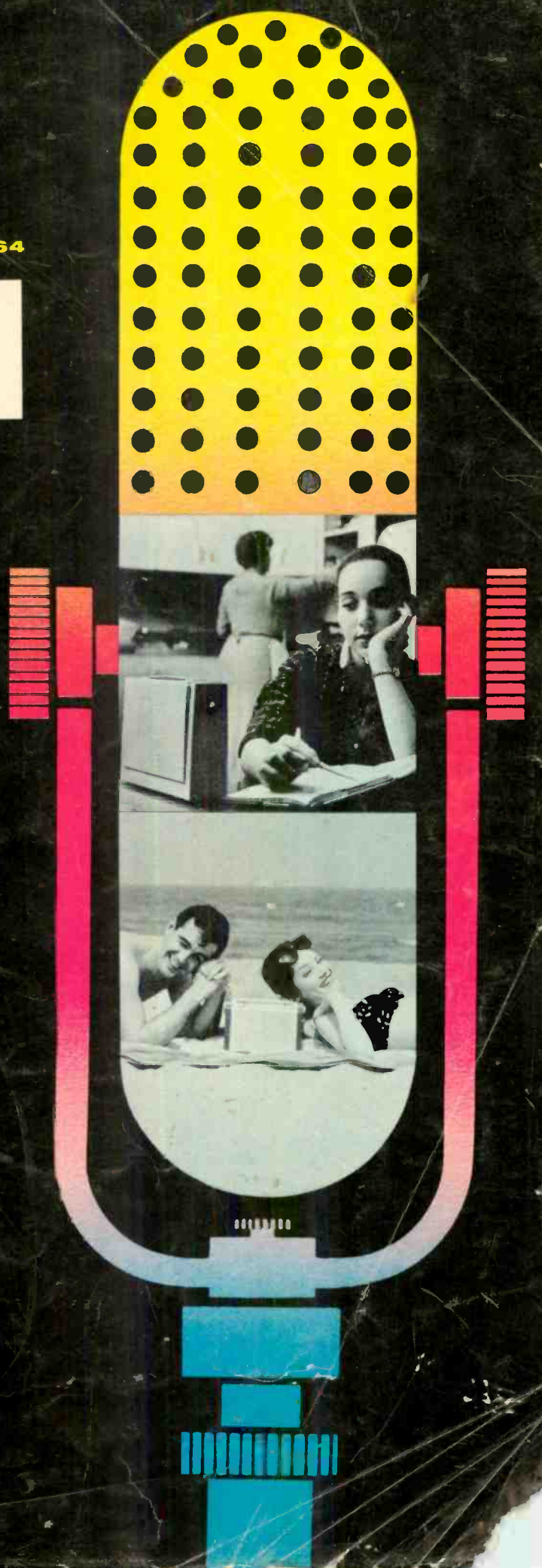


APRIL 11, 1964

Billboard

1964 RADIO PROGRAMMING GUIDE

The Techniques,
The Talent
and The Product
for Effective Radio
Programming





THE NO. 1 RADIO STATION SERVICE*

The recording industry supplies the largest single programming ingredient for most stations across the country. Columbia Records is the leader that provides the best broadcast service in the business. Through many exciting innovations, we have managed to ease the never-ending problems encountered by program directors, disc jockeys and record librarians. At the same time, we continue to seek ways to improve upon our successes. By our constant effort to build new artists we assure a steady flow of star names for airing in the future. Radio, in turn, exposes a performer's talents and recorded material to the public. This intermingling of two closely allied industries calls for ever-closer cooperation with mutually beneficial results for both.

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

Billboard

1964

RADIO-TV PROGRAMMING GUIDE

CONTENTS

COMMUNITY AFFAIRS PROJECTS.....	29
RADIO-TV CONTEST EXCHANGE.....	31
1964 DISK JOCKEY ARTIST POLL.....	36
PROGRAMMING LEADERS DISCUSS TECHNIQUES.....	40
RECORD AND LP SUBSCRIPTION SERVICES.....	46
SYNDICATED PROGRAMMING SERVICES & JINGLE PRODUCERS.....	48
PRODUCERS OF MUSICAL COMMERCIALS.....	54
RADIO NEWS SERVICES.....	59
MILLION SELLING SINGLES.....	61
HALF-MILLION SELLING ALBUMS.....	66

NAB RADIO PROGRAMMING EDITION--

This year's Radio Programming Guide is endeavoring to provide as much programming material of both a musical and non-musical nature as possible to air small and large stations in their day-to-day programming. New this year are features listing effective and successful community affairs projects conducted during the past year by stations. Another innovation is the radio-TV contest exchange, which, we hope, will conjure up some other creative ideas among our radio station readers.

With more and more radio stations utilizing syndicated programming services, jingles, drama, production aids, etc., there is a complete list of packages offered and where they may be obtained.

We at Billboard have tailored this special edition for broadcast programmers in a continuing effort to better serve this most vital industry that is so closely associated with the music industry.

BELIEVABILITY

is built into

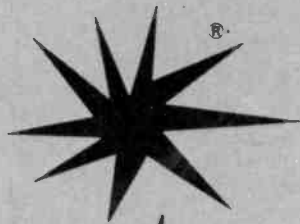
BILLBOARD

People believe what they read in Billboard. They may not know that we have more people researching and writing and reviewing than any of the other publications. It's not really important . . . to them.

What is important is what appears in print. And what is printed in the issue this week or any week is all part of a plan to help readers. This is important to us.

We help our readers because they tell us so. We print more helpful information, more news, more facts, more profit-making and programming services. And we are always adding more exciting, helpful features and services.

That's why more people buy Billboard. They know they get more help. When readers are helped, so are advertisers. That's why more advertisers use Billboard . . . this week and every week. They know more people see their message in Billboard. They know that people believe what they see and read in Billboard. That's believability.



ENCORE '64

**SESAC
CELEBRITY
SUITE**

CONTINUOUS LIVE ENTERTAINMENT

NAB CONVENTION · APRIL 5-8

APPEARING IN PERSON

- | | |
|------------------|--------------------------|
| Duke Ellington | Hildegarde |
| Roy Hamilton | John Hammond, Jr. |
| Warren Covington | Marco Rizo |
| Ernest Tubb | Texas Troubadours |
| Margie Singleton | Claude Gray |
| Richard Maltby | Roy Drusky |
| Kai Winding | and other special guests |

Personalities Available
For Taped On-The-Spot Interviews

... And Introducing The Newest

SESAC® RECORDINGS Low-Cost Program Package

THE BIG BANDS

The swinging sounds of ten all-star bands
... ideal for year-round programming

- | | |
|----------------|--------------------|
| • COUNT BASIE | • WARREN COVINGTON |
| • LARRY ELGART | • DUKE ELLINGTON |
| • WOODY HERMAN | • RICHARD MALTBY |
| • SY OLIVER | • EDDIE SAFRANSKI |
| • KAI WINDING | • SI ZENTNER |

Complete package of over 115 selections on ten Hi-Fi LP albums- \$19.95

**VISIT THE SESAC CELEBRITY SUITE—
AUDITION THE BIG BANDS
at the**

**NAB CONVENTION · APRIL 5-8
CONRAD HILTON HOTEL · CHICAGO, ILLINOIS**

COMMUNITY AFFAIRS PROJECTS

Broadcasters have long been aware of their responsibilities to the communities they serve. Responsible broadcasters realize that the ultimate success of any broadcasting or telecasting operation depends on the degree of acceptability the station has in the market. The FCC has also done much to encourage stations to be more aware of serving the public's convenience and necessity resulting in a strong increase in aggressive, creative and active public service programming and station promotions.

For the first time this year, Billboard is including just a few of the many outstanding public service-Community affairs projects successfully undertaken by radio and TV stations across the country. It is hoped that by highlighting these exemplary efforts other stations may derive ideas for their own public service ventures or the adaptation of another station's project for their own market.

K-5 Project

When recent studies revealed possible dangers of cigarette smoking, KFIV radio (Modesto, Calif.) embarked on a project to recruit "Teens Against Nicotine." The station distributed a small card to 5,500 junior high school students. The school with the largest membership in the "Anti-Nico-Teen" club was awarded an American Heritage Junior Library. The station subsequently included educators, parents, parent-teacher groups and members of the clergy in the over-all promotion.

Penny-a-Month Campaign

KDKA radio (Pittsburgh) and its listeners have proved again that "if you watch the pennies, the dollars will take care of themselves," as the station reached a new high of \$27,053 in its annual "Penny-a-Month" fund-raising campaign for Children's Hospital. In order to express their gratitude to the thousands of persons who have contributed to the project that asks for only 12 cents—one penny for each month of the year—from each donor, the staff and talent of the station hold a traditional "Thank You Day" and air their thanks throughout that day. By asking for a small amount the station has discovered that many persons give to the fund who might not otherwise do so. In addition, a number of special events were staged by the station to aid the campaign. A gala

film premiere, record hops, a "Penny Countdown" at three suburban shopping centers, were just a few of the special events.

All Heart

WDGY radio (Minneapolis-St. Paul) pledged itself as a major selling force for the Heart Fund in February, the official national heart month. WDGY air personalities along with the station manager, promotion director, visited 40 youngsters at the University of Minnesota Variety Heart Hospital on Valentine's Day. Generous numbers of valentines, received by the station during a valentine contest, were presented to each of the youngsters, along with a red carnation. The WDGY deejays became auctioneers for the Heart Fund at a Pie Auction held at a shopping center. Shoppers were invited to bid on the pastry with the proceeds donated to the Heart Fund. As a follow-up the deejays competed in a pie-eating contest following the auction.

Educational Loan

A 21-year-old Negro youth has been made the first recipient of an educational loan in the student loan program established by WCKT-TV (Miami). The youth was selected by a committee made up of prominent educators and civic leaders. The loan enabled the youth to continue his education.

Scholarship

A Washington, D. C., high school senior walked off with the Kinney Coordinator title and a \$1,000 scholarship to any college of her choice when a panel of leading educators picked her over 50 contestants from the area. The contest, co-sponsored by Milt Grant and his Teen Network and the Kinney Shoe Stores, was the climax of a year-long-on-the-job training program for the 50 teen-age contestants—each representing a different school in the area. The gals worked after school and on weekends as fashion coordinators at the 15 Kinney stores and as teen reporters on the Teen Network's four radio stations, WINX, WEEL, WAVA, and WPGC. Their first job experience—the gals in addition to earning money for college expenses, gained valuable experience in both radio and in the selling field. Grant hopes to make this a continuing on-the-job training program for the youth of the area, in line with the

President's program for youth opportunity and job placement. The contestants were judged on the basis of scholarship, aptitude, achievement, potential, leadership and personality.

Safe Driving

KYW radio (Cleveland) presented a series of public service announcements titled "Portrait of a Traffic Statistic." Programmed 20 times per day, the spots are voiced by members of the Cleveland Accident Investigation Unit who describe some of the worst accidents they have encountered. Their accounts deal with the most violent and tragic fatalities and injuries caused by driver and pedestrian negligence.

Fund Raising

WLS (Chicago) in a giant fund-raising campaign for the United Cerebral Palsy Association launched the Frankie Avalon House Parties. What is a Frankie Avalon House Party? WLS has the answers in a attractive kit that is mailed to each inquiring WLS listener. The kit, endorsed by the UCPA National Teen Age Chairman, Frankie Avalon, gives party suggestions along with ways to raise money for the 21,000 persons afflicted with cp. Pictures of WLS air personalities and Avalon accompany suggestions in the kit for dance step contests, novelty auctions, gourmet treats and free soft drinks to start the party.

An incentive is directed at the party hosts and hostesses. For every \$10 raised at their parties, each receives a free ticket to a special theater party in downtown Chicago attended by Avalon. Hosts at the theater party are given an opportunity to win a trip, and other gifts. In addition WLS deejays visited many of the parties.

Scouting Committee

Four radio and four television stations have formed the Broadcasters Committee for Scouting to provide Boy Scout opportunities for youngsters from densely populated neighborhoods in the city who might otherwise be unable to participate. Committee work was coordinated by the Chicago Area Council. Stations WBBM-TV, WBKB, WCFL, WGN-TV, WGN, WIND, WLS and WNBQ provide assistance beyond the level of public service announcements. The project has received widespread praise from Chicago community leaders.

Trucking Along

KNUZ (Huston) tied in with the Texas Trucking Industry and the Houston Junior Chamber of Commerce during the Labor Day holiday to help curb traffic problems and alert the public of the dangers and the services for motorists in distress. The station cleared air time for some 40 mobile telephone reports direct from volunteer highway patrolmen who patrolled the streets and highways over the holiday. Some 50 advance safety promotion spots were used by KNUZ preceding the holiday period to let motorists know of the Holiday Road Patrol and the Jaycees services. During the Labor Day and Fourth of July holidays the volunteers patrolled 14 different highways in and out of Houston, where they assisted hundreds of motorists with flat tires, mechanical breakdowns, traffic accidents, empty gas tanks and simple loss of direction.

More Highway Safety

Recorded safety messages by Atlanta's traffic court judges for WSB radio's year-round safety campaign brought praise from Atlanta's Chief Judge and from other officials and listeners. The announcements by judges point out specific laws and ordinances which deal with everyday driving.

Operation Alphabet

WFIL-TV (Philadelphia) won a national citation from the General Federation of Women's Clubs for "responsibility" to fellow men in aiding the cause of literacy and thereby helping to bestow one of the basic human rights" through the station's "Operation Alphabet" program series. Since WFIL-TV first aired the programs in 1960, the series has been made available free of charge to stations throughout the English speaking world to help teach people to read and write.

Law Enforcement Salute

Among the radio and TV stations that successfully used the public service promotion of saluting a law enforcement official include WTVJ (Miami), KMBC-TV (Kansas City) and WOOD AM-TV (Grand Rapids). WTVJ awarded a plaque and \$50 saving bond monthly to an outstanding law enforcement officer in surrounding counties via the WTVJ program "Lawbreaker."

Proper and immediate application of first-aid procedures earned KMBC-TV community service award of a wrist watch and silver bowl mounted on an inscribed walnut base for a Kansas City patrolman. The station has

similarly honored fireman and other police officers on a regular basis.

The Time-Life Stations in Grand Rapids, working with the West Michigan Law Enforcement Association, selected five for a final judging. From these five, one was selected by all three judges comprised of top State officials. The WOOD AM-TV award is open to any law enforcement officer below the rank of sergeant.

Public Service Awards

More than 500 leaders from government, religious, educational and charitable organizations attended the First Annual WIP Public Service Awards Luncheon held in October in Philadelphia. The luncheon was a mass salute to those organizations and individuals who have given their time, energy, and talent in behalf of civic endeavors.

The awards were presented in six categories: Armed Services, Education, Health, Welfare, Religion, Commerce and Industry. Judging was done by top-ranking federal, State and city officials. The project was conceived by WIP's Vice-President and General Manager Harvey Glascock, the awards were designed to foster better "creative co-operation" between WIP and other public service organizations wishing to use its facilities.

Use the Competition

Radio Station WNEW was awarded the Editor & Publisher citation for "effective newspaper advertising" for the Metromedia station's unique newspaper advertising campaign built around its "What's NEW" column that appears in at least four Manhattan newspapers each week. The 150-line, two-column advertisements have run each week since June of 1963.

Schoolscope

WABC (New York) added this fall a five-minute, Monday through Friday, high school report, "Schoolscope," aired at 9:25 p. m.

Focal Point

Noteworthy among the more expansive, energetic and effective public service projects conducted by radio and TV stations is the Focal Point projects conducted by several Westinghouse Broadcasting Company radio and TV outlets. Designed to focus the individual station's power and influence, as well as the minds of the community, on a major area problem, the project takes different forms in each market. For example, in Pittsburgh, KDKA radio and TV concentrated on the unemployment problem plaguing the area. The stations carried their

microphones and cameras into the surrounding communities for on-the-spot town hall meetings in which the comments of government officials and the populus were aired. This series of regional broadcasts were only a part of the station's year-long efforts to create a community awareness of the jobless situation and to seek solutions to one of the tri-State's most pressing problems.

Teen-age Cabaret

WGH radio (Norfolk) has received special recognition from the city of Virginia Beach for its part in conducting Teen-age Cabaret dances at the Virginia Beach Civic Center. WGH deejays appeared as master of ceremonies at these weekly dances that began last spring and have attracted an average of 300 teen-agers each time they were held. Small tables with candles create a cabaret atmosphere at the dome civic center. Planned first as a summer activity only, the cabaret has become a year-round event.

Basketball Anyone?

WSAI radio's basketball team has a dual purpose in Cincinnati—90 per cent of the money raised at these ball games goes directly to the High School Athletic Fund. The remaining 10 per cent has been diverted to the WSAI Scholarship Fund. At the end of the season the station had more than \$1,000 in the fund and divided it into five \$200 scholarships awarded to outstanding students in the station's listening area. The awards were made at a Science Award Banquet held in late spring.

Entertainment Bureau

WJRZ has set up an Entertainment Bureau designed to provide talent to North Jersey organizations. Operated under the supervision of a licensed woman American Guild of Variety Artists agent, the Bureau will have available all types of acts, from circus to an orchestra, including emcees, magicians and clowns, and will be a clearing house for a complete assemblage of talent.

Of Special Interest

Three Omaha television stations—WOW-TV, KMTV and KETV—began in November to publish and distribute a monthly bulletin entitled "Of Special Interest" for distribution to all 1,850 teachers in the Omaha Public School System. The bulletin lists both local and network informational, educational, religious and outstanding entertainment programs of special interest to teachers, clerics and community leaders.

(Continued on page 65)

RADIO-TV CONTEST EXCHANGE

Here are some successful contests run during the past year by radio stations from coast to coast (including Hawaii, Alaska and Canada) that may prove of value and interest to Radio and TV program directors, promotion managers and disk jockeys.

Sing Along

KUDL (Kansas City) conducted a Singing Good Guys Kuddle-test whereby each of the air personalities sang a current hit or "oldie." Listeners were asked to vote for their favorite d.j. singer and at the conclusion of the contest, each "Good Guy" picked a card from those submitted and the winners received a prize. Even the winning d.j. won a prize.

"Sickly Singer"

The CKY (Winnipeg) "Good Guys" recorded individual records, and they were featured on a rotating basis at the rate of one an hour for two weeks. Listeners were asked to vote for the d.j. who was LEAST likely to succeed as a pop singer. The winning(?) "Good Guy" receives a lifetime contract NEVER to record for Quality Records. He also picked a person from those who voted for him to receive a similar contract and \$100 in cash.

More Sing-A-Long

KDKA (Pittsburgh) "Sound One" contest has all 10 station air personalities humming, singing or playing a musical instrument to the tune of KDKA's call letter jingle. Listeners were asked to identify the person "sounding one for the Sound One."

WIBBAGE Word Game

This contest has listeners listening every hour for the different "Wibbage Word" while special operators make calls throughout their signal area asking, "Do you know the Wibbage Word?" The listeners responding with the correct word for that hour receives a prize.

"Cupid Contest"

This contest was inspired by WWDC (Washington, D. C.) radio disk jockeys who, upon learning that one of their own was a bachelor, launched a campaign imploring Washington area girls, single, ages 18 through 35, to write in and tell why they wanted to be wooed by the "lone WWDC bachelor." The winning gals receive prizes and a night-on-the-town with the bachelor. Loads of promotional possibilities with this one. Check WWDC for the other details.

Mystery Voices

WNJR (Newark) invited listeners to identify five well-known personalities and their voices were played numerous times throughout the day. Clues were added as the contest progressed.

Bus Contest

A recent WABC (New York) contest offered a seven and one-half ton prize to the charity or institution that could present in 77 words or less the most valid reason for needing a bus. Winner was the Cerebral Palsy School serving Nassau County. The 35-foot bus, formerly used by the station as a mobile unit, was a natural for transporting children confined to wheelchairs. Great public service angle here, too!

Kookiest Contest

KFJZ (Fort Worth) wanted to find out just who would be kooky enough to try to bake the biggest cookie! Plenty of tie-in possibilities for stations on this one.

Get Out of Town

To enter WJZ-TV's (Baltimore) "Get Out of Town" contest, viewers were asked to fit names to pictures of a dozen top stars who would be appearing on Channel 13's new "Early Show." In addition, contest entrants were to include a short statement as to why he or she would like to get out of town. The winner did just that, at WJZ-TV's expense.

Call a Friend

All listeners to WNAC (Boston) had to do to enter this contest, and they could enter as often as they wished, was to send in a postcard with their name, address and telephone number and the name, address and telephone number of a friend who listens to WNAC in care of any of the station's air personalities. One lucky card was selected each hour and the friend phoned by a d.j. If the friend knew the "phrase of the day," which changed each day, then both people won duplicate prizes.


Ground-Hog Contest

When a radio station conducts a contest completely out of its coverage area, through the facilities of another station, that's news! WSPD (Toledo) conducted a Ground-Hog Day contest over WPME, exclusively for Punxsutawney listeners. WPME listeners were awarded transistor radios

(Continued on page 34)

Popular
Country
Jazz
Concert
Folk

Scores for
Television
Musical Theatre
Motion Pictures



Today's many worlds of music
are the result of an opportunity provided
by BMI for thousands of composers,
writers and publishers to be heard,
to be treated with dignity and respect,
and to share impartially
in the economic rewards
of their talents.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

BMI
BROADCAST MUSIC, INC.

• Continued from page 31

for the best answers to the question: "Will the ground hog see, or not see, his shadow; and why?" For its own listeners in the Toledo area, WSPD awarded "Personal Ground Hogs" (a two-pound package of pork sausage) for the best 100 letters in answer to the ground-hog question.

How Long Contest

Radio KING (Seattle) asked its audience to guess how long a six-transistor radio would run on four standard flashlight batteries. Winner received a radio, a 45 rpm record player, a three-band ten-transistor radio, and a six-transistor cordless table portable radio. Natural tie-in for appliance dealer or radio manufacturer. Incidentally, radio played for 1,487 hours.

Secret Sentence

In a series of contests, WSB (Atlanta) listeners are asked to supply missing letters to complete specific words in a sentence. Most appropriate words are the ones sought. The sentence changes weekly with the value of the prize increasing in proportion to length of time the contest goes unanswered. Starting at \$10 the first week, the prize increases \$10 weekly until there is a winner or until the prize reaches \$100. E.i. Remember: it's not alone what you **gave or did** but also how you **aid when selling** the March of Dimes story.

Record Artist Contest

WNAX (Yankton) conducted a contest asking their listeners to guess how many Lawrence Welk records were played on the station from January 1, 1958 to January 1, 1963. WNAX airs a regular "Lawrence Welk Show." The winner was invited to meet Mr. Welk and received many prizes. Stations could tie in this idea with most any record artist.

Can-test

The Milwaukee Journal Television Station, WTMJ-TV, conducted a contest in conjunction with an advertiser. The contest involved ideas for the best use, practical or decorative, of a Butter-Nut Coffee can and entries could consist of the actual article created from coffee cans or a drawing of the article. The 130 prize-winning entries were later put on public exhibition at WTMJ-TV's studios.

Part Crashers

Here's a wild one from KRLA (Los Angeles). The station invites listeners to send in postcards informing them of an upcoming party. The KRLA Party Crashers select several cards,

and "crash" those parties with records, theater passes and other assorted goodies and prizes.

Lucky Pumpkin

WENE (Endicott, N. Y.) ran a "Lucky Pumpkin Hunt"—pumpkins were attached to trees throughout the area. Listeners were asked to remove them, look on the reverse side for special numbers and win prizes awarded at the station.

Calendar Capers

This features 10 different contests, say the boys at WSAI (Cincinnati). Each contest has a sample puzzle done by the station's "Big Three." Sample, code word, "Mother's Day" (jingle), "Take a holiday in July; add the day after Mother's Day; subtract the day before Father's Day, and add the first Saturday in May." Holiday in July (4); day after Mother's Day—11th; subtract day before Father's Day, 20th; add first Saturday in May, 2nd, answer is 3. Listeners have to mathematically obtain a number from the above. Five dollars awarded to earliest postmark with correct answers.

Christmas Card Contest

All the WNAC (Boston) listener had to do to enter was to give in 20 words or less their Christmas message, plus name and address. The station awarded five Birch billboards to the winners. Each of these painted boards in the Greater Boston area are 50 feet long, 12 feet high and cover 600 feet in all. What a Christmas card!

Jitterbug Contest

WJZ-TV, during the Buddy Deane Show, conducted a six-week jitterbug contest with three couples appearing each day Monday through Thursday. Viewers were asked to vote by mail for their favorites. On Saturdays, a weekly champion was selected for the four daily winners. During the final week impartial judges selected three winners from the finalists. Trophies and cash prizes were awarded. Contest could be adapted to once-a-week TV dance party show.

Quickie Quiz

In the Quickie Quiz contest conducted by KYW (Cleveland) five names were selected at random every day from the area telephone directories. Listeners were asked if they knew how much money was in the "Quickie Quiz" jackpot. Those who know won the money.

Scavenger Hunt

For 15 days, WSAI (Cincinnati) asked its listeners to gather items for the

hunt—one item per day—ranging from an old 78 rpm record, a Hoover or Nixon Presidential button to a 1961 Cincy Reds Baseball Scorecard. On the final day, the last item was announced—a 1937 automobile license plate from Ohio, Indiana or Kentucky. Listeners were then asked to bring their items to four locations around Cincinnati, including WSAI. The station maintained a mobile radio communications system between locations to help determine which listener arrived first.

School Spirit

KFJZ (Fort Worth) opens this contest each year to junior and senior high schools. Students sign petitions and have others sign petitions for their school. The school with the most signatures at the end of the contest wins a big show and dance for their school exclusively . . . all presented by the station. Parents have fun with this one too, helping their youngsters obtain signatures. Keeps KFJZ with the whole family.

