

Billboard

The International Music-Record Newsweekly

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



"SIR WINSTON CHURCHILL, First Honorary Citizen of the United States," is the title of the specially-bound Colpix Records album presented last week (29) to President John F. Kennedy (center). Making the presentation (right) is Great Britain's ambassador to the U. S., Sir David Ormsby Gore. The scene is witnessed by Don Kirshner (left), executive vice-president of the music and record division of Columbia Pictures-Screen Gems TV. Sir David said he was presenting the album to the President "because of Churchill's place in history as well as in the hearts of both my people and yours, and because his speeches will be a source of inspiration and enduring history."

WSM's 38th Birthday Celebration Mirrors Country Music Boom

By PAUL ACKERMAN

NASHVILLE—Despite intensive screening of registrants so as to eliminate free-loaders, WSM's 38th anniversary celebration attracted the biggest attendance to date, drawing record executives, publishers and fans from all over the nation, including a contingent of 34 fans from the British Isles and several from Australia. Exact figures were not available at press time, but as early as Thursday evening more than 1,500 were registered. The excitement and high spirits of the occasion mirrored the fact that country music, currently, is enjoying its peak period.

Wesley Rose Named Country Man of Year



WESLEY ROSE

NASHVILLE — Billboard's annual country awards, presented at the WSM festivities here Friday, were highlighted by the naming of Wesley Rose as the "country man of the year" and the presentation of a special award honoring the late Jim Denny. Rose, president of Acuff-Rose Publishing Company, received the award, based on a poll of the nation's country deejays, for his many contributions to country music. The award was presented by Paul Ackerman, editor of Billboard. A portion of his introduction follows:

The Denny Award was presented to Bill Denny, who succeeded his father as president of Cedarwood Publishing Company after the elder Denny's death last month. This award was presented in recognition of Denny's numerous contributions, (Continued on page 6)

This optimistic view was highlighted at the Friday morning ceremonies at the Municipal Auditorium in speeches by John H. DeWitt Jr., president of WSM; Tennessee Gov. Frank G. Clement, and Mayor Beverly Briley, of Nashville.

The talks were a coupling of nostalgic history and optimism with regard to the future of country music. Governor Clement noted that the pioneers began small but aimed high, and DeWitt remarked that the station's faith in country music was ultimately borne out. He also noted that negotiations were in progress for a TV network broadcast of the "Opry" which would take the show into many additional cities across the nation. A highlight of the Friday morning festivities was the presentation on stage of "Grand Ole Opry" stars. This was a fast-moving program wherein each act sang a brief fragment of one of its noted recordings. The intros were done in verse, and the total acts numbered above 50.

Ritter Lauds Autry

Tex Ritter, newly elected president of the CMA, told Billboard that country music is growing in popularity each year, and that CMA has ambitious plans for the future of the field. "It is a high fence, but we'll jump it," Ritter stated. He added: "We will meet every challenge."

Ritter also paid tribute to the CMA's retiring president, Gene Autry, stating that he would call on Autry for guidance and advice. "It's amazing and gratifying how Autry, with all his business interests, found time to do the great job he did," Ritter concluded.

Wesley Rose, retiring CMA board chairman, also commended his CMA co-workers. "The directors and officers I served with were most energetic, ambitious and progressive. . . ."

GAY AWARD TO RICHARD FRANK

NASHVILLE — The Country Music Association at its meeting here Thursday (31) announced the Connie B. Gay President's Award. This will be awarded annually for the most outstanding service to the CMA.

The recipient will be a CMA member not currently serving as an officer or director. Connie B. Gay will pay for the award, and he has arranged for a sustaining fund in his will to carry on the project after his lifetime.

The first Connie B. Gay Award was presented by Gay to Richard Frank, CMA attorney, who has devoted his services to the organization gratis.

It has been interesting, educational and an honor to work with them. . . . I feel that the new officers and directors of the association are of such caliber that they will even surpass CMA's past record."

The make-up of the attendance at the WSM festival caused considerable comment, inasmuch as it reflected the broadened influence of the c.&w. field. The American Society of Composers, Authors and Publishers, for instance, was represented in considerable strength by such publishers as Mills Music and such ASCAP executives as Sales Manager Jules Collins. A flurry of interest was also caused by the accession to the CMA board of Juanita Jones, who heads the ASCAP office here.

Such developments, plus the increased recognition of c.&w. at the broadcast and advertising agency levels, pinpointed the general feeling of the convention; namely, that c.&w. music had become a major part, and perhaps the most important part, of the over-all music business.

WORLD-WIDE COUNTRY MUSIC

Weekly Show to Reach 100,000,000 Listeners

By MARK-CLARK BATES

NASHVILLE — Under the direction of Gene Autry, president, the Country Music Association has concluded a co-operative agreement with Radio WSM here, Radio New York Worldwide (WRUL) and Billboard to produce and air a weekly country music show which will reach more than 100,000,000 receivers overseas. Programs will originate and be produced at the studios of WSM. Program content will include the current top sellers as selected from Billboard country charts, all-time country favorites, new releases of outstanding merit and personal appearances and interviews with the leading country artists.

The program will also be aired in this country over WSM Radio each week. Plans are also under way for at least one other radio station in this country to air the program. WSM deejay T. Tommy Cutrer will be the announcer.

"Radio New York Worldwide, with its full facilities of five super-power short-wave transmitters, will beam each week's country music program to a vast audience throughout Europe, Africa and Latin America, including troops serving in the Armed Forces overseas," said Ralph Brent, president of Radio New York Worldwide.

During future weeks, as coun-

try stars appear on the program, overseas listeners will be invited (Continued on page 6)

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'Musik fur Millionen' Being Run By 2 U. S. Expatriates in Germany

By SOLOMON R. KUNIS

BERLIN—When Muzak established "Musik fur Millionen" recently as its franchiser in Germany, it picked a West German background music outfit that is run primarily by American expatriates. Two of the principals

of the Berlin-based company are Frank Gordon, who hails from Groton, Mass., and Leo E. Horrigan, who calls Pasco, Wash., his home town. The two set up Musik fur Millionen in 1958, with the help of Jack Irvine of Seattle.

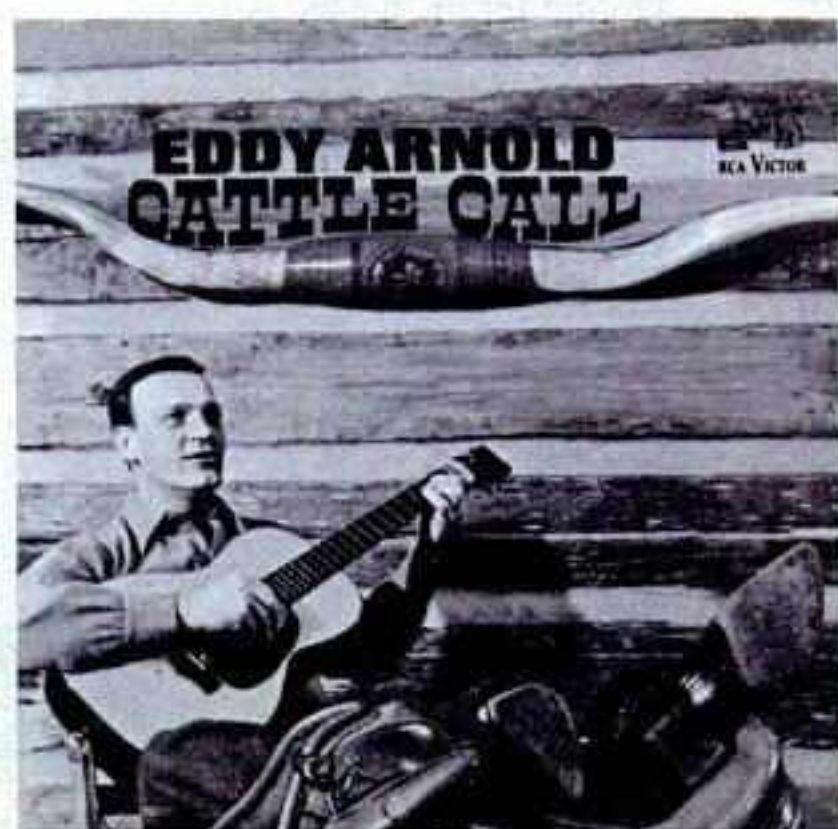
Gordon's first contact with the

Germans was hardly a friendly one. He entered the Rhineland somewhat forcefully as a company commander in the American infantry's assault on Fortress Europe 1944. His newspaper background earned him a post with the U. S. Military Govern-

(Continued on page 53)



MUZAK PRESIDENT CHARLES COWLEY, left, and Frank Gordon, meet at the Berlin Wall.




EDDY ARNOLD
HAS A NEW SINGLE!

#8253

"JEALOUS HEARTED ME"
c/w **"I MET HER TODAY"**

FROM HIS BIG NEW ALBUM, "CATTLE CALL" LPM/LSP-2578

RCA VICTOR 

 The most trusted name in sound

Kaempfert Exclusive to Decca



BERT KAEMPFERT, who was previously affiliated with DDG-Polydor Records in Germany and released in this country on Decca has been signed by Decca to an exclusive long-term contract. Witnessing the signing last week were (left to right) Martin P. Salkin, vice-president; Leonard W. Schneider, executive vice-president of Decca; Kaempfert, and Milt Gabler, a.&r. executive responsible for Kaempfert's phenomenal record successes.

Victor to Do Kate Smith Live

NEW YORK — RCA Victor announced plans last week to produce a live recording of Kate Smith's Carnegie Hall concert. Miss Smith appeared at the vaunted hall last Saturday (2). The event marked the famous singer's first concert appearance.

Moving swiftly, the label has already designated "Kate Smith at Carnegie Hall" as a November album special. It expects to have finished product in stores within a week of the concert. Hugo and Luigi supervised the disk, assisted by Andy Wiswell.

Music director for the affair was Skitch Henderson, who prepared arrangements for 35 songs, most of them selected from the singer's radio and TV show repertoire. A 35-piece orchestra and a chorus of 16 assisted.

Ed Beulik In Move Up At Columbia

NEW YORK—Ed Beulik has been named director of administrative services and Frank Driggs and Bobby Scott have been appointed as a.&r. producers at Columbia Records, according to Ken Glancy, vice-president for a.&r.

Beulik will report to Glancy and be responsible for internal administrative functions of the a.&r. department. Beulik joined Columbia in 1960 as supervisor of a.&r. for the record club.

Driggs and Scott will both report to Dave Kapralik, director of pop a.&r., East Coast. Driggs will be associated with Columbia's jazz archive series. Scott, well-known as singer-pianist and arranger, won a Grammy Award for his music for the play "A Taste of Honey."

Missed the Chart

NEW YORK — The position and title was inadvertently omitted on No. 66 on last week's "Hot 100" Chart. The position should have carried the title "Wonderful Summer" which hit the chart for the first time at Position 66, and was a National Breakout. Billboard regrets the omission and any inconvenience it may have caused.

SNIDER SELLS OUT REST OF EDGE INTEREST

WASHINGTON—Ed Snider has sold out his remaining interest in Edge, Ltd., prominent racking firm here, to Cecil Steen of Record Wagon, Woburn, Mass. Steen had acquired a substantial interest in the firm six months ago. He said Edge would be continued intact but that substantial portions of the Edge inventory were being moved to Woburn. Combined gross of Record Wagon and Edge was \$12 million. Snider, who built Edge into an \$8 million operation from a cut-out disk business in a corner store, all within five years, said he would announce his personal plans later.

Capitol Inks Bing Crosby

HOLLYWOOD—Bing Crosby has signed a recording contract with Capitol Records, according to label President Alan W. Livingston. Initial recording will be a Christmas single, "Do You Hear What I Hear," to be released simultaneously in all countries of the free world on November 18.

It's Crosby's first effort for Capitol since his 1956 appearance on the sound track album for "High Society," from which the smash, million-selling single, "True Love," was taken. In 1957, Crosby cut the title tune from the MGM picture, "Man On Fire," for the label. Si Rady will produce Crosby's new diskings.

Groove Holmes 1st Ben-Ven Artist

HOLLYWOOD — Organist Richard (Groove) Holmes is the first artist signed by the newly formed Ben-Ven Productions for MGM. Holmes, who recorded four LP's for World Pacific in three years, will have his sessions a.&r.-ed by Nick Venet, the former Capitol producer, who is in partnership with Fred Benson as indie producers for MGM.

Benson said that Holmes would be recorded here this week. He said the jazz organist was signed to a five-year pact.

Now's the Time--When'd You Say?

NEW YORK—Lena Horne appears to have brought the moment of decision to radio stations across the land with her current 20th Century-Fox single of "Now," a hymn of the integration movement which lays the issue squarely on the line. Until now stations have gone along with songs with an integration message—songs like "Blowin' in the Wind," "If I Had a Hammer," and even more recently, "We Shall Overcome."

But "Now," an adaptation of the Israeli folk tune, "Hava Nagilah," by Jule Styne, Betty Comden and Adolph Green, has struck a more controversial note. In Los Angeles, for example, the disk has been virtually blacked out. In Chicago, only three stations have gone on the side, two of which are strongly Negro-oriented. In New York, the reception has been better, but by no means unanimous.

LOS ANGELES

"Now," the new Lena Horne disk, has run up against a solid wall of disapproval from key stations here because of its sociological message.

Whereas the disk is being aired on many San Francisco stations, program directors of the singles-conscious Los Angeles outlets have decided to keep away from the hot record dealing with the integration movement.

"What astounds me about Los Angeles," said Budd Granoff, producer of the single here last week, "is that in this large city with its cross currents of culture, the record can't get a fair hearing."

Granoff said he's been told the disk "is not entertainment," is "too aggressive" and "is controversial."

Among those against playing the disk are KMPC, KLAC, KHJ, KFWB, KRLA and KNX. Stations which have aired the side are KGFJ, KRHM, KRKD and KDAY.

Jim Lightfoot, p.d. at KLAC, felt the disk was "too strong and out of the realm of entertainment." He called it an editorial and said this kind of material didn't fit the station's image at this moment.

Said Russ Barnett, p.d. at KMPC: "The song is pretty strong editorially, and we'd rather cover editorial matters through news and documentaries. Some of the lines are just too strong."

NEW YORK

Lena Horne's "Now" has received its widest acceptance here, with WINS, WAPC, WMCA, WNBC, WJZ (Newark) and WNEW airing the disk. William B. Williams of WNEW is credited with having initiated the release of "Now" after witnessing Miss Horne's performance at a recent Carnegie Hall concert.

The only station issuing any statement on the record was WCBS. Program Director Joe Cook stated that the "rocker was incompatible with the station's format," and he was "not recommending" that it be played by his airmen. Despite this, "Now" was aired on Bill Randall's morning show on the CBS flagship station yesterday (31).

CHICAGO

McLendon's pop rocker WYNR, the Negro-oriented WAAF and the Chess Brothers' WVON (the call letters of which stand for "Voice of the Negro") were the only stations playing Lena Horne's new single "Now" in the Windy City last week.

Program Director Rodney Jones of WVON, observed, "The 'Now' record tells a story that means a lot to both races. We feel its neither too controversial nor too militant." Echoed Floyd Brown, p.d. at WYNR: "It's a fine record by a great artist. The song has a message."

On the negative side, a spokesman for top-rated WLS could not be reached for comment, though the station was not programming the side. Len Schlosser, p.d. at CBS-owned-and-operated WBBM, noted: "The record is in the area of political and militant action. It is no longer strictly entertainment, whereas the Mahalia Jackson version is more in the entertainment area."

WGN's p.d., Bob Bradford, commented: "The lyrics are offensive. We object specifically to the line 'don't take it literally, mister, nobody wants to grab your sister.' It's an inflammatory treatment of an incendiary situation. We never had any objection to 'Blowin' in the Wind,' which took a much different approach." Meanwhile, Ralph Blank, music director of Westinghouse's No. 2 outlet, WIND, was holding off a decision pending a further review of the disk by station personnel.

ABC-Para. Seeks Other Lines For New Gotham Operation

NEW YORK—"Few manufacturers can afford to maintain their own exclusive distributing facilities and we are very much in the market for additional lines at our branch," said ABC-Paramount President Sam H. Clark last week, as he announced the formal opening of ABC's company-owned branch operation in the New York market. The firm will be known as Jet Record Distributing Corporation.

The move, rumored for many weeks, brought about the termination of an eight-year relationship in the market between the label and its subsidiaries and Malverne Distributing, a relationship which, according to Clark, "contributed much to the success enjoyed by ABC-Paramount over the years."

In recent years, such labels as Kapp, Liberty, Roulette and Dot have opened company-owned branches in New York. Kapp's was shuttered several years ago and Dot's, started only six months ago, was recently closed, with the label returning after a long absence to the Cosnat fold.

What is President Sam Clark's thinking about a company branch in light of these earlier developments? "Maintaining a branch is tough and it makes sense only under certain conditions," Clark explained. "A branch, for example, doesn't belong anywhere but in the very major markets. And I may add, that our move in New York reflects no national policy. It's New York, period."

"One of the factors here is that with the discount structure being what it is, it's more difficult than ever to show a decent profit with several steps of distribution. By owning our own operation, we, in effect, remove one of the steps to which, in the hands of an outsider, part of the profit would normally go.

"Then, too, with any but the largest catalog type of company, making your own branch pay out is difficult. We feel we want outside lines. Ideally, these would be specialty items and labels. Frankly, we would even consider entering into a joint ownership with another company. I don't know who that would be now, but with two lines of substance such as ours, and a few smaller labels, perhaps, a distributing branch should do very well."

Clark feels that the lot of the distributor has actually improved in recent months, despite dire predictions as to the fate of this end of the business from numerous sources. "We've heard a great deal of talk about the problems of racks," he noted. "Frankly, our own distributors are showing a better profit position today than last year."

"That's because I think many have learned to live with racks in their own way. They've refined their techniques. Let's say they've learned to get tough. They refuse to do the business of the 'twos and threes' and watch the racker go somewhere else with his big order. Many

of them have adopted the 'all or nothing' approach. They'll tell the rack jobber that if he wants the quick service on the small orders, he better do all his business there, or take it all elsewhere. If enough distributors use this psychology it will help our business."

Distributor Vital

Clark thinks the distributor will remain important, too, because of the need for swift action on singles. "Singles are still an important part of the business and only the knowledgeable distributor knows how to move fast with them," he said.

Returning to the matter of the new branch, Clark said the company hopes to get closer to its customer in this way and to learn first-hand the problems confronting the industry. "We feel our product creativity, pricing structure, advertising programs and movement of product will be greatly improved by direct contact with dealers, one-stops and rack jobbers.

"At this time, we have no plan or intention of working through any subdistributor for any major accounts," said Clark.

Jet, as of Monday (4), will handle ABC-Paramount, Command, Impulse, Grand Award and Tangerine. Westminster, another subsidiary, will continue to be handled by Stanley-Lewis Distributors, while Chancellor, for which the company handles national distribution, will continue in the fold of Alpha Distributors.

