to the rescue of the New York State Restaurant Liquor Dealers Association in Albany Monday (13) when the

worst snowstorm of the season prevented the orchestra from appearing at the organization's dance. Bilotta had a Model 2800 on the premises and the dance went on.

Wednesday (15), Bilotta showed the new model before members of the New York State Operators Guild in Poughkeepsie. He discussed the Music Operators Stereo Service (MOSS) programming concept, pointing out that Al Hirt's "Java," now a pop hit, got its start as a MOSS pack selection.

Bilotta said that what happened to the Hirt record proves that juke boxes can be an important promotional medium for records, and he predicted that it will happen again.

The meeting, held at the Anchor Inn, resulted in a new location for Ed Solomon, as the management of the restaurant was so impressed by the new machine that it asked to have one installed.

Regular showings were held all week in Bilotta's Syracuse, Newark and Albany showrooms. Bilotta also displayed the new Smokeshop cigaret machine.

teen-agers. Adults generally bought LP's.

The juke box could well be the force that moves the industry to a single speed. A wide variety of adult stereo singles would accomplish this.

Music machine manufacturers certainly could cut their production costs with a single speed phonograph, and this saving could in part be passed on to the operator. And certainly a single-speed phonograph poses fewer servicing problems to the operator than does the dual-speed one.

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CS 8853

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Label: Columbia

1. I'd Still Be There
2. What Do I Care
3. Forty Shades of Green

1. Remember the Alamo
2. Tennessee Flat-Top Box
3. Peace in the Valley



THE SONGS I LOVE
LSP 2078

Artist: Perry Como
Label: RCA Victor

1. Fly Me To the Moon
2. When I Lost You

1. I Wanna Be Around
2. The Songs I Love



IN THE WIND
WS 1507

Artist: Peter, Paul and Mary
Label: Warner Bros.

1. Very Last Day
2. Tell It on The Mountain
3. Freight Train

1. Rocky Road
2. Quit Your Lowdown Ways
3. Stewball



THIS TIME BY BASIE
R9-6070

Artist: Count Basie & His Orch.
Label: Reprise

1. This Could Be The Start of
Something Big
2. I Left My Heart In
San Francisco

1. The Swingin' Shepherd Blues
2. One Mint Julep



THEME FROM THE VICTORS
CP 516

Artist: Original Soundtrack
Label: Colpix

1. The Victors Overture
2. Magda's Theme

1. Theme From The Victors
(My Special Dream)
2. No Other Man

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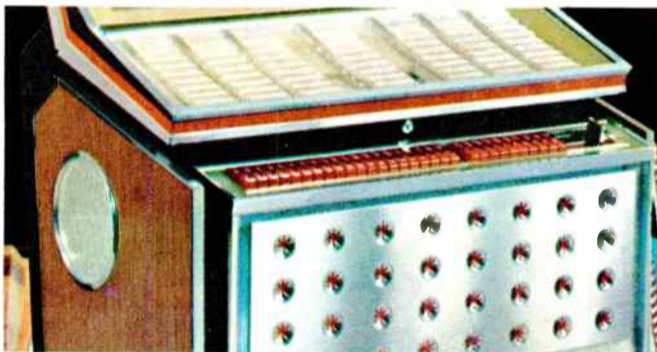
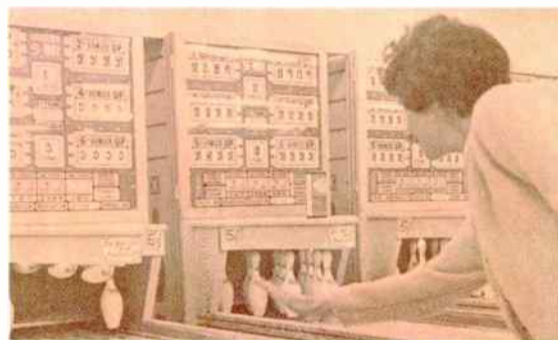
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Wurlitzer Surprises With Showing at Amsterdam Fair

AMSTERDAM — Coin machines dominated the 1964 Horecava Fair, showcase of the Dutch hotel, restaurant and cafe trade.

The major surprise was the previewing of Wurlitzer's new Model 2800, which was rushed to the Amsterdam fair in advance of its official debut in the U. S.

Bergmann of Hamburg displayed its new Symphonie mod-

els, with emphasis on the new Symphonie 100-selection wall box, and Rock-Ola was represented by the 100-selection console de luxe.

Seeburg exhibited its LP console, and Tonomat, the AMI subsidiary, unveiled its new model specially designed for the Continental trade.

Wurlitzer showed its new 2800, a Ten Top Tunes modification making it possible to

set top sides of 10 records or the top and bottom sides of five records with the shift of a lever. The new model also introduces the seven-inch album.

Tonomat's new model has the selection panel vertically placed at the back. Symphonie attracted attention with a new-type selection mechanism accenting the machine's compact format.

The Braba Corporation, Benelux agents for Rock-Ola, gave the 100-selection console the prestige promotion befitting the box's appeal to top establishments. The machine is made under license by Nova of Hamburg.

Seeburg stressed the strong sales record for the LP Console, which continues to pace the Benelux trade.

Hit of the games displayed was a German entry, Euromat Super, a wall pinball designed for the smaller European establishments.

Houston Op Indicted in Rare Slot Law Case

HOUSTON—Henry D. Womble was charged in a rare indictment with violating the Texas slot machine law.

Womble was charged with leasing three electronic slot machines found by Baytown police officers operating in the San Jacinto Council 2788 of the Knights of Columbia last August 17. The machines were confiscated by the Baytown police.

John E. Devine of Baytown, the council's activity chairman, said in a written statement that council members had tried to get a juke box from Womble in 1962.

Devine said that Womble stated that he had no juke boxes but offered the council the three slot machines for a 50-50 share of the profits.

The offer was accepted by the council's board of directors, according to the statement made by Devine.

The indictment against Womble was the first slot machine indictment returned here in many years. State prosecutors said. Conviction carries a prison term of two to four years.

Brattleboro, Vt.; John Lopas, Waltham; Lev J. Vansdale, Spencer; John A. Fiore, Melrose; Ralph Lackey, Milton; Steve Hatch, S&H Vending Company, Amesbury.

So. Carolina Ops Hailed by Congressman

COLUMBIA, S. C.—The first annual meeting of the South Carolina Coin Operators Association took place at the Jefferson Hotel here.

Featured speaker at the one-day meetings was Rep. Rex L. Carter, from Gardenville, and speaker pro tem of the State House of Representatives. In his address he commended South Carolina operators on the growth of their association during its brief 12 months' existence and complimented them on their public relations accomplishments.

Representative Carter also strongly emphasized the importance of the coin machine industry to the economy of South Carolina.