Hiptionary

Stations near and far are using Eliot Horne's "Hiptionary" (Simon & Schuster Co.). It works this way. A station deejay draws from postcards sent in, plus a name at random from the telephone directory. Each person called is given a phrase from the "Hipster's" lingo and asked to identify same. Winners can win the book or other items as prizes for being "hip."

Savings Account Contest

Here's one stations can tie in with a local saving & loan company. WSB (Atlanta) asked listeners to identify by sound the correct amount of money heard falling into a bowl on mike in a Saving Account contest. The winning estimate received the exact amount used in the demonstration to be deposited in a saving account at a local saving & loan association, co-sponsors of the contest.

Sound Alikes

While writing about sounds and MSB, here's another one from the deep South. A WSB deejay featured a different song each morning recorded by a "sound alike" voice of Bing Crosby. A listener managed to identify three of five voices to win the prize. Voices heard for the five-day period were Mike Holiday, Dick Todd, Jack Harris, Bing Crosby, and Mike Holiday again. A music director or program director with a "good ear" for records could run several of these with various recording artists.

The Fastest Rising Album Yet

MONO-CL 314

THE MANY MOODS OF TONY

THE LITTLE BOY
WHEN JOANNA LOVED ME
SO LONG, BIG TIME!
THE KID'S A DREAMER
I'LL BE AROUND
SOON IT'S GONNA RAIN



GUARANTEED HIGH FIDELITY

THE MANY MOODS OF TONY

DON'T WAIT TOO LONG
LIMEHOUSE BLUES
SPRING IN MANHATTAN
YOU'VE CHANGED
CARAVAN
A TASTE OF HONEY



1964 DISK

MOST PLAYED ARTISTS

MALE VOCALISTS

1. Bobby Vinton
2. Frank Sinatra
3. Elvis Presley
4. Andy Williams
5. Nat King Cole
6. Steve Lawrence
7. Tony Bennett
8. Ray Charles
9. Rick Nelson
10. Al Martino

FEMALE VOCALISTS

- (TIE) 1. Connie Francis
- (TIE) 1. Brenda Lee
3. Lesley Gore
4. Peggy Lee
5. Eydie Gorme
6. Skeeter Davis
7. Ella Fitzgerald
8. Nancy Wilson
9. Doris Day
10. Peggy March

SINGING GROUPS and/or DUOS

1. Peter, Paul & Mary
2. Beach Boys
3. Four Seasons
4. Beatles
5. Four Freshmen
6. April Stevens & Nino Tempo
7. Kingston Trio
8. New Christy Minstrels
9. Ray Conniff Singers
10. Steve Lawrence & Eydie Gorme

INSTRUMENTAL GROUPS

1. Village Stompers
2. Bill Black Combo
3. George Shearing Quintet
4. Marketts
5. Surfaris
6. Los Indios Tabajaras
7. Dave Brubeck Quartet
8. Ventures
9. Al Hirt
10. Martin Denny

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Floyd Cramer
3. Chet Atkins
4. Acker Bilk
5. Kai Winding
- (TIE) 6. Duane Eddy
- (TIE) 6. Peter Nero
8. Roger Williams
9. Lonnie Mack
10. Pete Fountain

BANDS

- (TIE) 1. Henry Mancini
- (TIE) 1. Si Zentner
3. Billy Vaughn
4. Lawrence Welk
5. Les & Larry Elgart
6. Ray Conniff
7. Glen Gray
8. Les Brown
9. Count Basie
10. Percy Faith

JOCKEY POLL

MOST PROMISING ARTISTS

MALE VOCALISTS

1. Jack Jones
2. John Gary
3. Jimmy Gilmer
4. Wayne Newton
5. Trini Lopez
6. Bobby Bare
7. Bobby Goldsboro
8. Lenny Welch
9. Bobby Vinton
10. Major Lance

FEMALE VOCALISTS

1. Lesley Gore
2. Barbra Streisand
3. Diane Renay
4. Peggy March
5. Nancy Wilson
6. Skeeter Davis
7. Barbara Lewis
8. Dusty Springfield
9. Ethel Ennis
10. Soeur Sourire
(The Singing Nun)

SINGING GROUPS and/or DUOS

1. Beatles
2. April Stevens &
Nino Tempo
3. Dale & Grace
4. J's With Jamie
5. Caravelles
6. New Christy Minstrels
7. Tymes
8. Dixiebelles
9. Peter, Paul & Mary
- (TIE) 10. Beach Boys
- (TIE) 10. Martha & the
Vandellas

INSTRUMENTAL GROUPS

1. Village Stompers
2. Los Indios Tabajaras
3. Pyramids
4. Marketts
5. Lonnie Mack
6. Surfaris
7. Baha Marimba Band
8. Al Hirt
- (TIE) 9. David Rockingham
- (TIE) 9. Safaris

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Bill Pursell
3. Lonnie Mack
4. Peter Nero
5. Acker Bilk
6. Bent Fabric
7. Howard Roberts
8. Jack La Forge
- (TIE) 9. Eddie Cano
- (TIE) 9. Joe Harnell
- (TIE) 9. Floyd Cramer
- (TIE) 9. Harold Bradley
- (TIE) 9. Ace Cannon

BANDS

1. Si Zentner
2. Kai Winding
3. Joe Harnell
4. Bernie Lowe
5. Village Stompers
6. Henry Mancini
7. Al Hirt
8. Woody Herman
9. Peter Duchin
- (TIE) 10. Baja Marimba Band
- (TIE) 10. Jack Nitchke

1964 DISK JOCKEY POLL *(continued)*

FAVORITE ARTISTS

MALE VOCALISTS

1. Frank Sinatra
2. Andy Williams
3. Nat King Cole
4. Tony Bennett
5. Ray Charles
6. Bobby Vinton
7. Elvis Presley
8. Jack Jones
9. Steve Lawrence
- (TIE) 10. Mel Torme
- (TIE) 10. Johnny Mathis

FEMALE VOCALISTS

1. Peggy Lee
2. Brenda Lee
3. Connie Francis
4. Eydie Gorme
5. Ella Fitzgerald
6. Nancy Wilson
7. Lesley Gore
8. Doris Day
9. Skeeter Davis
10. Julie London

SINGING GROUPS and/or DUOS

1. Four Freshmen
2. Peter, Paul and Mary
3. Four Seasons
4. Beatles
5. Kingston Trio
6. Beach Boys
- (TIE) 7. April Stevens & Nino Tempo
- (TIE) 7. Ray Conniff Singers
9. Hi-Lo's
- (TIE) 10. J's With Jamie
- (TIE) 10. Steve Lawrence & Eydie Gorme

INSTRUMENTAL GROUPS

1. Dave Brubeck
2. George Shearing
3. Ventures
4. Village Stompers
5. Bill Black Combo
6. Los Indios Tabajaras
7. Santo & Johnny
8. Marketts
9. Pete Fountain
- (TIE) 10. Surfariis
- (TIE) 10. Ferrante & Teicher

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Chet Atkins
3. Floyd Cramer
4. Duane Eddy
5. Acker Bilk
6. Peter Nero
7. Roger Williams
8. Pete Fountain
9. Bill Pursell
- (TIE) 10. Stan Getz
- (TIE) 10. Kai Winding

BANDS

1. Si Zentner
2. Henry Mancini
3. Count Basie
4. Stan Kenton
5. Ray Conniff
6. Les & Larry Elgart
7. Billy Vaughn
8. Les Brown
9. Lawrence Welk
10. Glen Gray

1964 DISK JOCKEY POLL

(continued)

BEST VOCAL—SINGLE—1963

1. **BLUE VELVET**, Bobby Vinton, Epic
2. **SUGAR SHACK**, Jimmy Gilmer & the Fireballs, Dot
3. **DOMINIQUE**, Singing Nun, Philips
4. **WIVES & LOVERS**, Jack Jones, Kapp
5. **END OF THE WORLD**, Skeeter Davis, RCA Victor
6. **I LEFT MY HEART IN SAN FRANCISCO**, Tony Bennett, Columbia
- (TIE) 7. **IT'S MY PARTY**, Lesley Gore, Mercury
- (TIE) 7. **DAYS OF WINE & ROSES**, Andy Williams, Columbia
- (TIE) 9. **BLAME IT ON THE BOSSA NOVA**, Eydie Gorme, Columbia
- (TIE) 9. **CAN'T GET USED TO LOSING YOU**, Andy Williams, Columbia

BEST INSTRUMENTAL—SINGLE—1963

1. **MORE**, Kai Winding, Verve
2. **WASHINGTON SQUARE**, Village Stompers, Epic
3. **JAVA**, Al Hirt, RCA Victor
4. **MARIE ELENA**, Los Indios Tabajaras, RCA Victor
5. **WIPEOUT**, Surfaris, Dot
6. **PIPELINE**, Chantays, Dot
7. **MEMPHIS**, Lonnie Mack, Fraternalty
8. **OUR WINTER LOVE**, Bill Pursell, Columbia
9. **DAYS OF WINE & ROSES**, Henry Mancini, RCA Victor
10. **OUT OF LIMITS**, Marketts, Warner Bros.

BEST VOCAL—LP—1963

1. **DAYS OF WINE & ROSES**, Andy Williams, Columbia
2. **IN THE WIND**, Peter, Paul & Mary, Warner Bros.
3. **2ND BARBRA STREISAND ALBUM**, Columbia
4. **I LEFT MY HEART IN SAN FRANCISCO**, Tony Bennett, Columbia
5. **MOON RIVER**, Andy Williams, Columbia
6. **MOVING**, Peter, Paul & Mary, Warner Bros.
7. **PETER, PAUL & MARY**, Warner Bros.
8. **SINGING NUN**, Soeur Sourire, Philips
9. **THE BARBRA STREISAND ALBUM**, Columbia
- (TIE) 10. **HOLLYWOOD MY WAY**, Nancy Wilson, Capitol
- (TIE) 10. **SINATRA-BASIE**, Frank Sinatra-Count Basie, Reprise

BEST INSTRUMENTAL—LP—1963

1. **THEMES FOR YOUNG LOVERS**, Percy Faith, Columbia
2. **WASHINGTON SQUARE**, Village Stompers, Epic
3. **HONEY IN THE HORN**, Al Hirt, RCA Victor
4. **FLY ME TO THE MOON**, Joe Harnell, Kapp
5. **JAZZ SAMBA**, Stan Getz & Charlie Byrd, Verve
6. **CHARADE**, Henry Mancini, RCA Victor
7. **MORE**, Kai Winding, Verve
8. **WIPE OUT**, Surfaris, Dot
9. **MONDO CANE**, Sound Track, United Artists
- (TIE) 10. **LAWRENCE OF ARABIA**, Sound Track, Colpix
- (TIE) 10. **WONDERFUL, WONDERFUL**, Lawrence Welk, Dot

BEST COMEDY—LP—1963

1. **MY SON, THE NUT**, Allan Sherman, Warner Bros.
2. **THE FIRST FAMILY**, Vaughn Meader, Cadence
3. **MY SON, THE FOLK SINGER**, Allan Sherman, Warner Bros.
4. **THINK ETHNIC**, Smothers Brothers, Mercury
5. **A VERY FUNNY FELLOW RIGHT**, Bill Cosby, Warner Bros.
6. **MY SON, THE CELEBRITY**, Allan Sherman, Warner Bros.
7. **CURB YOUR TONGUE KNAVE**, Smothers Brothers, Mercury
8. **SMOTHERS BROTHERS AT PURPLE ONION**, Mercury
9. **TWO SIDES OF SMOTHERS BROTHERS**, Mercury
- (TIE) 10. **BOB NEWHART FACES BOB NEWHART, ETC.**, Warner Bros.
- (TIE) 10. **JONATHAN WINTERS MAD MAD MAD MAD WORLD**, Verve

FAVORITE FOREIGN ARTISTS

1. **SOEUR SOURIRE (THE SINGING NUN)**
2. **KYU SAKAMOTO**
3. **BEATLES**
4. **CLIFF RICHARD**
5. **FRANK IFIELD**
6. **SERGIO FRANCHI**
7. **CATERINA VALENTE**
8. **ANTHONY NEWLEY**
- (TIE) 9. **CARAVELLES**
- (TIE) 9. **LOS INDIOS TABAJARAS**

FAVORITE FOREIGN SONGS—1963

1. **SUKIYAKI**
2. **DOMINIQUE**
- (TIE) 3. **MORE**
- (TIE) 3. **TIE ME KANGAROO DOWN SPORT**

(Of all foreign songs receiving disk jockey mentions, only these four could be ranked.)

programming leaders discuss techniques

The business of programming a radio station or network, large or small, is serious business. The over-all success or failure of a local station or radio network depends largely on the caliber and know-how of the individuals who on a day-to-day basis guide and develop the "sound" that ultimately emanates from the listener's speaker.

Billboard has sought out a few of the nation's many top programming leaders — each of whom represents a specific programming area—to discuss their *modus operandi* and programming techniques.

Radio Programming Elements

By Bill Gavin
Contributing Editor



Commercial radio is a part of show business. Like theater or movies, radio depends on box office. The size of the audience determines the success of the show. The problem is to present the show that a large number of people will want to hear. Radio listeners don't buy tickets. The only measure of a station's audience is furnished by various listener surveys, conducted according to accepted research techniques. Where the old-time performer used to "count the house" beyond the footlights, radio counts its house by the numbers in the audience rating surveys.

Radio is part of the news. The immediacy of radio's news coverage is unmatched elsewhere. Through a combination of the wire services and its local news gathering team, radio continues to hold the public's confidence for being "first with the latest." Beeper telephone interviews with people in the day's news have brought a new dimension of human interest to news reporting. While radio cannot compete with the daily press for news in depth, or with commentaries and features, it (radio) is pre-eminent for its fast reporting.

Radio is also a part of the advertising business. The extent to which a station can deliver an audience pretty largely determines its income. The advent of television was forecast by many as the doom of radio. Advertisers would turn exclusively to the double impact of sight and sound, it was feared. Such fears proved groundless. Advertisers soon found that spot advertising on local radio was highly productive in terms of cost per thousand listeners. True, the big name shows, with their big budgets, moved to TV. Radio had to offer more economical entertainment. It did. The salvation of modern radio has been the phonograph record.

Record Business

Radio is a part of the record business too. The switch in local programming from the live but drab output of a string trio, or a concert baritone, or Aunt Suzie's recipes, to recorded music suddenly provided record manufacturers with an undreamed of showcase for their product. The record business boomed. People liked the music they were hearing.

The record people brought out records that played at new speeds—45 and 33 $\frac{1}{3}$ rpm. The quality of recording and reproduction was vastly improved. "High fidelity" became a watchword. All over the world, it seemed, people wanted to own more and more records; and they wanted to hear the new records on their radios.

We will not belabor again the familiar details of how Mr. McLendon and Mr. Storz, two fabulously success-

ful radio entrepreneurs, capitalized on the realization that the records that sold the best would also attract the largest number of listeners to their stations. This idea had been pioneered some time earlier, one of its best known exponents having been Martin Block, with his "Make Believe Ballroom" on WNEW, New York. However, the new concept, called "top 40," soon became the bible of pop music programming.

The concept of popular music entered a new phase with the rapid growth of the record business, along with the rebirth of radio. No longer did the sales of sheet music determine the size of a hit song; it was the sales volume of a record that made a hit. All eyes in the music business turned toward the disk jockey and his turntable. Radio airplay could build fame for a star and large profits for publishers, composers, lyricists, producers and so on.

Radio and Music

This new revolution did not put radio in the music business. Radio had been there all along. The singers, the bands, the arrangers—even the sound engineers—who are now making records, once were an integral part of the radio that used to be. Radio has always been a prime showcase for commercial music. Radio is still a part of the music business, but with a vast difference. In the gala days of network radio, its musical arbiters were usually musically trained. They could direct the destinies of the production from the control room, follow a score or a lead sheet, chide the soprano for singing flat, or rearrange the risers and the mike placement for the male chorus. Today's musical arbiters are disk jockeys. They do not hold their jobs because of their musical knowledge (which some few of them actually have) but for their ability to present an interesting air show and to have some awareness of a new record's hit potential.

Let us correct one point. As a group, disk jockeys are no longer the arbiters that they were before the advent of top 40 radio. The biggest single power in record programming today is a statistic—the monolithic, weekly statistic of record sales. The disk jockey is required—on pop music station, at least—to play the top-selling records. He may, in some cases, have a voice in selecting the new record releases for his program, but on many stations the program director or the music director makes the decision. The disk jockey who programs his own show without outside interference is becoming something of a rarity.

The switch to sales statistics as a programming guide has substituted the preferences of millions of record buyers for the judgment of musically trained producers and directors. The result has been a vast downgrading of such hitherto sacred musical values

(Continued on page 42)

STEREO



Sammy Davis Jr. Stars
SALUTES THE Stars
OF THE
London Palladium

SONS OF
SALOME
BROKEHEARTED
SOPHISTICATED LADY
BY KIND OF GIRL
GALLERY FOR ME
LAZY RIVER
OVER THE HARBOR
THIS WAS MY LOVE
OFF ON THE BROADWAY
TENDERLY SYMPHONY

reprise

STEREO

reprise **Sammy Davis Jr. Sings**

WHAT KIND OF FOOL AM I
And Other Show-Stoppers

GONNA BUILD A MOUNTAIN **ONCE IN A LIFETIME**

A LOT OF LIVIN' TO DO **MY ROMANCE**
TOO CLOSE FOR COMFORT **CAN'T WE BE FRIENDS**

AS LONG AS SHE NEEDS ME
From the Broadway Hit "OLIVER"
SAMMY DAVIS JR.
AS LONG AS SHE NEEDS ME
A SECOND CHANCE
(Love is) THE TENDER TRAP
STEP OUT OF THAT DREAM
CLIMB EVERY MOUNTAIN
FALLING IN LOVE WITH LOVE
OUT OF THIS WORLD
BYE BYE BLACKBIRD
WE KISS IN A SHADOW
BACK IN YOUR OWN BACKYARD
THERE WAS A TAVERN IN THE TOWN
THERE IS NOTHING LIKE A DAME

reprise

FIRST TIME IN STEREO




AT THE VERY
of Golden Hits
Sammy Davis Jr.
Arranged and conducted by **ABBY LINCOLN**

HEY THERE
THAT OLD BLACK MARE
BIRTH OF THE BLUES
IT'S ALL RIGHT WITH ME
STAND UP AND FIGHT
SAY THIS IS MY BELIEVED
BORN ON WHEATON'S MY BORN
THEY CAN'T TAKE THAT AWAY FROM ME
IN A PERSIAN MARKET
WITHOUT YOU I'D NOTHING
SPOKEN FOR

reprise

THE SHELTER OF YOUR ARMS



SDjr. thanks DJ's

● Continued from page 40

as intonation and vocal quality. Obviously, a large segment of the radio audience is indifferent to these things. We now have "soul," "the sound," and "the beat." As long as adherence to record sales data continues to produce radio's high audience ratings, we can expect this common denominator of public taste to control radio's pop music output.

There is no point in deploring popular tastes in music. Certainly, there is no intent to deprecate them. It is, in fact, a pretty healthy sign when mass media programming is dependably responsive to mass tastes. If this implies more "rock" in radio—and more Westerns in TV—there are also occasional top quality musical performances that become big hits.

Radio: show business, advertising, records, music news, commentary, human interest. These are the elements of radio programming. Whether a station is programmed by a formula or by individual genius, its program content is made up of these manifold ingredients. No other commercial enterprise that I know about means so many different things to so many different people. No wonder that so many who work in it are devoted to radio. It's opportunity. It's challenge. It's fun.

Humor in Radio

By Ruth Meyer
Program Director, WMCA, New York



As a program director I have always been convinced that a radio station with a sense of humor can really make it big in any market. At WMCA we have proved it, and I believe that New York is not as dissimilar to other markets across the country as many broadcasters imagine. People are people, as the cliché goes . . . everywhere. And any radio station serving the tastes and interests of people in any market must serve that audience with honesty and objectivity—two qualities that are "musts" in a station's approach to on-the-air humor.

Of course, humor—like music—is a subjective, terribly personal experience. A joke that completely breaks up one listener leaves another utterly untickled. This is why the element of humor in the day-to-day programming of a radio station is lodged in such a subtle, sensitive and dangerous area.

What are the sources of humor in broadcasting? The most obvious is the programming of the comedy album cut, i.e., selections from Vaughn Meader's "First Family," Allan Sherman, Shelley Berman, and the use of funny records a la "Mr. Custer," "Hello Mudder, Hello Fadder," etc. We listen to all the funny stuff that comes into WMCA at our regular music meetings and try to evaluate it by much the same standards which

we use to determine the value of other potential hits. We try to keep our own personal reactions to a comedy record just as separate as we do when we pick other promising selections. It's not unusual to have our entire music meeting collapse in hysterics at a comedy record . . . and then have everybody vote "no" when it comes to putting it on the air.

Careful Programming

Once it's chosen for on-air play, a funny cut or record must be programmed more carefully than a regular release, and it must be watched constantly for audience reaction. Humor is a much riskier, much more unpredictable form of entertainment in modern radio. It's a lot tougher to pick a hit from the comedy records, as witness the number of "hip" companies which turned down the "First Family" album before Cadence finally swung with it, and the number of radio stations that were afraid to play it. One of the quickest ways to commit broadcasting suicide is to program a comedy record that doesn't make it.

Less obvious, but more important, is the handling of D.J. humor on a radio station. You can't sit down and say, "Fellas, we're going to have a funny station . . . so be funny." From elephant jokes to political satire—if it's forced it just ain't funny. At WMCA we have a swingin' team of genuinely funny guys. They think funny off the air and sound funny on the air. And, bless 'em, nobody told 'em to. They just relax and let their own personalities mesh with the upbeat, happy sound of the station. Which, I suppose, is the heart of the matter. For the disk jockey's humor to come across with appeal for the listener, it must be an outgrowth of the D.J.'s own personality. If in real life he doesn't think funny, if his humor on the air isn't a spontaneous reflection of his own personal dynamics, it's going to sound forced to his audience. His joke books and joke services may be stacked as high as a P.D.'s fishy eye, but if his humor isn't genuine his audience knows it immediately and resents him for it.

No Personal Whims

When an air personality starts indulging himself in the music he plays, he's dead. But it's a far easier trap to fall into self-indulgence with his approach to humor . . . and that can kill him just as dead and almost as quick. He's got to be competitive with his comedy in the same way he's competitive with everything else. Confidence in his own professional ability is what ultimately makes a D.J. stand-out, sure. But unless he comes to the station every day with the knowledge that "they're after me" . . . and revels in the fight . . . he's no competitor. And any D.J. who hasn't the guts to compete shouldn't be in radio.

Naturalness, pacing, timing . . . there are so many ingredients necessary to bring the element of humor effectively to life at a radio station

that the only general statement that can possibly be made on the subject is: be yourself. If it doesn't feel right . . . don't do it. When in doubt . . . shut up, and stick to the music that fits your sound.

That's why when a station gets hot, when it hits right with a warm, friendly, happy, humorous approach to itself and to life around us . . . that's when you sound like a winner . . . that's when you are a winner. And that's when you know you have the winning combinations of swingers. Then, nobody can catch you.

Programming a Modern Music Network Flagship

By Rick Sklar
Program Manager, WABC, New York



WABC, "American Radio" in New York, is a modern music station with a sound all its own in the market. The sound comes from selectively integrating local and network program elements, and welding the corporate identity and resources of the American Broadcasting Company to the free-wheeling flexibility that marked the independent station in its heyday. End result? WABC has the necessary entertainment elements to attract an enormous audience and then holds that audience while delivering outstanding news, award-winning documentaries, pioneering educational programs and public service with a punch.

Let's see how it fits together. Since we are the *American Broadcasting Company* our deejays, of course, are the *All Americans*—a team of air champions. Our *All American* music survey may wear out two adding machines and a slide rule each week but when it's finished we'll stand behind it for accuracy. *American's* "Challenge" documentaries and frontier educational shows don't come out of our imagination. We probe, poke and beat the bushes in the New York, New Jersey and Connecticut communities we serve to dig up the underlying problems and need of our listeners.

Listener Response

Our listeners make programming this 50-kw network flagship a sheer delight. They never stop surprising us. I arranged storage space for 500 paintings for our Mona Lisa listener art competition earlier this year—31,000 pictures came in—800 of them half the size of a basketball court. In 1962, WABC counted 3 million ballots in our Principal of the Year elections. This year our people deluged us with over 60 million ballots.

American Radio creates projects like these, acting for government agencies and civic groups much in the manner of an advertising agency. They come to us with their problems and, too often, with dull spot an-

nouncements that simply do not take advantage of radio's ability to get results. This month, for example, WABC turned the radio concept of audience participation giveaways into a powerful weapon for New York City's Inter-Agency Stay in School committee. Forty per cent of the nation's students drop out of school to form an unskilled pool of unemployed drifters who each earn \$40,000 less in a lifetime than graduates. WABC is dramatizing this fact by registering all returning students for a crack at WABC School Bonus Money—\$20 prizes representing the extra kind of money high school graduates earn every week that dropouts don't get.

WABC listeners hear the news five minutes sooner—ABC Network News at five minutes before each hour and WABC Local News at five minutes before the half hour. WABC draws on two news staffs—local and network—with all the advantages of ABC's worldwide system of correspondents, radio and television. Sportcasts and play-by-play sports round out the programming. But it is all held together by the framework of *American Radio* in New York and careful programming of the hit music of today, yesterday tomorrow.