LATE SINGLE SPOTLIGHTS

Pop

THE EXCITERS

DO-WAH-DIDDY (Trio, BMI) (2:25)—Here's a big, swinging rocker from the group that is bound to accelerate up the chart. Side has hard-hitting beat and angry, exciting chanting from lead and group. The flip is "If Love Came Your Way" (Sylvia, BMI) (2:30).

United Artists 662

JAY AND THE AMERICANS

COME DANCE WITH ME (Trio, BMI) (2:22)—This hot-selling group has another solid beat item here. Side is highly danceable for teens with strong lead singing and backing with potent rhythm. The flip is "Look in My Eyes Maria" (U. S. Songs, ASCAP) (2:23).

United Artists 669

Trini Gets Hello



When Trini Lopez arrived at Amsterdam Airport recently he was greeted by young fan. Reprise artist was in Europe for performances in Amsterdam, The Hague, London and other English cities.

young Chicagoans, the Classmen, features a new treatment of a hit song of several years ago, "My Special Angel," b/w "Love Is Gone." Coincidentally, the release is also the Classmen's first disk.

Steinberg pointed out that although Limelight will operate as a completely separate label, it will be backed by the full domestic and international experience and facilities of the Mercury organization. "We will be able to put a full promotion and sales program behind each new artist, on a world-wide scale, ensuring that Limelight will fulfill its initial promise as the launching ground for the name stars of tomorrow," Steinberg said.

Columbia Goes Deeper O'Seas

NEW YORK—Columbia Records has expanded farther into the foreign field with conclusion of two new overseas licensing arrangements. The two, which were negotiated by Harvey Schein, vice-president and general manager of CRI International, cover the release of product in Switzerland and Malaysia.

The Swiss affiliate is Phonag AG with headquarters in Winterthur, near Zurich. The firm is supervised by Hellmuth Bischof and Hellmuth Kolbe. In Malaysia, the CBS label outlet will be Hup Hup, Ltd., with offices in Singapore and Kuala Lumpur. Managing director is Ng Lian Chin.

COMMAND FOR RYDELL

LONDON — Bobby Rydell has been invited to appear before the British Royal Family at the premiere showing of the Columbia film "Bye, Bye Birdie." Rydell will be presented to the Queen Mother, Princess Margaret and Prince Philip at the premiere and will perform singing and dancing segments from the picture. Rydell flies here today (4) and plays the Palladium Tuesday (5).

Amy-Mala to Handle Pair

NEW YORK — Amy-Mala Records distribution arm, Sherman Sales Company, Inc., will handle distribution for KFM Records and Gold Records.

KFM's first release is an LP recorded on location with WINS deejay Murray Kauffman entitled "Live From the Brooklyn Fox in His Record Breaking Show-Murray the K." The album features a host of top name recording artists.

Gold Records is owned by Luther Dixon and Beryl Hastie and will be the outlet for much of Dixon's production. Initial release on the label is "Watch Your Step," by Brooks O'Dell.

WB Splits Singles, LP A.&R. Posts

BURBANK, Calif. — Warner Bros. is splitting a.&r. responsibilities between Jimmy Hilliard, now charged with LP production and Joe Smith, now heading the singles operation.

Hilliard had been a.&r. director for the past two years and is being continued in that post, said President Mike Maitland. Smith, national promotional manager, takes on additional chores with his singles assignment. Both men will work with free-lance indie producers.

Smith and Hilliard will work together on LP's resulting from a hit single. Diskery anticipates being able to move faster on projects with two men handling their separate fields.

George Lee continues to handle a.&r. administrative jobs in the East.

Ike Turner Forms Label

HOLLYWOOD — R.&b. vocalist Ike Turner has formed his own label, Sonja Records, and has already cut singles with his wife Tina, and the Ikettes. The husband-wife team had been with Sue Records since 1959.

Already set as distributors are Superior, New York; Schwartz Brothers, Washington; California Records, Los Angeles; Concord, Cleveland, and All State in Chicago.

Turner said that in addition to the hard rock and roll tunes he has been associated with, he plans working with other artists and tunes in a more pop vein.

Mercury Launches Limelight Records

CHICAGO — Mercury Records Corporation is launching a new record label, Limelight Records, designed to operate as a completely autonomous division of the Mercury family. Irwin Steinberg, Mercury executive vice-president, said "Limelight will put special emphasis on developing new writers, new material and new performers."

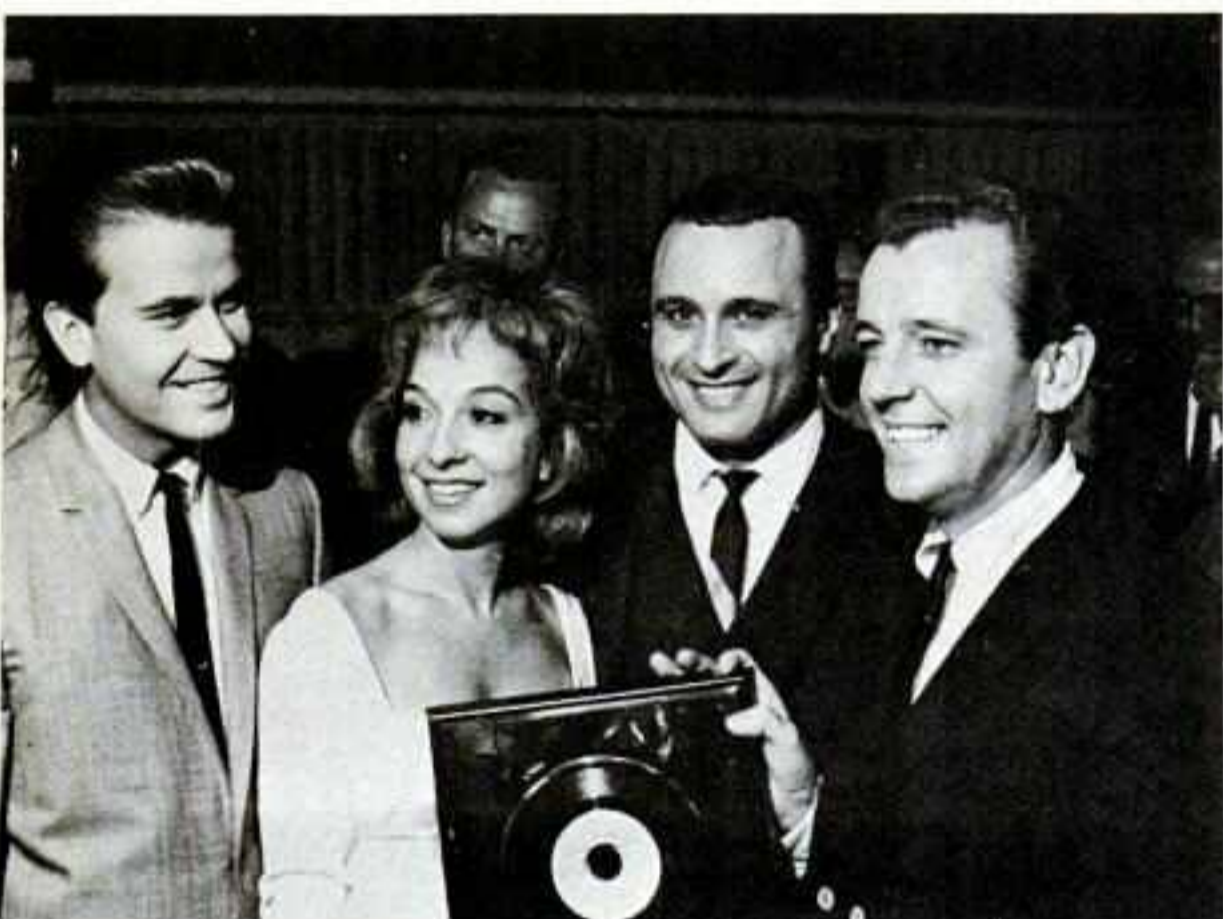
Eddie Mascari, general manager of Mercury's publishing division, has been named sales manager of the label. Steinberg noted that the decision to form Limelight "grew out of the desire to fully utilize the tremendous amount of young new talent, both in the writing and performing areas, that has been discovered and developed by the

publishing division this year."

Mascari, who will also continue his publishing activities, will be assisted by Irwin Wenzlaff, and Gordon Prince has been named the label's national promotion manager. Mascari said that although much Limelight material will come from Mercury's publishing division, the label will also be soliciting material from all usual channels.

Limelight plans to release 20 singles and 10 albums in the first year, Mascari said. "Most albums will be derived from hit Limelight singles." The label will also have its own talent roster and own distribution, with an initial 32 outlets named.

First release, slated for November 1, is by a group of



DEEP PURPLE IMPRESSION: During an Atco reception in Hollywood for benefit of April Stevens and her brother Nino Tempo (center), artists were surrounded by ABC-TV's Dick Clark (left) and Lloyd Thaxton of KCOP-TV. Their big hit, "Deep Purple," was the cause of all the excitement.

Jimmy Fiddler Talks on Music

HOLLYWOOD — Jimmy Fiddler, who has chronicled movieland doings for more than three decades on his radio series, will launch a similar 15-minute weekly broadcast devoted exclusively to the music-record realm. The program will be called "Fiddler Now Talks Music," and will be syndicated in stations aimed at record dealer sponsorship.

Fiddler told Billboard that the show will be patterned closely after his Hollywood series, containing news items, an "open letter," and a short "editorial," expressing his opinions on various activities within the industry. In addition, the program will include a department of "Quotes" from various disk personalities.

Each week, the Fiddler show will spotlight two LP's — as the week's Gold Ribbon and Blue Ribbon albums — and a high school student will select the top single of the week. Several minutes of air time will be devoted to playing excerpts from the selected recordings. In addition to those, Fiddler will plug three new releases in his commentary.

Show kicks off here on Station KMPC on Sunday (3). It will be sponsored by The House of Sight & Sound. Other markets are expected to follow soon after, with indications that KMPC's sister outlets in San Francisco and the Northwest will be among the first to carry the series.

Fiddler started his "Holly-

wood on the Air" radio series in 1932. At one time, his show was carried simultaneously by the ABC, CBS and NBC networks. Today, he syndicates his own daily quarter-hour Hollywood show to 287 stations. His own syndication efforts will be extended in the sale of music show.

The significance of the Fiddler music series is the fact that the record industry and its personalities will receive a measure of the glamor treatment which for so many years created an avid following for movies. The show can be expected to stimulate interest in new releases and disk artists at the consumer level which in turn can spill over into increased record sales.

U.N. Disk Off And Running

NEW YORK—"Three Billion Millionaires," the United Artists-distributed album promoting understanding of the United Nations, is getting a very strong promotional kick-off in various media: "Monitor," "Tonight" and WQXR have devoted time to it, and virtually all New York indie outlets are giving it a heavy spot announcement schedule. Retail outlets such as Double-day's, Macy's and Liberty's are featuring it in window displays and a flock of other outlets are set to do the same. This is being backed by considerable press comment, including the New York Times, UPI and national magazines and trade union mags such as the AFL-CIO Federationist.

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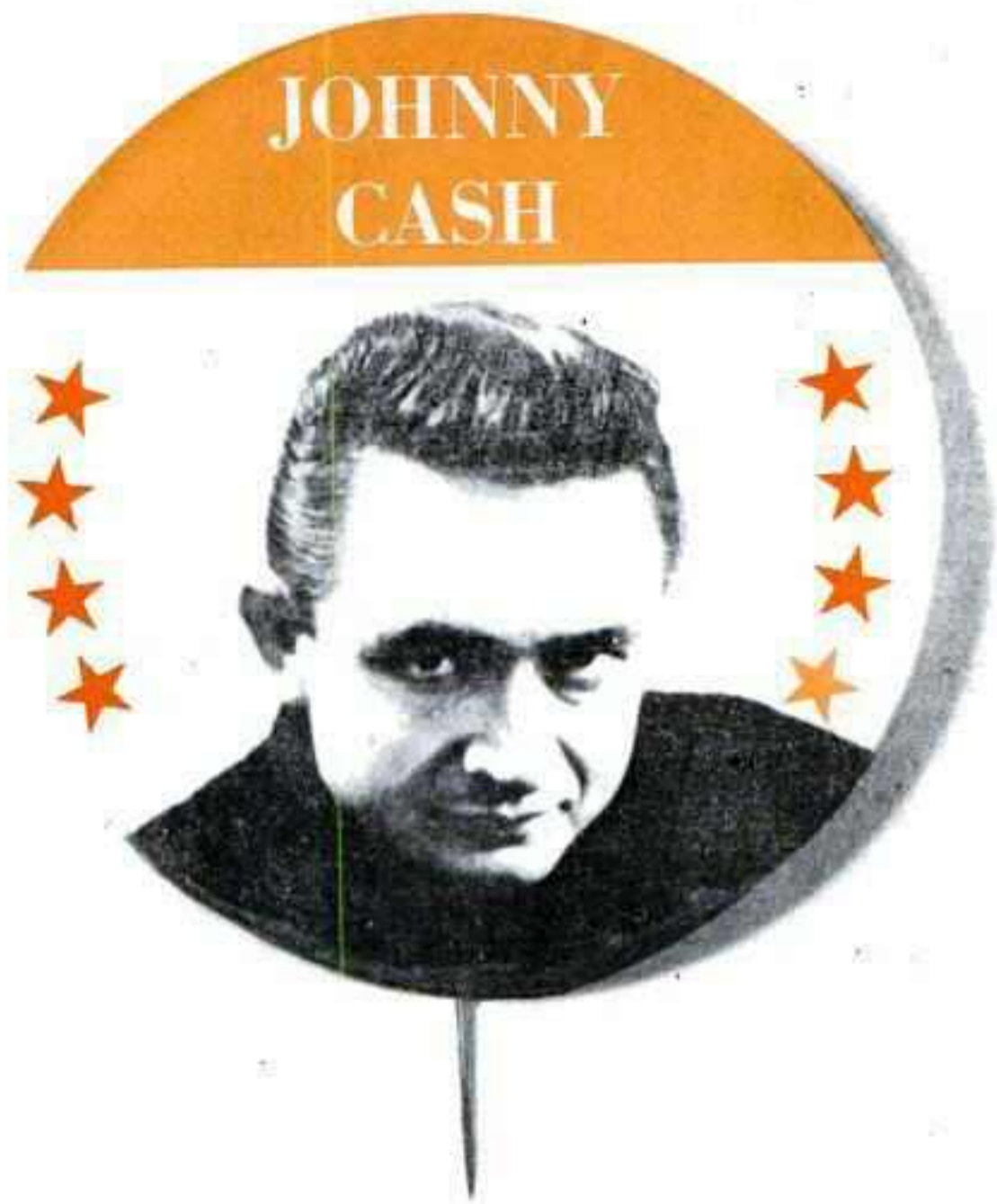
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Gene Autry Points Up Country Music And CMA Progress

By PAUL ACKERMAN AND BILL SACHS

NASHVILLE—Gene Autry, retiring president of the Country Music Association, in his address to the CMA membership here Thursday (30) pointed to 1963 as a year of unmatched progress by the country field—a year during which "CMA attained full maturity as a national organization."

Autry outlined the gains of country music on the national and international levels and in the broadcast and advertising agency fields. The CMA membership, he revealed, now totals 1,006 individual members and 42 organizations, an increase of 911 members since CMA's birth in 1958. As highlights of 1963 he noted the following:

- 1) The "Sound of Country Music" show presented to the New York Sales Executives Club on May 14 to an audience of top agency and broadcast executives;
- 2) increasing requests by business organizations for the story of country music—an example being the Canadian Radio and TV Executives Club, which was addressed in Toronto by CMA board member and Billboard publisher Hal Cook;
- 3) the great increase in the number of stations programming country music full and part time, and the discovery by television of country music's potential;
- 4) the production and distribution of the



TEX RITTER

country music kit to over 2,000 stations, sponsors and agencies, and the development of a program assisting stations in their

Following are the new officers of the CMA elected at the general membership meeting Thursday:

Tex Ritter, president; Bill Denny, first vice-president; Ken Nelson, second vice-president; Jack Stapp, third vice-president; Steve Sholes, fourth vice-president; W. E. (Lucky) Moeller, secretary; Doug Mayes, assistant secretary; Dick Schofield, treasurer, and Mrs. Juanita Jones, assistant treasurer.

Newly elected to the board, to supplement those already serving, are: Johnny Bond and Roy Acuff, artist category; Hal Smith, managers; Roy Drusky, composers; Bob Jennings, deejays; Roy Horton, publishers; Jack Loetz, record companies; Paul Ackerman, trade papers; George Crump and Ott Devine, radio, and Frances Preston and Connie B. Gay.

programming of c.&w. shows; 5) the conclusion of a co-operative agreement with WSM, Radio New York Worldwide (WRUL) and Billboard to air a country music show which will be beamed to over 1,000,000

UA Drive on For Film Disk

NEW YORK—United Artists has launched a concerted drive to capitalize on the large number of recordings based on the score of Cinerama production of "It's a Mad, Mad, Mad, Mad World."

UA field men are working in conjunction with local reps of the major companies involved to merchandise these recordings and obtain maximum air exposure. Field men are working with local exhibitors for tie-in record displays, giveaways, window and store displays, banners, counter cards, and streamers.

There are now about 20 versions of the music from the picture, including the sound track album on UA and an album by the Shirelles on Scepter. Singles include those by the Four Lads on UA, Tom Glaser on Kapp, Lionel Newman on 20th Century-Fox, Nelson Riddle on Reprise and the Shirelles on Scepter.

World-Wide Country Music

Continued from page 1

to participate in program suggestions to bring about a better understanding of this form of American heritage.

Country music, already a booming \$100 million industry in the U. S., will receive potent additional exploitation through the planned international radio exposure. At press time negotiations were being made to air the program in Australia.

receivers overseas (see separate story).

Autry also noted the increasing number of pop singers cutting albums of country music, such as Bing Crosby, Nat Cole, Dean Martin, Bobby Darin and Ray Charles, and he also outlined the rising quota of press coverage devoted to Country Music Week and the country field generally.

Autry gave CMA credit for being to some degree responsible for the Ways and Means Committee of the House of Representatives approving the tax relief measure which will allow the averaging of income over a period of five years. When finalized, this will be a great boon to the country music industry, Autry added.

Projects for the coming year are the CMA premium record album—now well on its way—and the acquiring of ground and raising of funds for the permanent home of the new CMA building. In his talk Autry paid tribute to the year's tragic losses—Jack Anglin, of Johnny and Jack; Patsy Cline, Cowboy Copas, Texas Ruby Fox, Hawkshaw Hawkins, Randy Hughes and Sleepy McDaniel, and, in August, Jim Denny, a pioneer in the field. He also paid tribute to the memories of Sen. Estes Kefauver, a true friend of country music, and the recently departed Frank Walker, whose monumental contribution to c.&w. spanned decades of service to the record industry. Autry concluded that the CMA, if it continues its present rate of growth, will become one of the most important factors in the entire world of music.

BMI Issues Citations for 48 Hit Tunes

NASHVILLE — Broadcast Music, Inc., gave citations of achievement to 53 writers and 31 publishers for the outstanding success of 48 songs in the country field during the past 12 months. The publishers and writers came from 11 states, Australia and Canada.