Other guests present included Henry Mills, sergeant-at-arms for the South Carolina State Legislature; Garland Garrett, Wilmington, N. C., and J. F. Reynolds, Clinton, N. C., co-chairman of the North Carolina Operators Association Organization Committee; Royce Green, past president of the South Carolina Association and chairman of the board, and Mrs. Avna O. Fischer, secretary-treasurer of the association.

At the business sessions of the meeting, the following officers and directors were elected for 1964. A. W. Bradford, president; A. L. Witt, first vice-president; H. C. Keels, second vice-president; Kenneth Flowe, third vice-president; Avna Fisher, secretary-treasurer.

Board members elected for a two-year period were Royce Green, chairman; A. H. Connell; G. M. Harrison; J. Trout; Horace Canady; R. S. Melvin; L. Blackwell, and L. F. LeSturgeon, the distributor representative to the association.

One-year electees to the board of directors include: B. T. Barwick, H. J. Shinn, J. Flowe, J. C. Vanadore and Clint Bozard.

Other business transacted included the setting of dates for the association's second annual convention (set for the third week in October) and the appointment of A. L. Witt as convention chairman.

Decals denoting membership in the association were made available to operators for a nominal charge.

Next meeting was scheduled for April 19 at the Jefferson Hotel here.

Bally Kicks Off DeLuxe Bowler

CHICAGO—Bally is kicking off with a revamped version of its popular DeLuxe Bally Bowler and a large production run is already under way, according to Bill O'Donnell, president.

O'Donnell said the 1964 model is basically the familiar Bally Bowler with swivel-action pins that fly off the playfield when hit. Action is mechanical, with no electric roll-overs, and hits pins are cleared off the alley just as in real bowling.

The new model has a number of mechanical refinements for easy servicing, O'Donnell said. "In addition to a substantial backlog of orders from eight different European countries, we expect a heavy demand from U. S. operators," said the Bally president.

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Despite Blizzard, 200 At Redd Plant Opening

WATERTOWN, Mass.—Despite a raging blizzard that might have crippled the open house celebration set up by the Redd Distributing Company to mark the opening of their new premises and their appointment as New England distributor for Wurlitzer phonographs, more than 200 operators from all over New England attended.

The newly acquired plant at 80 Coolidge Hill Road was almost 100 per cent in order for the event. The facility, situated a short distance from the former location in Allston, has nearly twice the floor space and has a loading dock that is ideal for the music and game business.

On hand to welcome the visitors were President W. S. (Si) Redd, Sales Manager Bob Jones, veteran salesman Frank LeBlanc, Phil Sweeney, who shifted over from the Wurlitzer factory branch (now disbanded) in Boston, and Tom Byrne, chief of the service department. In addition to the Wurlitzer distributorship, Redd specializes in a large variety of games, and is agent for Cinch instant shoeshine dispensers and Gielphen coffee machines.

Among operators attending were: Maynard Levin, Rialto Arcade, Boston; Ernst Carver,

Central Machine Company, Hartford, Conn.; Hugo Caparicchio, Cappy's Music Company, Watertown; Rudolph La Forest, Samson Enterprises, Inc., Woonsocket, R. I.; Hilary Sayer, Retail Coin-O-Matic, and John Connor of Saugus; Sumner Segall and Fred Simm, Kiddie-time Corporation, Cambridge; Philip Tolisano and Ambrose Tolisano, Superior Music Company, Hartford, Conn.; Vincent R. Cellucci, General Automatic Vendors Inc., Belmont; John Conner, Salem, N. H.; Greg Pappas, Peabody; Russ Gosselin, Lynn; Tom Nash, Marsh Music Company, Roxbury.

Also, from Mohawk Music, Greenfield, Arthur K. Strahan, Paul N. Strahan, Arthur P. Strahan, Clyde E. Smith, Esther Stabelick and Lorenzo Phelps; Marcel Levasseur, Tewsbury; and Joe Hebert, Lowell; Philip Surrette, Bradford; Ben Ross, GreyBen Vending Company, Mattapan; Howard Michaels, Automatic Vendors Inc., Haverhill; Fred Keufos, Fred's Music, Dedham; J. C. Morgan and Don Butler, Jaffrey, N. H.; Al Dolins and Stanley Lackey, Hyannis; Dino Donati, Manchester, N. H.; Art Rode, Terryville, Conn.; George Edney, Haverhill; Joe Tuocotte, Willimansette; Milton Kanter, Milton Roy Turco, Maverick Amusements, East Boston.

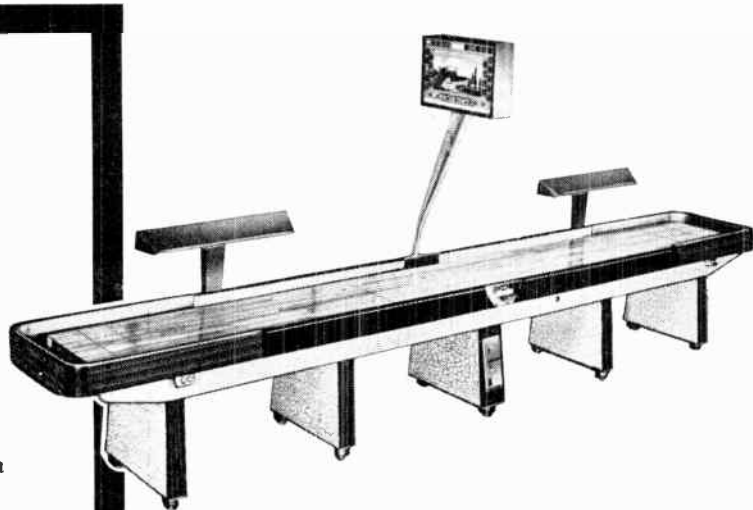
Also Stan Skop, Westfield; Charles Ford, Cohasset; Albert Simon, Adams; Walter E. Luby, Shrewsbury; Paul J. Doherty, Worcester; Arthur C. Sturgis and Fred Gadrin Jr., Jamaica Plain; Charles J. Baker, Canto; V. J. Wolkowski, Malden; A. R. Pachilis, Ipswich; Bob Williams, Shrewsbury; Joe Farina, New Britain, Conn.; Ray Lamoureux, Lowell; Peter Pompeo, Milton; Mr. and Mrs. W. Hamil, Manchester, N. H.; Bob Sylvester, Somerville; Leon Sherter, Newton; John Ladd,

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The exciting IMPERIAL attracts more players and more coins because it is designed to work for you, the operator.