Programming a Network-Owned Station

By William H. Schwarz
Program Manager, WNBC Radio



The programming of a network-owned radio station does not differ greatly from the programming of a network affiliate, except that perhaps the network-owned stations carry more of the network sustaining programs than do some affiliates. Local programming must, therefore, be geared to an audience similar to that which the network programming is designed to reach.

The network-owned stations generally are the prestige stations in their markets and the wise program manager takes advantage of this fact. This places emphasis upon the responsibilities of the station program manager, since within the framework of the station-network image, he must be as creative and as imaginative as any other program manager. He cannot in any sense abdicate to the network the responsibility for programming the station. By its very nature, the network is concerned primarily, if not solely, with programming that has broad national appeal. To this must be added programming elements with strong local appeal. These elements may run the gamut from news and public service features (such as traffic reports) to entertainment which is designed to be of unique appeal in the station's market.

Diversified Programming

Because of the diversity of pro-

gramming supplied by the network, typical so-called "formula" programming of music is not generally successful (there are some notable exceptions). Particularly where the competition is keen, the "formula" approach can be done much more effectively by independents, who can gear their entire program schedule to the demands of the format.

Therefore, the strength of on-the-air personalities is probably more important to network-owned stations than to independents—particularly "formula" independents where the purity of the music format would seem to be the primary reason for listening.

Despite the foregoing, the basic principals of good programming apply equally to network-owned stations and independents. The audiences we try to reach are probably different. It is simply a matter of applying the principals in such a manner as to attract the audience you are after.

A New Concept in Educational Programming

By Jack Thayer
Vice-Pres. and Gen. Mgr., WHK, Cleveland

Over 150 years ago, Thomas Jefferson said: "If the nation expects to be ignorant and free in a state of civilization, it expects what never was and never will be." This comment was designed to underline the importance of education in Jefferson's day, yet, it seems even more appropriate in today's far more complex world.

WHK believes that radio can be an emotional force in the creation of desirable attitudes in our listeners. These listeners, both students and parents, must be shown the importance of education and training necessary for the responsible citizen of tomorrow's automated future. WHK's "Highlights on Education," in an effort to give educational broadcasting the renewed vigor necessary to capture the radio audience in a competitive eight-station market, used "timeliness" as an essential in the presentation of educational material.

Three Objectives

The program has three major objectives: First, to approach education as a commodity—to sell it to the listeners; second, to convince the public that advanced education in all fields is readily available right here in Northeastern Ohio and give the colleges an opportunity to tell their school story; third, to appeal to the students on their interest level and to their psychological and emotional sensitivity—to create a desire for education and, more important, to motivate them.

To reach these three objectives in our educational programming, we are aware that all continuity must be within the framework of modern showmanship. Thus, we have combined basic educational truths with current events and outstanding per-

sonalities. As a result of this philosophy, James Lowe, WHK education director, has created and produced educational shows that informative, stimulating and entertaining.

Examples of these shows include comedian Dick Gregory interviewed by drama students from Western Reserve University on comedy techniques and presentation and the history of topical humor in America, while a professor in residence at Antioch College, TV's Rod Serling, creator of "The Twilight Zone," shared an actual classroom experience and his personal philosophy on the need for higher education; pianist Peter Nero presented a musical chronology of "Bach to Nero." This past year Cleveland played host to the first Space Science Fair ever held in this country. It was co-sponsored by NASA and The Cleveland Plain Dealer. During its presentation, "Highlights on Education" featured science and space for nine separate shows. Guests included Mr. Manganello, deputy director of the NASA-Louis Research Laboratory; I. Irving Pinkel, among others, who explained the reason for the space fair, its conception and execution, and the importance of education for the space age.

Out of Studio

This fall WHK's "Highlights on Education" went to Hiram, Ohio, the training ground of the Cleveland Browns of the national professional football league. Interview were held with head coach Blanton Collier, who has his Masters Degree and was working on his Doctorate when he left Kentucky University; Frank Ryan, Browns' quarterback, who was only nine hours away from his Doctorate degree in mathematics at Rice; Jim Brown, history-making fullback, who received his degree from Syracuse University; Vince Costello with a Masters Degree. The on-sight program concluded by talking to the young, successful Cleveland Browns' president, Art Modell, who told of his education being a key factor in his success, both in football and in business. The object of the series was to point out that today's professional football players are college graduates and are aware of the necessity of higher education when their athletic career ends.

Why this effort in educational programming? Why not subscribe to any one of the many services available to broadcasters? WHK feels it is our responsibility as broadcasters to become an integral and motivating force in the community in which we serve. With this educational program, WHK is providing institutions of Northeastern Ohio areas an opportunity to give our citizens an insight into education. What is needed, what is being done and what the future will demand. Techniques, practices and philosophies of education are explored in depth. The rewards are many.

For example, a most recent letter:

"WHK's new series, "Highlights on Education," is, in my opinion, a step forward in programming . . . the type of program WHK is presenting Monday through Friday at 10 p.m. is radio programming at its best. Few stations in this area realize how hungry Clevelanders are for the information and discussion programs. I've already notified a few of my friends of the series and will continue to spread the word. . . ."

There is no reason in the world why education cannot be interesting and stimulate our listeners. Dr. Levenson, superintendent of schools in Cleveland, explained to our educational director James Lowe: "Your task is almost overwhelming, yet, with a true desire and realization of the great good that can be achieved by these programs, you will succeed and you are well on your way."

Dr. Levenson's words are well taken and in the weeks and months ahead our educational programming will explore areas of Adult Education, Mental Health, Law as a Career, Opera Can Be Fun and the World of Space.

The future of radio and educational broadcasting is unlimited!

Record Libraries, Rumpus Rooms and the Music Business

By Joe Bogart
Music Director, WMCA, New York



It's inevitable, I suppose, that my 22 years as a musician and in radio have taken me into a good many station music libraries. I've wandered through the typical dusty old basement caverns where every wax cylinder and recording ever turned out is filed—and forgotten. You can run across stacks of Glenn Miller 78's so old and warped that they couldn't safely be spun on the best turntable—even if there were audience demand for them.

I've also seen my share of record roomlets in damp alcoves overlooking alleys or back parking lots, and libraries so small that the station's playlist is restricted to a handful of tunes by sheer limitations of storage space.

And I've seen my quota of "social center" record libraries: cheery, noisy areas, where DJ's congregate to flirt with secretaries, wolf down ham-and-cheese confections, and where record pluggers settle down for prolonged use of the only telephone at their "office away from home."

Now at WMCA, in my own Music Library, we aren't anti-secretary and we have nothing against keeping the corner delicatessen in business. But we happily claim the distinction of being a work center, not a social nook. Our Music Library is an office—not like an insurance broker's, perhaps, but a serious operations area, nonetheless. We enjoy ample storage space,

but not so much that we're tempted to hoard old disks or hang on to new ones that don't measure up to WMCA's air standards just to keep the cabinets looking full.

We have all the equipment we need to audition the more than 300 records we receive each week. But we're a Music Library, not a hi-fi shop, and so there is no place for elaborate gadgets or stereo speakers.

I don't mean to suggest that drudgery is the tune we whistle while we work. The whistling in our Music Library is done by Program Director Ruth Meyer's pet alto canary, "Scooter." Not only does this lucky bird (named affectionately in honor of our nighttime star, B. Mitchel Reed) have a handsome cage stocked with the very finest of seed and liquid refreshment—but "Scooter" also has full run of our bright, airy main record room, the 13th floor garden terrace overlooking bustling Madison Avenue, and our comfortable outer reception room. He's one happy bird!

My assistant, Frank Costa, and I share "Scooter's" enthusiasm for our quarters. But, perhaps not for quite the same reasons. The facility is equipped with album bins so that key recording artists can be easily classified—and easily found. Abundant space for "Male," "Female," "Group" and "Instrumental" categories is also right at hand. Current singles are stored according to their rankings on WMCA's "Good Guy" survey—and are remembered once a week.

Records that have scored major successes with our audience are, of course, filed for future use as WMCA "oldies" as "Reed Reactivated Flashbacks" or as "tomorrow's memory melodies." Other disks find their way to churches, hospitals and charities where they go on entertaining people and cheering up radio listeners and music lovers.

One copy of everything ever played on the station is held for a reasonable amount of time. Cutouts and out-of-print records are carefully preserved in our Music Library.

Our headquarters is situated close by WMCA's on-the-air studios—a location that makes it especially easy to replace disks that our engineers (who regularly double-check us) have found to be scratched or warped.

Naturally we provide a stomping ground where P.D. Ruth Meyer can alternately prowl, growl and grin and work on our programming problems. WMCA's Music Library strikes a happy medium, I think, between an austere business office and an overly sociable social center. It's a lively place where there's no doubt about our real business—music!

WIP's Record Library Filing System

By Gert Katzman
Record Librarian, WIP, Philadelphia

The library of WIP, and most good pop music stations, is becoming more

important these days. The records that conform to the music policy of the station are no longer cast out as their popularity dwindles, but rather have an important place in the library. If they meet our approval, they're swept up in an uncomplicated, orderly system designed to make a place for every record, single or LP.

As WIP record librarian, it's my job to "keep house," pull the ears of personalities who misplace records, talk to promotion men and work closely with the station manager and program director in selecting the music to be featured.

WIP's celebrated music formula is a comfortable blend of the "quality hit record," the promising single and the tasty LP.

Singles and LPs

"Singles" are programmed from a master music sheet kept in the library. The weekly stack of new releases is studied carefully and usually provides us with anywhere from 10 to 15 promising singles each week. These records are then added to the master list. At the same time, overworked "singles" are removed from the list. If the "singles" being removed are worthy and well remembered as big sellers or "turntable hits," we formally catalog and file them. If a record has no measure of success, we gracefully file it with the score of unplayable material that eventually finds its way to charitable organizations.

"LPs" are classified in six categories in the WIP library system. (1) New, (2) Regular Play, (3) Catalog, (4) Production, (5) Comedy, (6) Holiday and Religious.

"New LPs" are selected on the basis of good sales potential, performance value and conformity to our music policy. These "LPs" are made available to all personalities for play at any time. Each personality has the responsibility of checking music sheets from preceding shows to make sure album cuts are not repeated. We encourage the personality to expose these new items frequently.

Regular Play: These are good quality, standard performances accumulated over three to four year period. "LPs" from the "New" file eventually move into the "regular play" file. Needless to say "regular play" LPs are the bulk of album material programmed by WIP. Each personality is given an individual stack of approximately one hundred "LPs" from the "regular play" file to feature on his show over a period of a week. At the end of each week, the personality swaps stacks. In this way, duplication or over-emphasis of older material, or certain "heavy favorite" LPs is avoided.

Catalog: For the most part, this file contains duplicates of both "new" and "regular play" LPs. These are filed in alphabetical order in headlines—Male, Female, Group, Instrumental and Jazz.

(Continued on page 68)

Many Thanks, D. J.'s

Terry
STAFFORD

Current Big Single

“SUSPICION”

b/w

“JUDY”

C-101

and watch for Terry's new album

“SUSPICION” C-1001

to be released soon!

ORDER NOW

all of us at Crusader
Thank you too, D. J.'s

CRUSADER RECORDS, Inc.

6411 Hollywood Boulevard
Hollywood 28. California



RECORD SUBSCRIPTION SERVICES

Radio & TV Stations Only

Label and Address	Services	Minimum Releases Per Year	Cost Per Year
ABC-PARAMOUNT 1501 Broadway, New York, N. Y.	Long Play (Mono) Long Play (Stereo)	Min. 50 Min. 50	\$50 \$60
ANGEL RECORDS Hollywood and Vine, Hollywood 28, Calif.	Classical Albums (Mono & Stereo)	Min. 36	\$35
ATLANTIC RECORDING CORP. 1841 Broadway, New York 23, N. Y.	No subscription service available: (On individual basis) Long Play (Mono): \$1.50 each Long Play (Stereo): \$2.00 each		
BRUNSWICK RECORDS 445 Park Ave., New York 22, N. Y.	Singles		\$5.50 per month
CADENCE RECORDS 119 W. 57th, New York 19, N. Y.	No subscription service available: (On individual basis) Long Play (Stereo or Mono): \$1.00		
CAPITOL RECORDS, INC. Hollywood and Vine, Hollywood 28, Calif.	Pop Singles Pop Albums (Mono & Stereo)	All releases 60	\$35 \$45
COLUMBIA RECORDS 799 7th Ave., New York 19, N. Y.	Pop-Jazz (Mono) Classical (Mono) Combination Pop-Jazz & Classical (Mono) Pop-Jazz (Stereo) Classical (Stereo) Combination Pop-Jazz & Classical (Stereo) Latin American (Mono) Pop Single Country & Western Single Combination Pop & Country & Western Single	125 85 210 100 80 180 25 150 100 250	\$100 \$ 68 \$150 \$100 \$ 80 \$160 \$ 20 \$ 45 \$ 30 \$ 75
CORAL RECORDS 445 Park Ave., New York 22, N. Y.	Singles		\$5.50 per month
DECCA DISTRIBUTING CORP. 445 Park Ave., New York 22, N. Y.	Pop Long Play (Mono) Pop Long Play (Stereo) Classical Long Play (Mono) Classical Long Play (Stereo) Combined Classical & Pop Long Play (Mono) Combined Classical & Pop Long Play (Stereo)	60 60 25 25 85 85	\$ 50 \$ 75 \$ 25 \$ 40 \$ 70 \$100
DOT RECORDS 1507 N. Vine St., Hollywood 28, Calif.	No subscription service available: (On individual basis) Album (Mono): \$.85 Album (Stereo): \$1.00		
GRAND AWARD RECORD CO., INC. 1501 Broadway, New York 36, N. Y.	Popular Classical Spoken Word, Language, Musicals & Specials Entire Service	20 8 5 33	\$ 27 \$ 11 \$ 6.75 \$ 42

Label and Address	Services	Minimum Releases Per Year	Cost Per Year
IMPULSE RECORDS (ABC-PARAMOUNT) 1501 Broadway, New York, N. Y.	No subscription service available: (On individual basis) Long Play (Mono or Stereo): \$1.25		
KAPP RECORDS 136 E. 57th, New York 22, N. Y.	No subscription service available: (On individual basis) Mono: \$1.25 Stereo: \$1.50		
LIBERTY RECORDS 6920 Sunset Blvd., Hollywood 28, Calif.	No subscription service available: (On individual basis) Long Play (Stereo or Mono): \$1.00		
LONDON RECORDS, INC. 539 W. 25th St., New York 1, N. Y.	No. 1. Special LP catalog offer: All labels in catalog: \$1 per record (Mono or Stereo) No. 2		
	Classical (Mono)	36	\$ 30
	Classical (Stereo)	36	\$ 30
	Pop (Mono)	24	\$ 20
	Pop (Stereo)	24	\$ 20
MERCURY RECORD CORP. 35 East Wacker Drive, Chicago, Ill.	Single (45 RPM)	150	\$ 45
	Classic Long Play	24	\$ 18
	Popular and Jazz Long Play	48	\$ 36
	Stereo Popular and Jazz Long Play	48	\$ 36
	Stereo Classical Long Play	24	\$ 18
MGM RECORDS (Verve and Subsidiary Labels) 1540 Broadway, New York 36, N. Y.	Popular Singles		\$ 48
	Country and Western Singles		\$ 15
	Combined Popular & Country and Western		\$ 60
	Popular & Original Cast Albums (Mono)	50	\$ 50
	Popular & Original Cast Albums (Stereo)	50	\$ 50
MOTOWN 2648 Grand Blvd., Detroit 8, Mich.	No subscription service available: (On individual basis) Mono or Stereo: \$.60 sample album		
PHILIPS RECORDS 35 East Wacker Drive, Chicago, Ill.	Stereo Popular and Jazz Long Play	30	\$ 22.50
	Stereo Classical Long Play	12	\$ 9
	Single (45 RPM)	50	\$ 15
	Classic Long Play	12	\$ 9
	Popular and Jazz Long Play	36	\$ 27
PRESTIGE RECORDS 203 S. Washington Ave., Bergenfield, N. J.	No subscription service available (On individual basis) Mono or Stereo: \$1.25 per album		
RCA VICTOR 155 E. 24th St., New York 10, N. Y.	Pop (Mono)	125	\$ 75
	Pop (Stereo)	40	\$ 40
	Red Seal (Stereo) (Basic LP's)	60	
	(New Releases)	40	\$100
	Red Seal (Mono) (Basic LP's)	100	
	(New Releases)	25	\$85 per 6 months
REPRISE RECORDS 1347 Cahuenga Blvd., Hollywood 28, Calif.	Albums (Stereo & Mono)	60 Min.	\$ 60
RIVERSIDE RECORDS 235 W. 46th, New York, N. Y.	No subscription service available: (On individual basis) Album: \$1.25		
ROULETTE RECORDS 1631 Broadway, New York 19, N. Y.	Long Plays	75	\$ 50
VANGUARD RECORDS 154 W. 14th, New York, N. Y.	No subscription service available: (On individual basis) Mono: \$1.00 Stereo: \$1.50		
VEE JAY RECORDS 1449 South Michigan Ave., Chicago 5, Ill.	No subscription service available: (On individual basis) Entire catalogue and new releases at \$.75 per album		
WARNER BROS. 4000 Warner Blvd., Burbank, Calif.	No subscription service available: (On individual basis) Album (Mono): \$1.00 Album (Stereo): \$1.50		

PROGRAMMING SERVICES guide

American Foundation for the Blind Department of Public Education

15 W. 16th St., New York 11, N. Y.

PROGRAMS AND TALK VIGNETTES: Public information program's on many aspects of the subject of **Blindness:** "Man With a Question" 13-13½ min. tapes; "Torchbearers" 13-13:30 tapes. "A Quartet" 4-28:30 minute tapes. "Manpower" 39-4:30 shows. "More Manpower" 39-9:30 shows. "Still More Manpower" 26-9:30 minute shows. "Manpower Series IV" 26-9:30 shows. Price for the above mentioned: free loan (station pays return postage). **OTHER SPECIAL PACKAGES:** Two series on **Blindness**, produced by colleges through their radio departments: Series #1-18 27:30 shows. Series #2-15 shows: 13-27-30, and 2-14 minute shows. Price: free loan (station pays return postage).

Basch Radio and TV Productions

17 E. 45th St., New York 17, N. Y.

MUSICAL PRODUCTION AIDS: Custom jingles only. **PROGRAMS AND TALK VIGNETTES:** "It Takes a Woman": heartwarming stories of the "average woman." "Fact or Fantasy": stories of mental and psychic phenomena. "Your Handwriting Is You": handwriting analysis by an acknowledged expert—52 one minute vignettes. The price of the above programs is given upon request.

Robert Best & Associates

5801 Peabody St., Hyattsville, N. H.

MUSICAL PRODUCTION AIDS: Producer of tape commercials; producer of live and taped TV programs, radio jingles on tape, live TV or radio network sport shows on a regional or national basis. These programs are mostly sports attractions. Price for TV tape is on minute basis except for jingles which are at subscription price. Barter available.

PROGRAMS AND TALK VIGNETTES: Sports programs only on a local or regional basis: baseball, football and basketball. Price is per spot and flat fee. Other special packages include: publicity, public relations and promotions, consultants on management, personnel, and other phases of radio and TV. Price on consultation or flat fee.

Broadcasting Foundation of America

10 Columbus Circle, New York 19, N. Y.

PROGRAMS AND TALK VIGNETTES: Spoken Word Programs: "Foreign Press Review": 12 quarter hour programs available weekly via airmail; the series is distinctive in its impartial presentation of views held by the foreign press. "International Almanac": a weekly 25 minute adventure in sound, featuring semitropical cultural and human-interest events. "Flashback in History": a weekly quarter hour program produced in cooperation with broadcasting systems of more than 20 countries. Dramatized in English, each program re-creates a great moment. "Call From London": a weekly quarter hour news report from Britain. Correspondents of the British Broadcasting Corporation provide background and analyses of world events through interviews and on the spot reports. These topical programs are available by air mail. "Panorama of the Lively Arts": a weekly 25 minute survey of theater, music, painting, sculpture, architecture, and design. Direct reports and interviews from the world's cultural centers. "International Science and Technology Report": a weekly 25 minute report to the layman on scientific developments abroad. "International Book Review and Literary Report": a weekly 25 minute preview of books just published abroad. Spoken Word programming is available at \$1 per program on a tape return basis.

MUSIC FESTIVALS: BFA distributes a wealth of musical programming. A new musical series emanating from one of 30 countryside around the world is released for broadcast every week. This musical programming embraces complete recordings of orchestral, chamber, and choral concerts, lieder recitals, and operas performed at the major music festivals of Europe. "Musical Programs": world-renowned artists, conductors, and orchestras are featured in outstanding performances of the world's classical and contemporary repertoire of serious

music. "Folk Music": in addition to the magnificent range of festival recordings, BFA also provides folk music series from the far corners of the world. "History of Music": a series of radio documentaries from Nigeria, Belgium, China, Poland etc., each program a stimulating survey of musical history in a particular country. Musical programming cost is \$2.50 per program and tapes remain the property of the station. Membership in BFA also available at \$100.

Broadcast Productions, Inc.

Time Life Bldg., New York 20, N. Y.

MUSICAL PRODUCTION AIDS: "The Brilliants" 24 Station IDs and Promos; augmented orchestra with full instrumentation; outstanding IDs for "good music" stations featuring one of the biggest sounds in radio. "The Upbeats": 10 station IDs and Promos in bright toe-taping tempo; featuring bright tuneful orchestra of 20 or more instruments; over 100 separate 60 second musical arrangements. "The Big Beats": 10 authentic rock and roll IDs and Promos. "The Budget Series": big band musical commercials at budget price. "The Images": musical commercials, fully orchestrated, top singing group. "The Downtown Shopper": promoting the downtown association. "Dress for the Weather": all varieties of forecasts. Prices range from \$100 to \$1,895.

PROGRAMS AND TALK VIGNETTES: "Whodunit?": five separate series of half hour mystery shows including "Shadow of Fate," "Adventure Into Fear," "The Big Squeeze," "Headquarters Man," and "I Sat in Judgement." "On This Day": almanac series, three events per day—365 days; 60 seconds. Price based on card rate.

Commercial Recording Corp.

P. O. Box 6726, Dallas 19, Tex.

MUSICAL PRODUCTION AIDS: A complete line of station ID and promotional jingles, plus commercial jingles.

Creative Services, Inc.

75 E. Wacker Dr., Chicago 11, Ill.

PROGRAMS AND TALK VIGNETTES: "Dottie Frye, Your Dear Friend": advice to the lovelorn; 40 sec. capsules and 5 minute shows—104 weeks. "Ned Day—Bowling Today": bowling tips, 50 sec. capsules—260 capsules—26 weeks. "Guidance Message in the Stars": daily horoscope—30 sec. capsules—4,386 capsules—52 weeks. "Jonathan Price, Family Advice": family advice—40 sec. capsules—840 capsules—42 weeks. "Angus McKee, Something Free": items available to listeners free—50 sec. capsules—260 capsules—26 weeks. Price is average \$10 per feature per week. Multi-feature package rates on request.

OTHER SPECIAL PACKAGES: "Variety Time": potpourri of comedy and service capsules, 60 to 90 sec. capsules—130 capsules—26 weeks. Price, \$10 per week.

Dominion Broadcasting Co.

12 Shuter St., Toronto, Ont., Can.

PROGRAMS AND TALK VIGNETTES: "Heroes of Hockey": 160 1-minute biographical quizzes on hockey stars of past and present. "Skipper Tips": 160 1-minute boating talks devoted to Canadian Marine Law. "Watchword": 160 5-minute exposes of rackets perpetrated on unsuspecting housewives—integrated commercials. "No Place Like Home": unlimited number of 15-minute programs of semi-religious music and inspirational readings—integrated commercials (LP's available). Price for the above based on coverage and rate card.

OTHER SPECIAL PACKAGES: "It's Santa Claus": 26 10-minute dramatized programs produced on the theme of the traditional Christmas legend, with provisions for integrated commercial. Price based on coverage and rate card.

Joe Feagins Productions

104 East 30th St., New York 16, N. Y.

MUSICAL PRODUCTION AIDS: Creator and producer of radio-TV live-tape programs, documentary and transcribed features; commercials, background music, copy, complete recording and production facilities and creative staff; special music for radio, TV and movies, musical jingles.

Jimmie Fidler in Hollywood, Inc.

P. O. Box 650, North Hollywood, Calif.

PROGRAM AND TALK VIGNETTES: Daily quarter-hour Hollywood news and daily one-minute news flashes (10 a day). Taped. The Fidler organization offers bonuses (AMPEX, MACARTA, CONCERTONE) to stations that sign two-year film contracts. Total cost of Fidler services plus bonus tape recorder is approximately the same as cost of recorder alone, bought retail. Fidler now syndicated to 296 radio stations in the United States, Canada and other English-speaking areas. Price basis: Minimum \$11 per week, based on population covered.

Charles Fuller Productions

3015 Granada St., Tampa 9, Fla.

PROGRAMS: Musical and entertainment programs 15 to 30 minutes.

Fireside Productions

10 Wildwood Lane, Roslyn Heights, N. Y.

PROGRAMS AND TALK VIGNETTES: "The Handy Man": 154 vignettes featuring Jack Creamer. Helpful and unusual tips for the homemaker presented in a light, breezy style. Price is \$165 up to \$1,000 for one year's use. Price based on market rank of city in which station is located.

OTHER SPECIAL PACKAGES: "Adventure Into Fear": 52 programs—off beat, scary, mysterious. "Shadow of Fate": 52 programs—esp, supernatural "Twilight Zone" type. Prices based on market ranking by population.

GBA Productions, Gallucci Brothers & Associates

3129 Hewitt Ave., Louisville 20, Ky.

MUSICAL PRODUCTION AIDS: America's largest radio special feature sales organization. Now in our 18th consecutive year.