The awards made here October 31 by BMI Executive Vice-President Robert J. Burton and Frances Williams Preston, chief of BMI's Nashville office. The awards are based on trade paper popularity polls, radio and TV performances and other factors.

Leading writer-award winners were Bill Anderson and Harlan Howard, with four citations. Top publisher was Cedarwood Publishing Company, Inc., with six. Other multiple writer-award winners were Wayne P. Walker, three, and June Carter, Jack Clement, Hank Cochran, John Loudermilk, Webb Pierce, Justin Tubb and Alex Zanetis, all with two each. Publishers winning multiple awards included Acuff-Rose Publications, Inc., and Pamper Music, Inc., with five each; Central Songs, Inc., four; Tree Publishing Company, Inc., three; Glad Music, Jack Music, Moss Ross Publications and Samos Island Music, two each.

Atco Gets Master

NEW YORK—Atco Records has obtained what the label thinks will be a hot master from overseas. The label will issue "Hello Little Girl," by the Fourmost this week. The record is currently a hot top-of-the-chart item in England, released originally on the Parlophone label. Deal between Parlophone and Atco was arranged through Atco Executive Vice-President Jerry Wexler and Roland Renni, top man of the Trans-Global British disk representative firm in the States.

Dick Linke Inks Alan Copeland

HOLLYWOOD—Dick Linke has signed arranger-conductor Alan Copeland to a personal management contract. Copeland, who is currently vocal arranger for the Red Skelton TV stanza, has his first Warner Bros. single due this week and is currently planning musical segments for Andy Griffith's Hurrah's Club engagement due for early 1964 playing. Linke, of course, also handles Griffith.

Philly Hearing Seen for Talent

PHILADELPHIA—New opportunity is being offered to vocalists and groups looking for a record company affiliation.

Entrepreneur Bill Fox and writer-producer Jerry Ragavoy are looking for talent to add to their roster of recording artists which now includes Garnet Mimms and the Enchanters (who currently have one of the top sellers in the nation, "Cry Baby" and two new sides on their way up). The majors and the Tran-Sisters.

Fox, who headquarters at 1617 N. Broad Street here, has branched out from his three to five million dollars a year taproom brokerage business into one of the more aggressive indie record producers and talent scouts.

"I audition artists all week,

Wesley Rose Named Country Man of Year

Continued from page 1

culturally and economically, to country music and for his dedication to the field.

Other awards presented at the WSM affair were based on Billboard's 16th annual country



JIM DENNY

Music Disk Jockey poll. They follow:

Favorite country single: "Still," Bill Anderson.

Favorite country album: "Night Life," Ray Price.

Favorite male country artist: George Jones.

Favorite female country artist: Patsy Cline.

Favorite small country group: (tie) the Wilburn Brothers and Flatt and Scruggs.

Most promising male country artist: Ernest Ashworth.

Most promising female country artist: Melba Montgomery.

Favorite country songwriter: Bill Anderson.

All-time favorite country single: "I'm Moving On," Hank Snow.

All-time favorite country album: (a tie) "Anytime," Eddy Arnold, and "Gunfighter Ballads," Marty Robbins.

Billboard on Move, Nov. 11

NEW YORK — Billboard's New York office will move into spanking new quarters next week. After November 11, the paper's address will be 165 W. 46th Street, New York City 10036.

Billboard's New York office will be closed November 8, though other offices throughout the country will be open.

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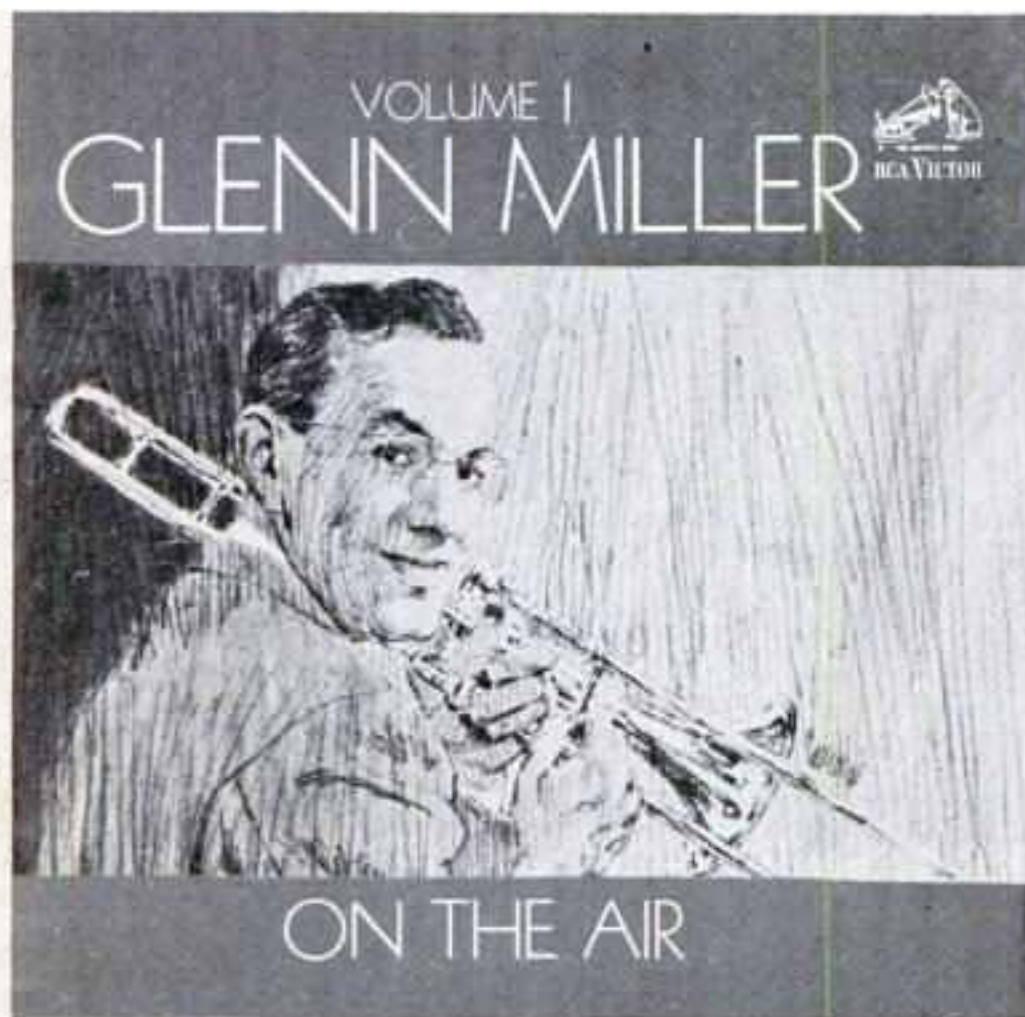
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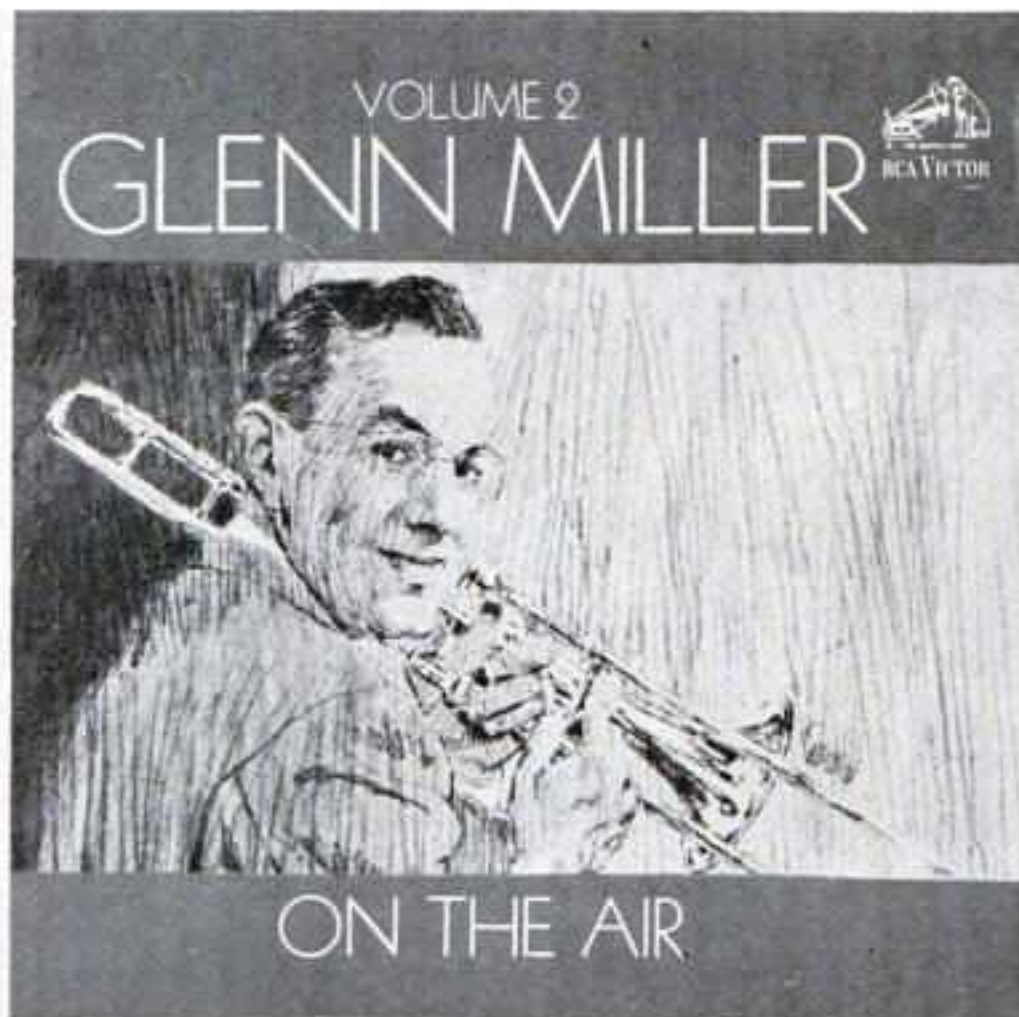
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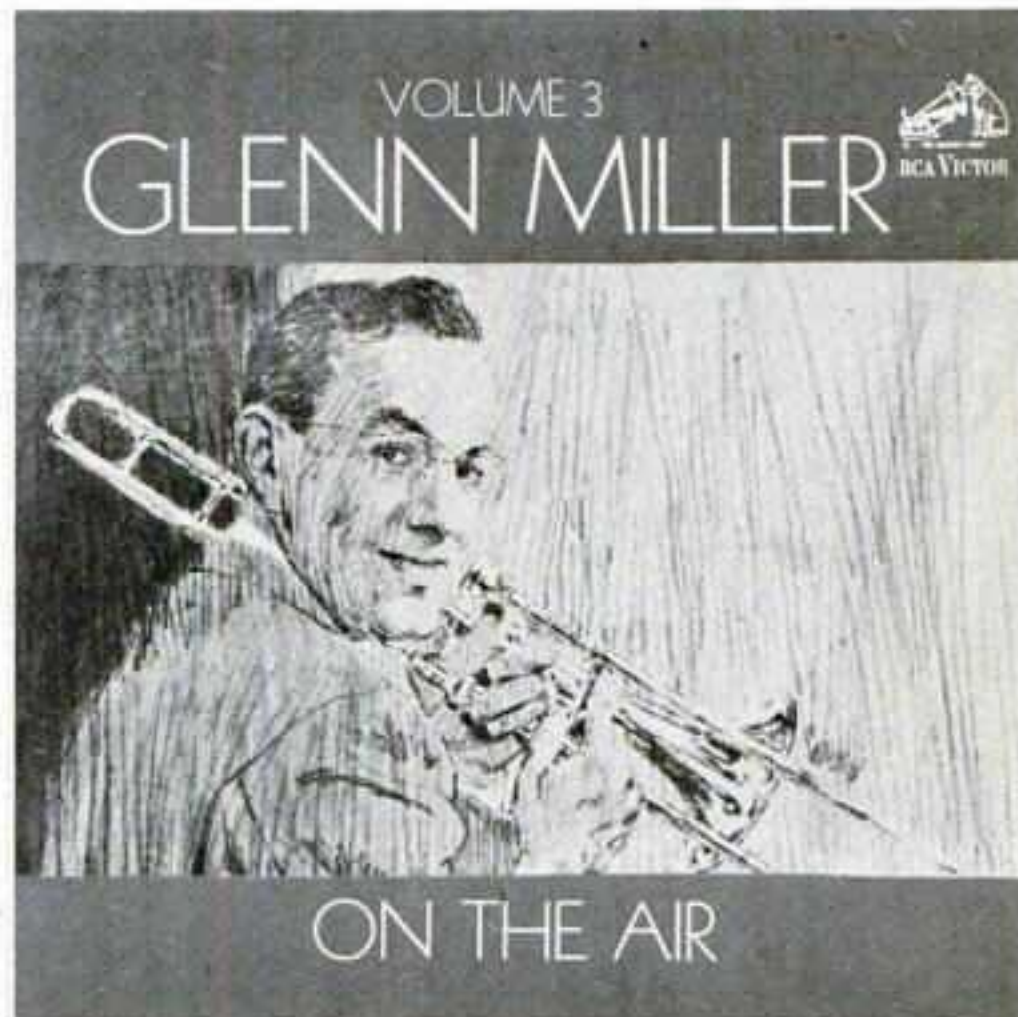
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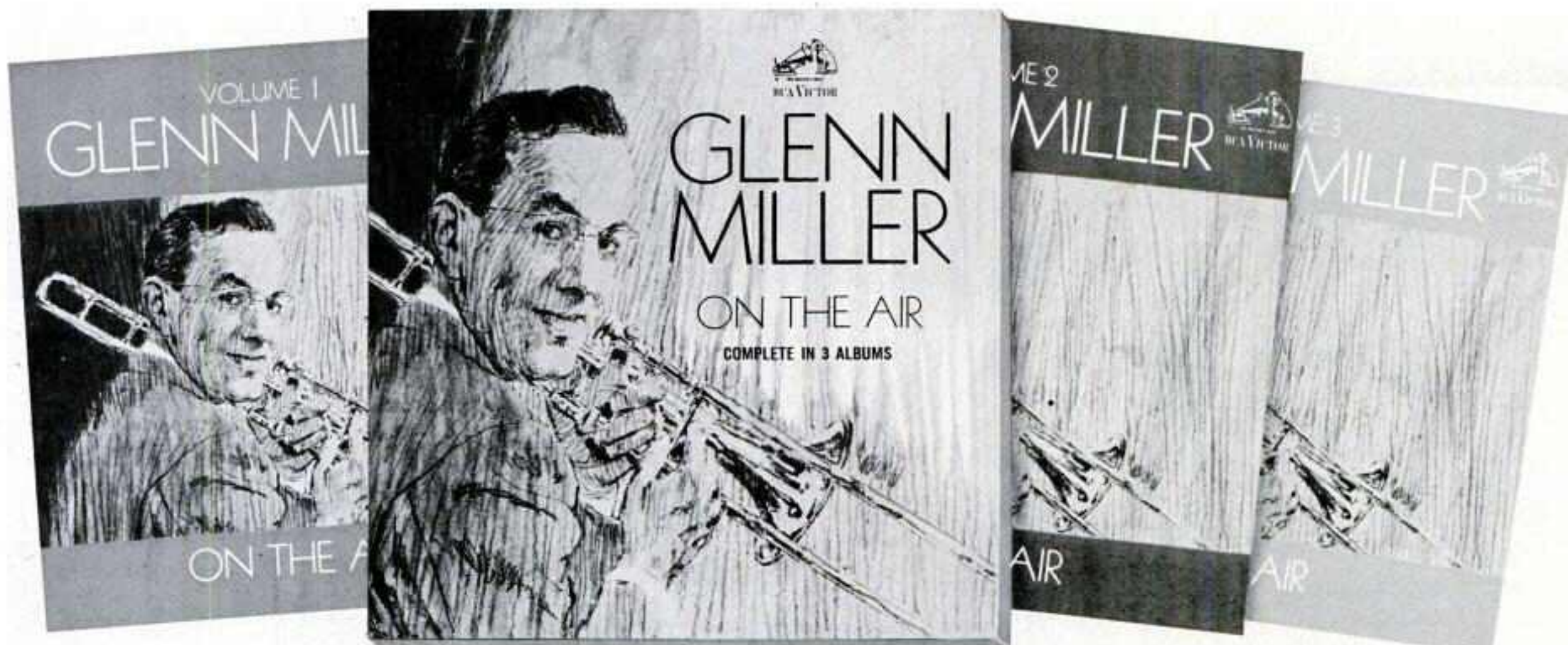
"Beat Me Daddy Eight to the Bar," "There I Go," "You've Got Me This Way," "I Guess I'll Have to Dream the Rest," 9 more. LPM/LSP 2768 (e)



"Moonlight Serenade," "Hold Tight," "Our Love," "Beer Barrel Polka," "Starlit Hour," "Show Boat Medley," and 6 others. LPM/LSP 2769 (e)

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Lots of Remote Confusion in H'wood

By ELIOT TIEGEL

HOLLYWOOD—An embarrassing problem of semantics has been discovered involving the American Federation of Musicians, three Western locals and the Hollywood-based diskeries.

Problem involves remote tapings and was uncovered accidentally here by Local 47 when the head of Harry Belafonte's production company notified the union it wished to tape a Belafonte Greek Theater performance, guaranteeing payment to all musicians for three full sessions. The local here claims it had never before charged a company for three remote sessions.

"We felt it was a purely isolated case," explained Bob Kimic, local's recording rep. Then, when another diskery wanted to do a remote, the local checked on prices and discovered that there was an established ruling calling for payment of three full sessions for each session taped.

Kimic told Billboard his local had never heard of the directive until the Belafonte incident. In checking with the San Francisco and Las Vegas locals, Kimic learned they also had no knowledge of the ruling.

Established Rule

Checking with Federation leader Gilbert Rogers in New York, Kimic was told this ruling had been in effect two years. The recording rep then sent out a letter about September 20 to all the Los Angeles labels explaining the union's policy regarding remote tapings.

According to Federation headquarters in New York, remote taping rules specify that: all la-

bels wishing to tape a performance must obtain clearance from New York. Labels may only tape one live performance unless otherwise specified by New York. Musicians must be guaranteed three full sessions for each session taped, regardless of whether tape is used or not. And finally, no more than 45 minutes of music may be used. If more is used, diskery must pay one overtime session for each five minutes of music used.

THIS IS NEWS: MAN BITES HAT

NEW YORK—The staff at Billboard has long considered a semi-annual feature called "The Hypes That Failed" which would present a concise rundown of records heralded as tomorrow's smash which turned into yesterday's monumental bombs. Somehow, time has taken care of these failures and the staff has seen fit to let them slip into their limbo without appropriate RIP. This week, however, one manufacturer, fulfills a promise stated in an ad in the July 27 issue. In the paper, Don Robey, president of Duke Records, Houston, Tex., said he would eat his hat if Bobby Bland's single "Sometimes You Gotta Cry a Little" didn't reach the Top 20 in all charts. Well, Mr. Robey is a man who puts his haberdashery where his mouth is, you can see him fulfilling his promise (along with an even wilder bet) on page 20 of this issue.