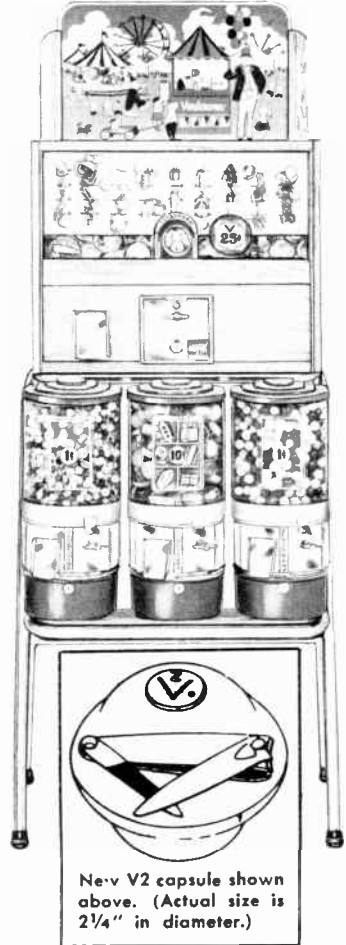
Handsome and sturdily constructed, its many new features include Horse-Collar Play Control, Pin Gate Control (even when electricity is off), beautiful, cantilevered scoreboard, brilliant lighting.

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BULK VENDING

JACK NELSON SEES:

Multiple Units Spurring Growth

CHICAGO—This will be the greatest year the bulk vending industry has ever experienced, according to Jack Nelson, head of Logan Distributing Company here and one of the founders of the National Coin Machine Distributors Association.

Nelson bases his prediction on two major premises: (1) The increase in multiple installation vending; (2) the continued growth in popularity of dime and quarter capsule vending.

"A lot of dime and quarter machines were put into use



JACK NELSON

during 1963," Nelson said. "During 1964, they'll have a full earning year. In addition, operators will be putting more such machines out."

Nelson said that in 1963, operators were doing a lot of experimenting with multiple installations. This turned out to be very successful, and in 1964 we'll see more and more of the same, he said.

"Another thing," said Nelson. "We've now got more dime and quarter merchandise available. During 1961 and 1962 it was a struggle getting the right fill. Now, the charm manufacturers have new merchandise in abundance."

Upped Price Helps
The Chicago bulk vending executive said that he thought

the impetus from dime and quarter capsule vending was also helping penny and nickel vending.

He noted that his own firm, Logan Distributing Company, had already sensed the increase in volume in 1964 over 1963. He said the advance orders were very promising.

Looking back at 1963, Nelson termed it an "experimental year."

Oak's Goldstein Off on Sales Promotion Tour

LOS ANGELES—Herb Goldstein, director of sales-marketing-merchandising for Oak Manufacturing Company, Culver City, has left on an extended promotion tour that will take him into 31 States the next two months to contact Oak distributors.

"The tremendous increase in sales activity during the past several months and our anticipated expansion plans makes this tour a very logical part of our marketing and merchandising plan for 1964," Sid Bloom, Oak executive, said.



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Clor-o-Vend Ball Gum.	43 1/2 lb.
Clor-o-Vend Chicks, 320 ct.	43 1/2 lb.
Chicle Chicks, 320 & 520 ct.	.39 lb.
Bubble Chicks, 320 & 520 ct.	.31 1/2 lb.
Tab (short stick), 100 ct.	40c box
5-stick Gum, 100 packs	\$2.00
F.O.B. Factory 150 lb. lots	

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No Stopping Now—Schaeff



HAROLD SCHAEFF

CHICAGO — Harold Schaeff, president of Victor Vending Corporation and one of the development engineering geniuses of the bulk industry, sees 1964 as a "Better year than last," both for the bulk industry and his own firm.

Schaeff predicts that the bulk industry growth will continue unabated for many years. He sees the bulk industry today as "almost in its infancy — we're still pioneering."

As far as his own firm is concerned, Schaeff likewise expects an excellent year. He said Victor plans to introduce several new pieces of equipment during the year—a couple of which are already being field-tested.

He said the equipment will utilize "new display techniques" which are becoming a necessary part of the industry today.

Schaeff noted that the day of the

(Continued on page 54)

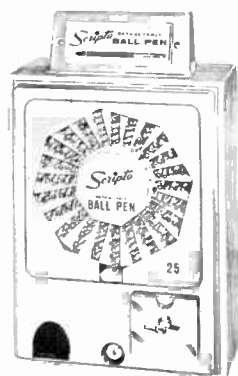
During 1964, operators will begin to realize the fruits of these experiments."

Sees Innovations

About trends for 1964, Nelson sees an increased awareness in merchandise techniques. This will include innovations such as display fronts for machines, better utilization of various combinations of mixes, and attractive combinations of machines.

Nelson termed the new display fronts for the machines as one of the most promising merchandising innovations in years. He said it was especially helpful in attracting the attention of the 14-and-younger-year-olds in the nickel and penny machines.

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N.W. Model #33, 1¢ Porc. Converter for 100 ct. B.G.	6.50
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Acorn 8 lb. Globe	10.50

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Pistachio Nuts, Jumbo Queen, Red	.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.63
Cashew, Whole	.68
Cashew, Butts	.65
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks, 1/2 or 3/4 Comb.	.35
Rainbow Peanuts	.32
Bridge Mix	.36
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.55
Hershey-ets	.47

Rain-Bo Gum, 72 ct. \$.32
Malt-ette, 100 ct., per 100 .35
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct. .32
Rain-Bo Ball Gum, 100 ct. .34
300 lb. minimum prepaid on all Rain-Bo Ball Gum.
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Minimum order, 25 Boxes, assorted.

Complete line of Paris, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

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Say You Saw It in
Billboard

Seattle Bulk Ops See 1-Cent Peanut Units Out

SEATTLE—One-cent peanut venders are on the way out here, as local bulk operators, faced with rising peanut prices and operating costs, switch to the nickel-size portion.

A. M. Miller, bulk operator who covers the Seattle-Tacoma area, primarily in service stations and garages, has only five 1-cent machines left, where more than 300 were in operation two years ago. In their place, Miller has stepped up merchandising efforts by offering Spanish peanuts, American salted peanuts, cashews, and a nut mix, all vended at a nickel through a variety of machines.

Miller has even converted several tab gum machines over to vending peanuts and finds that profits are about the same but that service calls, averaging once every two weeks instead of once a week, have been cut sharply.

The Seattle operator has considerably upped his over-all peanut volume in new locations along the waterfront where sailors who come in after long tours of sea duty have a pronounced taste for peanuts. They are likely to drop in several

nickels for at least the first few days wherever they find a peanut machine.

Capitalizing on the fact, Miller has installed 5-cent machines in dozens of maritime offices, able-seamen hiring halls, on docks, passenger terminals, and wherever large quantities of seamen congregate. "Now I think I could get along with just the garage and service station mechanics, plus the sailor market," Miller summed up.

YEAR OF CHANGE Arizona Ops Tell of Switch

PHOENIX — The year past was "a year of change" for bulk operators in all of central Arizona.