PROGRAMS AND TALK VIGNETTES: "Save a Life Crusade": Series on home-farm highway safety. "Going Forward With Community." Price: open.

Connie B. Gay Broadcasting Corp.

Friendship Station, Washington 16, D. C.

PROGRAMS: Country music radio and TV productions.

Harry S. Goodman Productions, Inc.

19 E. 53rd St., New York 22, N. Y.

PROGRAMS: Transcribed radio programs from 1 minute to 1 hour.

Ed Graham Productions, Inc.

516 5th Ave., New York 36, N. Y.

PROGRAMS AND TALK VIGNETTES: Our firm is a radio-TV firm. We do both live and animated commercials, plus entertainment films.

Guido Evangelistic Association, Inc.

Metter, Georgia, 30439

PROGRAMS AND VIGNETTES: "The Sower": The Gospel Broadcast that's different and refreshing; inspirational studies on books of the Bible; 14:30 minutes; the talks average from 5 to 6 minutes, the rest of the time is the best of recorded religious music; tapes are produced and duplicated on Ampex recorders, model 351; "The Sower" is provided without cost, furnishing the stations with an interdenominational broadcast; no plea is made for money and nothing is sold; there is no high pressure. "The Sower" is a network quality program consisting of an impressive introduction: two choice hymns, 6-minute meditation and climactic close; the music is recorded.

Hardman Associates, Inc.

213 Smithfield St., Pittsburgh, Pa., 15222

MUSICAL PRODUCTION AIDS: Producer of commercial jingles. Will tailor-make station musical aids to order. Price basis is negotiable. No barter available.

(Continued on page 50)

“who,
what,
when,
why,
where,
how?”

The answers to any or all of these questions about Mark Century's newest programming service is Festival Radio, a programming pageant.

Festival Radio contains entertainment, drama, music (both production and commercial), sports, contests, commercials, and comedy. And each Festival segment is a complete unit that plays and pays for itself in entertainment and sponsorship. And much, much more.

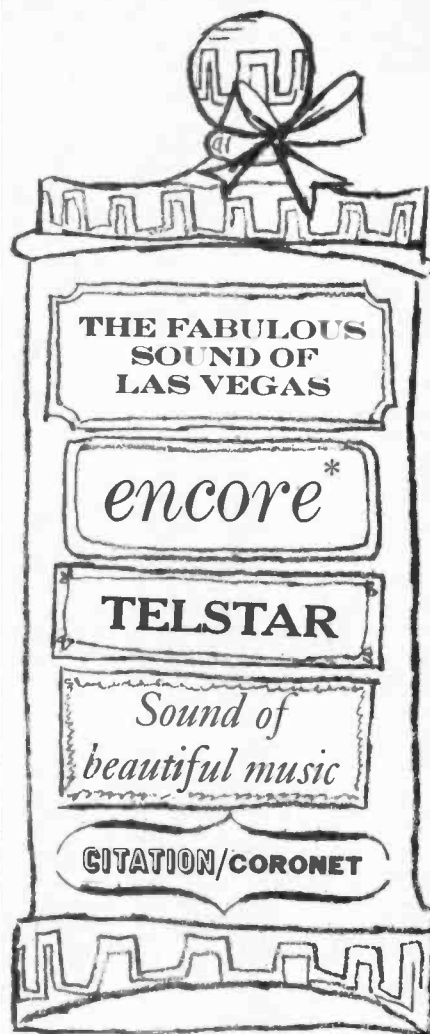
Any one of these segments can be joined to another, to put together a show of virtually any desired length. Right now, it's Festival time...for your station.

Festival
RADIO



156 leading stations in the U.S.A., Canada and Australia have found that "RADIO A LA CARTE" increases audiences and adds sponsors so rapidly that it pays for its total cost in the first few months. A rather tasty combination.

*Radio
à la Carte*



* The newest idea in Station ID's

Potpourri Programming is a sensational selection of:

1. station signature packages
2. special music
3. commercials to order

Temporarily tailored to meet the most temperamental tastes and neediest needs of all broadcasters.

**POTPOURRI
PROGRAMING
AIDS**

Ask Milt Herson, Marv Kempner, Herb Berman, Fred Winton, Ellis Agee or Frank Beck about any or all of these full color radio spectaculars at the

MARK CENTURY CORPORATION

suite 918-A at the Conrad-Hilton.

Mark Century Corporation 6 W. 57th St. New York 19, N.Y. CI 5-3741

PROGRAMS AND TALK VIGNETTES: "Laffarama": humorous drop-ins and "character" bits for personality deejay shows; gag commercials, gag documentaries, vignettes, etc.; all routine up to one minute in length; 26-week contract—208 bits. "The Other Side of the World of Sports": little known, inside sports stories by Nick Perry, well-known sportscaster; 3 minutes for one 60", five days a week. "Marilyn Ferguson's Journal": a woman's program, interviews, household hints, books, recipes—all the world of women; 11 minutes, opening for 3-60's, with opening and closing 30's, five days a week. "Have You Ever Wondered": informative featurette, answering 10,000 "why do we..." questions; 3 minutes, opening for one 60", five days a week. "Money Talks": featurette by and about the world of coin collectors, interesting to all; 3 minutes, opening for one 60", five days a week. "Lucky Girl": far-out bit for late-night programming to the hippies; 3 minutes, planned for 2 or 3 exposures a week. Price basis is on market size for all above.

OTHER SPECIAL PACKAGES: One liners, humorous public service spots, tailor-made record intros, station or deejay promos and ID's.

"The Hour of the Crucified"

Radio Program

1089 Elm St., West Springfield, Mass.

PROGRAMS AND TALK VIGNETTES: Half hour taped religious program. Combination of music (all professionally recorded by our own staff of finest choral groups in the United States, Canada and Europe). Weekly production, gratis to stations willing to air program.

Ideas Ink

P. O. Box 53332, New Orleans, La.

PROGRAMS AND TALK VIGNETTES: Recorded humorous promotion material for disk jockey and/or station, grouped in series according to style and type (individually the promos run approximately 20 to 30 seconds in length, with from 25 to 50 in a series). Ten series available. Price is by series and market size.

OTHER SPECIAL PACKAGES: "Why Not Be Funny": Joke service—short bits of humor written exclusively for use on radio. Available on a subscription basis. Mailed weekly. Price pro rated according to market size.

Inter-Continental Broadcast Media

236 W. 55th St., New York 19, N. Y.

MUSICAL PRODUCTION AIDS: "Custom Created Singing Commercials for Broadcast Clients." "Custom Created Animation plus singing commercial for TV." "Custom Created Station Breaks." "Young Ideas": broad package—general and formula—basic theme—68 units plus full-length instrumental and song of the city. "Tiger Radio": automated package—Top 40—includes complete automated time and temperature spots—1,111 units. "Wow": male octet package, good, strong, virile package for "middle of the road" programming—nine vocals, 11 instrumentals. "Wew": male 10-voice choir, a capella (good music)—10 units. Price for the above listed is from \$800 to \$12,000, depending on package and market size. No barter available.

PROGRAMS AND TALK VIGNETTES: "Car Care," "Sports Special," "Great Outdoors," "Camera Club," "Health Hints," "Do-It-Yourself," "Kitchen Korner." All programettes have musical intros and close, plus center slot for local commercial or public service message. Promotional posters available for each series. Each series lasts one minute and there are 130 of each series available. The price ranges from \$250 to \$350 per series depending on market size.

International Good Music, Inc.

1610 Home Road, P. O. Box 943, Bellingham, Wash.

PRODUCTS: "IGM Simplimation" (automation equipment); "Heritage" programming; "Premier" programming; "Sovereign" programming.

Riley Jackson Productions

932 N. La Brea Ave., Hollywood 38, Calif.

MUSICAL PRODUCTION AIDS: Custom jingles created and produced on request.

Jewell Radio and Television Productions

612 N. Michigan Ave., Chicago 11, Ill.

PROGRAMMING & JINGLES: Produce commercial tunes, spots and jingles, transcribed programs and series; writing, directing, musical arrangements, casting, etc.

Jingle Fabrications, Inc.

422 A Broadway, Nashville, Tenn.

MUSICAL PRODUCTION AIDS: "Station Promo Economy Jingle Package": cross between "Top 40" and

General categories; 15 specific jingles (news, sports, etc.) and 15 general music news jingles. "My Hometown" jingle extra at double rate; 7" tape or 33 1/3 sample available. Price: 25 per cent with order; 25 per cent, 30 days (approx. completion time); 25 per cent next 30 days; 25 per cent next 30 days (total 90-day period). No barter available.

Kay-Tee Productions, Inc.

5035 Brookfield Lane, Clarence, N. Y.

PROGRAMS AND TALK VIGNETTES: "Don Carter's Bowling Tips": 130 one-minute tips on bowling. "Mystery Moment": 156 dramatized mysteries, one minute long. (Note: solutions are cued paused so that commercials can be inserted). Price on inquiry.

OTHER SPECIAL PACKAGES: "Money Makers": a capsule library containing Production Aids: off-beat one-liner comments by character-type voice and electronic sound effects. Plus vignettes: "Thought for the Day," "Fascinating Facts" about 800 cuts total. Price on inquiry.

Stacy Keach Productions

12240 Ventura Blvd., Studio City, Calif.

MUSICAL PRODUCTION AIDS: Jingles and humorous singing commercials.

PROGRAMS AND TALK VIGNETTES: "The Living Constitution of the United States": 39:10 record. "Your Living Bill of Rights as interpreted by the U. S. Supreme Court": 42-minute record. "Speed Reading Made Easy": 30-minute record. Prices: \$5.95 each.

Klein/Barzman

706 N. La Cienga Blvd., Los Angeles 69, Calif.

MUSICAL PRODUCTION AIDS: Jingles are included in our radio-TV promotion and advertising services. We create and produce, on commission, all-media campaigns for individual radio and TV stations, groups and networks. This is not a syndicated service, but rather custom creation and production of radio and TV on-air material, print, billboards, trade advertising, direct mail, etc. No price list available. Individual negotiation.

William L. Klein Productions

301 E. Erie St., Chicago 11, Ill.

SERVICES: Musical jingles, spot announcements, custom transcribed programs, complete creative and production services.

Lang-Worth Feature Programs, Inc.

Hempstead, L. I., N. Y.

MUSICAL PRODUCTION AIDS: Instant production spots for you and your advertiser. Build production spot fast in keeping with the immediacy of radio! Produce quality spots for that phoned-in order that starts "this afternoon." Complete sales promotion for "downtown," shopping centers and other retail operations. Station image packages that may include custom work for any music format. A monthly calendar-keyed sales meeting plan of new productions and selling ideas to spark your personnel to higher levels of effectiveness.

Magne-Tronics, Inc.

850 Third Ave., New York 22, N. Y.

SERVICES: Background music for FM Multiplex.

Mark Century Corp.

6 W. 57th St., New York 19, N. Y.

MUSICAL PRODUCTION AIDS: "Radio a la Carte": general pkg. for all formats. "Citation": general. "Telstar": general. "Sound of Beautiful Music": good music format. "Coronet": general. "Wamo": top 40. Price basis according to market and size. No barter available.

OTHER SPECIAL PACKAGES: "Sound of Las Vegas": new production package. Price basis according to size and market.

Mars Broadcasting, Inc.

575 Hope St., Stamford, Conn.

PROGRAMS: "Dick Clark Radio Show" (2 hours daily); "May I Quote You," Hy Gardner-one minute audio quotes from celebrities; "Today's Saint," daily 3 to 5-minute narratives on Christianity's greatest men and women. Currently producing all new dramatic "soap operas" for radio.

MUSICAL PRODUCTION AIDS: "Demand Radio"—complete 24-hour-per-day station format including new production material constantly. All programming supplied except time, temperature and news.

OTHER SPECIAL PACKAGES: "Funtests," 10 humorous contests per month based on pop music. "Startests," 15 contests by record performers. "Scrambled Sing Alongs," 10 scrambled songs—each a contest. "Promotion of the Month," complete customized contest series, major station promotion on tape. "Newstests," contest series, new each month based on people in the news delivered custom-produced on tape. Series uses actuality news recordings.

Charles Michelson, Inc.

45 W. 45th St., New York 36, N. Y.

PROGRAMS AND TALK VIGNETTES: "The Shadow": Lamont Cranston and Margo Lane; 52 tapes available. "The Clock": whodunit show, live and transcribed on ABC network; 52 ET's available. "The Lives of Harry Lime": series based on the "Third Man" movie stars Orson Wells as Harry Lime; 52 ET's available. "Sherlock Holmes": stars Sir John Gielgud as Sherlock Holmes and Sir Ralph Richardson as Dr. Watson; 15 tapes available. "The Sealed Book": human interest series formerly on MBS; 26 tapes available. "The Avenger": "Crime Doesn't Pay" series; 26 ET's available. "Famous Jury Trials": dramatized from court files of the world; 52 tapes and ET's available. "Dangerous Assignment": adventure series with different foreign locale each week; 52 ET's available. "Stand By for Crime": drama of radio station news editor who follows up crime stories in the news; 52 ET's available. "Medical File": true medical case histories dramatized from famous and puzzling incidents; 52 tapes and ET's available. "The Hidden Truth": stories taken from the files of Leonard Keeler, inventor of the lie detector; 52 ET's available. "Night Beat": stories dealing with a newspaper crime reporter and his uncanny ability to solve perplexing crimes singlehandedly; 52 ET's available. "Verdict": stories taken from court files, similar to today's courtroom dramas on TV; 52 ET's available. All the above listed programs run for 30:00 and their cost is quoted upon request.

M-J Productions

2899 Templeton Rd., Columbus 9, Ohio

MUSICAL PRODUCTION AIDS: Musical commercials produced on special order. Radio Spots produced on special order. Prices quoted on request. No barter available.

PROGRAMS AND TALK VIGNETTES: "The Two of US": 30 (ready) 3-minute 20-second programs. More in production. Features Betty-Jo and Bob with primary appeal to homemaker. No recipes. Can be scheduled as separate program or within a larger program. The price is quoted upon request.

THE SPECIAL PACKAGES: "Holiday Magic" (Christmas Program), features Betty-Jo and Bob with legends, customs and music of the season. The length: 10 minutes. Music available: minimum 14, maximum 16. The price is quoted upon request.

M.L.H. Enterprises

P. O. Box 99, Amboy, Ill.

PROGRAMS: Taped country and sacred music shows.

M.L.H. Enterprises, Inc.

P. O. Box 35, Topeka, Kan.

PROGRAM AND TALK VIGNETTES: "Country Music Scene": takes listeners behind scenes of c.&w. and is based on our syndicated newspaper column; 15 minutes per show with unlimited number available. Free to all stations; one station per market.

OTHER SPECIAL PACKAGES: "Country Corner": c.&w. in general, discussion, releases and special guests; 30 minutes, unlimited in number. "Abide With Me": sacred music; 30 minutes with unlimited number available. Prices given upon request.

The National Council, Episcopal Church Center

815 Second Ave., New York 17, N. Y.

PROGRAMS FOR RADIO: "The Search": an award-winning dramatic series hosted by Robert Young and featuring leading entertainment stars—a series of 52 15-minute programs (on tape). "Viewpoint": 52 15-minute revealing interviews with outstanding figures in various fields, moderated by The Rev. Dana F. Kennedy (on tape). "The Finders": 13 15-minute informal chats by Canon Green with people of varied social and racial backgrounds regarding their spiritual struggle (on tape). "Canterbury Hour": 52 15-minute devotional programs featuring outstanding sermons of leading clergy and the superior choral arrangements of the Church Radio Choir (on tape). This program is designed for use on a specific Sunday, according to the church calendar. "Trinity Series": 52 30-minute devotional programs similar to the "Canterbury Hour" (on tape). This program is designed for use on a specific Sunday, according to the church calendar. "The Good Life": 52 15-minute interviews moderated by Jane Martin which examines issues of the day as they affect woman and the family (on tape). "One More Step": 13 15-minute dramatic problems probing a wide range of social problems (on tape), hosted by Raymond Massey. "In Our Day": 30 5-minute interviews featuring leading personalities in frank discussion of problems of the day (set of 5 disks). "Sermons by Priests": eight 3- to 5-minute sermons on Meaning of Life, Fear of Death, How to Pray, Frustration, Envy, The Church, Agnosticism, Fear (on disks). "Music of the Church": hymns for all seasons of the church year, sung by Trinity Church radio choir (set of 3 disks). "A Thought for Today": 26 1-minute thought-provoking meditations featuring leading clergy (on disk). "Moments of Inspiration": 26 1-minute devotional spots featuring Bill Shipley (on disk). "A Faith to Live By": 22 inspirational spot

announcements featuring Bill Shipley (on disk). Special programs are available during Christmas and Easter season.

Navin Brothers Projects

9325 Beacon St., Cleveland 5, Ohio

PROGRAMS: Syndicated radio programs featuring impersonations; promotion tapes for broadcast.

North American Radio Alliance (NANA)

76 Ninth Ave., New York, N. Y.

PROGRAMS: Radio dramas in modern-day versions. Six new series—"Pepper Young's Family," "Arch Obeler's Plays," "Big Sister," "The Fat Man," "Hollywood Talking," with Army Archard, and "Dear Dorothy Dix."

Harry O'Connor Associates, Inc.

211 N. Ervay Building, Suite 1120, Dallas 1, Tex.

MUSICAL PRODUCTION AIDS: "The Sound of the City": custom station identification community promotion material, written and recorded for each station individually. Identification concept is use of thematic musical figure keyed to call letters of station. Written and directed by the Johnny Mann Singers. "Hootenanny": station promotion jingles. Price for the above listed: determined by amount of material produced. No barter available.

PROGRAMS AND TALK VIGNETTES: "The Bob and Ray Comedy Library": 300 to 800 vignettes, average length 3 minutes each. "The Mel Blanc Comedy Library": 1,500 or more comedy bits, ranging from one-liners to 30-second situations, monthly service of new material to each station. "Personality Showtime": major name artists emceed one-hour disk jockey shows. Prices for the above listed: based on market size, extent of service.

Orben Publications

3536 Daniel Crescent, Baldwin Harbor, N. Y.

PROGRAMS AND TALK VIGNETTES: Orben's "Current Comedy": a monthly topical comedy service featuring a section called "Deejay Laughs" each issue. Comment on hit records, recording personalities, etc. Price: 1 year (domestic and Canada), \$25; 1 year (domestic and Canada airmail), \$27; 1 year (foreign 1st class), \$27; 1 year (Europe airmail), \$33; 1 year (Africa, Asia and Pacific area airmail), \$36. "Orben Comedy Series": 38 books of professional comedy material used by some 1,000 de-

neys throughout United States, Canada, Australia and other English-speaking countries. Price on per book basis.

Ben Palien Promotions

71 Elm St., Wendel, Pa.

PROGRAMS: Country-western and polka tapes.

PAMS Productions

4141 Office Parkway, Central Park Palace, Dallas 4, Tex.

MUSICAL PRODUCTION AIDS—Recorded radio production jingles for all size stations. Numerous and varied packages available. Specializing in custom-tailored radio-TV promotions and productions.

Pepper Sound Studios, Inc.

2076 Union Ave., Memphis 4, Tenn.

MUSICAL PRODUCTION AIDS: "Top Popper": two versions available, white or colored; "CSS ID's": short identifications for all stations; "M Series": all stations; "Town & Country and Country & Western": sing along; "B Series": all stations; "N Series": tune teasers, all stations; "K Series": all stations; "G Series": two packages available, white or colored; "O Series": all stations; "Big Image": all stations; "C Series": TV stations; "Wonderful Music": album stations; "Action Radio": all stations; "Variety Fair": all stations; "Hootenanny": "top 40"; "Gentle Sound": album stations.

PRICE BASIS: depending on size of market; barter available.

OTHER SPECIAL PACKAGES: "Creative Sales Service": library package for all stations; "Image 10 Package": commercial images for all stations. Price: depending on size of market; barter available.

Programatic Broadcasting Service

229 Park Ave. South, New York 3, N. Y.

MUSICAL PRODUCTION AIDS: Associated Program Service (APS): moods, snappers, bridges, weather spots, lead-ins, fanfares, modulations. About 600 cuts. Price basis on size of market. No barter available.

PROGRAMS AND TALK VIGNETTES: Ovation Music Service: 18 reels, each 8 hours in length, available with automated equipment, supplied under contract every 36 days. Price basis on size of market.

SERVICES: Automated programming (including equipment rental).

Radio and TV Roundup Productions

111 Maplewood Ave., Maplewood, N. J.

PROGRAMS AND TALK VIGNETTES: "Inside Fashion," "Radio USA," "Science & News 1963," "Farm Digest," "Medical Press Conference," "Around the World," and "And in Our Day." These are 5-minute-and-under series. The programs are supplied gratis to stations courtesy of our clients. All programs and features comply with FCC regulations and can be broadcast as public service or inserted into commercial program. Programs and features are serviced on weekly, biweekly or monthly basis to "Top 40," "good music," general and Negro market stations.

OTHER SPECIAL PACKAGES: We also service features on "Safe Driving," "Safe Boating" and "Fire Prevention." We also from time to time supply 5 to 15-minute interviews with recording artists, pop, rock n' roll, and country and western and jazz. At present we service 600 radio stations in the U. S. A., Puerto Rico, Virgin Islands, Canada, Mexico with programs and features. There is no charge to stations. We do have openings for clients who are interested in national coverage on the basis of good will public relations via radio programming.

There are two free 15-minute TV productions currently, available in color. "Birth of a Swimming Pool," with Buster Crabbe, and "Small Boats Are Safe," produced in co-operation with the U. S. Coast Guard Auxiliary. These are free to interested TV stations that colorcast.

RadiOzark Enterprises

Radio-TV Building, Springfield, Mo.

PROGRAMS AND TALK VIGNETTES: "Tennessee Ernie Ford Show" (260 quarter hours) and "Red Foley Show" (156 quarter hours): musical variety. "Strangest of All" (260 5-minute shows): presentation of stories from the "Storehouse of the Incredible" of author Frank Edwards, the odd, the unusual, the unexplainable. The three above programs' prices quoted on request.

Rai Corporation Italian, Radio TV System

717 Fifth Ave., New York 22, N. Y.

SERVICES: Italian radio tape recordings of classical music and opera.

(Continued on page 52)



There is absolutely *nothing* elementary about Billboard!

Concise and fast reading . . . yes! But expansive in its coverage . . . complete in its statistics . . . colorful in its presentation . . . and utterly unmatched in its integrity of reporting.

Get all the news of your industry . . . internationally. Get it fast. Get it often.

Get Billboard

Subscribe Now

BILLBOARD, 2160 Patterson St., Cincinnati, Ohio 45214

NAB

Please enter my subscription to BILLBOARD for

1 Year \$15 2 Years \$25 3 Years \$35 New Renew
 Payment Enclosed 2 EXTRA issues for cash Bill Me.

Above rates are for Continental U.S. & Canada only.

Overseas rates on request.

Company _____

Name _____ Title _____

Address _____

City _____ State & Zip _____

Type of business _____

Anybody Know How the Records Get There?

Billboard
The International Music-Record Newsweekly

See Best Yuletide Sales Ever

Stars Shine at H'wood Bows

Trade to Fete Danny Engel

Air Public Service Goal

CROSBY KENTON WILSON

● Continued from page 51

Record Source, International

165 W. 46th St., New York 36, N. Y.

SERVICES: Provide singles (weekly) and LP albums (monthly), on a subscription basis, to radio stations.

Bob Reichenbach Co.

44 Brannan St., San Francisco, Calif.

PROGRAMS AND TALK VIGNETTES: "Accent: West": 3-minute (approx.) interviews with personalities in entertainment, sports and musical world; also people with unusual occupations (unlimited); 25 to 50 per cent of actual time cost. "Belli on Blackstone": 3 1/2-minute stories derived from amusing and unusual legal actions; some current, some historical, narrated by "plaintiff lawyer" par excellence, Mr. Mel Belli; (65 now available; all new); 25 to 50 per cent of actual time cost. "Along the Trail with 'Pappy' Cheshire": 3 1/2-minute stories of the Old West, tellingly narrated by a master yarn-spinner, "Pappy" Cheshire, truly the "grand old man of radio" (130 episodes); 25 to 50 per cent of actual time cost. "Stand By for Crime": 30-minute mystery-adventure dramatizations by Richard Hill Wilkinson, prolific author of motion picture, TV and radio scripts of top suspense and vivid action (52 available); 25 to 50 per cent of actual time cost. (Please note that quality of interview of the above series "Accent: West" is unusually high; includes such seldom-interviewed personalities as Mort Sahl, Duke Ellington, Phyllis Diller, Jonathan Winter with all original material.

Resort Radio Productions

7 S. Cambridge Ave., Atlantic City, N. J.

PROGRAMS AND TALK VIGNETTES: Spot coverage of new events, convention coverage, celebrity interviews, human interest features, coverage of the 1964 Democratic National Convention, coverage of the Miss America pageant. These are tailor-made programs. Most features are two minutes in length. However, we are equipped to produce all types of programs. The price is \$5 per two-minute broadcast. \$10 up to 15 minutes.

OTHER SPECIAL PACKAGES: Radio and TV film commercials, convention coverage, speeches by important dignitaries.

Sacred Heart Program, Inc.

3900 Westminster Place, St. Louis 8, Mo.

PROGRAMS: 5 15:00 religious devotional; 30:00 per week, 52 weeks per year. 1:15 religious devotional in Spanish, 52 weeks per year.

Sande & Greene, Inc.

1775 N. Vine St., Hollywood 28, Calif.

SERVICES: Musical creative and product consultant. Transcribed radio programs, recorded radio commercials, jingle producer.