This is the info which Rogers, assistant to Herman Kenin, AFM's prexy, sent to Kimic in letter form. Reason given by Rogers for having diskeries notify New York "is so that we may centralize control of this kind of taping."

"Most of the companies are aware of this procedure," the letter continued.

Nobody Knew

Yet, when Billboard asked Hollywood companies, the following replies were elicited:

Abe Meltzer, personnel department, RCA: "This is news to us. We never received a directive from New York."

Jimmy Hillard, a.&r. producer, Warner Bros.: "We've always believed it's up to the local's discretion as to what fees are to be charged. I always thought we worked on a one session for every 15 minutes of music basis."

Voyle Gilmore, a.&r. veep at Capitol: "We're not upset by the notification of the new directive. We intend to live up to our master contract which says a remote is classified as one recording session."

Dick Bock, World Pacific's president: "I've been aware of the ruling though I never received notification by the union."

Irv Townsend, Columbia's West Coast veep: "We had never heard about it until we got involved in taping a Hollywood Bowl concert several weeks ago."

Al Bennett, Liberty's prexy: "We've never been aware of the directive though it's hard to see how you could get a good LP out of one taping."

HOOT VARIETIES ON MTH. TOUR

NEW YORK—Jolly Joyce's "Hootenanny Varieties of 1963-'64" begins a 30-day tour of Midwestern and New England States beginning November 20.

Featured performers will be Jimmy Case and His Cherokees with Mary Layne, Sister Rosetta Tharpe, Ken Carson, the Callicoats, Cecill Null and Annette.

Jubilee Signs Rudy Vallee

NEW YORK—Rudy Vallee, star of the Broadway hit "How to Succeed in Business Without Really Trying," has been signed to a long-term contract with Jubilee Records to record a series of comedy albums. Vallee's first album, "The Funny Side of Rudy Vallee," is scheduled for release this month.

Morris Goes Abroad

NEW YORK—Steve Morris, world-wide marketing director for 20th Century-Fox Records, left on a 10-day trip to the firm's English, German, French and Italian affiliates Sunday (27). The tour had been timed to coincide with the release of the "Cleopatra" sound track in these countries and he will also introduce the label's holiday product to EMI in England; Electrola, Germany; Bel Air, in France and C.G.D. in Italy.

Cooperstein Heads New Distrib Firm

CHICAGO—Max Cooperstein, vice-president in charge of sales for Chess Records, heads National Record Distributors, new national distributing company to handle the Tuff, Tuba and Hermitage lines.

Cooperstein will continue in his Chess post but he emphasized that NRD will be run completely separately. He noted NRD will utilize Chess distributors in some cases, and will also appoint others.

First releases to be handled by National include four singles: "Keep an Eye on Her," by the Jaynetts, of "Sally Go Round" fame, on Tuff; "Dear Abby," by the Hearts on Tuff; "You Say You Love Me," Dee Edwards on Tuba, and "I Trusted in You," Willie B on Hermitage.

Coast Firm Gets Labels

HOLLYWOOD—Record Merchandising has taken over the labels carried by Angelus Distributors, which went out of business last week. Diskeries picked up by Sid Talmadge's firm are GNP, Crescendo, Horizon and F-M. Angelus had been in operation for eight months. Salesman Lou Seltzer switches over to Record Merchandising, which has been in business 17 years and handles such major indies as Kapp, Vee Jay, Cadence and Cameo-Parkway.

Regina Records presents Four new smash singles

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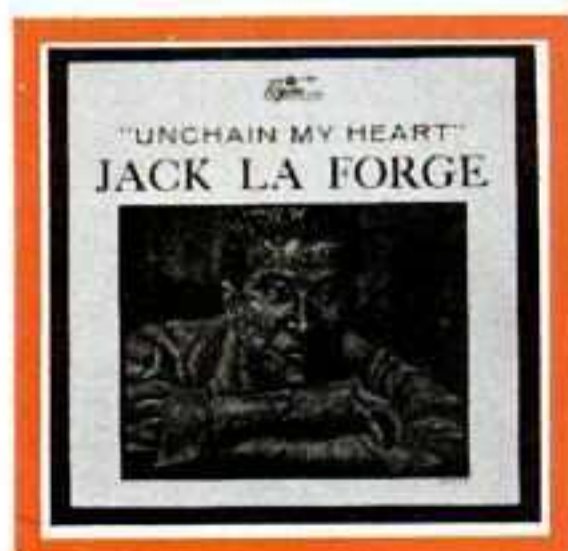
JACK LA FORGE
"Lonesome Road"
b/w
"Like Latin"
No. R-289

THE WOMBATS
"Summer's Over"
b/w
"Squidgy Bod"
No. R-291

CEE CEE JOY
"I Can't Believe My Eyes"
b/w
"His Buddy's Girl"
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BROOKLYN SCENE

Alaimo Makes Like Cat Who Knows His Way

Steve Alaimo is an attractive lad with better than average pop vocal talent, who somehow just misses making the most of what he has to offer. Working to a capacity crowd (including a flock of club women on an evening out) at Brooklyn's Club Elegant, the youngster pleased everybody with his belted vocalizing.

Alaimo is at home on the floor. There's no doubt of that. But in a turn which he admits is his first real effort to break out of the rock and roll concept into a more general adult approach, he could easily work in more pacing and more treatments in the soft ballad groove.

However, for this crowd he came off a winner with powerful deliveries of "Ciribiribin," "Somebody Loves Me," "Lover Come Back to Me," and "Some of my recordings" like "All I Have to Do Is Cry," and a rousing, hand-clapping, crowd-supported "Michael Row the Boat."

Of the other material, a rendition of "an old Scilian folk song

my Father taught me," has little impact and could easily be dropped in favor of some familiar softy ballad. "Love Is a Many-Splendored Thing" comes off fine until a rather contrived, operatic-style wind-up.

One of the better ideas incorporated into the act is short demos of some of the more popular teen dances, like the monkey, the twist, the popeye, etc., all done to "Michael." Here, more definition and distinction between the dances is required. As it was the routines had a certain sameness about them. Again, a question of more being made of what's all there to begin with.

Alaimo, a Miamian and a well-known figure in Harry's American Bar in the Hotel Americana there, does a workmanlike job in the second spot on this bill (he was held over an extra week) to a generally noisy crowd. With a little more attention to details, the act could quickly become a first-line attraction. **REN GREVATT**

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

Gala New York opening at the Plaza's Persian Room on Thursday (6) will be for **Ethel Merman**. . . . It's a busy week of concerts for **Earl Wrightson** and **Lois Hunt**, who will appear in Manhasset, L. I., N. Y. (6); Emetsburg, Md. (7); Atlantic City (8) and Mount Vernon (9). . . . **Jonah Jones** and **Harold Quinn** are in at the Embers on Monday (4), where they'll settle down for a full four weeks. . . . **Leon Bibb** in concert at Town Hall this Saturday (9). . . . **Ad-diss** and **Croft** play Fairleigh Dickinson University on Saturday (9). . . . Into the Boston Statler-Hilton for two weeks (4) goes **Roberto Sherwood**. . . . **Dave Brubeck** will play Irvine Hall, Philadelphia, this Friday. . . . **Stiller** and **Meara**, familiar figures at the Blue Angel, return there Monday (4) for a month's engagement.

BLUE ANGEL

New Singer Excites the People

Once in a rare while—just often enough to make this the

SOUTH

Brown and Dana continue on the campus circuit this week with dates at Madison College in Harrisburg, Va. (8), and Oglethorpe U. in Atlanta (9). . . . **Al Martino** opens in Hot Springs at the Southern on Thursday (7).

MIDWEST

One-nighters for the **Norman Luboff Choir** include Des Moines (4); Vermillion, S. D. (5); Minneapolis (6), Green Bay, Wis. (7); Detroit (9) and Chicago (10). . . . **Carlos Montoya** will concertize at Orchestra Hall, Chicago (8), and the Orpheum in Milwaukee (9). . . . On November 8 and 9, **Peter Nero** will perform at the Hall of Music at Purdue University, Lafayette, Ind. . . . **Count Basie** is in Chicago at the Conrad Hilton (9) and the Holiday Ballroom (10).

uncertain business it is—a truly rare piece of talent comes to light. The combustion that results when such a personality is exposed to the public is one of the natural marvels of the world.

This is the kind of igniting which took place last Sunday (27) at the Blue Angel, New York, when boniface Max Gordon placed a totally unknown young singer on display in one of his occasional working auditions. What followed was one of those things that makes reality so much more interesting than a Hollywood scenario. To put it mildly, the lad killed the people, including hardened agents, a.&r. executives and broadcasters, all on hand. Gordon immediately signed young Dan Elliot for December, and the boy now is combing disk and TV offers and management proposals out of his hair, waiting for the dust to settle.

This kind of remarkable response to a novice, profession-

TALENT TOPICS

HOUSTON

Patti Page, one of the top recording artists and singing stars, has opened a two-week engagement at the Cork Club, with the **Mel Arvin** orchestra providing here musical background as well as music for dancing. . . . **Stanton and Peddie**, a comedy team, opened a stay at the Continental Houston's French Quarter Club. . . . The **Frank Bettencourt** orchestra will replace the **Paul Neighbors** band in the Continental Room. Neighbors will begin a series of one-nighters in Kansas, Missouri, Oklahoma, Louisiana and Texas in a package show which features the **Crew Cuts**, recording artists, and **Peggy DeCastro** among its performers.

DALLAS

The Cabana Motor Hotel will set a first for the hotel Friday and Saturday night by opening its ballroom to dinner and dancing to the public. **Dagmar** is currently appearing in the Bon Vivant Room. Appearing with the entertainer is **Chuck Arlington** and his orchestra. The show, dinner and dancing in the ballroom is being offered in a package deal at \$15 per person. . . . **Joe Reichman** has returned to his Dallas base after a successful engagement at the Peabody Hotel in Memphis. . . . **Ginny Tiu**, her two sisters and her brother will be the Cotton Bowl attraction at the Cabana Hotel's Bon Vivant Room. They will be followed by **Johnny Desmond**. The **Coronado Trio** is appearing at the Bali Hai which is now open to the public.

BARRY CANDY

CHICAGO

Give RCA Victor's **Bob Krueger** credit for a sharp stunt during last week's champagne breakfast for **Page Cavanaugh's** Page 7 in the Ambassador Pump Room here. For the deejays on the air who obviously couldn't attend, Krueger sent a bottle of champagne, delivered by chauffeured limousine. Page has just completed a tour of the East and Midwest and opened October 23 at San Francisco's Off-Broadway club. He has an album in the can for RCA Victor, cut recently at New York's Basin Street. . . . Former Breakfast Club vocalist **Stu Foster** was a visitor here last week, catching the Playboy's new show with Mercury's **Morris Diamond**, this reporter and a host of the city's press. . . . **Prof. Irwin Corey** opened at the Crystal Palace October 29 for three weeks. **NICK BIRO**

ally, derives from an obviously well-trained voice put to work on folk-oriented repertoire. In addition to power to spare, Elliot has the rare natural ability to know how and when to use it; his sense of the dramatic dynamic is nerve-tingling.

Elliot may be the unique kind of singer who can bridge media which normally are antagonistic. The size and scope of his voice are such that he is not restricted to the folk medium. That he may succeed in adapting pop and even Broadway material to this style, backed by bass and his own guitar, was evidenced in his highly effective rendition of "Maria," which really shook up the audience.

Emergence of new talent

TV GUEST APPEARANCES BY RECORD TALENT

NOVEMBER 4-10
(All Times Eastern Standard)

MONDAY 4—WOODY ALLEN

The popular comic will return as a guest on the Tonight Show, starring Johnny Carson (NBC-TV, 11-15-1 a.m.).

MONDAY 4—TOMMY SANDS

Singer will be among the guests of Steven Allen on his Westinghouse tape-syndicated show.

TUESDAY 5—NEW CHRISTY MINSTRELS, YEHUDI MENUHIN, TERESA STRATAS, GIUSEPPE DI STEFANO

All will be seen on tonight's Bell Telephone Hour (NBC-TV, 10-11 p.m.).

TUESDAY 5—THE LETTERMEN

Guests on the Red Skelton hour will include the popular Lettermen (CBS-TV, 8-9 p.m.).

TUESDAY 5—MIRIAM MAKEBA

Ethnic artist Makeba will be among the many guests to perform on the Tonight Show (NBC-TV, 11-15-1 a.m.).

TUESDAY 5—RUTH OLAY

Jazz-oriented vocalist will be heard on the Steve Allen Show.

WEDNESDAY 6—JOANIE SOMMERS

The Danny Kaye Show offers the talents of lovely Joanie Sommers (CBS-TV, 10-11 p.m.).

WEDNESDAY 6—SYLVIA SYMS

The popular night club performer will be seen in a rare television performance on the Steve Allen Show.

THURSDAY 7—CATERINA VALENTE, ANDRE PREVIN, FRANK SINATRA, DEAN MARTIN

A powerhouse of big name talent will be featured on the special Bing Crosby Show (CBS-TV, 9-10 p.m.).

THURSDAY 7—ALLAN SHERMAN

On stage for the Edie Adams Show (ABC-TV, 10-10:30 p.m.) is the talented Mr. Sherman.

THURSDAY 7—MARIAN MONTGOMERY

Jazz vocals are on the agenda of the Steve Allen Show, featuring Miss Montgomery.

FRIDAY 8—JONATHAN WINTER, ALICE FAYE, PHIL HARRIS

Jack Paar plays host to the group of prominent performers (NBC-TV, 10-11 p.m.).

FRIDAY 8—MEL TORME, JANICE BAKER

Both will be among the guests of Steve Allen.

SATURDAY 9—THEODORE BIKEL, BOB GIBSON, JUDY COLLINS, JOURNEYMEN, IAN & SYLVIA, WANDERERS THREE, CLARA WARD, FREDDIE POWERS, DAVE ASTOR

From the campus of Southern Methodist comes taped Hootenanny show with all star cast (ABC-TV, 7:30-8:30 p.m.).

SATURDAY 9—CHUBBY CHECKER

Mr. Twist will be but one of the many guests on the Jerry Lewis Show (ABC-TV, 9:30-11:30 p.m.).

SUNDAY 10—LEON BIBB, THE TARRIERS

Conclusion of a two-part program on Discovery '63 traces the history of folk music (CBS-TV, 12-12:30 p.m.).

SUNDAY 10—TERI THORNTON, EDDY ARNOLD, SHELLEY BERMAN

All will perform on the Ed Sullivan Show (CBS-TV, 8-9 p.m.).

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

ARTISTS' BIOGRAPHIES

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



DIXIE-BELLES
(Sound Stage 7)
PM: Bill Justis

NAMES: Shirley Thomas, Mary Hunt, Mildred Pratcher. **HOME TOWN:** Memphis. **BACKGROUND:** Mildred, Shirley and Mary were all born in Memphis and grew up and attended high school there. It was after graduation that they decided to form their own vocal group, and their initial success was in the unsung heroine department: they backed up other soloists on recording dates in Memphis and New Orleans. They are familiar figures, however, due to plenty of travel and club work in the South. The girls are excellent dancers as well as singers, and all are consistent in their hobbies of cooking and sewing. They have a particular penchant for happy music, which is obvious by the sound of their first big single, "(Down at) Papa Joe's."

LATEST SINGLE: "(Down at) Papa Joe's" has been on the Billboard Hot 100 for seven weeks now and is in the No. 19 spot this week.

LATEST ALBUM: Yet to be released.

with obvious star potential such as Dan Elliot is a rarity. When it does occur, it is worthy of note by the entire industry, for it is what provides the excitement upon which the industry thrives. **JACK ORR**

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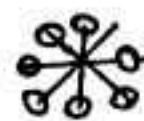


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This 15% program is available only through distributors (see listings on this page). Discounts available to you are 15% on Mono and 20% on Stereo—giving dealers an average discount of 17½% overall! This special program applies only to the following list of Deutsche Grammophon Christmas Gift Best-Sellers.

18 861/3	138 861/3	18 547/8	138 026/7	3142	73 142	GREGORIAN CHANT: MIDNIGHT MASS FOR CHRISTMASTIDE
	COSI FAN TUTTE		DVORAK REQUIEM	19 266	136 266	EUROPEAN CHRISTMAS SONGS (Stader-Munich Boys Choir)
18 822	138 822	138 811		19 366	136 366	HALLELUJAH! HALLELUJAH! Great Sacred Choruses
	TCHAIKOVSKY PIANO CONCERTO (Richter/Karajan)		STOCKHAUSEN ELECTRONIC MUSIC			
18 717/9	138 717/9	3079/1				
	ANTIGONAE		BACH CHRISTMAS ORATORIO			

We are backing all dealers with an extensive advertising campaign. This will be supported by large ads in ESQUIRE, N.Y. TIMES MAGAZINE, SCIENTIFIC AMERICAN, SCHWANN CATALOG, AMERICAN RECORD GUIDE, NEW YORKER, HIGH FIDELITY, HI/FI STEREO REVIEW and other publications—marking the largest pre-Christmas campaign in DGG history!



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18 084/88	WAGNER: Lohengrin	18/568/69	138 035/36	18 697/99	138 697/99	MOZART: Marriage of Figaro
18 184/85	MOZART: Abduction from Seraglio	18 570/73	138 040/43	18 717/19	138 717/19	CARL ORFF: Antigona
18 267/69	MOZART: The Magic Flute	18 580/82	138 050/52	18 760/63	138 760/63	VERDI: Don Carlos
18 345/46	GLUCK: Orpheus & Eurydice	18 599/600	138 099/100	18 764/65	138 764/65	PUCCHINI: La Boheme
18 390/91	BEETHOVEN: Fidelio	18 639/40	138 639/40	18 770/73	138 770/73	BEETHOVEN: Complete Piano Concertos
18 483/85	CARL ORFF: Trionfi	18 647/48	138 647/48	18 778/9	138 778/9	SCHUBERT: Die Winterreise
18 486/88	HAYDN: The Seasons	18 650/52	138 650/52	18 818/19	138 818/19	DVORAK: Stabat Mater
18 489/90	HAYDN: The Creation	18 665/67	138 665/67	18 832/4	138 832/4	VERDI: La Traviata
18 531/3	138 531/3	18 680/82	138 680/82	18 850/52		STRAUSS: Ariadne auf Naxos
18 534/36	138 534/36	18 690/91	138 690/91	18 835/37	138 835/37	VERDI: Il Trovatore
	BEETHOVEN: Complete Early String Quartets		BARTOK: Complete String Quartets			
	BEETHOVEN: Middle Quartets		ROSSINI: Barber of Seville			
18 545/46	138 028/29		VERDI: A Masked Ball			
	HAYDN: St. Caecilia Mass		STRAUSS: Elektra			
18 547/48	138 026/27					
	DVORAK: Requiem					



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COUNTRY MUSIC

Heavy Promotion Set for Gay's Hoot in Amsterdam

CINCINNATI—An elaborate media coverage is in the offing for Connie B. Gay's "Town and Country" show which will be staged in the giant RAI Building in Amsterdam, Netherlands, from November 7 through November 24.