Most operators reported profit from 5 to 15 per cent above those of 1962, but pointed out that this situation stemmed entirely from the switch from 1-cent to 5-cent venders which most operators took. In Phoenix, operators who retained the usual balance between 1-cent and 2-cent machines found profits down substantially. Where operators have switched almost entirely to 2-cent machines, profits were up. "It was as simple as that," one operator reported.

Another major development during 1963 was the tremendous change in the popularity of various fills, in favor of new varieties. Varmints, charms, and rings became extremely impor-

(Continued on page 53)

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- NO CRUSHING
- NO MISSING

Try one . . . Learn why other operators find the SUPER 60 their favorite capsule vender. Getting the Northwesterner? It's a newsy magazine. Ask to get on our mailing list. It's free!
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Bitterman Big For 5c Bugs



BERNIE BITTERMAN

KANSAS CITY, Mo.—Bernie Bitterman, well-known bulk vending distributor here, said his big business in 1963 was in penny and dime vending merchandise and he expects the same to continue during 1964.

The only hot nickel item last year was the bug line, said Bitterman. The nickel rocket mix is starting to pick up and this could be the key for 1964 as far as nickel vending is concerned, he noted. Nickel capsules, however, are slipping, and they need something to take their place, said Bitterman.

Discussing 1964 as a whole, Bitterman sees "another good year." He points out that "more and more locations are accepting bulk machines, especially the large chains, supermarkets and discount outlets. They used to call our machines 'carnival slot machines', but all that is changed."

Bitterman said the Kansas City area is doing very well with the Kennedy Family trading cards which are selling six for

(Continued on page 54)

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Hutch Lauds Trade Growth

ATLANTA — The continued growth of dime capsule vending with the coming of age of quarter and 50-cent capsule vending will make 1964 the bulk industry's best year ever, according to H. B. Hutchinson, large operator and distributor here and a 17-year veteran of the bulk industry.

Hutchinson said that penny gum, charms and 100-count gum is and still will be the backbone of his business, but that capsule merchandise is receiving greater acceptance and will help to supplement operator's income.

He noted, too, that in 1964 as in other years, operators will have to be watchful against the encroachment of discriminatory taxation and legislation.

"We have to convince people that we're simply merchants—not operators of gambling or amusement equipment. We're in the same category as stores, supermarkets and other well-known retail outlets," the Atlanta bulk vending veteran said. Looking back at 1963, Hutch-

(Continued on page 53)

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BOWLERS

- Un. Jumbo or Royal, 16' \$ 75.00
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- Un. Duplex, 16' 175.00
- Un. Advance, 16' 200.00
- Bally ABC Tournament... 75.00

These Bowlers are as is . . . all parts intact.

Above prices preferably in quantity. Prices do not include delivery or crating. Crating, if desired, \$35.00 to \$50.00 extra.

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Busy MOA Parley Maps Plans

CHICAGO—Music Operators of America directors had a busy time over the weekend. Besides naming Fred Granger managing director to succeed the recently resigned Robert Blundred, the association named 12 committees for its 1964 convention and mapped legislative activity for the coming year.

C. S. Pierce and James F. Tolisano were named co-chairmen of the general convention. George Miller, legislative counsel, gave an optimistic report prior to going to Washington Monday (20).

Miller is expected to have definite news about MOA's chances for defeating the copyright bill when he returns Friday (24).

Lou Casola, MOA president, termed the meet an excellent one. Casola said attendance was excellent and the outlook for the future was very encouraging.

A listing of convention committees follows:

Committee on Committees: John Wallace, chairman, Frank Fabiano, Howard Ellis, Lou Casola, Clint Pierce, Thomas Greco and Maynard Hopkins.

Banquet Committee: Howard Ellis, chairman, James Hutzler, William Anderson, Peter Geritz, Lindy Nardone and Ed Holyfield.

Registration Committee: Harlan Wingrave, chairman, Les Montooth, C. G. (Joe) Silla, C. C. Bishop, Ralph Ridgeway, Royce Green, Herbert Tonnell and A. L. Ptacek.

Membership Committee: Ted Nichols, chairman, Thomas Greco, John Fling, Humbert Betti, William Poss, C. Tashima, Leon Taksen, Jack Bess, Rubin A. Franco, Brud Oseroff, J. Seidman, H. A. Franz, Bob Jones and Charles Marvin.

Exhibit Committee: C. G. (Joe) Silla, chairman, K. A. Cromney, Carl Pavesi and Edgar Hudson.

Finance Committee: William

Cannon, chairman, Al Denver and Carl Pavesi.

Press Committee: Frank Fabiano, chairman, Henry Leyser, Clint Pierce, Maynard Hopkins, Paul Brown, Sam Hastings and A. L. Ptacek.

Forum Committee: Norman Gefke, chairman, Ted Nichols, Henry Leyser, J. Harry Snodgrass, Mrs. Millie McCarthy, L. F. LeSturgeon and John Trucano.

Attendance Committee: Maynard Hopkins, chairman, Al Harper, James Tolisano, Hal Shinn, Jack Jeffreys, Walter Hemple, Brud Oseroff, Charles Bengimina, Nick Carter, Bob Jones, Sam Weisman and John Wallace.

Reception Committee: J. Harry Snodgrass, chairman, Al Denver and John Wallace.

Door Prize Committee: Paul Brown, chairman, Frank Fabiano, William Blatt, Max Hurvich and Moses Proffitt.

Evaluation Committee: Henry Leyser, chairman, William Poss and John Trucano.

Phoenix Police Ordered to Grab Pinball Units

PHOENIX, Ariz.—City council has ordered police to seize "big pay-off" pinball machines, agreeing with Mayor Milton Graham that many of the machines "are strictly illegal gambling devices."

The action followed a report by City Assessor Cordova that licensing officials in his office found the "pay-off" machines "mostly in liquor establishments."

The illegal machines are designed to take an unlimited number of nickels to increase the odds for a pay-off, normally in free games, but police records show previous arrests where owners illegally paid off in money.

Machines that take only one nickel per play will continue to be legal under city ordinance. The city charges owners of all pinball machines a \$100-a-year license fee and licensed about 350 machines during the last three months of 1963.

HERE IT IS—The Counter Game That Is Legal Everywhere!

Marvel's NEW SLUGGER

Accurate, Competitive Skill Scoring
• A Real Money-Maker! **\$54.50**
1c, 5c or 10c Play (Specify)

Slugger is sturdily built—natural wood cabinet with polished chrome fittings. Precision-built scoring unit and fool-proof mechanism.

MARVEL Manufacturing Co.

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Phone: DIckens 2-2424



H—18"; W—12" D—8"
Distributors Wanted

Year of Compact Phonos

By OMER ANDERSON

COLOGNE — Continental manufacturers are proclaiming 1964 the "year of the compact phonograph"—and with evident justification.