Alan Sands Productions

565 5th Ave., New York 17, N. Y.

PROGRAMS AND TALK VIGNETTES: "Your Child and You": 260 programs on child care. Length: 45 seconds. "Your Guide to Good Health": 390 programs on health, narrated by medical doctor. Length: 45 seconds. "Marriage, Before and After": 275 programs on marital and pre-marital problems. Length: one minute. "Boating Tips": 260 programs on all phases of boating. Length: 45 seconds. Price for the above depends on market size.

Sesac, Inc.

The Coliseum Tower, 10 Columbus Circle, New York, 10019

MUSICAL PRODUCTION AIDS: "Drummers": big sound musical sales and production aids; station promos, themes, sales starters, time, weather, fan-fares, news and sports intros; 433 cuts available. "Country and Western Drummers": production aids, themes and sales starters including station promotions, commercials, weather, times, themes, news and sports intros, featuring Bill Anderson, Roy Drusky, Flatt and Scruggs, Darrell McCall, the Willis Brothers, the Statesmen; 124 cuts available.

PROGRAMS AND TALK VIGNETTES: "Sounds of Christmas": 13 5-minute script shows highlighting interesting and entertaining stories about the Sounds of Christmas, traditional Christmas music performed by the Anita Kerr Singers, the William Dawson Chorale, Don Janse Chorale, the Trinity Choir of St. Paul's Chapel and a special "Just a Minute" album of Christmas music by Elliot Lawrence and His Orchestra. Price: \$19.95 outright sale.

OTHER SPECIAL PACKAGES: "Just a Minute": 160 60-second show stoppers; production and programming need; familiar standard and new originals; price: \$19.95 outright sale. "The Jazz Set": 10 LP albums from Bourbon Street to bossa nova;

price: \$19.95 outright sale. "Mood Magic": 10 Sesac recording LP albums of mood music; price: \$19.95 outright sale. "A Gospel Sing": 10 Sesac recordings LP album of gospel music including one album of gospel and country "Drummers" performed by the Statesmen and the Blackwood Brothers; price: \$39.95 outright sale. "Instant Sports Music": 5 superbly produced LP albums of band music, ideally suited for programming during the sports seasons and on countless occasions throughout the year, plus a special "Just a Minute" album of 60-second football show-stoppers by Warren Covington and His Marching Band; price: \$9.95 outright sale.

Show-Biz Comedy Service

65 Parkway Court, Brooklyn, N. Y., 11235

PROGRAMS AND TALK VIGNETTES: Talk comedy available from single gags to comedy interviews, bits, satirical quickies, commercials, etc. Range from 1/2-minute to 8-minute packages. Material available in "stock" or written to order. Price dependent on what is desired. Ranges from \$1 to \$250.

OTHER SPECIAL PACKAGES: Books, gagfiles, sound effect bits, programming aids. Twenty-five assorted stock files. Price from \$3 to \$15.

Sigmund Spaeth

400 E. 58th St., New York 22, N. Y.

PROGRAMS: Personal comments on music, illustrated at piano.

Tele-Sound Productions, Inc.

422 Washington Building, Washington 5, D. C.

MUSICAL PRODUCTION AIDS: "Top Dog": service for "Top 40" stations. "Celebrity Weathercasts": 400 general cuts. "FM Quality": sound effects, 400 general cuts. "Custom Jingles": general at \$250. "Station ID Series": all type at \$400 and up. "Transcription Library": \$180. "General Weather Intros": general. Prices depend on market size; all prices published in catalog. Barter available for Top 50 markets only.

PROGRAMS AND TALK VIGNETTES: "15 Seconds of Fun": comedy series, 130 cuts. "Gimmick Voices": comedy, 400 cuts. "Million Disk Hit Intros": 60 vignettes.

OTHER SPECIAL PACKAGES: "Sales-Closer": service, radio sales aids, production aids, drop-in commercial jingles; 100 cuts.

(Continued on page 70)



(Joe Grace—Akron Beacon Journal)

**IF IT EVER COMES TO PASS
YOU'LL READ ABOUT IT FIRST**

in

Billboard

Billboard

Keep Informed—This Week, Every Week

The Convenient Way

SUBSCRIBE NOW

Mail Sub Order Today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio, 45214
Please enter my subscription to BILLBOARD for

- 1 YEAR \$15 3 YEARS \$35 New Renew
- Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for Continental U. S. and Canada.
Overseas rates on request. 783

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____ Title _____

music to your ears...

THE SESAC RECORDINGS PROGRAM SERVICE

Continually Meeting the Needs of the Broadcasting Industry

with...

"DRUMMERS"®

SESAC® RECORDINGS

"REPERTORY RECORDINGS"

Broadcasting's newest big sound musical programming and sales aids, station promos, themes, sales starters, fanfares, time, weather, news and sports intros. Offered in pop and C & W form.

Modern hi-fi Lp albums produced for the broadcaster featuring top artists from every major record label, performing new songs and standards from all categories of music.

A gratis 45-rpm album service provided by SESAC to the broadcasting industry showcasing SESAC RECORDINGS. These 45-rpm albums have been widely acclaimed by broadcasters everywhere as outstanding program material.

LOW-COST PROGRAM PACKAGES

- THE JAZZ SET
- SONGS OF DEVOTION
- MOOD ROMANTIC
- INSTANT SPORTS MUSIC
- "JUST A MINUTE!"®
- THE BIG BANDS
- A COUNTRY MUSIC SPECTACULAR



Write for your copy of this new brochure. A complete catalog of the available SESAC RECORDINGS albums including a "DRUMMERS"® breakdown and a Low-Cost Program Package listing.

SESAC INC.

NEW YORK: 10 COLUMBUS CIRCLE • NEW YORK, NEW YORK, 10019 • PHONE: 212 JU 6-3450
NASHVILLE: 806 16TH AVENUE, SOUTH • NASHVILLE, TENNESSEE • PHONE 615 254-5703

Producers of MUSICAL COMMERCIALS

ACADAMY FILM PRODUCTIONS

123 W. Chestnut Street
Chicago 10, Ill.

ACOUSTIC EQUIPMENT CO.

1279 Spring Street, N.W.
Atlanta 9, Ga.

AD-STAFF, INC.

9122 Sunset Boulevard
Hollywood 46, Calif.

ADVER/SONIC PRODUCTIONS, INC.

22 E. Huron Street
Chicago 11, Ill.

ADVERTISERS MUSIC, INC.

54 W. Randolph Street
Chicago 1, Ill.

ADVER-TUNES

7720 Sunset Boulevard
Los Angeles 46, Calif.

ALCOVE PRODUCTIONS

3966 Alcove
Studio City, Calif.

ALLEN & BARRETT

1 Knoll Terrace
West Caldwell, N. J.

VICTOR ALLER

502 No. Plymouth Boulevard
Los Angeles 4, Calif.

AMERICAN TELEVISION ENTERPRISES

7324 Santa Monica Blvd.
Los Angeles 46, Calif.

JACK ANDERSON PRODUCTIONS

1701 North 74th Street
Omaha, Neb.

ARGAP PRODUCTIONS

1270 Sixth Avenue, Rm. 2116
New York, N. Y.

ARRIGHT ADVERTISING CO., INC.

65 East 55th Street
New York, N. Y.

ASSOCIATED RECORDING STUDIOS

723 7th Avenue
New York, N. Y.

ATKINS-GILBERT, INC.

520 Taft Bldg.
Hollywood 28, Calif.

FRANK ATLASS PRODUCTIONS, INC.

215 E. Chestnut Street
Chicago 11, Ill.

AVALON PRODUCTIONS, INC.

485 Madison Avenue
New York, N. Y.

EARL R. BACKUS PRODUCERS

8836 Mason Avenue
Morton Grove, Ill.

BALD EAGLE PRODUCTIONS, INC.

318 W. 48th Street
New York, N. Y.

BASCH RADIO & TV PRODUCTIONS

17 E. 45th Street
New York, N. Y.

CHUCK BLORE CREATIVE SERVICES

10439 Valley Spring Lane
North Hollywood, Calif.

BENJAMIN BARRETT

5041 Nolline Avenue
Encino, Calif.

BATON ALDRED ROGERS BROADCASTING

29 Melinda Street
Toronto, Agincourt, Ont.

BECKMAN-KOBLITZ

915 North La Cienega Boulevard
Los Angeles 46, Calif.

MARTIN J. BERMAN

16755 Septo Street
Granada Hills, Calif.

BIEVER & STEIN PRODUCTIONS

550 5th Avenue
New York, N. Y.

DICK BOYELL PRODUCTIONS

633 Florence
Evanston, Ill.

BRADLEY FILM & RECORDING STUDIOS

804 16th Avenue S.
Nashville, Tenn.

BRANDON BANDO

22 E. Huron Street
Chicago 11, Ill.

CARL E. BRANDT

11758 Blix Street
North Hollywood, Calif.

LOU BRASSE ORCHESTRAS &

ENTERTAINMENT
203 North Wabash Avenue
Chicago 1, Ill.

BRESKAN PRODUCTIONS, INC.

200 W. 57th Street
New York, N. Y.

JERRY BRESLER MUSIC

487 May Lane
East Meadow, N. Y.

BRISTON FILMS, LTD.

1490 Sherbrooke Street W.
Montreal, Que.

BROADCAST ENTERPRISES, INC.

807 North Charles St.
Baltimore 1, Md.

MARC BROWN ASSOCIATES, INC.

8 East 48th Street
New York, N. Y.

JACK BUCKINGHAM

1321 Saint Charles Street
Alameda, Calif.

JOE CAIN

105 Puritan Avenue
Forest Hills 25, N. Y.

CAPCO DETERGENT CO.

Hanover, N. J.

CARIBBEAN ADVERTISING AGENCY

P. O. Box 4021
San Juan 20, Puerto Rico

CARLON MUSIC SERVICE

11758 Blix Street
North Hollywood, Calif.

COMMERCIAL MUSIC, INC.

54 W. Randolph Street
Chicago, Ill.

DAMON RECORDING STUDIOS, INC.

117 W. 14th Street
Kansas City, Mont.

DAVID CARROLL PRODUCTIONS

319 E. Briarwood Lane
Palatine, Ill.

JIMMY CARROLL, INC.

210 W. 55th Street
New York, N. Y.

C/HEAR SERVICES, INC.

210 E. 47th Street
New York, N. Y.

COLEMAN-PARR, INC.

6399 Wilshire
Los Angeles 48, Calif.

COMMERCIAL RECORDING CORPORATION

3104 Maple Avenue
Dallas, Tex.

CORONADO PRODUCTIONS, INC.

342 Madison Avenue, Suite 924
New York, N. Y.

CRAIG & REID, INC.

1717 No. Highland
Hollywood 28, Calif.

CREATIVE MUSIC PRODUCTIONS

183B Parker Lane
Minneapolis 26, Minn.

CREST RECORDING STUDIO

330 South Scott Street
Tucson, Ariz.

CUMMINGS PRODUCTIONS, INC.

35 West 53d Street
New York, N. Y.

HOYT S. CURTIN

10641 Butterfield Road
Los Angeles 64, Calif.

DAK TRANSCRIPTION & TELEVISION

4825 Willow Crest Avenue
North Hollywood, Calif.

D'ARCY VERDON PRODUCTIONS, INC.

1434 St. Catherine Street
Montreal, Que.

DARLAN, INC.

136 W. 46th Street
New York, N. Y.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 E. 54th Street
New York, N. Y.

VINCE DEGEN TELEVISION &

RADIO SPOTS
1601 N. Gower
Hollywood, Calif.

WADE F. BENNING, JR.

1 Hillside Avenue
Port Washington, N. Y.

DENNY ENTERPRISES

1824 E. 18th St.
New York, N. Y.

JACK RENOVE PRODUCTIONS

6611 Santa Monica Boulevard
Hollywood 38, Calif.

DEW PRODUCTIONS, INC.

205 W. Main Street
Rochester, N. Y.

DOLPHIN PRODUCTIONS, INC.

37 W. 57th Street
New York, N. Y.

DOUBLE M MUSIC CORPORATION

1560 No. La Brea
Hollywood 28, Calif.

DOUGAL PRODUCTIONS, LTD.

460 Park Avenue
New York, N. Y.

DUBIN ADVERTISING, INC.

Bigelow Bldg.
Pittsburgh 19, Pa.

DUMAY HIRSCH & LEWIS, INC.

270 Madison Avenue
New York, N. Y.

DYNAMIC SOUND RECORDING CO.

3788 Paradise Road
Las Vegas, Nev.

EASTERN SOUND CO., LTD.

38 Yorkville Avenue
Toronto, Ont.

ELEKTRA FILM PRODUCTIONS, INC.

33 W. 46th Street
New York, N. Y.

RALPH N. ELSMO

2110 North Charles Street
Baltimore 18, Md.

FAILLACE PRODUCTIONS, INC.

59 E. 54th Street
New York, N. Y.

JACK FASCINATO

720 No. Boxbury
Beverly Hills, Calif.

FERRO-MOGUBGUD-SCHWARTZ

165 N. 46th Street
New York, N. Y.

SAM S. FIEDEL

206 W. 104th Street
New York, N. Y.

ARTIE FIELDS

9428 Woodward
Detroit 2, Mich.

SAMMY FIELDS PRODUCTIONS, INC.

50 W. 96th Street, Apt. 1E
New York, N. Y.

FIORE FILMS

128 Mallory Avenue
Jersey City, N. J.

FORMAT FILMS, INC.

4741 Laurel Canyon Blvd.
North Hollywood, Calif.

FORRELL, THOMAS & POLACK

ASSOCIATES, INC.
157 W./ 57th Street
New York, N. Y.

GENE FORRELL

175 Riverside Drive
New York, N. Y.

411 SOUND RECORDING STUDIOS, INC.

411 5th Avenue
New York, N. Y.

R. FRIML, JR.

6208 Mulholland Highway
Los Angeles 28, Calif.

I. W. FROHLICH & CO.

34 E. 51st Street
New York, N. Y.

GALAXY PRODUCERS, INC.

4111 Church Street
Skokie, Ill.

ERNE GARVEN

6704 Brittany Road
Minneapolis 24, Minn.

GLG PRODUCTIONS, INC.

729 Seventh Avenue
New York, N. Y.

GOLD STAR RECORD CO.

6252 Santa Monica
Hollywood, Calif.

CHUCK GOLDSTEIN PRODUCTIONS, INC.

730 Fifth Avenue
New York, N. Y.

GRAPHIC PICTURES, INC.

400 West Madison
Chicago 6, Ill.

GULFSTREAM RECORDING CO.

5614 Taylor Street
Hollywood, Fla.

BOB HAGGART ENTERPRISES, INC.

30 Maple Drive
Great Neck, N. Y.

HALLMARK RECORDING
81 Greenville Street
Toronto 5, Ont.

JERRY L. HANSON
1328 N. Swan Road
Tucson, Ariz.

HARMONIOUS PRODUCTIONS, INC.
1270 Avenue of Americas
New York, N. Y.

MANNY HEICKLEN
62-34 80th Street
Middle Village 79, N. Y.

MEL HENKE
20921 Waveview Drive
Topanga, Calif.

DOLPH HEWITT FARM STUDIOS
1015 Highbridge Road
Lombard, Ill.

HOLLYWOOD FILM COMMERCIALS
932 North La Brea Avenue
Hollywood 38, Calif.

JOHN S. HOLMES STUDIOS, LTD.
26 Blowers Street
Halifax, N. S.

HUGH HUDSON & ASSOC.
10906 Fruitland Drive
North Hollywood, Calif.

INLAND BROADCASTING SERVICE
171 McDermott Avenue
Winnipeg 1, Man.

THE INTERNATIONAL PRODUCTIONS, LTD.
149 Alcorn Avenue
Toronto, Ont.

INTER QUEBEC PUBLICITE, INC.
1143 Rue St-Jean
Quebec 4, Que.

IVANHOE MUSIC, INC.
415 East 52d Street
New York, N. Y.

BILL JACOB
315 W. 86th Street
New York, N. Y.

FRED JACOBS
151-27 25th Avenue
Whitestone, N. Y.

THE JAY IV COMPANY
39 Andover Road
Roslyn Heights, N. Y.

HENRY JEROME
18 Jayson Avenue
Great Neck, N. Y.

JOHNSON JINGLES
53 Greenway South
Forest Hills, N. Y.

JULLU
1316 Cedar Court Road
Glendale 7, Calif.

K & M CO.
45-10 Kissena Boulevard
Flushing, N. Y.

KAMENY ASSOCIATES, INC.
2 West 45th Street
New York, N. Y.

PAUL KAPP
50 W. 57th Street
New York, N. Y.

KAYBANK RECORDING CO.
2541 Nicollet Avenue
Minneapolis, Minn.

PAUL LAVALLE ORCHESTRAS
30 Rockefeller Plaza
New York, N. Y.

SYLVAN LEVIN
7 East 78th Street
New York, N. Y.

WILL LORIN
4 Chatsworth Avenue
Larchmont, N. Y.

CHARLES MACKENBERG
87 Cedar Lane
Berkely Heights, N. J.

MAC LAREN ADVERTISING CO., LTD.
111 Richmond Street West
Toronto, Ont.

McGREGOR-DEAVILLE
1175 Bay Street
Toronto, Ont.

MADISON AVENUE SOUNDS, INC.
603 Madison Avenue
New York, N. Y.

RICHARD MALTBY, INC.
Cold Spring Road
Syosset, N. Y.

EDDY MANSON
118-60 Metropolitan Avenue
Kew Gardens 15, N. Y.

ROSE MARC ENTERPRISES, INC.
25 Central Park West
New York, N. Y.

MARGIVIN PRODUCTIONS, INC.
205 W. 54th Street
New York, N. Y.

RAY S. MARTIN
37 Redman Oval
New Rochelle, N. Y.

RICHARD MARX
737 Ridge Avenue
Evanston, Ill.

JACK MASON
310 E. 49th Street
New York, N. Y.

MAT MATHEWS
9-86 East Amsterdam Avenue
Fairlawn, N. J.

McDONALD, ALSUP & STEWARD
Life & Casualty Tower
Nashville, Tenn.

JACK MEAKIN ENTERPRISES
3338 Waverly Drive
Hollywood 27, Calif.

JOSEPH MERMAN
330 E. 79th Street
New York, N. Y.

MARLON HERRICK
731 Greentree Road
Pacific Palisades, Calif.

MESSAGES IN MUSIC
6053 1/2 Melrose Avenue
Los Angeles, Calif.

MR. J. MARK METCALF
718 S. E. Second Street
Evansville, Ind.

ARNOLD B. MILLER
188 West Randolph Street
Chicago, Ill.

MODERN SOUND, INC.
312 W. 58th Street
New York, N. Y.

MORAN FILM COMPANY
P. O. Box 627
Phoenix, Ariz.

MORELAND-LATCHFORD PRODUCTIONS
7 Pleasant Boulevard
Toronto 7, Ont.

MOTION PICTURE SERVICE CO.
125 Hyde Street
San Francisco 2, Calif.

MUSIC MAKERS, INC.
45 W. 45 Street
New York, N. Y.

MUSIC PLUS
Box 107
Rowayton, Conn.

(Continued on page 56)

*For the third consecutive year,
the NAB has commissioned us
to write and produce
the music and lyrics
for*

National Radio Month.

We are indeed honored.

SCOTT-TEXTOR

PRODUCTIONS, INCORPORATED
333 EAST 46TH STREET
NEW YORK 17, NEW YORK
TELEPHONE: YUKON 6-3850

• Continued from page 55

MUSIC PRODUCTIONS OF AMERICA

25 W. 56th Street
New York, N. Y.

MUSIC SCORES, INC.

3445 Cahuenga Boulevard
Los Angeles 28, Calif.

MUSICAL ADVERTISING PRODUCTIONS

616 Suman Bldg.
Grand Rapids 2, Mich.

MUSICAL FEATURES, INC.

444 Madison Avenue
New York, N. Y.

MUSICAL MESSAGES

1674 Broadway, Room 807
New York, N. Y.

NATIONAL RECORDING CORPORATION

1224 Fornwood Circle N.E.
Atlanta, Ga.

NEOPHON RECORDING CORPORATION

6369 De Longpre
Hollywood 28, Calif.

NEWBERRY SOUND STUDIO CO., LTD.

1356 Eglinton Avenue West
Toronto, Ont.

NEW SOUNDS, INC.

425 W. 57th Street
New York, N. Y.

NU-SOUNDS, INC.

5400 Busson Road
St. Louis, Mo.

OMEGA PRODUCTIONS, INC.

1103 St. Matthew Street
Montreal 25, Que.

ROBERT OTTO & CO., INC.

25 West 45th Street
New York, N. Y.

DEL OWEN PRODUCTIONS

333 N. Michigan Avenue
Chicago 1, Ill.

PACIFIC PRODUCTIONS

624 24th Street
Manhattan Beach, Calif.

PAMS ADVERTISING AGENCY, INC.

3123 Knox Street
Dallas, Tex.

RAY PATIN PRODUCTIONS, INC.

6650 Sunset Boulevard
Hollywood, Calif.

PERRIN ENTERPRISES

41 Forest Road
Demarest, N. J.

WILLIE PETERSON PRODUCTIONS

6245 Morgan Avenue South
Minneapolis 23, Calif.

PHILLIPS GULKIN & ASSOCIATES, LTD.

432 Main Street
Winnipeg, Man.

PHOENIX PRODUCTIONS

4 Symmes Court
Cranberry, N. J.

PHOENIX

Box 643
Hollywood 28, Calif.

STUARD PHILLIPS

11 Riverside Drive
New York, N. Y.

PLAYHOUSE PICTURES

1401 North La Brea Avenue
Hollywood 28, Calif.

HOWARD PLUMMER

200 West 57th Street
New York, N. Y.

PREMIER FILM & RECORDING CORP.

3033 Locust Street
St. Louis 3, Mo.

PROMENADE PRODUCTIONS, INC.

6650 Sunset Boulevard
Hollywood 28, Calif.

QUARTET FILMS, INC.

5631 Hollywood Boulevard
Hollywood 28, Calif.

QUE RECORDING

6233 Hollywood Boulevard
Hollywood 28, Calif.

QUINN McKINNEY PRODUCTIONS

60 E. 67th Street
New York, N. Y.

RADIO RECORDERS

700 Santa Monica Boulevard
Hollywood 38, Calif.

RANN PRODUCTIONS, INC.

15445 Ventura Boulevard
Sherman Oaks, Calif.

RPH ASSOCIATES, INC.

222 East 46th Street
New York, N. Y.

RTS RADIO TELEVISION SPOTS

PRODUCTIONS, INC.
2 W. 46th Street
New York, N. Y.

RADIO-VIDEO PROGRAMME PRODUCERS

1440 St. Catherine St. West
Montreal, Que.

THEODORE RAPS

395 Riverside Drive, Apt. 7-B
New York, N. Y.

MAURICE RAPKIN

34 Wineva Avenue
Toronto, Ont.

RECORDINGS, INC.

1130 East Cold Springs Lane
Baltimore 12, Md.

RECORDING STUDIOS, INC.

1639 Broadway
New York, N. Y.

REX RADIO PRODUCTIONS, INC.

1201 Brentwood Boulevard
St. Louis 17, Mo.

RICHCLAD ASSOCIATES

130 E. 67th Street, Apt. 2D
New York, N. Y.

NELSON RIDDLE MUSIC PRODUCTIONS

c/o Marvin Levin
308 Bay Cities Bldg.
Santa Monica, Calif.

THOMAS M. RIZZO

44 Alder Place
Kenmore 23, N. Y.

RON-CHRIS ENTERPRISES, INC.

206 Campbell Avenue
East Haven, Conn.

MILTON ROSEN

14145 Dickens Street
Sherman Oaks, Calif.

ROBERT H. ROSS

200 E. 36th Street
New York, N. Y.

HENRY RUSSELL

8425 Melrose Avenue
Hollywood 46, Calif.

AL SAPAROFF

6249 Babcock Avenue
North Hollywood, Calif.

WILLIS H. SCHAEFER

136 E. 55th Street
New York, N. Y.

SENECA PRODUCTIONS

519 South Salina Street
Syracuse, N. Y.

SHALETT MUSIC BUREAU

317 Chattanooga Bank Bldg.
Chattanooga 2, Tenn.

SUTTON PRODUCTIONS, INC.

320 E. 54th Street
New York, N. Y.

SUTTON SONGS

415 E. 52d Street
New York, N. Y.

ROBERT SWANSON PRODUCTIONS, INC.

689 5th Avenue
New York, N. Y.

SELMA ROTH

275 Elmwood Avenue
Maplewood, N. J.

THE RUMMILL CO.

10 Lafayette Square
Buffalo 3, N. Y.

JACK RUSSELL & ASSOCIATES

203 North Wabash Avenue
Chicago 1, Ill.

BERNIE SABER PRODUCTIONS, INC.

25 E. Wacker Drive
Chicago 1, Ill.

THE SATISFIERS PRODUCTIONS

200 W. 57th Street
New York, N. Y.

SAVAGE, STANFORD, HAMILTON & KERR, INC.

168 Third National Bank Bldg.
Nashville 3, Tenn.

ABE SCHNEIDER

140 W. 57th Street
New York, N. Y.

SCHNEIDER RECORDING

1303 Prospect Avenue
Cleveland 15, Ohio

SCOTT-TEXTOR PRODUCTIONS, INC.

333 E. 46th Street
New York, N. Y.

SELLING THRU SOUND, INC.

15 W. 44th Street
New York, N. Y.

SY SHAFFER ENTERPRISES, INC.

82-19 192d Street
Jamaica 23, N. Y.