The show is being presented in conjunction with the U. S. Food and Agriculture Exhibition, and will be premiered over the American Forces Network Europe. Vice-President Lyndon B. Johnson will officially open the show, along with Secretary of Agriculture Orville Freeman and top leaders in agriculture from throughout the world.

Preceding the official opening,

a special performance will be presented for radio, television and newspaper editors from 15 European countries. Also on hand will be representatives of Eurovision-TV, and Telstar, who have been invited to tape portions of the show.

Gay says that in addition to the extensive coverage already mentioned, the Voice of America and the U. S. Department of Agriculture's press, radio, television and motion picture services will be on hand to assist in promoting the show.

Gay announced a roster of 18 artists who will appear at the Amsterdam show. Heading up the talent parade for the hootenanny-type show are Elton Britt, the Willis Brothers; Mary Klick, former Jimmy Dean vocalist; Bobby Staff, 18-year old songstress; Fred Benko, folk singer; Obrey Wilson, Columbia Record's rhythm and blues singer; Katherine Comas, television actress and dancer, and Dub Howington and His Western Swing Band.

The troupe, along with W. E. (Lucky) Moeller, executive vice-president and general manager of the Jim Denny Artist Bureau and director of the show for Gay, will leave New York

ENGLISH GROUP MAKES MEET IN BIG STYLE

CINCINNATI—Dave Barnes, English country music enthusiast, record dealer and promoter, headed the largest delegation of foreign visitors to WSM's National Country Music Festival last weekend.

The group, 32 strong, jetted to New York from London the week before last and immediately upon its arrival charted a bus for a whirlwind sightseeing trek through the East and Midwest. On Saturday (26), Barnes and his countrymen converged en masse on Jimmie Skinner's Music Center, a haven for country music located in downtown Cincinnati. The boys had a ball prowling through Jimmie's stock for three hours, selecting favorite country platters to take back home with them.

After a sightseeing swing around the town, the English delegates headed for Nashville for a pre-convention look-around.

Tuesday (5). Gay left Saturday (2) for Amsterdam to co-ordinate promotional activities for the opening of the 18-day show. The troupe will return to New York November 25.

COUNTRY MUSIC CORNER

By BILL SACHS

Jim McConnell, head of the Acuff-Rose talent agency, has added Warren Smith to his talent stable. Slick Norris, of Highlands, Tex., continues as Warren's personal manager.

J. P. Sauceman, an 18-year veteran in country music, both as a sideman and deejay, and now airing c.&w. five hours a day via WSMG, Greeneville, Tenn., reports that they have just completed a 13-week series of "Grand Ole Opry" shows to bang-up business. Largest crowd was attracted by George Jones, Sauceman reports.

The Matador Room of Hotel Buena Vista, Safford, Ariz., continues to spotlight top acts from the country and western field. Recent bookings included Roy Clark (Capitol), Hank Thompson (Capitol), Lefty Frizzell (Columbia), Bob Luman (Hickory), the Collins Kids (Columbia),

Bobby Barnett (Sims) and Marlene Garner (Davco). The Matador is booked exclusively through Earl V. Perrin of Buena Vista Productions, Safford.

"Hoosierland Hoedown," featuring Harry Weger, Jerry Kelley, Country McCullough, Johnny Laffoon, the Hoosierland Sweethearts and guitarist Joe Edwards has just concluded a personal-appearance swing through Indiana and Illinois for the Star-Way Agency, Fort Wayne, Ind., and Don Lane. The unit is set for further stops at Anderson, Ind., November 29, and Danville, Ind., November 30. . . . Country music artists in the Dallas area recently participated in a benefit dance and show for Angels, Inc., a school for mentally retarded children, held at Dewey Groom's Longhorn Ranch in Dallas. Among those who gave of their services were Hank Thompson, Billy Gray and Little Joe Carson, Bobby Garrett, Tom O'Neal, Clay Allen and the deejays at KPCN, Dallas.

C. C. (Slim) Clere, who many years ago was active as a fiddler with various country music groups, is now sales manager of Station WRDS, South Charleston, W. Va. . . . A country package highlighting Eddy Arnold, Sonny James, Marion Worth, Lonzo and Oscar, Hank Thompson and band and Wanda Jackson played to some 13,000 paid in Baltimore recently, in a date sponsored by WBMD Radio. The show was sold out in advance, according to Nashville agent Bob Neal. . . . Danny Harrison cut two singles and material for an album, all from his own pen, in a session at the RCA Studios in Nashville, Thursday (31), directed by Tommy Jackson. Other musicians on the session were Jerry Byrd, Grady Martin, Buddy Harman, Ray Edenton, Buddy Emmons and Floyd Cramer, plus the voices of the Jordanaires.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 11/9/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	LOVE'S GONNA LIVE HERE 8 Buck Owens, Capitol 5025	8
2	2	TALK BACK TREMBLING LIPS 21 Ernest Ashworth, Hickory 1214	21
3	3	8 x 10 12 Bill Anderson, Decca 31521	12
4	7	COWBOY BOOTS 6 Dave Dudley, Golden Ring 3030	6
5	6	YOU COMB HER HAIR 18 George Jones, United Artists 578	18
6	4	MAKE THE WORLD GO AWAY 14 Ray Price, Columbia 42827	14
7	9	FADED LOVE 9 Patsy Cline, Decca 31522	9
8	8	MOUNTAIN OF LOVE 4 David Houston, Epic 9625	4
9	5	ABILENE 22 George Hamilton IV, RCA Victor 8181	22
10	10	THANKS A LOT 7 Ernest Tubb, Decca 31526	7
11	11	RING OF FIRE 23 Johnny Cash, Columbia 42788	23
12	16	HAPPY TO BE UNHAPPY 13 Gary Buck, Petal 1011	13
13	18	CALL ME MR. BROWN 7 Skeets McDonald, Columbia 42807	7
14	19	NINETY MILES AN HOUR (Down a Dead-End Street) 3 Hank Snow, RCA Victor 8239	3
15	21	500 MILES AWAY FROM HOME 3 Bobby Bare, RCA Victor 8238	3
16	15	WE MUST HAVE BEEN OUT OF OUR MINDS 28 George Jones & Melba Montgomery, United Artists 575	28
17	12	TELL HER SO 8 Wilburn Brothers, Decca 31520	8
18	24	I CAN'T STAY MAD AT YOU 5 Skeeter Davis, RCA Victor 8219	5
19	28	GUILTY 18 Jim Reeves, RCA Victor 8193	18
20	-	THE MATADOR 1 Johnny Cash, Columbia 42880	1
21	-	WILD, WILD, WIND 1 Stonewall Jackson, Columbia 42846	1
22	13	WE'VE GOT SOMETHING IN COMMON 3 Faron Young, Mercury 72167	3
23	14	YOUR BEST FRIEND AND ME 5 Mac Wiseman, Capitol 5011	5
24	-	THOSE WONDERFUL YEARS 1 Webb Pierce, Decca 31544	1
25	20	NOT SO LONG AGO 10 Marty Robbins, Columbia 42831	10
26	-	HELPLESS 1 Joe Carson, Liberty 55614	1
27	-	HEART, BE CAREFUL 6 Billy Walker, Columbia 42794	6
28	-	I ALMOST FORGOT HER TODAY 1 Carl Smith, Columbia 42858	1
29	17	LITTLE OLE' YOU 17 Jim Reeves, RCA Victor 8193	17
30	-	DON'T LET HER SEE ME CRY 1 Lefty Frizzell, Columbia 42839	1

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Paul D. Ford, manager of WPER, Terre Haute, Ind., infos that the station, formerly classical, has shifted to 100 per cent country. . . . Jimmy Logsdon, who hosts the country music "Jamboree" show on WCKY, Cincinnati, is sporting a new release on King Records, "Gear Jammer" b.w. "Truck-Driving Daddy." Recent visitors on Jimmy's "Jamboree" included Del Reeves and Ott Stevens, heard on the Reprise label; Tommy Downs, King; Jimmy Skinner, Starday, and Russell Simms of Simms Records. Jimmy reports top listener reaction on Buck Owens' "Love's Going to Live Here"; Bobby Barnett's "She Looks Good to the Crowd"; Don Deal's "A-11," and the Blue Grass Lookouts on "Great White Angel."

New on the country music jockey staff at KFOX, Long Beach, Calif., is Bill Patterson. . . . "We are officially, solidly and without a doubt full of country & western," scribbles Jim Hobbs of Station KWNT, Davenport, Ia. "Things are going great," says Jim, "and we are really happy about it. Any records, promos and albums greatly appreciated." . . . "We program six hours of country music a day, and find it the most popular music in town," writes Gene Jackson of WGAS, Gastonia, N. C. "Our only trouble is getting records to play," gripes Gene. "Service from Columbia and Decca could use improving quite a bit. We can use records from anybody. Our motto is: 'We're small but we're loud.'"

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- Faron Young & Deputy
- Wilmae, Stoney Cooper & Clan
- Carl Perkins
- The Carter Family
- Bill Haley & His Comets

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★ ANDY DOLL WAX, "HOT" for FESTIVAL, NASHVILLE, TENN.: ★

The "Bugle Blues," by Andy Doll & Band, looks like it may score a hit at this year's Nashville festival, as the words typify the Nashville scene, Radio Station WSM, and are a take-off on a Civil War theme.

Advance copies are being bombarded to disc jockeys, and if you don't have one, contact "BIG GERTIE" at AD Records, Oelwein, Iowa . . . This 45 rpm single is coupled with "The Banjo Waltz," by the Andy Doll Band.

The antique, authentic, bugle-trumpet, dated 1861, is used in personal appearances and is the inspiration for "BUGLE BLUES."

A RED HOT HIT

ALLEN CURTIS

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"BEVERLY BUFF"

is chart bound again with

"PUZZLE OF LOVE"

(Bethlehem) #3078

b/w

"FROM ONE PAIR OF ARMS TO ANOTHER"

on King Records (Bethlehem Label)

"TEENAGE LETTER"

Jerry Lee Lewis

b/w

"SEASONS OF MY HEART"

SUN #384

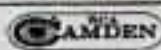
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MUSIC AS WRITTEN

CINCINNATI

Dick Clark, whose unit scored a hefty \$18,000 gross here eight weeks ago, returns to Cincinnati Gardens with another package for a single performance November 15. On its last visit here, the Clark unit

showed for the vet promoter Larry Sunbrock, who bought the package outright for a mere \$3,500. Clark is making it on his own this trip, with Peggy Rodgers, of Station WZIP here, handling the advance promotion. Showing here with Clark November 15 will be Bobby Vee, the Dovells, Paul and Paula, Dale and Grace, the Tymes, the Ronettes, Jimmy Clanton, Linda Scott, Brian Hyland, the Essex, the Jaynettes, Little Eva, the Dixie Belles, Joe Perkins, Donald Jenkins, the De-Lighters, and Myron Lee's ork, plus a Clark "Pick-to-Hit" artist.

Local Columbus Records bossman Bill Kelly and wife are celebrating the arrival of a son, Michael. That gives 'em three of a kind. . . . Col. Joe Goetz, one of the toppers with USO during World War II in bringing entertainment to the American Armed Forces, just out of Veterans Hospital here, where he spent a week for treatment for a heart ailment. He has knocked off 40 pounds and looks fit as the proverbial fiddle. . . . Local Columbia ma-

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Cassius Rocks
Detroit Cobo

DETROIT — Detroit's Cobo Hall rocked to the rhythm of the boxing feet of Cassius ("I Am the Greatest") Clay and a rock and roll layout Saturday night (26) before a sellout house reported by promoter Larry Sunbrock as 12,600 paid. Box-office gross, Sunbrock said, hit close to the \$20,000 mark. Local authorities halted ticket sales when eager customers began blocking the aisles of the huge hall.

Bobby Comstock and His Counts kicked off the two-part program, followed by Ruth Hamilton, the Falcons, Bessie Watson, Kenny Deno, Ray Stevens, the Fascinations and the Sensational Marionettes. Cassius Clay came on midway to recite poems and to trade good-natured banter and insults with the audience. He ran for 20 minutes. Second half of the program opened with Lloyd Price and his 14-piece ork, augmented for this occasion by six extra fiddlers.

hoffs tossed a theater party for area music men on the opening of "Camelot," currently in a three-weeker at Taft Theater here.

Columbia's newest artist, Kenny Rankin, made the rounds of the local deejays last week to plug his initial Columbia release, "Baby Goodbye." Accompanying him on the local swing were Hugh Dallas, Columbia's Region 3 promotion manager, and the label's local promo man, Chuck Moore. Dallas piloted Rankin on a deejay trek covering Detroit, Cleveland, Akron, Cincinnati and Indianapolis, with Kenny playing it solo in Chicago, Philadelphia, Baltimore, Washington, Boston; Hartford, Conn., and New York the past week. **BILL SACHS**

PITTSBURGH

Julius La Rosa was the opening attraction at the Jacktown Hotel in nearby Irwin. The spot has just begun booking floor shows with Denise Darcel and Johnny Puleo also set for dates soon. . . . The Ankara nightclub on Route 51 which dropped floor shows to put on legitimate stage plays suddenly switched back to floor units when the other policy flopped. . . . The Three Suns have been set for run at the Twin Coaches December 6. . . . Red Norvo on the vibes and Marian McPartland, pianist, will be in the Benny Goodman package which comes to Carnegie Music Hall November 11 under auspices of the Music Guild of Pittsburgh. . . . The Black Watch Royal Highland Regiment Band has a date at the Civic Arena November 15. **LEONARD MENDLOWITZ**

PHILADELPHIA

Dave Levy has joined the promotional staff at Marnel Distributors, handling the Liberty and Imperial lines. . . . Strand Records leased a one-story building for distribution. . . . Promotional re-assignments at Chips Distributing has newcomer Joe Balzell promoting the Era, Sue, Hickory, FM, Horizon, Symbol and Stacy lines, with Don Wright assigned to the Swan, Motortown, Phillips and Vee Jay labels, and Ed Cotlar continuing to handle

HOT R&B SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 11/9/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	2	IT'S ALL RIGHT Impressions, ABC-Paramount 10487	6
2	1	CRY BABY Garnet Mimms & the Enchanters, United Artists 629	10
3	4	SUGAR SHACK Jimmy Gilmer & the Fireballs, Dot 16487	8
4	3	PART TIME LOVE Little Johnny Taylor, Galaxy 722	13
5	9	BUSTED Ray Charles, ABC-Paramount 10481	7
6	11	WALKING THE DOG Rufus Thomas, Stax 140	3
7	6	DEEP PURPLE Nino Tempo & April Stevens, Atco 6273	6
8	12	WHAT'S EASY FOR TWO IS SO HARD FOR ONE Mary Wells, Motown 1048	3
9	8	BE MY BABY Ronettes, Philles 116	8
10	18	YOU LOST THE SWEETEST BOY Mary Wells, Motown 1048	3
11	13	CRY TO ME Betty Harris, Jubilee 4556	7
12	14	TALK TO ME Sunny & the Sunglows, Tear Drop 3014	8
13	15	MISTY Lloyd Price, Double L 722	4
14	16	MEAN WOMAN BLUES Roy Orbison, Monument 824	4
15	5	MICKEY'S MONKEY Miracles, Tamla 54083	11
16	17	TWO TICKETS TO PARADISE Brook Benton, Mercury 72177	6
17	21	I'M LEAVING IT UP TO YOU Dale & Grace, Montel/Michele 921	2
18	29	YOU'RE GOOD FOR ME Solomon Burke, Atlantic 2205	2
19	30	LITTLE RED ROOSTER Sam Cooke, RCA Victor 8247	2
20	28	CAN I GET A WITNESS Marvin Gaye, Tamla 54087	2
21	7	SALLY, GO 'ROUND THE ROSES Jaynetts, Tuff 369	9
22	10	HEAT WAVE Martha & the Vandellas, Gordy 7022	14
23	23	DOWN THE AISLE Patty LaBelle & the Blue Belles, Newtown 5777	11
24	-	RED SAILS IN THE SUNSET Fats Domino, ABC-Paramount 10484	1
25	-	WILD! Dee Dee Sharp, Cameo 274	1
26	19	THE MONKEY TIME Major Lance, Okeh 7175	15
27	-	HEY LITTLE GIRL Major Lance, Okeh 7181	1
28	-	BLUE BAYOU Roy Orbison, Monument 824	1
29	22	A WALKIN' MIRACLE Essex, Roulette 4515	8
30	20	DONNA THE PRIMA DONNA Dion DiMuci, Columbia 42852	4

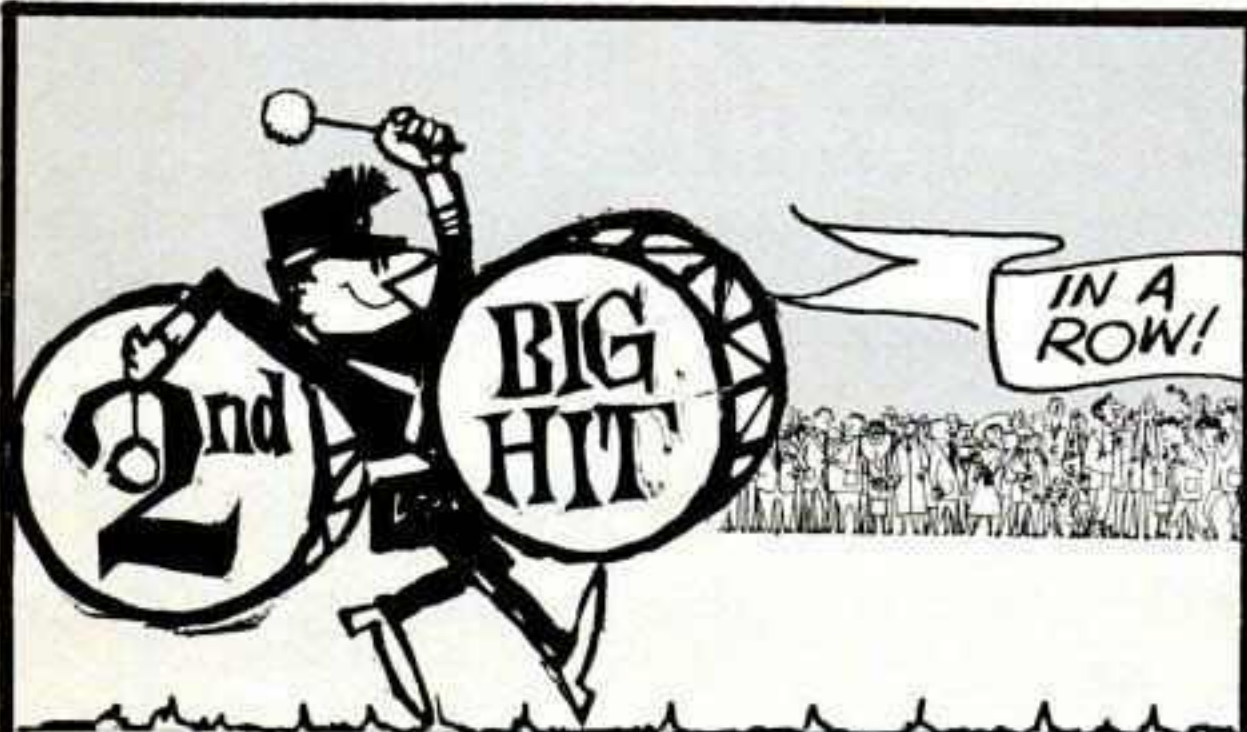
Cameo-Parkway exclusively. . . . Morton L. Harris, former personal manager of Bill Darnell and Sunny Gale, has started a new business venture—a seafood company catering to restaurants. . . . Sincere Records is another new label to make its bow here.