Never has Europe offered so many compact models of such high quality as now. The Germans lead by a wide margin, but two other producers, the Franco-Swiss Jupiter and the French Marchant company's Emaphone, are effective competitors.

West Germany is offering a galaxy of compacts to suit any operator's purse and location space. There are compacts, super-compacts, and compact-compacts, even compacts specially designed for resistance to tropical fungi and insects and compacts extensible from wall to console models.

This may also be the year that European phonograph producers finally plant their product in the American market.

N.S.M. Bid

Perhaps the strongest bid for compact supremacy is being made by N.S.M. at Bingen, a leading phonograph manufacturer and the Continent's premier payout producer. The N.S.M. Serenade is a smartly styled box

designed to compete for the world market.

Jupiter, which claims to incorporate the watchmaking skills of the Swiss, is being promoted on the basis of rugged performance. In England Jupiter caused a stir by being taken on by Cyril Shack, a leading U.K. distributor. Shack, now Jupiter general distributor, is pulling all stops in Jupiter promotion.

West Berlin has emerged as an important phonograph production center with Guenter Wulf's Harmonie and the Eltec, a machine rising fast in Continental sales.

Eltec boasts an ultra-simplified mechanism to reduce servicing to the minimum. The firm has strong sales organizations in Belgium and the United Kingdom and is pushing a worldwide export offensive. Eltec's admirers claim the machine, in average U.K. locations, pays for itself in 36 weeks. It comes in two models—the G-100 console and the F-100 wall. The console is 48 inches high, 30 inches wide and 20½ inches deep.

Economy Box

In Belgium, Rennotte produces a highly regarded economy box which has been licensed for production in Spain. In Holland the Osca wall box, only phonograph produced in The Netherlands, has a well-established market.

The success of Continental compacts led Wurlitzer to design and produce a special compact for the European market—the Lyric. At the outset, the trade viewed the Lyric project with considerable skepticism. It involved construction of a new plant to produce the box and the formation of a German company. Moreover, it put Wurlitzer into competition with itself—the Lyric selling on the German market alongside the U. S. prestige Wurlitzer. Finally, the Lyric came on the market as the German phonograph boom subsided. Nevertheless, Lyric has sold well on the Continent, and Wurlitzer has expanded its German operation.

Another strong German phonograph producer is Bergmann of Hamburg, whose Symphonie has been in production (with model changes) since the start of the German phonograph boom a decade ago.

This proliferation of economy and compact phonographs, all based to some degree on the European skills in electronics and miniaturization, back-grounds the decision by West Germany's trade to oppose tariff protection for the industry. The German trade believes there is no real competition between U. S. and Continental product, each trade aiming at a different segment of the market.

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Aloha 350	Duette 125	Mademoiselle 235
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Bobo 175	Four Roses 275	Oklahoma 350
Big Casino 275	Flag Ship 135	Queen of Diamonds . . . 185
Corral 265	Fiesta 195	Preview 395
Circus Wagon 150	Foto Finish 250	Picnic 150
	Fashion Show 375	Race Time 195
	Flipper Parade 225	Royal Flush 125
	Flying Circus 325	Rocket Ship 150
	Flying Chariot Write	Sweet Sioux 275
	Flipper Clown 250	Seven Seas 250
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	Hi Diver 175	Sittin' Pretty 165
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Johnny Nash in Spotlight At Wurlitzer Chi Show

CHICAGO—RCA Victor recording artist Johnny Nash and several hundred juke box operators from the Chicago area joined First Music Company here, headed by Joe Kline, Sam Kolber and Fred Kline, for the showing of the new Wurlitzer line here last week.

The three-day showing was the big coin machine social event of the new year. Bert Davidson was on hand from Wurlitzer as was C. B. Ross.

First Music served a sumptuous table of hors d' oeuvres, drinks and dinner. Johnny Nash performed Friday (17) in fine style. Joining owners Kline, Kolber and Kline (The Three K's) were First staffers Cliff Mueller, Lionell Renard, Dennis Zimmy, Kathy Ireland (First's top-rated female skier) and Analee Pelik.

Among operators on hand were Andrew Wodzjak, Ray Levin, John Prall, Harold Freeman, William Hyland, Tom Gunia, Lou Shudnow, George Hughes, Irving Kieckhefer, Frank Kenney, Ed Okulanis, Jack Nomden, Richard Nomden, Fred Minter, Sol Morrano, John Vojtas.

George McCaffrey, Tom Dorociak, Joel Stern, Paul Folk, Ray Chmielewski, Leon Mohill, Bernard Rosenfeld, Frank Padula, John Savastona, Harley Fife, William Morris, Herb Perkins, Bill Stark, Henry Lonie, Lou Arpaia, Charles Bellison, Jim Rudzicka, Fred Johannsen, Bob Street, Charles Pierie, Si Kase.

Leonard Miska, Hy Polo, Max Berenson, Jack Goodman,
(Continued on page 54)

Ray Moloney Dies in Crash; Head of Bally

CHICAGO — Raymond T. Moloney, 41, son of the founder of Bally Manufacturing Company, was buried here last Monday (20) following his death in a Wisconsin airplane accident. Moloney was president of Bally until his family sold its interest in the firm early in 1963. His father, Raymond Moloney Sr., died in February 1957. Moloney Jr. was killed when his private airplane struck an electric power line while approaching a runway in Horicon, Wis. He is survived by his widow, Catherine Rutherford Moloney; five children, Raymond, James, Catherine, Deborah and Sharon, and a brother, Donald J. Moloney.

Cinebox Still In Business

HICKSVILLE, L. I., N. Y.—Despite the report published last week in another trade paper, the Cinevision Corporation of America is not in bankruptcy. Estey Electronics, which is a major stockholder in CCA, has filed a petition of bankruptcy under Chapter II of the Bankruptcy Act. According to Harry A. Schwartz, CCA executive vice-president, "Cinevision does not draw upon Estey's financial resources to maintain its business position. He added, "Cinevision Corporation is sharing and will continue to share the same physical plant facilities of Estey Electronics. This is the only operational connection between the two companies."

Schwartz said that Cinevision recently completed 10 new films and is continuing to produce films for the coin-operated cinemas.

SAPAR Asks Uniform Ruling For Italian Ops

ROME—An open letter to Paolo Emilio Taviani, Italian Minister of the Interior, has been written by SAPAR's Bruno Mancini to demand action on flippers (pinball) which has been stalled for nearly a year since the Constitutional Court decision. Mancini points out that the ruling of 1959 which stopped use of the machines has made "5,000 businessmen the victims of competitors in other fields of show business." He makes three requests in his letter: (1) for a uniform ruling because in some localities police look the other way and in others the old ruling is enforced rigidly; (2) recognition of a definite industry which is important to the Italian economy; (3) naming of a qualified commission to study the situation and to make recommendations for permanent regulation. Though no immediate action is forecast it is likely that the new government will look into the application of the court's decision later in the year.