WINSTON SHARPLES

35 W. 45th Street
New York, N. Y.

SHIELD RADIO & TELEVISION

PRODUCTIONS
612 N. Michigan Avenue
Chicago 11, Ill.

SHOPNICK PRODUCTIONS

255 W. 23d Street
New York, N. Y.

ERIC SIDAY

390 West End Avenue
New York, N. Y.

FOR BROADCASTERS:

A unique recording from Record Source International

PRONOUNCING THE CLASSICS (Klas'iks)

The modern day assurance for Mozart, Beethoven, Liszt and all the great masters that they and their compositions will not lose identity through mispronunciation.

For radio stations, record dealers, libraries, educators—or just music lovers who care—here is the long-needed guide to correct pronunciation of the names of the great classical composers, their works and the artists who perform them.

12" LP with 1,000 recorded pronunciations of the names of composers and their most renowned compositions, plus the name pronunciation of 200 prominent classical performing artists. Narration by T. A. McEwen, Classical Division of London Records. Preparation of material by John Coveney, Angel Records. List \$4.95.

With each LP this 28-page booklet listing composers alphabetically and phonetically, with all printed names cross indexed to correspond with band and number of the spoken pronunciation on the LP.

For trade prices contact Miss Caroline Collett, General Manager



RECORD SOURCE, INTERNATIONAL

A division of Billboard

165 W. 46th ST., NEW YORK, N. Y. 10036

(Continued on page 58)

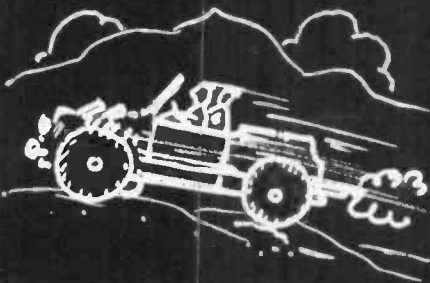
Warmest Thanks to the Knights of
The Turntable



The Murmaids

HEARTBREAK AHEAD

b/w "He's Good to Me" CH #636



"DUNE BUGGY"

The
Contenders

CH #644



"CAROL'S BRIDAL SHOWER"

Francine
Scott

CH #638



"HOW DO YOU DO IT"

The
Ladybugs

CH #637

Promotion:
GEORGE JAY

NATIONAL:

IRWIN ZUCKER
West Coast

JERRY SIMON
East Coast

CHATTAHOOCHEE*
RECORDS



*Solid as Rock

DeeJays: Extra Copies Upon Request

RUTH CONTE, Pres.

9683 Santa Monica Blvd.

Beverly Hills, Calif.

CR 5-5021

RADIO PROGRAMMERS:

This Is For You!

AN IMPORTANT NEW BOOK
IN THE RADIO FIELD
FROM RSI

(A Division of Billboard)

PROFESSIONAL PROGRAMMING VOLUME I

By

DICK STARR and ROBERT HARRIS

An invaluable new source of "air-tested" material for disk jockeys and program directors . . .

- contests • rotation games • comedy production techniques
- station comedy promos • exotic commercials
- station breaks • promos • weather

All contests and promotions have been fully "air-tested" and selected on the basis of effectiveness and simplicity.

8½ x 11 format

62 pages

Softbound

JUST \$5.95 Postpaid

RSI (Record Source International)

Dept. 20

165 W. 46th St.

New York, N. Y. 10036

Please send _____ copies

of Professional Programming

Volume 1 at \$5.95 each.

My check for \$ _____ is enclosed.

Name _____

Address _____

City _____ State _____ Code _____

• Continued from page 56

DEAN SIMMONS ADVERTISING, INC.

1430 S. La Brea
Los Angeles 19, Calif.

SOUNDAC PRODUCTIONS, INC.

P. O. Box 52-605
Miami 52, Fla.

THE SOUND RECORDERS, INC.

960 Bush Street
San Francisco 9, Calif.

SAMMY SPEAR

1674 Broadway
New York, N. Y.

STAN PHILLIPS

781 7th Avenue
New York, N. Y.

STEREOPHONIC, INC.

1138 N. E. 2d Avenue
Miami 32, Fla.

WILBER STREECH PRODUCTIONS, INC.

135 W. 52d Street
New York, N. Y.

JOHN SUTHERLAND PRODUCTIONS

201 North Occidental Boulevard
Los Angeles 26, Calif.

TAX RECORDING CORPORATION

3035 W. Fullerton Avenue
Chicago 47, Ill.

T. C. PRODUCTIONS

57 Lawrence Street
New Hyde Park, N. Y.

TELEPIX CORPORATION

1515 N. Western Avenue
Hollywood 27, Calif.

THE TELAWORLD ORGANIZATION

Carlton House, Room 236
Pittsburgh 79, Pa.

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Avenue
Chicago 45, Ill.

JOHNNY THOMPSON

10825 Bruton Road
Dallas 27, Tex.

TRI-COR RECORDS

4654½ Mascot Street
Los Angeles 19, Calif.

TRIO TRANSCRIPTIONS

10919 Saticoy Street
Sun Valley, Calif.

TUTOR RECORDS

1625 Bay Road
Miami Beach, Fla.

UNIFORMS, INC.

6 S. 46th Street
New York, N. Y.

UNITED RECORDING SERVICE

628-30 Grant Street
Pittsburgh 19, Pa.

VAK, INC.

2033 N. E. 161st Street
North Miami Beach, Fla.

VANGUARD AGENCY

c/o Main Line Cleveland, Inc.
1260 E. 38th Street
Cleveland, Ohio

VARIETY ARTIST CORPORATION

200 W. 57th Street
New York, N. Y.

VENET ADVERTISING AGENCY, INC.

1525 Morris Avenue
Union, N. J.

VISSION ASSOCIATES, INC.

680 5th Avenue
New York, N. Y.

BILL WALKER MUSICAL PRODUCTIONS

54 W. Randolph Street
Chicago, Ill.

CARROLL WARRINGTON

4305 Clefthon Road
Baltimore, Md.

WASS, INC.

1414 South Penn Square
Philadelphia 2, Pa.

WEAVER GARDNER, INC.

Oppenheim Bldg.
St. Paul 1, Minn.

WENDY MUSIC, INC.

1270 6th Avenue
New York, N. Y.

WESTERN RECORDERS

6000 Sunset Boulevard
Hollywood 28, Calif.

J. C. WHELAN

10828 Garfield Avenue
Culver City, Calif.

WIGHTMAN PRODUCTIONS, INC.

480 Lexington Avenue
New York, N. Y.

FRANK WILLARD PRODUCTIONS

1842 Briarwood Road, N.E.
Atlanta, Ga.

WORDS & MUSIC

902 West Wayne
Fort Wayne, Ind.

ZEPHYR PRODUCTIONS, INC.

Hormel Estates
Austin, Minn.

RADIO NEWS SERVICES

Associated Correspondents News Service

1502 Massachusetts Ave., S.E., Washington 3,
D. C.

Charles W. Sharpe, edit.

Associated Press

50 Rockefeller Plaza, New York, N. Y.

John Aspinwall, radio news edit.

Beacon News Service

111 St. Paul St., Boston 46, Mass.

Nate Custer, news dir.

British United Press, Ltd.

575 University St., Montreal 3,
Quebec, Canada

L. R. Burnett, news mgr. for Canada

Broadcast Editorial Reports

54 W. 40th St., New York 18, N. Y.

Norwood F. Allman, dir.

SERVICES: Supplies editorial background and opinion material; signed editorial broadcast columns; "Communitycasts," "Opinioncasts," "Globalcasts," script, audio tapes, video; produces public affairs programs.

Broadcast News, Ltd.

55 University Ave., Toronto 1, Ontario, Canada

Charles Edwards, mgr.

SERVICES: Worldwide news and features to radio and TV stations by teletype and voice tape circuits.

Don Fass, American Radio News

310 Madison Ave., New York 17, N. Y.

SERVICES: 1-minute spot reports, worldwide program.

John F. Lewis and Washington Farm Broadcasters

951 Warner Bldg., Washington 4, D. C.

SERVICES: Washington farm and public affairs reporting; production and taping service for radio and TV clients only.

National Catholic Welfare Conference News Service

1312 Massachusetts Ave., N.W., Washington
5, D. C.

SERVICES: Issues weekly 15-minute Catholic radio-TV newscast script condensed from full daily news service; pictures also available for use of script on TV.

New England Audio News Service

P. O. Box 56, Boston 32, Mass.

P. J. Romana, dir.

SERVICES: 24-hour news service, actualities, reports, program features by mail or direct line.

Press Association

50 Rockefeller Plaza, New York, N. Y.

Wes Gallagher, pres.

Public Affairs Radio, Inc.

150 Broadway, New York 38, N. Y.

Guthrie E. Janssen, pres.

SERVICES: Daily and weekly voiced services of business and financial news direct from Wall Street.

Radio Press International, Inc.

604 Fifth Ave., New York 20, N. Y.

Bill Scott, dir. of news

Radio Pulsebeat News

222 E. 46th St., New York 17, N. Y.

Jay Levy, dir. of news

SERVICES: Covers worldwide audio news with emphasis on actuality accounts via daily feeds and weekly news discs.

Republic News International

132 Third St., S.E., Washington 3, D. C.

John H. Brody, news dir.

SERVICES: Audio news service, by phone and tape. Regular news coverage in Washington and New York, including special features; service designed for independent radio stations.

Resort Radio Productions

7 S. Cambridge Ave., Atlantic City, N. J.

Len Antoll, dir.

SERVICES: TV news films, direct feeds and coverage of Miss America Pageant and Democratic National Convention; celebrity interviews, on-the-spot news, open-end interviews, beeper-phone reports, air mail tape.

Reuters Ltd. of London

229 W. 43rd St., New York, N. Y.

Julian Bates, U. S. news edit.

United Press International

220 E. 42nd St., New York 17, N. Y.

UPI Audio

1017 New Jersey Ave., S.E., Washington, D. C.

John Chambers, bureau mgr.

ARN FITS YOUR TASTE & BUDGET

Whether it be **Dynamic Audio News Coverage** of the New York World's Fair, Democratic & Republican Conventions, Manned orbitals at Cape Kennedy, daily feeds, or "**WORLDWIDE**" the sparkling new 90-minute weekend music-feature-interview program.

You'll make a sound investment if you're in touch with . . .

AMERICAN RADIO NEWS, INC.

310 Madison Ave. (Suite 710)

New York, N. Y. 10017

(212) HA 4-8211

YU 6-3410

EXTRA COPIES OF THIS SPECIAL

RADIO PROGRAMMING GUIDE

ARE AVAILABLE IN LIMITED SUPPLY

ORDER NOW! ONLY \$1.00 per copy—
postpaid

Send Check or Money Order to:

Billboard, Box R

2160 Patterson Street, Cincinnati, Ohio, 45214

BUFFALO BOOKING AGENCY

Handles BIG Talent!!



Bobby Bland



Al "TNT" Braggs



Junior Parker



Joe Hinton



Buddy Ace

And-

These BIG Artists . . .

OTIS RUSH and His Band

ALBERT COLLINS and His Band

MISS La VELL

GLORIA HOPKINS

JAMES DAVIS

THE EL TORROS

"Gatemouth" BROWN

CARL GREENSTREET

BUDDY GUY

VERNA RAE CLAY

THE BASKERVILLES (PEG AND BOB)

THE C & C BOYS (CLARENCE & CALVIN)

DON THOMPSON and the ADORABLES

RUEBEN MARTIN and the CHAINS

-And many others

BUFFALO BOOKING AGENCY

2807 Erastus St., Houston 26, Tex.

Tel.: ORchard 2-7861

MILLION SELLERS—Singles

Following is a list of all singles which have sold one million or more copies in the United States as of the end of September 1963, according to the record manufacturers. Listings are arranged in alphabetical sequence, according to artists, and show label and year each became a million seller. Flip sides are listed in instances where they are felt to have contributed strongly to the sale.

None of these listings can be verified by *Billboard*, but in the absence of any absolute auditing procedure, it is felt that this is the most accurate list that can be compiled.

Some manufacturers, which are members of the Record Industry Association of America, do have audited verification of their sales. Some other manufacturers which are not RIAA members have availed themselves of RIAA auditing verification. All records so authenticated by RIAA as audited million sellers are designated by an asterisk (*). This is not intended as any reflection on disks not so marked, but merely indicates those records which are certified million sellers by actual audit.

ACUFF, ROY

Wabash Cannonball (Columbia)

AMES BROTHERS

Rag Mop (Coral) 1950
Sentimental Me (Coral) 1950
You, You, You (RCA Victor) 1953
Naughty Lady From Shady Lane (RCA Victor) 1955
Undecided (Coral) 1956

ANDERSON, LEROY

The Syncopated Clock (Decca) 1951
Blue Tango (Decca) 1951

ANDREWS SISTERS*

Rum and Coca-Cola (Decca) 1944
Winter Wonderland (Decca) 1948
I Can Dream, Can't I (Decca) 1949

ANGELS

My Boyfriend's Back (Smash) 1963

ANKA, PAUL

Diana (ABC-Paramount) 1957
Lonely Boy (ABC-Paramount) 1959
Puppy Love (ABC-Paramount) 1960

ARNOLD, EDDY

Bouquet of Roses (RCA Victor) 1949

AUSTIN, GENE

Ramona (RCA Victor) 1928

AUTRY, GENE

Silver Haired Daddy (Columbia) 1939
Rudolph the Red-Nosed Reindeer (Columbia) 1950
Peter Cottontail (Columbia)
Here Comes Santa Claus (Columbia) 1950
Frosty the Snowman (Columbia)

AVALON, FRANKIE

Dede Dinah (Chancellor) 1958
Venus (Chancellor) 1959
Why (Chancellor) 1960

BAKER, LAVERN

I Cried a Tear (Atlantic) 1959
Tweedle Dee (Atlantic) 1954
Jim Dandy (Atlantic) 1956

BALLARD, HANK, & THE MIDNIGHTERS

Work With Me, Annie (King) 1954
Sexy Ways (King) 1954
Annie Had a Baby (King) 1954
Finger Poppin' Time (King) 1960
The Twist (King) 1962

BARBER, CHRIS, & JAZZ BAND

Petite Fleur (Laurie) 1960

BARRON, BLUE

Cruising Down the River (MGM) 1949

BARTON, EILEEN

If I Knew You Were Coming I'd Have Baked a
Cake (National) 1950

BAXTER, LES

Poor People of Paris (Capitol) 1956

BEATLES

She Loves You (Swan) 1964
I Want to Hold Your Hand (Capitol) 1964

BELAFONTE, HARRY

Day-O (Banana Boat Song) (RCA Victor) 1958

BENNETT, TONY

Because of You (Columbia) 1952
Cold, Cold Heart (Columbia) 1952
Rags to Riches (Columbia) 1953
Stranger in Paradise (Columbia) 1954

BENTON, BROOK

Baby (with Dinah Washington) (Mercury) 1960
It's Just a Matter of Time/So Many Ways
(Mercury) 1959

BILK, ACKER

Stranger on the Shore (Atco) 1962

BILLIE & LILLIE

Lah Dee Dah (Swan) 1957

BLACK, BILL, & COMBO

Smokie (Part 2) (Hi) 1960
White Silver Sands (Hi) 1960

BLACK, JEANNE

He'll Have to Stay (Capitol) 1950

BONDS, GARY (U. S.)

Quarter to Three (Le Grand) 1961

BOOKER T. & THE MG'S

Green Onions (Stax) 1962

BOONE, PAT

Ain't That a Shame (Dot) 1955
I Almost Lost My Mind (Dot) 1956
I'll Be Home (Dot) 1956
Love Letters in the Sand (Dot) 1957
Remember You're Mine (Dot) 1957
Why, Baby, Why (Dot) 1957
Don't Forbid Me (Dot) 1957
Friendly Persuasion (Dot) 1957
April Love (Dot) 1958
A Wonderful Time Up There (Dot) 1958
Speedy Gonzales (Dot) 1962

BOSTIC, EARL

Flamingo (King) 1954

BOYD, JIMMY

I Saw Mama Kissing Santa Claus (Columbia) 1952

BRADFORD, ALEX

Too Close to Heaven/I Don't Care What the
World May Do (Specialty) 1954

BREWER, TERESA

Till I Waltz Again With You (Coral) 1953
Ricochet (Coral) 1954
Music, Music, Music (London)

BRITT, ELTON

There's a Star-Spangled Banner Waving Some-
where (RCA Victor) 1944

BROWN, JAMES

Try Me (Federal) 1958
Please, Please, Please (Federal) 1956

BROWN, LES

Sentimental Journey (Columbia) 1945
I've Got My Love to Keep Me Warm (Coral)

BROWN, RUTH

Lucky Lips (Atlantic) 1957
5-10-15 Hours (Atlantic) 1955
Mama, He Treats Your Daughter Mean (Atlantic)
1955

BROWNS

The Three Bells (RCA Victor) 1959

BUCHANAN & GOODMAN

Flying Saucer (Luniverse)

BYRNES, EDD, & CONNIE STEVENS

Kookie, Kookie, Lend Me Your Comb (Warner
Bros.) 1959

CALLOWAY, CAB

Jumpin' Jive (Columbia) 1939

CANNON, FREDDY

Way Down Yonder in New Orleans (Swan) 1949
Tallahassee Lassie (Swan) 1959
Palisades Park (Swan) 1962

CAVALLARO, CARMEN

Polonaise (By Chopin) (Decca) 1945

CHACKFIELD, FRANK

Ebb Tide (London)

CHAMPS

Tequila (Challenge) 1958

CHANDLER, GENE

Duke of Earl (Vee Jay) 1961

CHANDLER, KAREN

Hold Me, Thrill Me, Kiss Me (Coral) 1953

* RIAA Certified Million Seller

CHARLES, RAY

What'd I Say? (Atlantic) 1959
 *I Can't Stop Loving You (ABC-Paramount) 1962
 You Don't Know Me (ABC-Paramount) 1963

CHECKER, CHUBBY

The Twist (Cameo) 1961
 Slow Twistin' (Cameo) 1961
 Pony Time (Cameo) 1961
 Let's Twist Again (Cameo) 1962
 Limbo Rock (Parkway) 1963

CHIFFONS

He's So Fine (Laurie) 1963

CHORDETTES

Mr. Sandman (Cadence) 1954

CLANTON, JIMMY

Just a Dream (Ace) 1957
 Letter to an Angel (Ace) 1958
 Ship on a Stormy Sea (Ace) 1959

CLARK, DEE

Raindrops (Vee Jay) 1963

CLOONEY, ROSEMARY

Come On-a My House (Columbia)
 Half as Much (Columbia)
 Hey There (Columbia) 1954

COASTERS

Searchin' (Atco) 1957
 Yakety-Yak (Atco) 1958
 Poison Ivy (Atco) 1959
 Charlie Brown (Atco) 1959

COLE, NAT KING

Nature Boy (Capitol) 1948
 Mona Lisa (Capitol) 1949
 Too Young (Capitol) 1951
 Ramblin' Rose (Capitol) 1963

COMO, PERRY

Prisoner of Love (RCA Victor) 1946
 A Hubba Hubba Hubba (RCA Victor) 1951
 Til the End of Time (RCA Victor) 1951
 Because (RCA Victor) 1951
 When Were Sweet Sixteen (RCA Victor) 1952
 Temptation (RCA Victor) 1953
 Don't Let the Stars Get in Your Eyes (RCA Victor) 1953
 Wanted (RCA Victor) 1955
 Pappa Loves Mambo (RCA Victor) 1955
 Hot Diggity (RCA Victor) 1957
 Round and Round (RCA Victor) 1957
 *Catch a Falling Star (RCA Victor) 1959

COOKE, SAM

You Send Me (Keen) 1958
 I'll Come Running Back to You (Specialty) 1958

COPAS, COWBOY

Signed, Sealed & Delivered (Starday) 1948
 Tennessee Waltz (Starday) 1948

CORNELL, DON

It Isn't Fair (Coral) 1952
 I'm Yours (Coral) 1952

COSTA, DON

Never on Sunday (United Artists) 1960

COVINGTON, WARREN

Tea for Two Cha Cha (Decca) 1960

CRESCENDOS

Oh, Julie (Nasco) 1958

CRESTS

Sixteen Candles (Coed) 1959

CREWCUTS

Sh-Boom (Mercury) 1954

CRICKETS

That'll Be the Day (Brunswick) 1957

CROSBY, BING

Silent Night (Decca) 1942
 Sunday, Monday or Always (Decca) 1943
 Jingle Bells (Decca) 1943
 Pistol Packin' Mama (Decca) 1943
 I'll Be Home for Christmas (Decca) 1943
 Swinging on a Star (Decca) 1944
 Too-Ra-Loo-Ra-Loo-Ral (Decca) 1944
 Don't Fence Me In (with the Andrews Sisters) (Decca) 1944
 I Can't Begin to Tell You (Decca) 1945
 Dear Hearts & Gentle People (Decca) 1946
 Sweet Lillian (Decca) 1946
 MacNamara's Band (Decca) 1946

New San Antonio Rose (Decca) 1946
 White Christmas (Decca) 1946
 South America, Take It Away (Decca) 1946
 Galway Bay (Decca) 1948
 Now Is the Hour (Decca) 1948
 Play a Simple Melody (with Gary Crosby) (Decca)
 Whiffenpoof (with Fred Waring) (Decca) 1950
 True Love (with Grace Kelly) (Capitol)

DALE, ALAN

Sweet and Gentle (Coral) 1956
 Cherry Fink & Apple Blossom White (Coral) 1956

DALHART, VERNON

Prisoner's Song (RCA Victor) 1925

DAMONE, VIC

Again You're Breaking My Heart (Mercury) 1949
 On the Street Where You Live (Columbia)

DANNY & THE JUNIORS

At the Hop (ABC-Paramount) 1958

DARIN, BOBBY

Queen of the Hop (Atco) 1958
 Splish Splash (Atco) 1958
 Dream Lover (Atco) 1959
 Mack the Knife (Atco) 1960
 Beyond the Sea (Atco) 1961

DARREN, JAMES

Goodbye Cruel World (Colpix) 1962

DAY, BOBBY

Rock Robbin (Class) 1958

DAY, DORIS

Secret Love (Columbia)
 Whatever Will Be, Will Be (Columbia) 1956
 It's Magic (Columbia)
 A Guy Is a Guy (Columbia)
 Confess/Love Somebody (with Buddy Clark) (Columbia)

DEAN, JIMMY

*Big Bad John (Columbia) 1961

DEE, JOEY, & THE STARLITERS

Peppermint Twist (Roulette) 1963

DEL-VIKINGS

Come Go With Me (Dot) 1957

DENNY, MARTIN

Quiet Village (Liberty) 1958

DEXTER, AL

Pistol Packin' Mama (Columbia)
 Little Darlin' (Mercury) 1957

DIAMONDS

Little Darlin' (Mercury) 1957
 The Stroll (Mercury) 1958

DICKEY DOO & THE DON'TS

Tear Drops Will Fall (Swan) 1959

DINNING, MARK

Teen Angel (MGM) 1960

DION

Runaround Sue (Laurie) 1961
 The Wanderer (Laurie) 1961

DION & THE BELMONTS

Teenager in Love (Laurie) 1959

DOBKINS, CARL

My Heart Is an Open Book (Decca) 1959

DOGGETT, BILL

Honky Tonk (King) 1956

DOMINO, FATS

Goin' Home (Imperial) 1950
 Going to the River (Imperial) 1952
 You Said You Love Me (Imperial) 1953
 Fat Man (Imperial) 1953
 I Lived My Life (Imperial) 1953
 Thinking of You (Imperial) 1953
 Whole Lotta Lovin' (Imperial) 1954
 I'm in Love Again (Imperial) 1954
 Ain't It a Shame (Imperial) 1955
 All by Myself (Imperial) 1955
 Blue Monday (Imperial) 1956
 Blueberry Hill (Imperial) 1956
 Boll Weevil (Imperial) 1956
 I'm Walkin' (Imperial) 1956
 Please Don't Leave Me (Imperial) 1957
 Walkin' to New Orleans/Don't Come Knockin' (Imperial) 1960

DORSEY, JIMMY

Amapola (Decca) 1946
 Maria Elena (Decca) 1946
 Green Eyes (Decca) 1956
 So Rare (Fraternity) 1957

DORSEY, TOMMY

Boogie Woogie (RCA Victor) 1941
 There Are Such Things (RCA Victor) 1944
 Marie (RCA Victor) 1946
 Opus #1 (RCA Victor) 1959

DRAPER, RUSTY

Gambler's Guitar (Mercury) 1953

DREAM WEAVERS

It's Almost Tomorrow (Decca) 1951

DRIFTERS

There Goes My Baby (Atlantic) 1960
 Save the Last Dance for Me (Atlantic) 1961
 Up on the Roof (Atlantic) 1963

ECKSTINE, BILLY

I Apologize (MGM) 1951
 My Foolish Heart (MGM) 1951

EDDY, DUANE

Rebel-Rouser (Jamie) 1958
 Because They're Young (Jamie) 1960

EDWARDS, TOMMY

It's All in the Game (MGM) 1961

ELEGANTS

Little Star (Apt) 1958

ESSEX

Easier Said Than Done (Roulette) 1963

EVERLY BROTHERS

Bye Bye Love (Cadence) 1957
 Wake Up Little Susie (Cadence) 1957
 All I Have to Do Is Dream (Cadence) 1958
 Bird Dog/Devoted to You (Cadence) 1958-1959
 Cathy's Clown (Warner Bros.) 1961

FABARES, SHELLY

Johnny Angel (Co-pix) 1962

FAITH, PERCY

The Song From Moulin Rouge (Columbia) 1953
 *Theme From a Summer Place (Columbia) 1962