MAURIE H. ORODENKER

HOLLYWOOD

RCA's sexy chirper-actress Ann-Margret will star in Uni-

versal's "Kitten with a Whip." . . . Nelson Riddle and an 80-piece ork has completed score for "4 for Texas" starring Frank Sinatra and Dean Martin. . . . Molly Bee pegged for 26 episodes of TV series "Star Route" where she plays dual role of star vocalist and hostess. . . . Count Basie makes an infrequent film appearance with his role as a night club owner in Warner Bros' "Sex and the Single Girl." **ELIOT TIEGEL**



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"RAGS TO RICHES"
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THE BIG ONES ARE ON CAMEO/PARKWAY

HOT 100

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

Table with columns: THIS WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks on Chart. Contains top 33 songs.

Table with columns: Rank, Wks. Ago, TITLE, Artist, Label & Number, Weeks on Chart. Contains songs 34-67.

Table with columns: Rank, Wks. Ago, TITLE, Artist, Label & Number, Weeks on Chart. Contains songs 68-100.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs A through Z with publisher/licensee information.

Table listing songs A through Z with publisher/licensee information.

BUBBLING UNDER THE HOT 100

Table listing songs bubbling under the Hot 100 with publisher/licensee information.

Dot Records "The Nation's Hottest Label"

BEST SELLING SINGLES

- #16487 **SUGAR SHACK . . . Jimmy Gilmer & The Fireballs**
- #16530 **WONDERFUL SUMMER . . . Robin Ward**
- #16507 **CUANDO CALIENTA EL SOL . . . Steve Allen**
- #16527 **TWO-TEN, SIX-EIGHTEEN . . . Jimmie Rodgers**
- #16526 **FIESTA / BLUE VELVET . . . Lawrence Welk**
- #16525 **MR. MOON / LOVE ME . . . Pat Boone**
- #16522 **RAG MOP / I'M SORRY . . . Billy Vaughn**
- #16531 **NEVERTHELESS (I'm In Love With You) /
I HEARD THE BLUEBIRDS SING . Wink Martindale**
- #16541 **PRETTY LITTLE DUTCH GIRL /
MOMMIE'S LITTLE BABY . . . The Jackson Jills**

NEW ALBUM RELEASES



Sing Along Without Pat Boone DLP 3513
Add your voice to the original background arrangements of these Pat Boone hits!



The Andrews Sisters' Greatest Hits, Vol. II DLP 3543
Show Biz' most famous trio with more of their hits, dressed up in the new arrangements of Allyn Ferguson.



Hits Of The Street And Strip The Competitors DLP 3542
Car fans attention! This craze promises to be bigger than surfing!



Oh, Happy Day! The Four Lads DLP 3533
One of your favorite male quartets with great songs!

BEST SELLING ALBUMS

- | | | | |
|--|------------------------------|---|----------------|
| #3457 BABY ELEPHANT WALK | LAWRENCE WELK | #3497 1962's GREATEST HITS | BILLY VAUGHN |
| #3458 A SWINGIN' SAFARI | BILLY VAUGHN | #3510 1963's EARLY HITS | LAWRENCE WELK |
| #3511 THE BALLAD OF JED CLAMPETT | JO ANN CASTLE | #3525 HONEYCOMB & KISSES SWEETER THAN WINE | JIMMIE RODGERS |
| #3504 DAYS OF WINE AND ROSES | PAT BOONE | #3515 GRAVY WALTZ | STEVE ALLEN |
| #3523 SUKIYAKI | BILLY VAUGHN | #3516 PIPELINE | THE CHANTAYS |
| #3540 NUMBER 1 HITS | BILLY VAUGHN | #3536 MYRON FLOREN POLKAS | MYRON FLOREN |
| #3545 SUGAR SHACK | JIMMY GILMER & THE FIREBALLS | #3249 RAGTIME PIANO GAL | JO ANN CASTLE |
| #3528 SCARLETT O'HARA | LAWRENCE WELK | #3450 GREATEST ORGAN HITS | JERRY BURKE |
| #3538 CUANDO CALIENTA EL SOL / MORE | STEVE ALLEN | #3157 THE MILLS BROTHERS' GREAT HITS | MILLS BROTHERS |
| #3071 PAT'S GREAT HITS | PAT BOONE | | |

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

DOMINIQUE
Singing Nun, Philips 40152

★ REGIONAL BREAKOUTS

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

FOUR IN THE FLOOR . . .
Shut Downs, Dimension 1016 (Inette, BMI) (Washington)

POPSICLES AND ICICLES . . .
Murmaids, Chattahoochee 628 (Dragonwick, BMI) (San Francisco)

BABY I DO LOVE YOU . . .
Galens, Challenge 9212 (Four Star-Sullivan, BMI) (Detroit)

WHEN YOU NEED A LAUGH . . .
Patsy Cline, Decca 31552 (Pamper, BMI) (Atlanta)

THE NITTY GRITTY . . .
Shirley Ellis, Congress 202 (Gallico, BMI) (Pittsburgh)

YOU'RE NO GOOD . . .
Betty Everett, Vee Jay 566 (Morris, ASCAP) (Chicago)

SINGLES REVIEWS



SPOTLIGHT WINNERS OF THE WEEK

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

SINGLES REVIEW POLICY

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

POP SPOTLIGHT

LITTLE EVA

LET'S START THE PARTY AGAIN

(Screen Gems-Columbia, BMI) (2:46)—Dimension 1019

Roaring, wild party dance side here that has a big teen groove. Shouts and chorus join in general "breaking it up" sound and over-all excitement makes it a natural. The flip is "Please Hurt Me" (Screen Gems-Columbia, BMI) (2:42).

POP SPOTLIGHT

REX ALLEN

TEAR AFTER TEAR

(Cedarwood, BMI) (2:41)—Mercury 72205

Great Tex-Mex sound with Tijuana trumpet touches and great singing from Rex Allen make this one a real comer. Allen reads some lines in Spanish and over-all production has a fine Spanish guitar and brass sound. The flip is "I'm Just Killin' Time (Till This Heartache Kills Me)" (Tree, BMI) (2:04).

POP SPOTLIGHT

FLOYD CRAMER

THE HUCKLE BUCK

(United Music, ASCAP) (2:32)—RCA Victor 8265

Here's a slow, undulating, swinging version of the "Buck" with heavy bluesy piano feel. The side is filled with good brass figures. The flip is "Heartless Heart" (Duchess, BMI) (2:57).

POP SPOTLIGHT

THE GIRLFRIENDS

JIMMY BOY

(Screen Gems-Columbia, BMI) (2:12)

FOR MY SAKE

(Dragonwick, BMI) (1:57)—Colpix 712

Two more stunning sides by a girl-singing group. The first is a swinger in the Roneyes style that has a solid beat. The second side is slower but has the hormonal quality.

POP SPOTLIGHT

LITTLE PEGGY MARCH

THE IMPOSSIBLE HAPPENED

(Atrium, ASCAP) (2:03)—RCA Victor 8267

Hard, swinging, rock, multi-tracked sound from the gal here. The side romps and stomps with roaring backing. The flip is "Waterfall" (Atrium, ASCAP) (2:55).

POP SPOTLIGHT

MICHAEL-ANN

NINE OUT OF TEN

(Trio, BMI) (2:38)—Kip 0067

Another gal with more gals joining in that's much the rage today. The side has swing and a calculating teen lyric that tells of the momma-daughter relationship. Flip side is "Teen-Age Cleopatra" (Regent, ASCAP) (2:45).

POP SPOTLIGHT

THE CHANTERS

ROW YOUR BOAT

(J&C, BMI) (2:30)—De Luxe 6200

Rock take-off swings the old air. High-voiced lead is a bit in the Frankie Lyman groove with the rest of the boys making with the roaring background singing. The flip is "No, No, No" (Constant, BMI) (2:14).

POP SPOTLIGHT

CLIFF RICHARD

I'M LOOKING OUT OF THE WINDOW

(Schirmer ASCAP) (2:45)

IT'S ALL IN THE GAME

(Remick, ASCAP) (2:59)—Epic 9633

Two solid sides from the English star. The first is a lovely, tender ballad while the standard is sung in a similar easy ballad groove. Strings and voices back both. Both have been hits in Britain.

POP SPOTLIGHT

BILLY BLAND

A LITTLE TOUCH OF LOVE

(Maureen, BMI) (2:21)—Old Town 1151

Bright, brassy rocker has swing and strong singing from Billy with sharp big-band backing that has much punching brass. The flip is "Little Boy Blue" (Lion, BMI) (3:05).

POP SPOTLIGHT

LONNIE MACK

BABY, WHAT'S WRONG

(Conrad, BMI) (2:35)—Fraternity 918

The "Memphis" man, Lonnie Mack, enters the singer's ring on this side culled from his current LP. Side is a Jimmy Reed blues that has strong sell and swing. The flip is "Where There's a Will" (Conrad, BMI) (2:38).

POP SPOTLIGHT

ERIC AND THE SERENADERS

NATASHA

(Sweco, BMI) (2:40)—KC 119

This is a German import picked up by KC last week. Side is in the trad jazz groove with a "Midnight in Moscow" sound. Tight Dixie ensemble with deep-voiced spoken "Natasha" make it strong novelty wax. The flip is "The Topsy Camel" (Sweco, BMI) (2:17).

POP SPOTLIGHT

BOBBY LORD

LIFE CAN HAVE MEANING

(Auff-Rose, BMI) (3:02)—Hickory 1232

Here's an unusual side that lyrically deals with a country boy in city life. Lord's singing is most unusual and the build to the side should make top chart material. The flip is "Pickin' White Gold" (Rose, BMI) (2:54).

POP SPOTLIGHT

TRINI LOPEZ

KANSAS CITY

(Lois, BMI) (3:12)—Reprise 20236

The old Wilbert Harrison hit has swing and style from the "Hammer" man. The side rolls along on an easy-swinging bluesy sound. The flip is "Lonesome Traveler" (Folkways, BMI) (2:59).

POP SPOTLIGHT

HERBIE MANN

SOFT WINDS

(Regent, BMI) (2:37)—Atlantic 5032

The old Benny Goodman classic is dressed up in a swinging Latin garb with light blues touches and fine propulsive flute work from the star. The flip is "The Girl From Ipanema" (Duchess, BMI) (2:21).

POP SPOTLIGHT

DICK AND DEEDEE

TURN AROUND

(Clara, ASCAP) (2:38)—Warner Bros. 5396

Dick and Dee Dee are back again with a smart, soft, folk-styled ballad that has the great nostalgic sound of the folk hits. The flip is "Don't Leave Me" (Odin, ASCAP) (2:00).

POP SPOTLIGHT

RICK NELSON

TODAY'S TEARDROPS

(Sea Lark, BMI) (2:05)—Imperial 66004

Here's a solid, high-stepping outing that swings and has good spirits. The side is on the artist's former label that swings and employs strong multi-track and background work. The flip is "Thank You Darlin'" (Metric, BMI) (1:37).

POP SPOTLIGHT

KIM WESTON

JUST LOVING YOU

(Jobete, BMI) (2:49)—Tamlia 54085

Strong singing from a gal with wide, bluesy ballad sound. The side is sung in slow, building style that has big voice and band backing. The flip is "Another Train Coming" (Jobete, BMI) (2:40).

POP SPOTLIGHT

ALEX ZANETIS

SPEAK TO ME

(Samos Island, BMI) (2:50)—Reprise 20232

The bright, young country writing talent makes his singing debut with a fine tune. The artist has a mighty melodious voice against string and choral backing on the weeper. The flip is "Why Leave Something I Can't Use" (Samos Island, BMI) (2:38).

POP SPOTLIGHT

THE HIGH KEYS

PISTOL PACKIN' MAMA

(Vogue, BMI) (2:36)—Atco 6276

The High Keys come back with another high-flying reading of a past hit (a la "Que Sera") that has humor and excitement. The flip is "You're My Girl (I've Got a Right to Love You)" (Saturday, ASCAP) (2:33).

POP SPOTLIGHT

BROOKS O'DELL

WATCH YOUR STEP

(Ludix, BMI) (2:31)—Gold 214

Here's a tune and singing style that's very much in the Freddie Scott "Hey Girl" tradition. Slow ballad has build and large use of chorus. The flip is "Walk On By" (Roosevelt, BMI) (2:00).

C.&W. SPOTLIGHT

RAMSEY KEARNEY

MOVE OVER

(Four Star, BMI) (2:10)—Hickory 1233

Here's a strong country ballad outing by the lad against a backing that employs voices. Has a real chance. The flip is "El Diablo" (Fred Rose, BMI) (2:55).

C.&W. SPOTLIGHT

RED WILLIAMS

LOVE'S NOT WORTH IT

(Santo, BMI) (2:00)

I CAN'T BELIEVE THIS HAS HAPPENED TO ME

(Santo-Champion, BMI) (2:45)—Santo 9050

Two moving country weepers sung with proper nostalgia, pathos and restraint. The first is a bouncing, quick-step weeper while the flip is a slow ballad. Both are appropriately and tastefully backed by voices.

C.&W. SPOTLIGHT

ROY DRUSKY

THE ROOM ACROSS THE HALL

(Crazy-Cajun, BMI) (2:18)

PEEL ME A NANNER

(Moss Rose, BMI) (2:01)—Mercury 72204

Two widely divergent but potent sides from Drusky. The first is a poignant message of heartbreak that has a startling triangle message. The flip is an up-beat novelty that could go.



FOUR-STAR SINGLES

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

POPULAR

SUE THOMPSON

★★★★ "Cause I Ask You To (Auff-Rose, BMI) (2:17) — ★★★★★ It's Twelve Thirtv-Five (Auff-Rose, BMI) (2:55). HICKORY 1234

TOM GLASER AND THE DO-RE-MI CHILDREN'S CHORUS

★★★★ It's a Mad, Mad, Mad, Mad World (United Artists, ASCAP) (2:44) —★★★★ Dance With a Dolly (With a Hole in Her Stocking) (Shapiro-Bernstein, ASCAP) (2:08). KAPP 559

REX GILDO

★★★★ Say Wonderful Things (Hill & Range, BMI) (2:58) — ★★★★★ (You're the) Devil in Disguise (Presley, BMI) (2:18). CAPITOL 5076

KAI WINDING

★★★★ Time Is On My Side (Rittenhouse-Maygar, BMI) (3:05) — ★★★★★ Baby, Don't Come On With Me (Maygar, BMI) (2:23). VERVE 10307

JERRY MURAD'S HARMONICATS

★★★★ The Last Outpost (Orbey, BMI) (2:45)—★★★★ (The Street of) Linden Trees (Lindenstrasse) (Nafion-wide, ASCAP) (2:08). COLUMBIA 42875

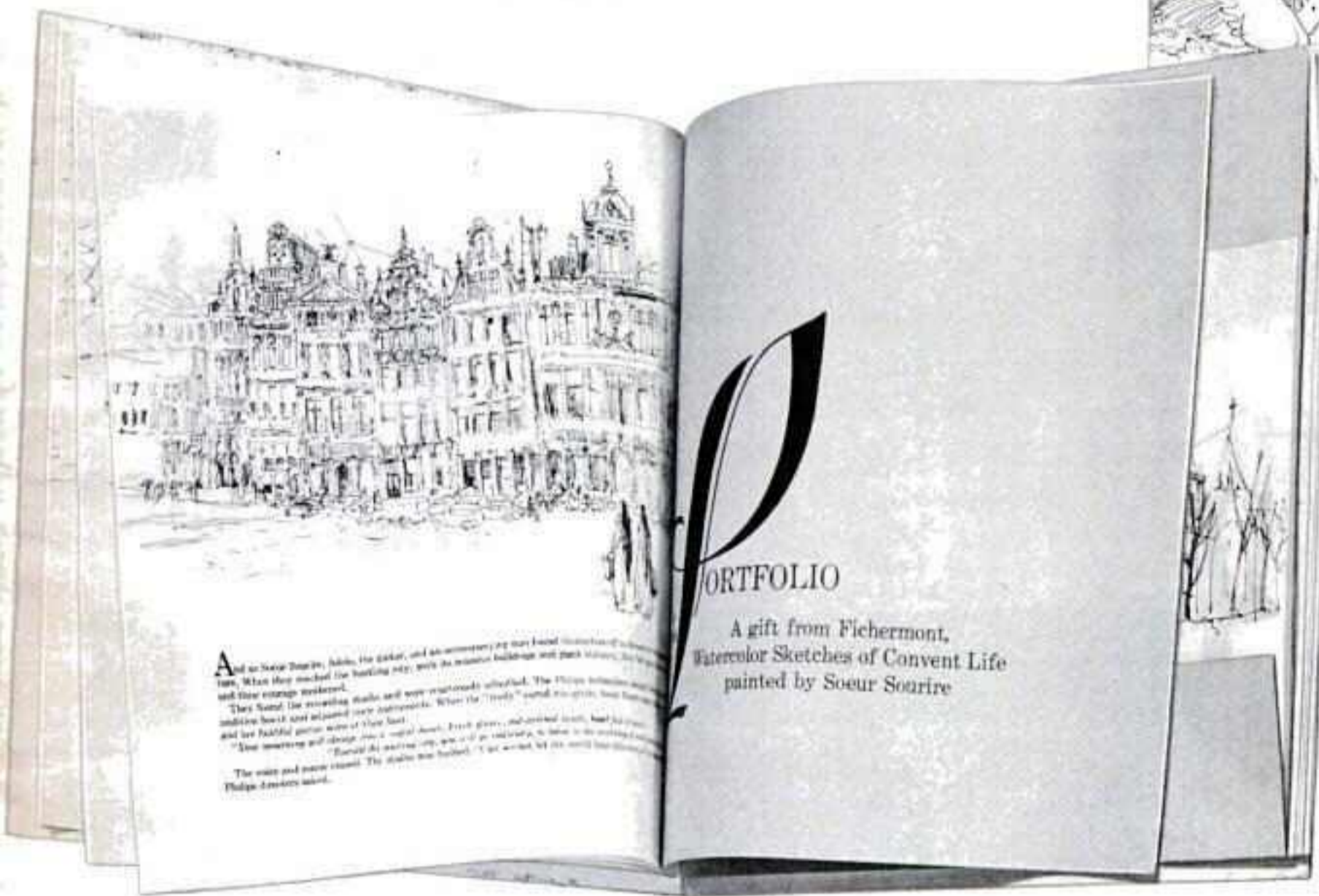
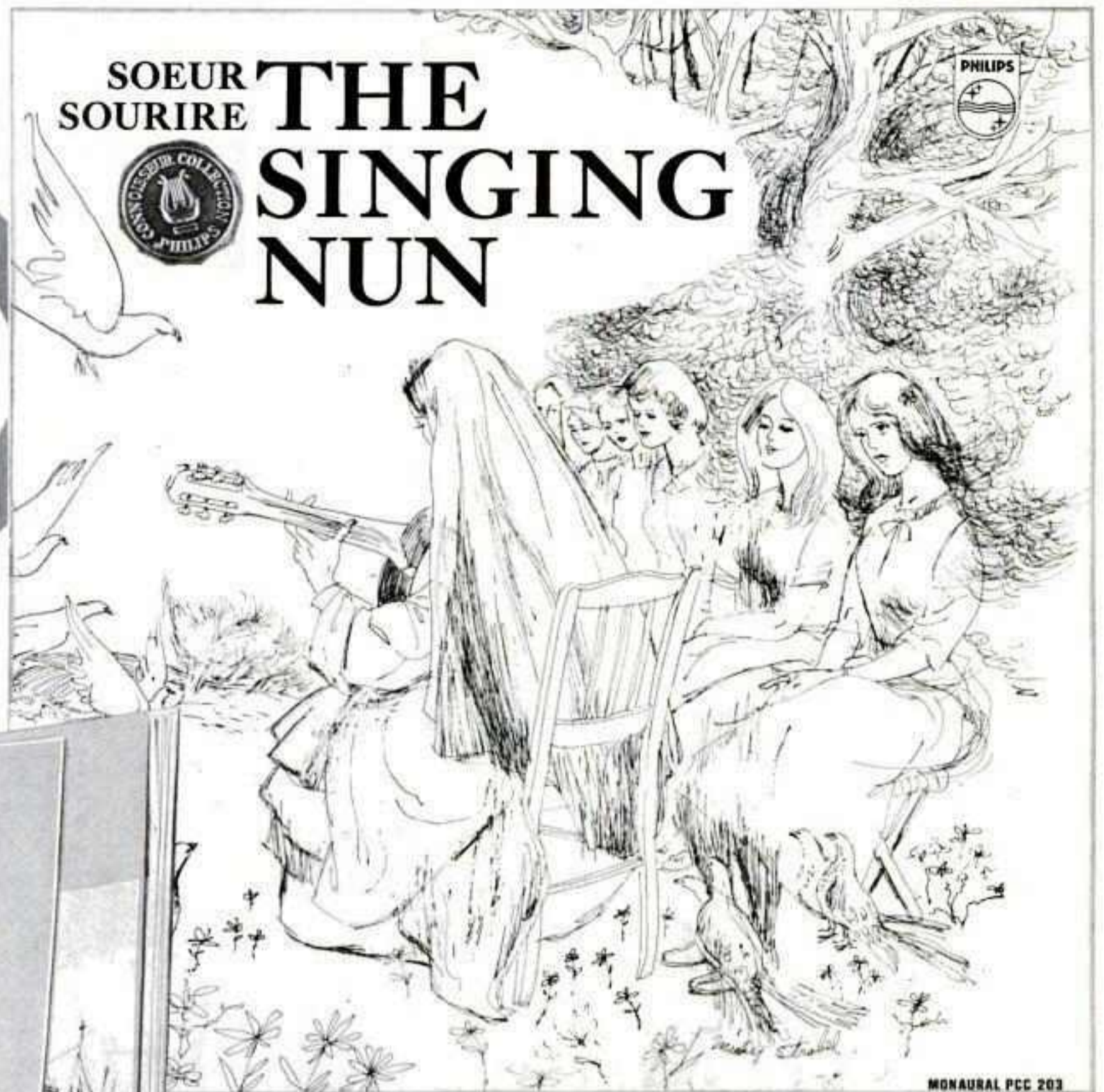
(Continued on page 20)