Hutch Lauds Trade

Continued from page 51
Hutchinson said that the biggest boon for operators was the increase in dime capsule vending along with the starting popularity of the quarter capsule. He noted that in his area, the quarter capsule was doing business on a larger scale than ever before. The Atlanta veteran said that his own firm, too, had had its most successful year ever and that he fully expected 1964 to surpass last year. "Bulk machines are more accepted by the larger and exclusive places of business—not just because of the revenue they produce, but because of their acceptance as legitimate vendors of merchandise," Hutchinson said.

Arizona Ops

Continued from page 51
tant through 1963, amounting to a greater volume than during 1962. Numerous operators have dropped peanuts altogether from their routes, while others have cut down on the number of ball gum machines in favor of bridge mix, candy corn, jelly beans, and similar fills. Prospects appear bright for 1964, it was

EUROPEAN NEWS BRIEFS

See Levy Going Down

BRUSSELS—Pending Belgian coin machine tax legislation will sharply reduce the levy per machine in some cases by nearly 50 per cent. The new bill has a tax range between 300 and 15,000 francs a year, depending on the type of machine and location. This compares with the present maximum tax of 24,000 francs.

The pending legislation, which is expected to become law before spring, abolishes local imposition of coin machine taxes. This becomes a national government preserve, with the trade being taxed on a uniform national basis. At present, local areas have tax jurisdiction, which they exercise in haphazard fashion.

Ghana's Stiff Control

ACCRA—Phonograph music programming has been placed under strict control in Ghana following complaints by authorities that a juke box "resistance movement" has developed against Kwame Nkrumah, the Ghanaian strong man who was the recent target of attempted assassination.

Authorities have established special "listening patrols" of phonograph locations. Phonograph owners have been threatened with fines and imprisonment if they permit their equipment to be used for "sedition and treason." Trade circles express fear that Nkrumah's crackdown could severely damage the small but thriving phonograph business in Ghana.

Beyond the Wall

WEST BERLIN—West Berlin residents returning from holiday visits in East Berlin to close relative report that phonographs are among the things East Berliners miss most. Before the Communist wall went up in 1961, East Berliners flocked into West Berlin without restriction. They attended West Berlin cultural and sporting events, went to the theater and movies, and played phonographs and coin games.

In fact, after the wall went up West Berlin operators noted a sharp immediate drop in phonograph and other coin machine collections. East Berliners have even proposed that West Berlin operators try to get permits from the East German authorities to operate mobile equipment in East Berlin.

Paris' Tandem Plan

PARIS—The French trade is experimenting with the tandem placing of phonographs and disk venders, and development is under way on a phonograph model playing disks purchased from the tandem-sited vender, the disk being returned to the owner automatically after play is finished.

Ets. Marachant, France's leading phonograph producer, has just brought out a disk vending machine that is now being field-tested. Emaphone also has a best selling postcard dispenser. Emadis, and tourist locations are being encouraged to site phonograph, disk vending machine and postcard vender.

May Bust E. Germany

EAST BERLIN—Communist East Germany may seek to im- generally conceded, with the Phoenix area expecting an even larger population shift from Eastern cities than during the record year of 1962.

port phonographs and other coin machines from the U. S. Sources in East Berlin believe that ample precedent for such a move has been established by the recent wheat and tobacco deals. The U. S. has licensed the export of these two commodities to East Germany. The East German government is interested in buying phonographs and possibly coin games for its state-owned hotel and restaurant chain.

The East Germans could get this equipment from West Germany, but the East Berlin government is angling for Western diplomatic recognition via trade. Coin machines imported from the U. S., which would cause comment, represent a better publicity deal for the East Germans.

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Wurlitzer 5250 (50c)	39.50
AMI W-120	14.50

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Say You Saw It in
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Trade Gathers for UK Show; Floor Space Lack Draws Ire

• Continued from page 43

space it was given. "We really value the exhibition and would welcome any move to stage it in a larger hall," he said.

No Quick Move

Amusement Caterers' Association, sponsor of the exhibition, say it is well aware of the need for larger premises and is considering many possibilities. But a spokesman said the complaining firms should remember that the present show is the cheapest one in the country, and the cost involved in a move would be very high. A change may be made eventually, but it's certain next year's show will be in the same place.

Despite these complaints the show is still the coin industry's biggest and will be viewed by some 3,000 people from all over the globe before it is over.

The largest individual section is the 10 stands provided by Ruffler and Walker. It includes a special audio demonstration section to enable visitors to hear the new Rock-Ola, whose sales have doubled since last year.

Ruffler and Walker is also showing a fruit machine the size of a telephone, which can be played on a table. Called the Sega Mini, it features a safety chain for locking away.

Color Films

Special attraction at the Film-box Equipment, Ltd. stand is Cinebox, which plays a selection of color musical films for one shilling a play. Invented and perfected in Italy, Cinebox is big in Europe, gaining in America and making progress in Britain.

Most of the films are made in British studios, but American and British producers have recently been exchanging films.

The Gainsmead Group, sole importer and distributor of German Eltec Music Boxes, is showing the F 100 wall model, the G 1000 Console and the latest addition to the Eltec line, the M 100.

On display at the Perrett Automatic stand is the latest Keeney electric model, Bonus Belle, and Mar-Maric Sales, Britain's largest machine distributor, is exhibiting the full range of Jennings and Keeney machines.

New models are being introduced, but the long-standing Jennings Governor and Bingo Belle will again be seen, as will the new Colorama, a success at the recent Blackpool Exhibition.

Visitors will also see the new Keeney Penny Derby, which operates a special bonus payoff scheme that rewards an occasional loser. Art Weinand, of the Keeney Company of America, is making the trip to England for the exhibition.

Johnny Nash

• Continued from page 52

William Bickler, Art Velesquez, Fred Filichoni, Robert Lindelof, Bob Bale, Pete Federov, George Sotos, Bud Emrich, Paul Brown, Mary Gillette, Gillette, Julius Mohill, Howard Mohill, Morton Stein, Rene Pirard, Anthony Hodina, Allen Lieb, Elmer Larson, Richard Weis, Bill Reid, Jim Thornton.

Sid Bleiman, Sol Goodman, Harry Paige, Sam Greenberg, Larry Sobec, Frank Chonowski, Harry Fredericks, Dick Holt, Barry Menconi, John Rawski.

Avie Roitman, Nels Nelson, Bob Ash, Sam Kosbie, Tom Bennett, Andrew Hesch, Jerry Miller, Les Montooth, Roy Kass, Larry Cooper, Charlotte Hughes, Ed Mohill, Stan Chase, Carl Usry, Walter Lapinski.