FERRANTE & TEICHER

Exodus (United Artists) 1963

FIEDLER, ARTHUR

Jalousie (RCA Victor) 1962

FISHER, EDDIE

Anytime (RCA Victor) 1953
 I'm Walking Behind You (RCA Victor) 1953
 Oh! Mein Pa-Pa (RCA Victor) 1953
 I Need You (RCA Victor) 1954

FITZGERALD, ELLA

Into Each Life Some Rain Must Fall (with the Ink Spots) (Decca) 1944
 A-Tisket, A-Tasket (Decca) 1950

FLEETWOODS

Come Softly to Me (Dolton) 1959
 Mr. Blue (Dolton) 1959

FOLEY, RED

Chattanooga Shoe Shine Boy (Decca) 1950
 Peace in the Valley (Decca) 1951

FONTANE SISTERS

Heart of Stone (Dot) 1954

FORD, FRANKIE

Sea Cruise (Ace) 1959

FORD, TENNESSEE ERNIE

Sixteen Tons (Capitol) 1955

FOUR ACES

Three Coins in the Fountain (Decca) 1951
 Tell Me Why (Decca) 1951
 Stranger in Paradise (Decca) 1953
 Love Is a Many-Splendored Thing (Decca) 1955

FOUR LADS

Moments to Remember (Columbia)
 No Not Much (Columbia)

FOUR PREPS

Twenty-Six Miles (Capitol) 1958

FOUR SEASONS

Sherry (Vee Jay) 1962
 Big Girls Don't Cry (Vee Jay) 1963
 Walk Like a Man (Vee Jay) 1963

FOUR TUNES

I Understand (Jubilee) 1954
 Marie (Jubilee) 1954

FRANCIS, CONNIE

Who's Sorry Now? (MGM) 1958
 Lipstick on Your Collar/Frankie (MGM) 1959
 Mama/Teddy (MGM) 1960
 Everybody's Somebody's Fool (MGM) 1960

FREBERG, STAN

St. George & The Dragonet (Capitol) 1953

GAYLORDS

Tell Me You're Mine (Mercury) 1958

GIBBS, GEORGIA

Kiss of Fire (Mercury) 1952
 Dance With Me, Henry (Mercury) 1955
 Tweedlee Dee (Mercury) 1955

GILMER, JIMMY, & THE FIRE BALLS

Sugar Shack (Dot) 1963

GLAHE, WILL

Beer Barrel Polka (RCA Victor) 1943

GLEASON, JACKIE

Melancholy Serenade (Capitol) 1953

GODFREY, ARTHUR

Too Fat Polka (Columbia)

GORDON, BARRY

Nuttin' for Christmas (MGM) 1955

GORE, LESLEY

It's My Party (Mercury) 1963

GRACIE, CHARLIE

Butterfly (Cameo) 1957

GRAMMER, BILLY

Gotta Travel On (Monument) 1958

GRANT, GOGI

Wayward Wind (Era) 1956

GUITAR, SLIM

The Things I Used to Do (Specialty) 1954

HALEY, BILL

Rock Around the Clock (Decca) 1954
 See You Later Alligator (Decca)—1954
 Shake, Rattle & Roll (Decca) 1954

HAMILTON, GEORGE

A Rose & a Baby Ruth (ABC-Paramount) 1957

HARMONICATS

Peg of My Heart (Mercury) 1950

HARRIS, PHIL

The Thing (RCA Victor) 1951

HARRISON, WILBERT

Kansas City (Fury) 1959

HAYES, BILL

Davy Crockett (Cadence) 1955

HAYMES, DICK

You'll Never Know (Decca) 1943
 Little White Lies (Decca) 1948

HEIDT, HORACE

Deep in the Heart of Texas (Columbia)

HELMS, BOBBY

My Special Angel (Decca) 1957
 Jingle Bell Rock (1963)

HERMAN, WOODY

Woodchopper's Ball (Decca) 1948
 Laura (Columbia)

HIGHWAYMEN

Michael (United Artists) 1961

HILLTOPPERS

P.S. I Love You (Dot) 1953

HOLLY, BUDDY

Peggy Sue (Coral) 1958

HOLLYWOOD ARGYLES

Alley-Oop (Lute) 1960

HOLMES, LEROY

The High and the Mighty (MGM) 1954

HORTON, JOHNNIE

The Battle of New Orleans (Columbia) 1959

HOWARD, EDDIE

Sin (Mercury) 1956
 To Each His Own (Mercury) 1957

HUNT, PEE WEE

Twelfth Street Rag (Capitol) 1951
 Oh (Capitol) 1953

HUNTER, "IVORY" JOE

Since I Met You, Baby (Atlantic) 1956

HUNTER, TAB

Young Love (Dot) 1957

HYLAND, BRIAN

Itsy, Bitsy, Teenie, Weenie, Yellow Polka Dot
 Bikini (Kapp) 1960
 Sealed With a Kiss (ABC-Paramount) 1963

HYMAN, DICK

Moritat (MGM) 1953

IMPALAS

Sorry (Cub)—1959
 I Ran All the Way Home (Cub) 1959

INK SPOTS

The Gypsy (Decca) 1946
 To Each His Own (Decca) 1946

ISLEY BROTHERS

Twist and Shout (Wand) 1963

ITURBI, JOSE

Polonaise in A Flat (Chopin) (RCA Victor) 1947
 Clair de Lune (RCA Victor) 1949

JACKSON, STONEWALL

Waterloo (Columbia)

JACOBS, DICK

Man With the Golden Arm (Coral) 1957

JAMES, HARRY

Ciribiribin (Columbia)
 Easter Parade (Columbia)
 I Had the Craziest Dream (Columbia)
 I've Heard That Song Before; Moonlight Becomes
 You (Columbia) 1943
 One o'Clock Jump (Columbia)
 You Made Me Love You (Columbia)

JAMES, JONI

Why Don't You Believe Me? (MGM) 1952
 Your Cheating Heart (MGM) 1953
 Have You Heard? (MGM) 1953
 How Important Can It Be (MGM) 1958

JAMES, SONNY

Young Love (Capitol) 1957

JAN & DEAN

Surf City (Liberty) 1963

JENKINS, GORDON & THE WEAVERS

Maybe You'll Be There (Decca) 1947
 Goodnight, Irene (Decca) 1950
 Tzena, Tzena, Tzena (Decca) 1950

JOHNSON, LONNIE

Tomorrow Night (King) 1950

JOLSON, AL

April Showers/Swanee (Decca) 1945
 Anniversary Song (Decca) 1946
 California Here I Come/Rockabye Your Baby
 (Decca) 1946
 Sonny Boy/My Mammy (Decca) 1946
 You Made Me Love You/Ma Blushin' Rosie (Decca)
 1946

JONES, JIMMY

Handy Man (Cub) 1959
 Good Timin' (Cub) 1960

JONES, SPIKE

Cocktails for Two (RCA Victor) 1946
 My Two Front Teeth (RCA Victor) 1949

JORDAN, LOUIS

Choo Choo Ch' Boogie (Decca) 1946

JUSTIS, BILL

Raunchy (Philips Intl.) 1958

KALIN TWINS

When (Decca) 1958

KALLEN, KITTY

Little Things Mean a Lot (Decca) 1954

KING, PEE WEE

Slow Poke (RCA Victor) 1953

KINGSTON TRIO

*Tom Dooley (Capitol) 1958

KNIGHT, EVELYN

A Little Bird Told Me (Decca) 1948

KNOX, BUDDY

Party Doll (Roulette)

KYSER, KAY

Jingle, Jangle, Jingle (Columbia)
 On a Slow Boat to China (Columbia)
 Praise the Lord (Columbia)
 Strip Polka (Columbia)
 Three Little Fishes (Columbia)
 Who Wouldn't Love You (Columbia)
 Woody Woodpecker (Columbia) 1939

LANZA, MARIO

Be My Love (RCA Victor) 1951
 The Loveliest Night of the Year (RCA Victor) 1952

LAINÉ, FRANKIE

That's My Desire (Mercury) 1947
 Shine (Mercury) 1948
 Mule Train (Mercury) 1949
 Lucky Ol' Sun (Mercury) 1949
 Cry of the Wild Goose (Mercury) 1950
 Jezebel (Columbia) 1951
 I Believe (Columbia)—1953
 Moonlight Gambler (Columbia) 1957

LA ROSA, JULIUS

Eh, Campari (Cadence) 1953

LEE, BRENDA

I'm Sorry/That's All You Gotta Do (Decca) 1961

LEE, PEGGY

Manana (Capitol) 1948
 Lover (Decca) 1952

LESTER, KETTY

Love Letters (Era) 1962

LEWIS, BOBBY

Tossin' & Turnin' (Beltone) 1961

LEWIS, JERRY LEE

Breathless (Sun) 1957
 Great Balls of Fire (Sun) 1957
 Whole Lotta Shakin' Goin' On (Sun) 1958

LIGGINS, JOE

Pink Champagne (Specialty) 1950
 I Gotta Right to Cry/Honeydripper (Specialty) 1950

LITTLE ANTHONY & THE IMPERIALS

Tears on My Pillow (End)

LITTLE EVA

Loca-Motion (Dimension) 1962

LITTLE RICHARD

Tutti Frutti (Specialty) 1955
 Rip It Up (Specialty) 1956
 Long Tall Sally (Specialty) 1956
 Lucille (Specialty) 1957
 Keep a-Knockin' (Specialty) 1957
 Jenny Jenny (Specialty) 1957
 Good Golly, Miss Molly (Specialty) 1958

LITTLE WILLIE JOHN

Fever (King) 1956
 Talk to Me, Talk to Me (King) 1958

LOMBARDO, GUY

Third Man Theme (Decca) 1950
 Christmas Island (with the Andrews Sisters)
 (Decca) 1946
 Humoresque (Decca) 1946
 Easter Parade (Decca) 1947

LONDON, LAURIE

*He's Got the Whole World in His Hands (Capitol)
 1958

LONG, JOHNNY

Shanty Town (Decca) 1940

LOPEZ, TRINI

If I Had a Hammer (Reprise) 1963

LOWE, JIM

Green Door (Dot) 1957

LUND, ART

Mam'Selle (MGM) 1952

LYMON, FRANKIE, & THE TEENAGERS

Why Do Fools Fall in Love (Gee)

LYNN, VERAAuf Weidesehn (London) 1955
Yours (London)**MacDONALD, JEANETTE, & NELSON EDDY**

Indian Love Call (RCA Victor) 1955

MADDOX, JOHNNY

Crazy Otto (Dot) 1955

MANGANO, SYLVANA

Anna (MGM) 1953

MANTOVANI

Charmaine (London)

MAR-KEYS

Last Night (Stax) 1962

MARTERIE, RALPHCaravan (Mercury) 1952
Pretend (Mercury) 1953**MARTHA & THE VANDELLAS**

Heat Wave (Gordy) 1963

MARTIN, DEANThat's Amore (Capitol) 1953
Memories Are Made of This (Capitol) 1953**MARTIN, FREDDY**Tchaikovsky Piano Concerto #1 (RCA Victor) 1946
White Christmas (RCA Victor) 1948**MARTIN, TONY**

To Each His Own (Mercury) 1955

MARVELETES

Please Mr. Postman (Tamla) 1962

MATHIS, JOHNNY

Chances Are (Columbia) 1957

MAYFIELD, PERCY

Please Send Me Someone to Love (Specialty) 1951

McCOY, CLYDE

Sugar Blues (Decca) 1946

McGUIRE SISTERSSincerely (Coral) 1955
Sugartime (Coral) 1958**McPHATTER, CLYDE**

A Lover's Question (Atlantic) 1958

MILLER, GLENNChattanooga Choo Choo (RCA Victor) 1942
Moonlight Serenade (RCA Victor) 1944
Sunrise Serenade (RCA Victor) 1944
In the Mood (RCA Victor) 1944
American Patrol (RCA Victor) 1944
Little Brown Jug (RCA Victor) 1945
Pennsylvania 6-5000 (RCA Victor) 1945
Tuxedo Junction (RCA Victor) 1945
Kalamazoo (RCA Victor) 1951**MILLER, MITCH**Bridge on the River Kwai (Columbia)
Yellow Rose of Texas (Columbia) 1955**MILLS BROTHERS**You Always Hurt the One You Love (Decca) 1944
Paper Doll (Decca) 1948
Glow Worm (Decca) 1952**MILTON, ROY**

R. M. Blues (Specialty) 1945

MIRACLES

Shop Around (Tamla) 1962

MITCHELL, GUYMy Heart Cries for You (Columbia) 1951
Singing the Blues (Columbia)
Heartaches by the Numbers (Columbia)
My Truly Truly Fair (Columbia)
Rovin' Kind (Columbia) 1951
Pittsburgh, Pennsylvania (Columbia) 1952**MODUGNO, DOMENICO**

Volare (Decca) 1958

MONROE, VAUGHNBallerina (RCA Victor) 1948
Riders in the Sky (RCA Victor) 1949
There I've Said It Again (RCA Victor) 1949
Racing With the Moon (RCA Victor) 1952**MONTE, LOU**

Pepino the Italian Mouse (Reprise) 1963

MONTEZ, CHRIS

Let's Dance (Monogram) 1962

MOONEY, ARTBaby Face (MGM) 1955
Four Leaf Clover (MGM) 1955
Honey Babe (MGM) 1955**MORGAN, JANE**

Fascination (Kapp) 1958

MORGAN, RUSS

Cruising Down the River (Decca) 1949

MORSE, ELLA MAE

Blacksmith Blues (Capitol) 1952

MULLICAN, MOONNew Jole Blon (New Pretty Blonde) (King) 1950
I'll Sail My Ship Alone (King) 1950**NELSON, RICK**Stood Up (Imperial) 1957
Believe What You Say (Imperial) 1957
Poor Little Fool (Imperial) 1958
Lonesome Town (Imperial) 1958
Be Bop Baby (Imperial) 1960
Hello Mary Lou (Imperial) 1963
Travelin' Man (Imperial) 1963**NELSON, SANDY**

Teenbeat (Original Sound) 1960

ORBISON, ROYOnly the Lonely (Monument) 1960
Cryin' (Monument) 1961**ORIOLES**

Cryin' in the Chapel (Jubilee) 1954

ORLONSWah-Watusi (Cameo) 1962
South Street (Cameo) 1963**PAGE, PATTI**Tennessee Waltz (Mercury) 1950
I Went to Your Wedding (Mercury) 1952
Doggie In the Window (Mercury) 1952
Changing Partners (Mercury) 1953
Cross Over the Bridge (Mercury) 1954**PAUL & PAULA**

*Hey Paula (Philips) 1963

PAUL, LES & MARY FORDHow High the Moon (Capitol) 1947
Mockin' Bird Hill (Capitol) 1949
The World Is Waiting for the Sunrise (Capitol)
1949
Vaya Con Dios (Capitol) 1953**PHILLIPS, PHIL**

Sea of Love (Mercury) 1958

PICKETT, BOBBY & THE CRYPT KICKERS

Monster Mash (Garpax) 1963

PITNEY, GENEOnly Love Can Break a Heart/If I Didn't Have
a Dime (Musicor) 1962**PLATTERS**Great Pretender (Mercury) 1955
Only You (Mercury) 1955
My Prayer (Mercury) 1956
Twilight Time (Mercury) 1958
Smoke Gets in Your Eyes (Mercury) 1959**PLAYMATES**

Beep, Beep (Roulette) 1958

PRADO, PEREZCherry Pink and Apple Blossom White (RCA
Victor) 1955
*Patricia (RCA Victor) 1958**PRESLEY, ELVIS**Heartbreak Hotel/I Was the One (RCA Victor)
1956
I Want You, I Need You, I Love You (RCA Victor)
1956
Don't Be Cruel/Hound Dog (RCA Victor) 1956
Love Me Tender/Anyway You Want Me (RCA
Victor) 1956
Too Much/Playing for Keeps (RCA Victor) 1957
All Shook Up/That's When Your Heartaches
Begin (RCA Victor) 1957
Jailhouse Rock/Treat Me Nice (RCA Victor) 1957
Loving You/Teddy Bear (RCA Victor) 1958
Don't/I Beg of You (RCA Victor) 1958
Wear My Ring Around Your Neck (RCA Victor)
1958
*Hard Headed Woman (RCA Victor) 1958
I Got Stung (RCA Victor) 1958
A Fool Such as I (RCA Victor) 1959
A Big Hunk of Love (RCA Victor) 1959
Stuck On You (RCA Victor) 1960
It's Now or Never/A Mess of Blues (RCA Victor)
1960Are You Lonesome Tonight/I Gotta Know (RCA
Victor) 1960

Surrender (RCA Victor) 1961

*Can't Help Falling in Love (RCA Victor) 1961

Good Luck Charm (RCA Victor) 1962

Return to Sender (RCA Victor) 1963

PRESTON, JOHNNY

Running Bear (Mercury) 1960

PRICE, LLOYDLawdy, Miss Clawdy (Specialty) 1952
Stagger Lee (ABC-Paramount) 1957
Personality (ABC-Paramount) 1959**PRICE, RAY**Crazy Arms (Columbia)
City Lights (Columbia)**RAINWATER, MARVIN**

Gonna Find Me a Blue Bird (MGM) 1956

RAY, JOHNNYCry (Columbia) 1951
Here I Am Broken Hearted (Columbia)
Just Walking in the Rain (Columbia) 1956**RAYS**

Silhouettes (Cameo) 1958

REEVES, JIM

He'll Have to Go (RCA Victor) 1960

REYNOLDS, DEBBIE, & CARLTON CARPENTER

Aba Daba 'Honeymoon (MGM) 1947

REYNOLDS, DEBBIE

Tammy (Coral) 1957

RIDDLE, NELSON

Lisbon Antigua (Capitol) 1955

ROBBINS, MARTY

A White Sport Coat (Columbia)

RODGERS, JIMMYHoneycomb (Roulette) 1957
Kisses Sweeter Than Wine (Roulette) 1958
Secretly (Roulette) 1958**ROOFTOP SINGERS**

Walk Right In (Vanguard) 1963

ROSE, DAVIDCalypto Melody (MGM) 1958
Holiday for Strings (MGM) 1958**RYDELL, BOBBY**Wild One/Little Bitty Girl (Cameo) 1959
Swingin' School/Ding-a-Ling (Cameo) 1960
Volare (Cameo) 1960
Forget Him (Cameo) 1964**SAKAMOTO, KYU**

Sukiyaki (Capitol) 1963

SANDS, TOMMY

Teenage Crush (Capitol) 1957

SCOTT, JACKWhat in the World's Come Over You (Top Rank)
1960**SEVILLE, DAVID**Witch Doctor (Liberty) 1958
Chipmunk Song (Liberty) 1958
Alvin's Harmonica (Liberty) 1959**SHARP, DEE DEE**

Mashed Potato Time (Cameo) 1962

SHAW, ARTIEIndian Love Call (RCA Victor) 1943
Begin the Beguine (RCA Victor) 1944
Star Dust (RCA Victor) 1946
Summit Ridge Drive (RCA Victor) 1951**SHIRELLES**Soldier Boy (Scepter) 1962
Will You Love Me Tomorrow (Scepter) 1963**SHIRLEY AND LEE**

Let the Good Times Roll (Aladdin)

SHORE, DINAH

Buttons and Bows (Columbia) 1948

SILHOUETTES

Get a Job (Ember) 1958

SIMONE, NINA

I Love You Porgy (Bethlehem) 1959

SINATRA, FRANKYoung at Heart (Capitol) 1954
All or Nothing at All (Columbia)**SMITH, HUEY (PIANO)**Don't You Just Know It (Ace) 1957
Rockin' Pneumonia (Ace) 1957

SMITH, KATE
Rose O'Day (Columbia) 1941

SNYDER, BILL
Bewitched (Decca) 1957

SOUL, JIMMY
If You Wanna Be Happy (S.P.Q.R.) 1962

STAFFORD, JO
Temptation (Capitol) 1948
Make Love to Me (Columbia) 1954
Early Autumn (Columbia)

STANDLEY, JOHNNY
It's in the Book (Capitol) 1952

STARR, KAY
Wheel of Fortune (Capitol) 1952
Rock and Roll Waltz (RCA Victor) 1955

STEELE, JON AND SANDRA
My Happiness (Coral) 1951

STEVENS, CONNIE
Sixteen Reasons (Warner Bros.) 1961

STEVENS, DODIE
Pink Shoelaces (Crystalette) 1958

STOKOWSKI, LEOPOLD
Tales From the Vienna Woods (RCA Victor) 1952

STOLOFF, MORRIS
Moonglow and Picnic Theme (Decca) 1957

STONE, ROLAND
Something Special (Ace) 1960

STORM, GALE
I Hear You Knocking (Dot) 1956

TEDDY BEARS
To Know Him Is to Love Him (Dore)

THOMPSON, HANK
Wild Side of Life (Capitol) 1951

THOMPSON, SONNY
Long Gone (Parts 1 & 2) (Miracles) 1948

TOKENS
*The Lion Sleeps Tonight (RCA Victor) 1962

TORNADOES
Telstar (London) 1963

TUCKER, ORRIN
Oh, Johnny (Columbia) 1939

TURNER, JOE
Chains of Love (Atlantic) 1954
Corina, Corina (Atlantic) 1954

TWITTY, CONWAY
It's Almost Make Believe (MGM) 1958

TYMES
So Much in Love (Parkway) 1963

VALENS, RITCHIE
Donna/La Bamba (Del-Fi) 1959

VAUGHN, BILLY
Sail Along Silvery Moon (Dot) 1958
Wheels (Dot) 1962

VENTURES
Walk, Don't Run (Dolton) 1960

VINTON, BOBBY
*Roses Are Red (Epic) 1962
Blue Velvet (Epic) 1963

WARING, FRED
'Twas the Night Before Christmas (Decca) 1942

**WASHINGTON, DINAH, WITH
BROOK BENTON**
Baby (Mercury) 1960

WEAVERS
On Top of Old Smokie (Decca) 1951

WEBER, JOAN
Let Me Go, Lover (Columbia) 1954

WEEEMS, TED
Heartaches (Decca) 1950
Mickey (Decca) 1950

WELK, LAWRENCE
*Calcutta (Dot) 1961

WHITEMAN, PAUL
Whispering (RCA Victor) 1921
Three o'Clock in the Morning 1923

WHITFIELD, DAVID
Cara Mia (London) 1956

**WHITING, MARGARET, AND
JIMMY WAKELY**
Slipping Around (Capitol) 1949

WHITMAN, SLIM
Indian Love Call (Imperial) 1952
Secret Love (Imperial) 1953
Rose Marie (Imperial) 1954

WILLIAMS, BILLY
I'm Gonna Sit Right Down and Write Myself a
Letter (Coral) 1957

WILLIAMS, HANK
Lovesick Blues (MGM) 1949
Cold, Cold Heart (MGM) 1951
Jambalaya (MGM) 1958

WILLIAMS, LARRY
Short, Fat, Fanny (Specialty) 1957
Bony Maronie (Specialty) 1958

WILLIAMS, OTIS, AND THE CHARMS
Hearts of Stone (Deluxe) 1955
Ivory Tower (Deluxe) 1956

WILLIAMS, ROGER
Autumn Leaves (Kapp) 1955
'Til (Kapp) 1958

WILLIAMS, TEX
Smoke, Smoke, Smoke (Capitol) 1947

WILLIS, CHUCK
What Am I Living For (Atlantic) 1958

WILLS, BOB
San Antonio Rose (Columbia)

WILSON, JACKIE
Lonely Teardrops (Brunswick) 1959

WONDER, LITTLE STEVIE
Fingertips (Part II) (Tamla) 1963

WOOLEY, SHEB
Purple People Eater (MGM) 1960

YANKOVIC, FRANK
Blue Skirt Waltz (Columbia)

YORGESON, YOGI
I Yust Go Nuts at Christmas (Capitol) 1949

Community Affairs Projects • Continued from page 30

Programs for Youth

WRCV radio and television, the NBC-owned stations in Philadelphia, received honors when they were named State winners of the "Golden Mike Awards" in the annual American Legion Auxiliary competition for programming "in the interest of youth." WRCV radio was honored for the "High School Highlights" series on teen-age school activities. The TV outlet was cited for its "Gateways to Careers" series on young people's job opportunities, presented in co-operation with the Americans for Competitive Enterprise System.

"Gateways to Careers" was an 11-program series designed to acquaint young people with various career opportunities in local business and industry. A portion of the program showed a tour of a local business or industry by a group of high school students, followed by an in-studio discussion with company executives on the opportunity for a career in that specific field.

"High School Highlights," sponsored by Blue Cross, spotlighted activities of area public, parochial and private high schools, with football stars, coaches and prominent local leaders as guests.

United Fund in D. C.

In addition to a heavy schedule of spot announcements (which included every station break on the hour and half hour), WWDC (Washington, D. C.) made available its Satellite Studio for daily originations during October from leading shopping centers. WWDC deejays originated many of their programs from the studio. There were daily interviews with

various UGF officials, and the station as sponsor of the Miss Washington Contest, arranged to have Miss Washington appear at the Kick-Off Rally for Government Employees at Constitution Hall, and also at the Downtown Businessmen's Rally.

Apple a Day

If an apple a day keeps the doctor away, some of Chicago-land's lucky teachers should be the healthiest folks in town. WLS, in co-operation with 192 Chicago A & P stores, gave away two cases of apples per day to teachers nominated by their students. In the on-the-spot promotion, WLS invited students to describe in 25 words or less why they appreciated their teachers. The "Teacher of the Day" was saluted each day on the air, and received two cases of Washington fancy, delicious apples—enough for everybody in the class!