From Philips Records Connoisseur Collection

THE FABULOUS NEW RECORDING BY THE CLOISTERED BELGIAN NUN, SOEUR SOURIRE



**FAST BECOMING THE
BIGGEST SELLING L.P.
IN RECORDING HISTORY**



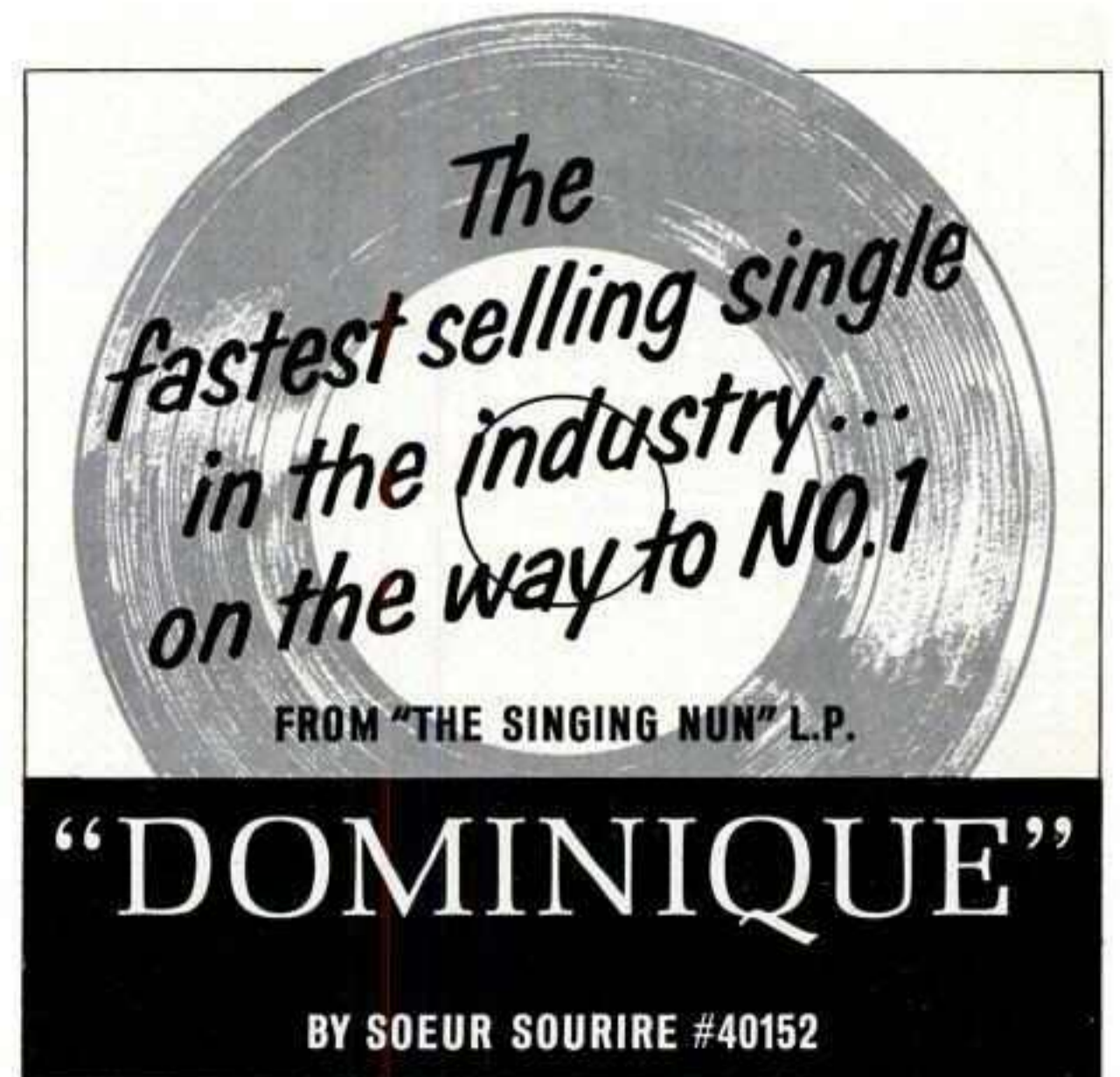
**LAVISHLY PACKAGED...
BEAUTIFULLY ILLUSTRATED
THE IDEAL HOLIDAY GIFT**

One of the most beautiful record packages ever conceived with a delightful series of line drawings, and a portfolio of lovely watercolor sketches of convent life painted by Smiling Sister herself. Plus line by line English translations of the songs.

The SINGING NUN

SOEUR SOURIRE
PCC 203/PCC 603

THE INSTANT SUCCESS of this lyrical masterpiece is the talk of the industry. This unique collection of French songs, composed and performed by a cloistered Belgian Sister, has a charm and gaiety that has quickly captured the hearts of listeners everywhere regardless of faith or creed. If ever there was an ideal holiday gift item, this is it!



"DOMINIQUE"

BY SOEUR SOURIRE #40152

PHILIPS RECORDS

35 E. WACKER DRIVE • CHICAGO 1, ILLINOIS

One World of Music



On One Great Label!

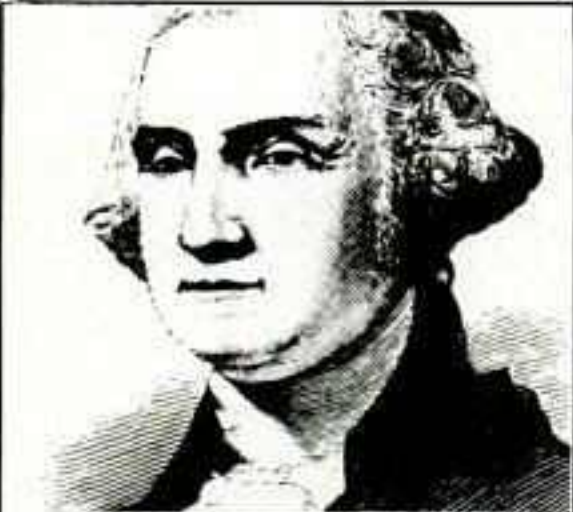
SINGLES REVIEWS

Continued from page 18

POPULAR

HANK CRAWFORD
★★★★ Whispering Grass (Mills, ASCAP) (2:45) — ★★★★★ Skunky Green (Cotillon, BMI) (2:34). ATLANTIC 5033

ADAM WADE
★★★★ Does Goodnight Mean Good-



I CANNOT TELL A LIE!
ONLY BEAUTIFUL
by **JERRY VALE**
IS A SMASH!
On Columbia Records

bye (Columbia, BMI) (2:44)—★★★★ Charade (Northern, ASCAP). (2:34). EPIC 6939

THE SWINGLE SISTERS
★★★★ Fugue in D Minor (2:14)—★★★★ Prelude in F Major (2:15). PHILIPS 40157

THE FLEETWOODS
★★★★ Baby Bye-O (Metric, BMI) (2:25)—★★★★ What'll I Do (Berlin, ASCAP) (2:21). DOLTON 86

SEQUINS
★★★★ You Can't Sit Still (Screen Gems-Columbia, BMI) (1:50)—★★★★ Mr. Leader of the Band (Unart, BMI) (1:51). ASCOT 2140

BILLY MASHBURN
★★★★ Don't It Sound Good (Parts I & II) (Spectorious, BMI) (2:57, 1:58). ATLANTIC 2208

DORIS DAY
★★★★ Twinkle Lullaby (Daywin, BMI) (1:47) — ★★★★★ Move Over Darling (Daywin, BMI) (2:32). COLUMBIA 42912

FOUR PREPS
★★★★ I'm Falling in Love With a Girl (Ace Cee Mem, BMI) (2:40)—★★★★ The Greatest Surfer Couple (Lar-Bell, BMI) (2:10). CAPITOL 5074

THE CHARTS
★★★★ Zoop (Bob-Dan, BMI) (2:21) —★★★★ Deserie (Bob-Dan, BMI) (2:38). EVERLAST 5026

THE TAMMS
★★★★ What Kind of Fool (Do You Think I Am) (Low-Twi, BMI) (2:00)—★★★★ Laugh It Off (Low-Twi, 2:40). ABC-PARAMOUNT 10502

THE CHAD MITCHELL TRIO
★★★★ The Marvelous Toy (Teena, ASCAP) (2:46)—★★★★ The Bonny Streets of Fyve-10 (Teena, ASCAP) (3:08). MERCURY 72197

LIONEL NEWMAN ORK AND CHORUS
★★★★ It's a Mad, Mad, Mad, Mad World (United Artists, ASCAP) (2:35) — ★★★★★ Call Me Irresponsible (Paramount, ASCAP) (2:50). 20TH CENTURY-FOX 442

GEORGE McCURRY
★★★★ When the Wind Blows (In Chicago) (Murphy - Irving, BMI) (3:05)—★★★★ Georgia Town (Irving, BMI) (2:40). A&M 726

ROY HINES
★★★★ I Can Live (Quasimodo, BMI) (2:07)—★★★★ We Have Love (Quasimodo, BMI) (1:40). SOLITAIRE 1001

HAROLD DORMAN
★★★★ What Comes Next (Champion, BMI) (2:06) — ★★★★★ Ain't Gonna Change. (Hall-Clement, BMI) (2:12). SANTO 9051

TONY MITCHELL
★★★★ Write Me a Letter (T.M., BMI) (1:55) — ★★★★★ Ponchinello (South Mountain, BMI) (2:40). CANADIAN-AMERICAN 162

KEN JONES
★★★★ Second Helping (Consolidated, ASCAP) (1:42)—★★★ Chicken Pot Pie (Consolidated, ASCAP) (1:47). ALMONT 305

BEVERLY WASHBURN
★★★★ Ev'rybody Loves Saturday Night (Folkways, BMI) (2:19)—★★★ The Heart You Break May Be Your Own (Leeds, ASCAP) (2:00). SMASH 1855

NICK NOBLE
★★★★ Sleepwalk (T.M., BMI) (2:40)—★★★★ Flying Over Rainbows (Studio, BMI) (2:40). CHESS 1876

MARION WORTH
★★★★ My Dolly Has a Pain in Her Sawbust (Tobias-Lewis, ASCAP) (2:21) —★★★ Shake Me I Rattle (Squeeze Me I Cry) (Colliseum, BMI) (2:58). COLUMBIA 42904

THE SHACKLEFORDS
★★★★ (There Goes) the Big Boss Man (Hazlewood-Little Darlin', BMI)

(2:05) — ★★★★★ My Name Is Jimmy Brown (Guitar-Little Darlin', BMI) (2:07). MERCURY 72199

PAUL DESMOND
★★★★ Take Ten (Desmond, BMI) (3:05)—★★★★ Embarcadero (Desmond, BMI) (3:56). RCA VICTOR 8264

THE BACHELORS
★★★★ Whispering (Fischer-Miller, ASCAP) (2:20)—★★★★ No Light in the Window (Piccadilly, BMI) (2:00). LONDON 9623

THE RINGOS
★★★★ Ain't No Big Thing (Jec, BMI) (2:25) — ★★★★★ Blue Feeling (Sunar, BMI) (2:20). HI 2071

JET HARRIS AND TONY MEEHAN
★★★★ Applejack (Ludlow, BMI) (2:00) — ★★★★★ Tall Texan (Valley, BMI) (2:15). LONDON 9622

JORGEN INGMANN
★★★★ The Fourth Man Theme (Merlon, BMI) (2:34)—★★★★ Drina (Stahl-Unart, BMI) (2:59) ATCO 6277

THE MAGNETS
★★★★ Drag Race (Painted Desert, BMI) (2:10)—★★★★ Joker (Musikverlag, GEMA-ASCAP) (2:05). LONDON Int'l 10036

BOBBY BLAND
★★★★ The Feeling Is Gone (Lion, BMI) (2:17) — ★★★★★ I Can't Stop Singing (Lion, BMI) (2:33). DUKE 370

LES AND LARRY
★★★★ Walk Right In (Peer Int'l, BMI) (2:30) — ★★★★★ Santy Anno (1:35). COLUMBIA 42911

ERLENE AND HER GIRLFRIENDS
★★★★ Because of You (Screen Gems-Columbia, BMI) (2:37)—★★★ Casanova (Tash, BMI) (2:00). OLD TOWN 1152

SILKY AND THE SHANTUNGS
★★★★ He's a Fink (January, BMI) (2:05) — ★★★★★ Bazooki (Sea-Lark, BMI) (2:06). MUSICOR 1035

NORMAN TRIO
★★★★ Little Senorita (Kirchstein, BMI) (2:20) — ★★★★★ Cathy, Where You? (Kirchstein, BMI) (2:16). CUCA 1148

TED TAYLOR
★★★★ It Ain't Like That No More (Figure, BMI) (1:55) — ★★★★★ I'll Make It Up to You (Ronnat, BMI) (2:15). OKEH 7179

THE WILLIS SISTERS
★★★★ The Pretty One (Apt, ASCAP) (2:12)—★★★★ Where Were You When I Needed You (Marks,

BMI) (2:44). (ABC - PARAMOUNT 10497)

STERLING HARRISON
★★★★ Sad and Lonely (Emit & Near North, BMI) (2:16) — ★★★★★ Right There With You (Emit & Near North, BMI) (2:10). SMASH 1856

ROBBY AND THE ROBBINS
★★★★ She Cried (Trio, BMI) (2:59) —★★★★ Surfer's Life (Todd, BMI) (1:55). TODD 1089

THE ROCKMASTERS
★★★★ A Wonderful Thing (Love) (Vapac, BMI) (2:35) — ★★★★★ My Lonely One (Where Are You?) (Vapac, BMI) (2:12). ONE-DERFUL 4820

McKINLEY MITCHELL
★★★★ Tell It Like It Is (Vapac, BMI) (2:30) — ★★★★★ Uncle Willie (Vapac, BMI) (2:10). ONE-DERFUL 4822

BILLY LYONS
★★★★ I'll Still Love You (Wood, ASCAP) (2:18) — ★★★★★ My Angel Debbie (Irod, BMI) (2:30). AVA 144

MARY SAENZ
★★★★ He Didn't Even Say Hello (Briarcliff, BMI) (1:45) — ★★★★★ In Your Arms (Briarcliff, BMI) (2:00). ERA 3115

THE LYRICS
★★★★ Darling (Rise, BMI) (2:16)—★★★★ How a Woman Does Her Man (Rise, BMI) (2:16). GOLDWAX 910

CAESAR GIOVANNINI AND WAYNE ROBINSON SINGERS
★★★★ Connie's Tune (Dorabet, ASCAP) (2:09)—★★★★ Little Lovely Lindy Lou (Dorabet, ASCAP) (1:55). TEIGER 501

ROSCO GORDON
★★★★ I Don't Stand a Chance (Pamco, BMI) (2:22)—★★★★ That's What You Did (Pamco, BMI) (2:03). ABC-PARAMOUNT 10501

DONNA DOUGLAS
★★★★ He's So Near (Spanka, BMI) (2:16) — ★★★★★ Turn Around (Merit, BMI) (2:00). ARLEN 742

COUNTRY

GEORGE JONES
★★★★ Mr. Fool (Glad, BMI) (2:25) —★★★★ One Is a Lonely Number (Starrite, BMI) (2:25). MERCURY 72200

MARGIE SINGLETON
★★★★ Old Records (Gallico, BMI) (2:01)—★★★★ How Do You Celebrate Goodbye (Gallico, BMI) (2:19). MERCURY 72213

(Continued on page 45)

WE'RE KEEPING OUR PLEDGE—
"SOMETIMES YOU GOTTA CRY A LITTLE" DUKE 366
DID NOT MAKE TOP 20 IN ALL THE CHARTS
(like we said in our ad July 27th issue Billboard)
SO—WE'RE EATING OUR HATS!!