Labe Simpson, Chas. Sacco, Vince Angeleri, John McCarthy, Paul Bauman, Warren Brown, Dave Henderson and Phil Alevis.

Nick Biro and Dick Wilson, Billboard; Bob Krueger and Irv Brusso, RCA Victor; Bert Berger, Investros Commercial Corporation; Bud Ash, Standard Finance Company; Leo Niederberger, Crest Finance Company; Edmund McCarthy, Salem Acceptance Corporation; Dorothy Freeman, Main State Bank, and Morrie Wiczter, Wico Corporation.

Goldberg Joins Siskind

BROOKLYN — Allie Goldberg, formerly sales manager for Musical Distributors, local Wurlitzer outlet, has resigned to join Harry Siskind's Brooklyn operation.

World Radio History

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Games & Bowlers

CC Player's Choice	\$135.00
CC King Bowler	195.00
CC Queen Bowler	265.00
CC Pro Shuffle	365.00
CC Princess Bowler	495.00
CC Wildcat Single Player	195.00
Bally Batting Practice	195.00
Bally Target	145.00

Phonos—Wall Boxes

Wurlitzer 2200	\$345.00
Wurlitzer 2100	265.00
Wurlitzer 2404	545.00
Wurlitzer 2510	645.00
Wurlitzer 5207 WB	25.00
Seeburg G	165.00
Seeburg SW1 WB	18.50
Seeburg R	295.00
Seeburg V 200	135.00
Seeburg D.S.	865.00
Seeburg AY 100	745.00
Seeburg 222	545.00
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AMI E 120	85.00
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- ROCK-OLA
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- AMI
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- BLACK JACK
- COQUETTE
- DARTS
- FOUR ROSES
- HIGHWAY
- HOLLYWOOD
- JUMPIN' JACKS
- JUNGLE
- KING PIN
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A.T.E. Exhibitors

• Continued from page 43

- F (Dais) . Glenvil Press & Coin Autos., Glastone St., Hull, Yorks.
- 33-35 . . . Goldhill & Mendoza, Ltd., 128 Southwark St., S.E.1.
- 66-68 . . . Goldman, H., Ltd., 64 Commercial St., E.1.
- B-C
- (Dais) . . . Hall, Edwin, & Co., 67 Besley St., S.W.16.
- 44-45 . . . Harris Bros., 184 Shaftesbury Ave., W.C.2.
- 58 International Coin Counting M3c. Co., Ltd., 248 Tottenham Court Rd., W.1.
- 32 Jubilee Products, 932a North Circular Rd., N.W.2.
- 7-12 Kraits Automatics, Ltd., 158 Stokes Newington Rd., N.16.
- 37-39 Lancaster, W., & Co., Ltd., 72 Thornton Rd., Bradford, 1.
- 29-30 Leeday Photomatics, Ltd., Bradford Mill, Gibbon St., Manchester, 11.
- 132 Harel Enterprises, Ltd., 182a New North Rd., N.1.
- 104 Mandry Assembly, Ltd., 141 Chatham Rd., Battersea, S.W.11.
- 54-57 Mar-Matic Sales, Ltd., 31 Kirby St., E.C.1.
- 18-19 &
- 31 Mayfield Autos., Ltd., Mayfield Mill, Cow Hill, Chadderton, Oldham, Lancs.
- 121-122 Melroy Automatics, Ltd., 53 Salusbury Rd., N.W.6.
- 123-124 Melroy Manufacturing Co., Ltd., 53 Salusbury Rd., N.W.6.
- 114-116 Miller, M., & Sons, Ltd., 157 Commercial Rd., E.1.
- 24 & 36 Millers (Multi-Slots), Ltd., 4 Norham Rd., Whitley Bay, Northumberland.
- 118-120 Mills Novelty Co., Ltd., Weir Mill, Manchester Rd., Mossley, Ashton/Lyne, Lancs.
- 130-131 Mitchell, R.G. (Sales), Ltd., Briar Way, Skegness, Lincs.
- 16 Nixon (Mfg.), Ltd., 52, Surrey St., Littlehampton, Sussex.
- 51 Perrett Automatics, Ltd., 13 Corporation Rd., Cardiff.
- 23 Phillips, B.M., Ltd., Dalmeny Hse., Monument St., E.C.3.
- 91-96 Phonographic Equipment Co., Ltd., 316 Ladbroke Grove, W.10.
- 22 Popcorn Centre, Holborn Cereals, Ltd., 49 York Rd., S.W.11.
- 47-50 Robinson Partners (London), Ltd., Charles St., Barnes, S.W.13.
- 71-80 Ruffler & Walker, Ltd., 87 St. John's Hill, Clapham Junction, S.W.11.
- 41-43 Samson Novelty Co., Ltd., 43 White Hart Lane, Barnes, S.W.13.
- 81-82 Schwartz, I., & Son, 123 Whitechapel Rd., E.1.
- 46 Scottish Auto. Printing Co., Ltd., 7 Windsor Place, Edinburgh, 15.
- 63-65 Shefras, M., & Sons, Ltd., 225 Blackfriars Rd., S.E.1.
- 97-100 Shefras, P. (Sales), Ltd., Hollybush Place, Bethnal Green Rd., E.2.
- D (Dais) Simper, Peter, & Co., Ltd., 76 Lower Bristol Rd., Bath, Somerset.
- 88 Standard Coin Counting Co., 2 Glendower Place, S.W.7.
- 133-137 Streets Automatic Machine Co., Ltd., Stansted Rd., Eastbourne, Sussex.
- 109-110 Sturgeon Electronic Mfg. Co. (Autos), Ltd., 1 Lennox St., Bognor Regis, Sussex.
- 59-60 Supercar Co. (Coventry) Ltd., Gunnery Terrace, Leamington Spa, Warwick.
- 13-14 Symplay Limited, 18 Bellevue Rd., Wandsworth Common, S.W.17.
- 3-4 Vale Amusement Supplies, Phoenix Works, Vale Rd., Rhyl, Flint.
- 111-113 Whittaker Bros. (Shaw), Ltd., Shaw, Oldham Lancs.
- 128-129 Wondermatics, Ltd., 780 High Rd., N.17.
- 40 World's Fair, Ltd., Union St., Oldham, Lancs.
- 107-108 Lewis Bros., 48 Elizabeth St., Manchester 8.

No Stopping Now

• Continued from page 50

small "mom and pop" stores is over. The future of the industry lies with the operators who are able to take advantage of the potential in such locations as chains, supermarkets and discount outlets.

Multiple machine locations are also becoming the rule, he said. The key to this new high-traffic-type location is display, said Schaefer. The merchandise has to be out for the customer to see. The more exposure, the better.