Parade of Pennies

WSIX radio (Nashville) was honored by the American Legion for its "Parade of Pennies" drive to obtain funds to assist the local American Legion Post to purchase Christmas items for the Post's Annual Christmas Party for Underprivileged Children . . . about 1,500 children in all.

For Students Only

WERE radio (Cleveland) for the past 10 years has been providing a five-minute daily news show to high school students throughout the city. The broadcasts are fed via land line to WBOE (Board of Education station), which, in turn, rebroadcasts the newscasts on closed circuit to all high schools.

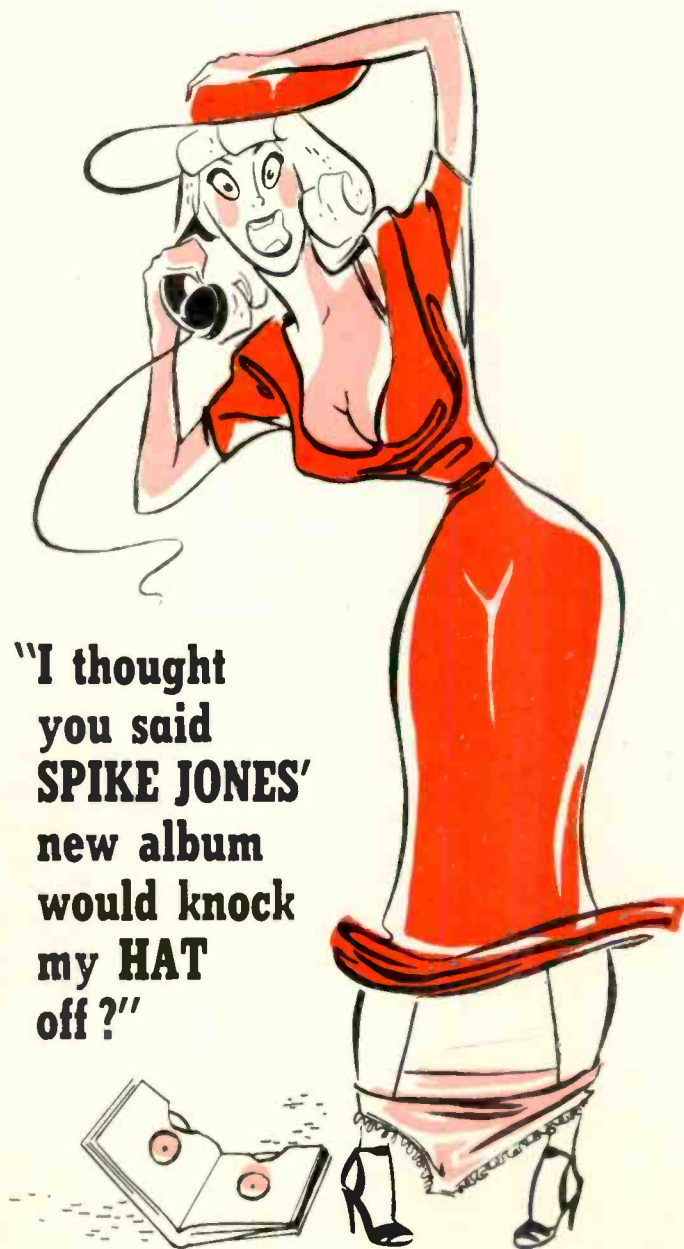
HALF-MILLION SELLERS—Albums

Below is a list of all LP's which have sold a half million or more copies in the United States as of the end of November, 1963, according to their manufacturers. Listings are arranged in alphabetical sequence, according to artist. The year, where available, indicates when each became a half-million album seller. Original cast and sound-track albums are listed in a separate category.

- ANDERSON, LEROY**
Blue Tango (Decca) 1955
- BEATLES**
*Meet the Beatles (Capitol) 1964
- BELAFONTE, HARRY**
*Calypto (RCA Victor) 1957
*Belafonte at Carnegie Hall (RCA Victor) 1960
*Belafonte (RCA Victor) 1961
*Jump Up Calypso (RCA Victor) 1963
*Belafonte Returns to Carnegie Hall (RCA Victor) 1963
- BENNETT, ROBERT RUSSELL**
Victory at Sea, Vol. I (RCA Victor) 1960
- BENNETT, TONY**
*I Left My Heart in San Francisco (Columbia) 1963
- BILK, ACKER**
Stranger on the Shore (Atco) 1963
- BOONE, PAT**
*Pat's Great Hits (Dot) 1958
- BRUBECK, DAVE**
*Time Out (Columbia) 1959
- CAVALLARO, CARMEN**
Dancing in the Dark (Decca) 1955
- CHARLES, RAY**
*Modern Sounds in Country & Western Music (ABC-Paramount) 1962
Modern Sounds in Country & Western Music, Vol. II (ABC-Paramount) 1963
- CHECKER, CHUBBY**
Your Twist Party (Parkway) 1961-62
Twist With Chubby Checker (Parkway) 1961-62
Let's Twist Again (Parkway) 1963
For Twisters Only (Parkway) 1963
Chubby Checker's Biggest Hits (Parkway) 1963
Limbo Party (Parkway) 1963
- CLIBURN, VAN**
*Tchaikowsky: Concerto #1 (RCA Victor) 1960
- COLE, NAT KING**
*Love Is the Thing (Capitol) 1960
Unforgettable (Capitol) 1963
*Ramblin' Rose (Capitol) 1963
- COMO, PERRY**
*Season's Greetings From Perry Como (RCA Victor) 1962
- CONNIFF, RAY**
*So Much in Love (Columbia) 1961
*Concert in Rhythm, Vol. I (Columbia) 1962
*Memories Are Made of This (Columbia) 1962
*S'Marvelous (Columbia) 1962
*Christmas With Conniff (Columbia) 1963
- CROSBY, BING**
Merry Christmas (Decca) 1956
- DARIN, BOBBY**
That's All (Atco) 1959
- DENNY, MARTIN**
A Taste of Honey (Liberty) 1963
- DOMINO, FATS**
Rock and Rollin' (Imperial) 1956
Fats Domino Swings (Imperial) 1963
- DORATI, ANTAL**
*Handel: Messiah (Columbia) 1963
*Tchaikowsky: 1812 Festival Overtures (Mercury) 1960
- FAITH, PERCY**
*Viva (Columbia) 1957
*Bouquet (Columbia) 1959
- FERRANTE & TEICHER**
Golden Piano Hits (United Artists) 1961
Pianos in Paradise (United Artists) 1962
West Side Story (United Artists) 1962
Tonight (United Artists) 1962
- FOLEY, RED**
Beyond the Sunset (Decca) 1956
- FONTAINE, FRANK**
Songs I Sing on the Jackie Gleason Show (ABC-Paramount) 1963
- FORD, TENNESSEE ERNIE**
*Nearer the Cross (Capitol) 1958
*Hymns (Capitol) 1959
*Spirituals (Capitol) 1961
*The Star Carol (Capitol) 1962
- FRANCIS, CONNIE**
Connie Francis Sings Italian Favorites (MGM) 1960
- GARLAND, JUDY**
*Judy at Carnegie Hall (Capitol) 1962
- GLEASON, JACKIE**
*Music for Lovers Only (Capitol) 1962
*Music, Martinis, and Memories (Capitol) 1962
- THE GOLDEN ERA OF DIXIE LAND JAZZ**
Rex Stewart & Various Artists (Design) 1961
- INK SPOTS**
The Best of the Ink Spots (Decca) 1955
- KENNEDY, JOHN F.**
*John F. Kennedy—Memorial Album (Premier) 1964
- THE KINGSTON TRIO**
*From the Hungry i (Capitol) 1960
*Here We Go Again (Capitol) 1960
*The Kingston Trio (Capitol) 1960
*The Kingston Trio at Large (Capitol) 1960
*Sold Out (Capitol) 1961
*String Along (Capitol) 1962
- LANZA, MARIO**
*The Student Prince (RCA Victor) 1958
- LIGHT, ENOCH**
Provocative Percussion, Vol. I (Command) 1961
- LITTLE RICHARD**
Here's Little Richard (Specialty) 1962
- LONDON, JULIE**
Julie Is Her Name (Liberty) 1955
- LYMAN, ARTHUR**
Taboo (Hi Fi Records) 1958
- MANCINI, HENRY**
*The Music From "Peter Gunn" (RCA Victor) 1960
*Breakfast at Tiffany's (RCA Victor) 1962
- MATHIS, JOHNNY**
*Swing Softly (Columbia) 1958
*Heavenly (Columbia) 1959
*Open Fire, Two Guitars (Columbia) 1959
*Faithfully (Columbia) 1959
*Johnny's Greatest Hits (Columbia) 1959
*Merry Christmas (Columbia) 1960
*More Johnny's Greatest Hits (Columbia) 1962
*Warm (Columbia) 1960
- MANTOVANI**
Greensleeves (London) 1952
*Strauss Waltzes (London) 1952
*Christmas Music (London) 1953
*Song Hits From Theatreland (London) 1955
*Film Encores, Vol. I (London) 1957
*Gems Forever (London) 1958
*Music From Exodus (London) 1960
- MEADER, VAUGHN**
*The First Family (Cadence) 1962
- MILLER, GLENN**
*The Glenn Miller Story (RCA Victor) 1961
- MILLER, MITCH, & GANG**
*Sing Along With Mitch (Columbia) 1959
*More Sing Along With Mitch (Columbia) 1962
*Still More Sing Along With Mitch (Columbia) 1962
*Holiday Sing Along With Mitch (Columbia) 1962

(Continued on page 68)

*RIAA Certified Half-Million Seller



**"I thought
you said
SPIKE JONES'
new album
would knock
my HAT
off?"**

• Continued from page 66

- *Sentimental Sing Along With Mitch (Columbia) 1962
- *Happy Times Sing Along With Mitch (Columbia) 1962
- *Christmas Sing Along With Mitch (Columbia) 1962
- *Saturday Night Sing Along With Mitch (Columbia) 1962
- *Party Sing Along With Mitch (Columbia) 1962
- *Memories Sing Along With Mitch (Columbia) 1962
- *Folk Song Sing-Along With Mitch (Columbia) 1963

MILLS BROTHERS

- Mills Brothers Souvenir Album (Decca) 1955 retitled: (The Best of the Mills Brothers)

MORMON TABERNACLE CHOIR

- *The Lord's Prayer (Columbia) 1963

NELSON, RICK

- Ricky (Imperial) 1958
- Ricky Sings Again (Imperial) 1963

NELSON, SANDY

- Let There Be Drums (Imperial) 1963

NEWHART, BOB

- *Button-Down Mind of Bob Newhart (Warner Bros.) 1962

OLDIES BUT GOODIES, VOL. 1

- Various Artists (Original Sound) 1962

ORMANDY, EUGENE

- *Glorious Sound of Christmas (Columbia) 1962

PETER, PAUL & MARY

- *Peter, Paul & Mary (Warner Bros.) 1962
- *Moving (Warner Bros.) 1963
- *In the Wind (Warner Bros.) 1963

THE PLATTERS

- The Platters (Mercury) 1960
- *Encore of Golden Hits (Mercury) 1961

PRESLEY, ELVIS

- *Elvis (RCA Victor) 1960
- *Elvis' Golden Records (RCA Victor) 1961
- *G.I. Blues (RCA Victor) 1961
- *Blue Hawaii (RCA Victor) 1961
- *Elvis' Christmas Album (RCA Victor) 1963
- *Girls, Girls, Girls (RCA Victor) 1963

SEVILLE, DAVID, & THE CHIPMUNKS

- Let's All Sing With the Chipmunks (Liberty) 1959
- Christmas With the Chipmunks (Liberty) 1963

SHAW, ROBERT

- Christmas Hymns & Carols (RCA Victor) 1960

SHERMAN, ALLAN

- *My Son the Folksinger (Warner Bros.) 1962

SINATRA, FRANK

- *Songs for Swingin' Lovers (Capitol) 1962
- *Come Dance With Me (Capitol) 1962
- *Only the Lonely (Capitol) 1962
- *Nice 'N Easy (Capitol) 1962
- *This Is Sinatra (Capitol) 1962
- I Remember Tommy (Reprise) 1962

SINGING NUN

- *The Singing Nun (Philips) 1963

***SIXTY YEARS OF MUSIC AMERICA**

- LOVES BEST
- Various Artists (RCA Victor) 1960

SNYDER, TERRY

- Persuasive Percussion, Vol. 1 (Command) 1961

VALENS, RITCHIE

- Ritchie (Del-Fi) 1960
- Ritchie Valens (Del-Fi) 1960

VAUGHN, BILLY

- *Sail Along Silvr'y Moon (Dot) 1962
- *Blue Hawaii (Dot) 1962
- *Theme From "A Summer Place" (Dot) 1962

VEE, BOBBY

- Bobby Vee's Golden Greats (Liberty) 1963

VENTURES, THE

- The Ventures Play Telstar, The Lonely Bull & Others (Dolton) 1963

WARING, FRED

- *Twas the Night Before Christmas (Decca) 1956

WARREN, RUSTY

- Songs for Sinners (Jubilee) 1958
- Knockers Up (Jubilee) 1959
- Sin-sational (Jubilee) 1961

WELK, LAWRENCE

- *Calcutta (Dot) 1961

WILLIAMS, ANDY

- *Moon River (Columbia) 1962
- *Days of Wine & Roses (Columbia) 1963

WILLIAMS, ROGER

- Songs of the Fabulous Fifties (Kapp) 1960
- Til (Kapp) 1960

ORIGINAL CASTS SOUND TRACKS

AROUND THE WORLD IN EIGHTY DAYS

- Sound Track (Decca) 1957

***CAMELOT**

- Original Cast (Columbia) 1962

***CAROUSEL**

- Sound Track (Capitol) 1959

THE EDDIE DUCHIN STORY

- Sound Track (Decca) 1959

***EXODUS**

- Sound Track (RCA Victor) 1962

***FLOWER DRUM SONG**

- Original Cast (Columbia) 1962

GIGI

- Sound Track (MGM) 1962

THE GLENN MILLER STORY

- Sound Track (Decca) 1959

HANS CHRISTIAN ANDERSEN

- Sound Track (Decca) 1955

THE KING AND I

- Original Cast (Decca) 1953

***THE KING AND I**

- Sound Track (Capitol) 1959

***THE MUSIC MAN**

- Sound Track (Warner Bros.) 1963

***THE MUSIC MAN**

- Original Cast (Capitol) 1959

***MY FAIR LADY**

- Original Cast (Columbia) 1957

OKLAHOMA

- Original Cast (Decca) 1945

***OKLAHOMA**

- Sound Track (Capitol) 1959

***PORGY & BESS**

- Sound Track (Columbia) 1963

ROCK-A-BYE YOUR BABY

- (THE JOLSON STORY)
- Sound Track (Decca) 1947

SHOWBOAT

- Sound Track (MGM) 1960

***THE SOUND OF MUSIC**

- Original Cast (Columbia) 1961

SOUTH PACIFIC

- Original Cast (Columbia) 1958

***SOUTH PACIFIC**

- Sound Track (RCA Victor) 1962

THE THREE PENNY OPERA

***WEST SIDE STORY**

- Original Cast (MGM) 1959
- Original Cast (Columbia) 1962

***WEST SIDE STORY**

- Sound Track (Columbia) 1962

Programming Leaders Discuss Techniques

• Continued from page 44

Production: "LPs" needed for production of spots, specials, etc., are kept in this file in alphabetical order.

Comedy: "Comedy LPs are filed in alphabetical order

Holiday and Religious: These "LPs" are filed under important national and religious holiday groupings.

How a personality makes up his show: The personality is obliged, by management, to take a minimum of one hour to make up a three hour show. He selects his "singles" from the master single list and "LPs" from his individual file in the "new" LP file. Before making his selection, he double checks the show preceding his to clear "new" LP material.

The personality then makes up his show listing each record in order on a music sheet as it will be played on the air. He makes three copies of his music sheet—one for the program director, one for the library file and one for himself. He takes his "LPs" with him to the studio. On the console, is a box containing all the "singles" which correspond by number with the master sheet in the library. This box is made up each week to conform with the new master music list.

These are the important fundamentals in WIP's record library file system. We feel the system is a good one and simple enough for one person to supervise. Of course, the co-operation of the personality who handles the records is a necessary element in keeping our house clean.

Research, Goals, Professionalism

By Mark Olds
General Manager, WINS, New York



At no time, it seems, has there been so much talk about the importance of the product . . . the programming of the radio station. At no time have trained, able programmers been as hard to find. Why? Simple . . . the business gets more competitive every day. Gone are the days when a smart young feller could waltz into a good-sized town and grab off half of the available audience in a matter of weeks. By now, almost everybody in radio is conversant with most of the techniques used successfully elsewhere . . . and is far more sophisticated in approaching his own station problems.

In fact, this sophistication has led to an interesting stratification of radio. In the old days (like 1956!), we used to talk about net stations, indies, and specialists. Today, we split the spectrum into something like this: Talk,

(Continued on page 70)



ATTENTION RADIO STATIONS!

Some fellow program directors are speaking to you:

"We've been so satisfied with RSI's service, we now plan to make RSI our one source for albums."
KCRS, Midland, Texas.

"Your album service is excellent. It enables stations on a tight budget to get albums as they come out, paying for them as they get them, and to know what you will be getting."
WQFM, Milwaukee, Wisconsin

"... your service is unique in that one can be selective."
WWSC, Glens Falls, New York

"... this is by far the best service I have ever run across. Our record problems seem to have been solved!"
WFOY, St. Augustine, Florida

Some 2200 radio stations throughout the world have now taken advantage of the unique services of RECORD SOURCE INTERNATIONAL (RSI).

RSI is the only operation of its kind in existence . . . providing radio stations with a central source of supply for all the top-rated, top-selling recordings of all labels. You don't have to take the dogs and cats in order to get the "goodies" . . . you can be selective . . . and at budget rates.

Whatever your musical programming format—pop, Top 40, classical, middle of the road, jazz, show tunes, comedy, folk or country—there is an RSI Service tailored for you: subscription services which bring you automatic weekly or monthly shipments of the top new singles or albums in your chosen category . . . catalog services from which to build your library of all-time standards and favorites . . . or you can pick and choose each month from RSI's list of 150 to 200 of the top new album releases.

Write for your free catalog of RSI Services today. And if your librarian or program director is not receiving RSI's monthly album listing, please make note on your station letterhead to that effect.

Write:

RECORD SOURCE INTERNATIONAL

Dept. NA, 165 W. 46th St., New York, N. Y. 10036

Programming Leaders Discuss Techniques

• Continued from page 68

Network, Good Music, Middle-of-the-Road Pop, Swinging Middle-of-the-Road, Formula, Top-40 . . . and, of course, the specialists: Foreign Language, Symphonic, Jazz, Gospel, Sing-Along, Folk Music, and Ethnic. If we keep this up, small wonder if the programmer won't wind up knowing more and more about less and less, until he's programming for himself, the boss, and six close friends!

Well, then, is there an answer . . . a guide to the perplexed . . . in going after the desired audience? You bet there is, and it goes something like this:

RESEARCH:

What does my projected audience want and need: what will make them listen to me?

GOALS:

What can be logically and reasonably expected in this market—in rating position, audience composition, prestige and income?

PROFESSIONALISM:

Whatever we decide to do, are we doing it as real professionals, with style, craftsmanship and creativity?

At WINS, in the country's largest, and one of its most competitive markets, we try to apply this approach of research, setting of goals and professional performance. We looked into this area and weighed many factors, including the history of the various stations, the changing composition of the audience, short and long-range trends in everything from buying habits to working hours. We decided that the best potential lay in long-term "growth" investment . . . in the younger people, from late teens to late 30's, who are a huge percentage of the 17,000,000 people in the area now and will be for many, many years.

We decided that a broadly based music policy, with adequate representation of current sounds, plus strong personalities, plus compelling news, built around on-the-scene reporters, plus important and significant public affairs, plus a strong editorial policy, plus many, many services, ranging from traffic to job opportunities, plus a clean, strong signal, plus a unique custom-made logo, plus about 19 other major items was what we needed in *this* area at *this* time.

Now we're trying to accomplish our goals the best way we know how. Perhaps this is the road *you* should take too; perhaps not. But whatever your road, make sure you know *why* you're going, *where* you're going and *how* you plan to get there.

Programming Service Guide

• Continued from page 52

Triangle Program Sales

320 Park Ave., New York 22, N. Y.

PROGRAMS: Syndicated radio and TV programs.

University of Detroit Radio Program Service

4001 W. McNichols Rd., Detroit 21, Mich.

PROGRAMS AND TALK VIGNETTES: "Words for the day": two and a half minutes, 5 days a week; meaning of words in capsule documentary format; a complete self-contained program. The next three listed are "Capsule Shows," 5-minute programs, each a monolog by a regular professor on a specific topic designed to be introduced by the station deejay or announcer for the "Monitor Type Format": "Your Home": one day a week—how to buy a home, finance it, land contracts, mortgages, what to look for, financing, etc.; by Professor Donnelly. "Word State": one day a week—talks on the theater, playwrights, authors, etc. "Spoken Word": one day a week—talks on public speaking for the average person; conference techniques, after-dinner talks and how to hold attention of the audience, etc. Price for the above listed is free as a public service broadcast. May be sold by special arrangement.

OTHER SPECIAL PACKAGES: "Town Hall": 24:30 weekly—a talk show with documentaries, interviews, panels, significant talks. "Ask the Professor": 29:30 weekly—a panel show with professors answering ad lib, listener questions or forging magazine subscriptions—emphasis on conversation and wit. "Royal Academy of Higher Jazz, Uptown": 24:30 weekly—a remake of the old "Chamber Music Society of Lower Basin Street," produced for the U. of Detroit by the creator of the Basin Street Show. Price for the above listed is free as a public service.

WBKR Broadcast Service

1169 Sylvania Rd., Cleveland Heights 21, Ohio

PROGRAMS AND TALK VIGNETTES: Radio show for syndication.

MUSICAL PRODUCTION AIDS: Producing commercials, jingles and special recordings.

ON TOP SINCE 1894 IN CIRCULATION IN REPUTATION IN PENETRATION

No other music-trade publication gives its advertisers the global exposure, strength of editorial backing and proof of circulation claims that Billboard offers.

The nearly 70 years of international respect for Billboard's quality of journalism, scientific methods of research and high standards of business practice provide advertisers with an unmatched setting of prestige for their message.

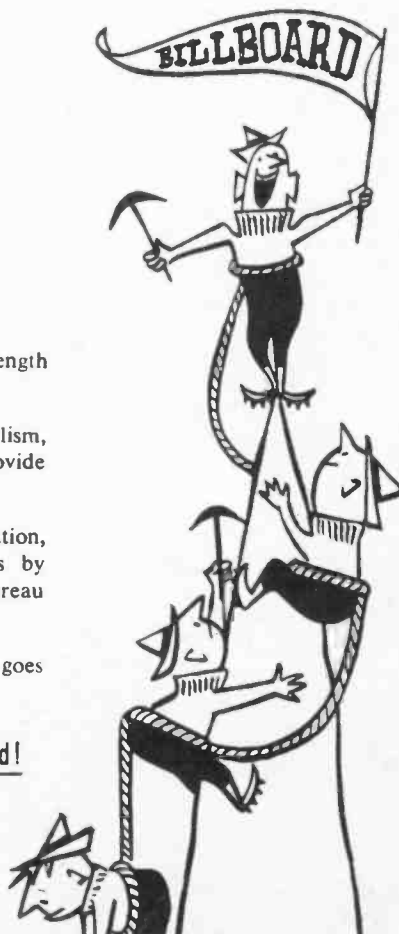
With a world-wide circulation twice that of any other music-trade publication, only Billboard offers advertisers incontrovertible proof of circulation figures by opening its files twice every year for audit by the rigid and exacting Audit Bureau of Circulations (ABC).

Their reports detail for every Billboard advertiser just where his message goes throughout the world . . . who receives it . . . and how many receive it.

Basic Information That Every Advertiser Should Not Only Expect—But Demand!

Do You?

New York • Hollywood • Chicago • Washington
Nashville • London • Buenos Aires • Rio de Janeiro



***The Girl
you want
to
program!***

NATIONAL ASSOCIATION OF RECORD MERCHANTSERS:*
"the best selling female vocalist for 1963"
"the top female artist on singles for 1963"

***NARM POLL FOR 1963**



**Brenda
Lee**

DIRECTION:



WILLIAM MORRIS AGENCY

EXCLUSIVELY:

DECCA RECORDS

PERSONAL MGT.:

DUB ALBRITTEN
1808 WEST END BLDG.
NASHVILLE, TENN.

CURRENT SMASH SINGLE:

“THINK”

DECCA
31599



CURRENT HIT ALBUM:
DECCA DL-4439, DL-74439 (STEREO)

**IN TUNE
WITH THE TIMES**

NEIL SEDAKA

Latest Smash Single!... "THE CLOSEST THING TO HEAVEN"... RCA Victor 8341

The internationally significant artist important to everyone in radio, television, or interested in radio and television. Neil's albums conform to all music station formats from contemporary to pop standard. Neil sings in English, Italian, German and Spanish!

Program Neil's latest albums—the music radio fans want to hear! Neil will cut personality promo tapes for your station upon request.

Exclusively: RCA VICTOR



NEIL SEDAKA • CIRCULATE
LPM-2317



NEIL SEDAKA SINGS LITTLE DEVIL
LPM-2421



NEIL SEDAKA ITALIANO
LPM-10140



NEIL SEDAKA SINGS HIS GREATEST HITS
LPM-2627

BOOKINGS: **XXX**

PERSONAL MANAGEMENT: BEN SUTTER, 756 7th AVE., NEW YORK, N. Y. TEL.: (212) JUDSON 2-5715

PRESS RELATIONS: SAM GUTWIRTH