Discussing his own firm, Schaefer said that 1963 was a "good year—though not the best in history. In the 1952-1953 period, we had some equipment that did very well for us. However 1963 was a good year and

we expect an ever better one next."

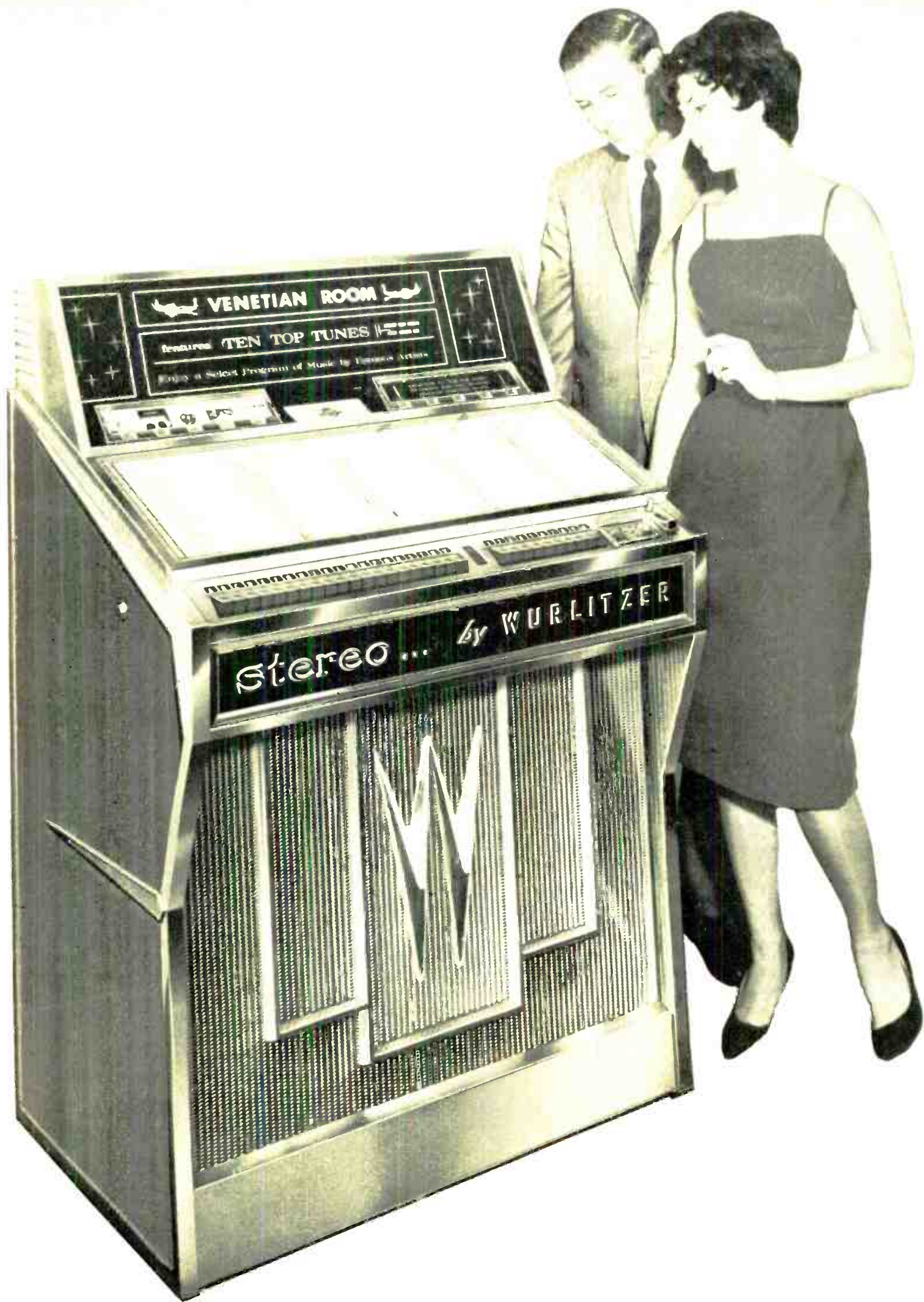
Looking back in 1963, Schaefer said the most significant thing to happen was the shift in types of locations — from the small neighborhood stores, to the big, high-traffic outlets. Also the development of multiple machine installations, not to mention the development of radical new types of bulk vending equipment that allowed operators to provide mass-merchandise displays.

Bernie Bitterman

• Continued from page 51

a nickel from a variety of machines.

Bitterman also lauded the gum manufacturers for their "specialization in 100 count gum and the production of such hot items as Century baseball and bowling mixes." He said this had immeasurably helped this type vending in his area.



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BOB BURTON, BMI's new president, addresses guests.



CARL HAVERLIN, retiring president, bids adieu.



BOB SOUR, BMI's man in charge of writer relations.



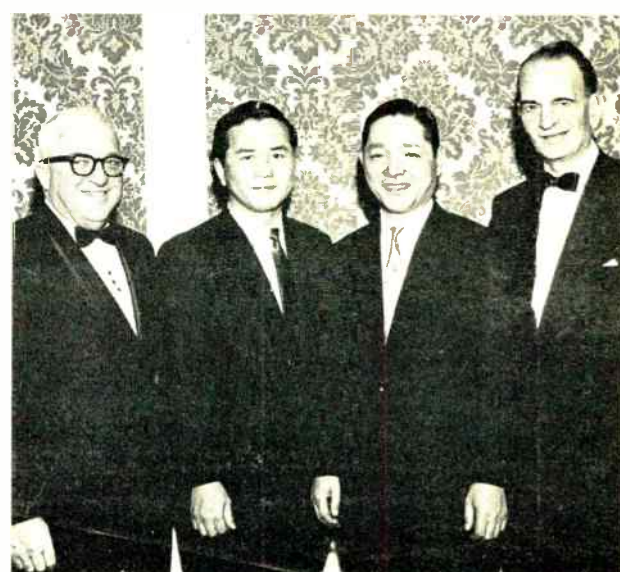
SIDNEY KAYE, BMI chairman of the board, speaks.



CITING ED. B. MARKS Music Corporation on 70th year, Bob Burton presents achievement award to Herbert Marks, the publishing firm's president.



CARL HAVERLIN (l.) and Bob Burton (r.) pose with Major Bill Smith, who accepted award for Philips Records.



BOB BURTON (l.) and Bob Sour (r.) are shown with Yoshiyuki Kanagawa and Paul Mano, who are affiliated with JASRAC.



COLPIX-SCREEN GEMS group is led by Mr. and Mrs. Don Kirschner.



TOP-10 SCROLLS go to Tommy Roe, Frances Preston and Bill Lowery.



BOB SOUR presents award to group representing Jobete Publishing Company.