Don D. Robey, President of Duke and Peacock Records, cutting hat so all personnel will get their fair share.



(P.S.: THANKS TO MEL MELTON, WKSC RADIO, KERSHAW, S. C., FOR SALT AND PEPPER TO AID IN TASTE.)

NOW—HERE WE GO AGAIN—
THIS TIME WE'LL EAT OUR SHOES
IF
BOBBY'S
"CAN'T STOP SINGING"
AND
"THE FEELING IS GONE"

DUKE 370

AND

AL "T.N.T." BRAGGS'
"TAKE A LOOK AT ME"
AND
"DRIP DRIP"

PEACOCK 1928

DO NOT MAKE TOP 20

NEW RELEASE

"HE LOVES ME, HE LOVES ME NOT"

AND

"I'VE GOT IT BAD"

VERNA RAE CLAY

SURE-SHOT 5001

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"BLUE MONDAY"
DUKE 368

JOE HINTON'S
"BETTER TO GIVE THAN RECEIVE"
BACKBEAT 539

LITTLE FRANKIE LEE'S
"FULL TIME LOVER"
PEACOCK 1929

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Los Angeles

Chicago
St. Louis
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Coming up strong . . .

“BABY THINK IT OVER”

The Martinels

Success 110

“I WANT TO KNOW”

The Extensions

Success 109

“THE SLIDE”

The Blendtones

Success 105

“LITTLE SWEET THINGS YOU DO”

Oscar Boyd

Hermes 107

“I DON'T WANT EVERYTHING”

Jimmy McHugh

Success 106

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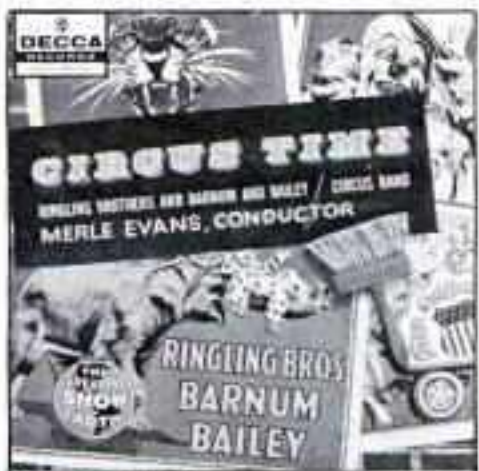
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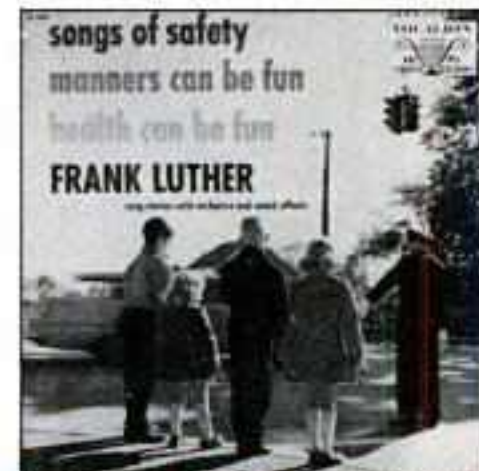
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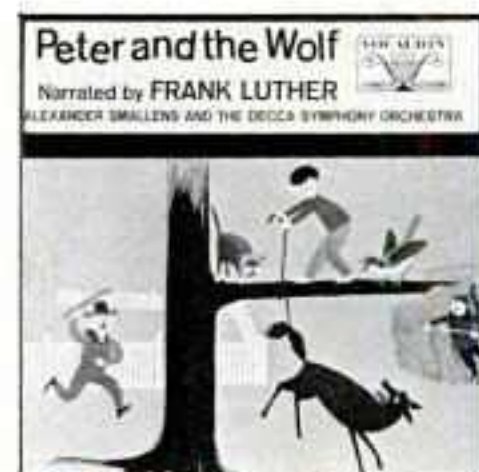
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VL 3704 (S)



PETER AND THE WOLF • Alexander Smallens and Frank Luther • A Symphonic Story For Children
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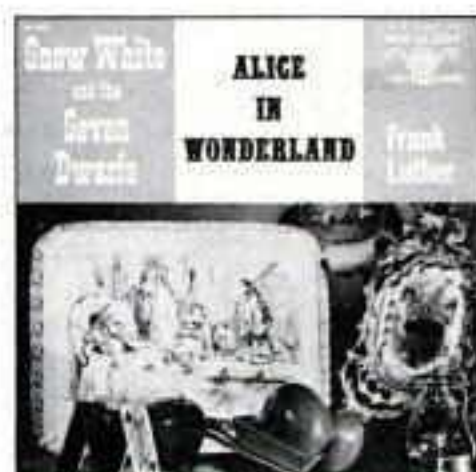
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International NEWS REPORTS

British Trade Keeps Wary Eye on Labor

LONDON—Recently averted strikes at British Decca's pressing and factory levels have alarmed the disk industry here—one of the few in Britain which doesn't normally suffer from strikes.

A serious situation for Decca was narrowly averted by the settlement of a strike that threatened to halt the company's production for some time. As it was, pressing operations were held up for a week and issue of the company's schedule for October 25 was delayed to last week.

Kudos to Pop Behind Curtain

MUNICH—The easing of cultural demands, resulting in wider acceptance of Western-style pop music behind the iron curtain, has been instanced in two new developments monitored here by Radio Free Europe.

Karel Vlach, one of Czechoslovakia's top dance band leaders, has been given a rare accolade—the title of "Honored Artist," which is usually awarded only to outstanding performers of highbrow arts.

The citation said Vlach was honored for "long years of outstanding representation of Czechoslovak dance music at home and abroad and for the development of dance music in Czechoslovakia."

In Hungary, Radio Budapest reported on how pop music had been used to stimulate factory production. Experimenters studying efficiency in a Hungary textile mill gave workers a 15-minute break in the middle of the day. Music, especially the twist, was played. Afterwards, production employees made 336 mistakes in a test period. This compared with 435 mistakes in a similar period before the break. Scientists, who met to hear the experimenters' report, recommended a similar music break in other factories, Radio Budapest added.

The trouble was caused when the 140-strong staff of Decca's packing and maintenance departments at the New Malden (Surrey) factory withdrew their labor for an indefinite period to back demands for a wage increase. Distribution was brought to a standstill.

There was a similar but less serious incident at the factory a month previous and in their significance these disputes have alarmed the industry.

On the happier side Decca is enjoying a major chart success with its first issue by a new release deal with the American Philips label—the Ronettes' "Be My Baby." Decca has signed an exclusive British-release pact with Philips after a successful period of record-by-record deals which included two hit disks by the Crystals.

Argentine TV Eyes Folk Hits

BUENOS AIRES—The folk music of this country is going through some unusual changes. For instance, there are authors who sing and compose songs of the particular areas. One group mentions the many rivers, Parana, Uruguay and the land that surrounds them. Some of these titles are "Rio Rebelde," Rio Manso, "Puente Pexoa," "Rio de los Pajaros" and "Acuarela del rio." Others have to do with other specific areas of land and the people who inhabit those lands. Many of these songs have brought renewed interest to folk music here.

As a consequence of this interest in folk music the television networks of the country will broadcast various contests and competitions that involve the folk sound. One of these will be the "Miss Folk Music" contest, a folk dance meet that will be held at the stadium in Luna Park, Buenos Aires.

Surfin' Time Down Under

SYDNEY—This is the time of the year for the big surf splash. So far the labels have been content to record only single disks in a bid for hit parade honors. But now they're busy recording whole albums of surf music. The Dave Bridge Trio were first in with the release of their album "Surfin' Down Under." And now, following the success of the Deltones' single "Hangin' Five," Festival has released the first vocal surfing album titled "Surfin' Stomp" on their strong Leedon label.

ARGENTINA

Philips Cuts Top Artists Together

By RUBEN MACHADO
Lavalle 1783, Buenos Aires

The three classical acts of Argentine folk music made a long-play record together. It includes the vocal group, Los Frontezos, the pianist Ariel Ramirez and the author and guitarist Eduardo Falu. The disk was made by Philips and on the LP the songs "Baguala Tradicional," "Anoranzas," "Tonada del viejo amor," "El Parana es una zamba" are included.

Eduardo Falu, guitarist of the northern music of the country, is staying at the moment in Japan and will shortly be presented in several European countries.

AUSTRALIA

Country Cats Visit Nashville

By GEORGE HILDER
19 Todman Ave., Sydney

Tom and Ted Le Garde, Australia's top country and western artists, attended this year's Nashville country and western convention. While in Nashville they will book artists to come to Australia to appear on their national television shows "Studio A" and "Country Style."

Vikin Records of New Zealand have made their first release in this country in 12 months with the single "Hootenanny Comin' Your Way." . . . Astor Electronics will release all Colpix recordings under the Colpix logo commencing with the "Bye Bye Birdie" album.

POP HITS GET THE AUSSIE AIR

SYDNEY—Australian radio stations have doubled their broadcasting time devoted to Hit Parade tunes in the last three years. The Australian Broadcasting Control Board's 1962-1963 report, tabled in Parliament, said the increase was at the expense of what many people considered more melodious and restful music and of other types of programs. The report said the 110 Australian commercial broadcasting stations showed a net profit of 2,423,663 pounds in 1961-1962. This compares with 2,646,638 pounds in 1960-1961 and 2,594,348 in 1959-1960.

POP AND POLITICS REALLY DON'T MIX

ROME—Politics in music has stirred a row in Italy when it was learned that Caterina Valente and Swiss singer Vico Torriani were ordered not to sing any songs in Italian before 8,000 at Vienna's Sport Palace because of the differences between the two countries over the German-speaking people of the Province of Bolzano which has been the subject of a series of international meetings.

The news brought a number of student demonstrators in Rome and other Italian cities. Here there was a considerable gathering before the Austrian Embassy. In another political incident, Marino Marini scoffed at the action against him by the Arab countries by presenting his recording "Tel Aviv" on TV. The news has spurred sales of the Durium disk.

IN AUSTRALIA

The Sound Tracks Pile Up

SYDNEY—At the moment there is an upsurge in sales for sound track and musical comedy disks throughout Australia. All this started with the recent release of the "Camelot" and "Cleopatra" albums.

A.R.C. has two forthcoming albums scheduled for release during December, "Irma La

This disk was released to coincide with the opening of the film in Sydney and Melbourne. . . . W & G report steady gains by their low-price single showing the Gem logo. A new release is planned immediately to keep the selections as current as possible. Masters are leased from Oriole of London. . . . English disks are still holding their own in Australia. EMI stated that for their release of October 31 they have scheduled four English singles, three American and one local.

EMI has acquired Australian and New Zealand rights for the distribution of Everest Records as from October 1. . . . Also on the rush release list is the Johnny Mathis single "Come Back," which was acquired by EMI's New York agency Trans Global. The disk will be issued on the HMV label throughout Australia and New Zealand, as will all future Mathis recordings. . . . Leed's Music acquired the Welbeck music catalog for Australia and New Zealand. . . . Roy Farr, of Essex Music, was host to executive director Howard S. Richman of Essex, New York, who visited Sydney for 10 days.

BELGIUM

Adamo & Tura Enter LP Field

By JAN TORFS

Stuivenbervart 37, Mechlen

New records by the big local and foreign acts signaled the return of the disk buying season here. Disks by best-sellers like Ray Charles, Bobby Vinton, Roy Orbison, are only a few. Singular gains were made by the Spotnicks who wrested the small group instrumental title away from the Shadows over the summer. Another big one is by Freddy, who's new LP on Polydor looks like a big one.

Also in front-line top-act release are the latest disks from Dion, the Dovells, Fats Domino, Lloyd Price, Kay Starr, Edith Piaf, Paul and Paula, Duane Eddy and Chubby Checker.

Most importantly on the home front, the two leading Belgian singers Adamo and Will Tura made their debut in the album field. The Adamo LP is filled with tunes that are apart from his current commercial success

Douce" and "The Great Escape." Both disks will be issued at least four weeks before the pictures hit the screen for combined promotion possibilities. Two singles of the "Escape" song will be on the market, by Mitch Miller on CBS and the Kirby Stone Four on WB. A.R.C. is also planning a sales campaign to promote the two CBS recordings of Sir John Gielgud.

"Lawrence of Arabia," the long awaited flick, was released in Sydney November 1. The Colpix album of the sound track music has been issued on Astor Records. Hilary Melick, of Astor Electronics, and Kevin Doyle, Columbia's publicity chief, are co-operating to sell both the picture and the disk.

Festival Names Pair of Officials In Australia

SYDNEY—Frederick C. Marks, Festival's executive director, today announced the appointment of Robert Iredale as company artist and repertoire producer, and B. E. Nagel as company recording and sound engineer.

As artist and repertoire producer, Iredale will be responsible for the continuous flow of creative recordings by Australian artists in the pop field released through the Festival and Leedon labels. Iredale will work in close association with Hal Saunders, company administrative producer, from whom a major part of the locally produced spoken word documentary and archive album material stems.

Nagel, as recording and sound engineer brings to Festival a background of 14 years audio experience, 10 years of which were spent with a leading Sydney broadcasting station where he last held the position of engineer in charge of tape and disk recording. Both assignments reflect the growth of the Festival label, an expansion which has expanded both administrative and creative personnel.

formula. The style approximates the singing of older French artists. Orders have been strong (3,000) prior to release, something distinctly unique here. The artist is also appearing at Ancienne Belgique this week. He has also cut his first Dutch disk. The Will Tura set features many of his most recent hits. Tura toured the country with the Cousins. Speaking of the Dutch, one of their big stars, Anneke Gronloh's first LP here is pulling many sales. . . . As is Johnny Hallyday's EP of songs from his current movie "D'ou viens tu Johnny?"

Palette has a new vocal group,



GRAND ENTRANCE: Fine reception greeted Sir Joseph Lockwood (second from left) on his entrance to a cocktail party held in his honor at the Plaza Hotel in Buenos Aires. Pictured are E. Ellinger, president of Odeon, Argentina; Lockwood; Philip Brodie, general manager, and Fernando Lopez, a.&r. director, both of Odeon.



CARACAS CLAMBAKE: Special luncheons were held in Caracas, Venezuela to introduce the new Dynagroove stereo concept to RCA Victor representatives in the country. On hand at this one are: (front left) Guillermo Ortega Lora of Radio Caracas and Onadas Populares; Jose E. Carpio, publicidad Anundio's Delta; and (front right) Ruben Dario Villasmil, also of Radio Caracas and RCA Venezuela sales manager Alfredo Mayorca. Other members of the RCA Venezuela staff and Caracas press corps also attended.

the Lady Birds, and Teddy Merten has an instrumental trumpet version of "Waar en Wanneer" the Belgian hit under the new title, "Try." . . . Peter Mestdagh, the singing priest, has moved to CBS.

One of the biggest parties of the year was tossed to introduce the new Barclay artists as well: Gillian Hill, Frank Alamo, Babs and the Babettes, etc.

Jean Kluger of Palette toured England while Roland Kluger was in Germany. . . . The Ronnex-Teeny firm picked franchise for the State-owned Czech label Supraphon, and hired classical music specialist M. Halbriech to handle it. . . . CBS is re-releasing Tony Bennett's "Rags to Riches." Adamo has a new single in Flemish. . . . Robert Cogoi, of Polygram, has a big hit in the French speaking part of Canada in "Je me sens tres seul."

BRITAIN

Hawker-Ifield Pen Follow-Up

By CHRIS HUTCHINS
News Editor
New Musical Express

Frank Ifield and British hit composer Mike Hawker penned Jimmy Gilmore and the Fireballs' next single, "When My Tears Have Dried." They wrote it a year ago and the song was taken back to the U. S. by Gilmer's manager Norman Petty. With Marty Wilde, Hawker was co-composer of "My Heart Is Free"—flipside of Gilmer's debut U. S. chart topper.
In London Major Bill Smith

received a Platinum Record from Philips' UK general manager Leslie Gould on behalf of Paul and Paula to commemorate two-million sales of the duo's single "Hey Paula." Smith told Billboard that the couple will be reunited for extensive European touring when Paul completes his college term in January. . . . Shadows' bass guitarist Brian 'Licorice' Locking is leaving the group to concentrate on his activities as a Jehovah's Witness. He made his final 'live' appearance with the Shadows on ATV's "Sunday Night at the London Palladium" last weekend. . . . As a result, Bruce Welch—a founder member of the multi-hit-making group—has reversed his decision of a month ago to leave and is receiving medical treatment to overcome a nervous ailment in order to remain with eight-year association with Capitol Gene Vincent has quit the label and signed for Columbia here. This month Vincent—now U.K.-based—waxes his first for the label under ace a.&r. man Norrie Paramore's direction.

The Beatles have recorded a one-track disk which is being issued free to members of the group's 50,000-strong British Fan Club for Christmas! It was made privately by the group's manager Brian Epstein and as well as singing a well-known carol on it each member of the group delivers his own "thank you" message. With the aid of crush barriers police in 35 towns here supervised crowds who queued for up to two days prior to the box-office openings for tickets to the Beatles' one-nighter tour which began last weekend.

Buddy Greco flew in to replace Errol Garner in last Monday's Royal Variety Show. Previously fixed bookings on the Continent forced Garner's withdrawal. . . . Johnny Mathis is expected here for two major concerts on December 1 following a TV engagement in Berlin the previous night. . . . Release is imminent of Roy Orbison's British-recorded Christmas single "Pretty Paper." The song was

penned by Willy Nelson. . . . Dion Di Muci walked out on a "live" television show — AR's "Ready Steady Go"—after complaining that teen-age dancers on the set distracted him. . . . Transatlantic Records has inked a U. S. release deal with Electra. First issue by the deal is an album "This is Ian Campbell Folk Group." . . . RCA Victor's British label manager Mike Hawgood is on a nationwide lecture trek introducing Dynagroove.

EIRE

TV Show Top Pop Disk Spot

By KEN STEWART
Irish Times Ltd., Dublin

"Pickin' the Pops," a new television program emceed by Gay Byrne, promises to be a very important exposure medium for latest releases, which are reviewed by a panel every week. Foreign singers playing Irish dates are invited to appear occasionally.

Sean McBride, Donegal composer of "The Crolly Doll," "The Love of an Irishman's Heart" and innumerable ballads, penned three titles for a Charlie McGee LP primarily intended for the North American market. . . . U. S. group, The Second City Company, recorded an hour-long revue, "Looking for the Action," for Telefis Eireann following their notable run at Prince Charles Theater in London. . . . Starlite Artists agent Paul Russell says that Brian Poole and the Tremeloes, currently on the chart with "Do You Love Me?," will not be touring Ireland until January. . . . Dickie Rock, a young member of the local Miami Showband, will make his Pye disk debut this month via "Boys," a former Shirelles hit, and "There's Always Me." . . . Three Johnny Mathis singles are available here on two labels. HMV has "Your Teenage Dreams," while "Sooner or Later" and a reissue of "Wonderful" are out on CBS.

HOLLAND

Dutch Versions Of U. S. Tunes

By SKIP VOOGD
Editor, Platennieuws, Joh. Camphuysstr. 189
The Hague

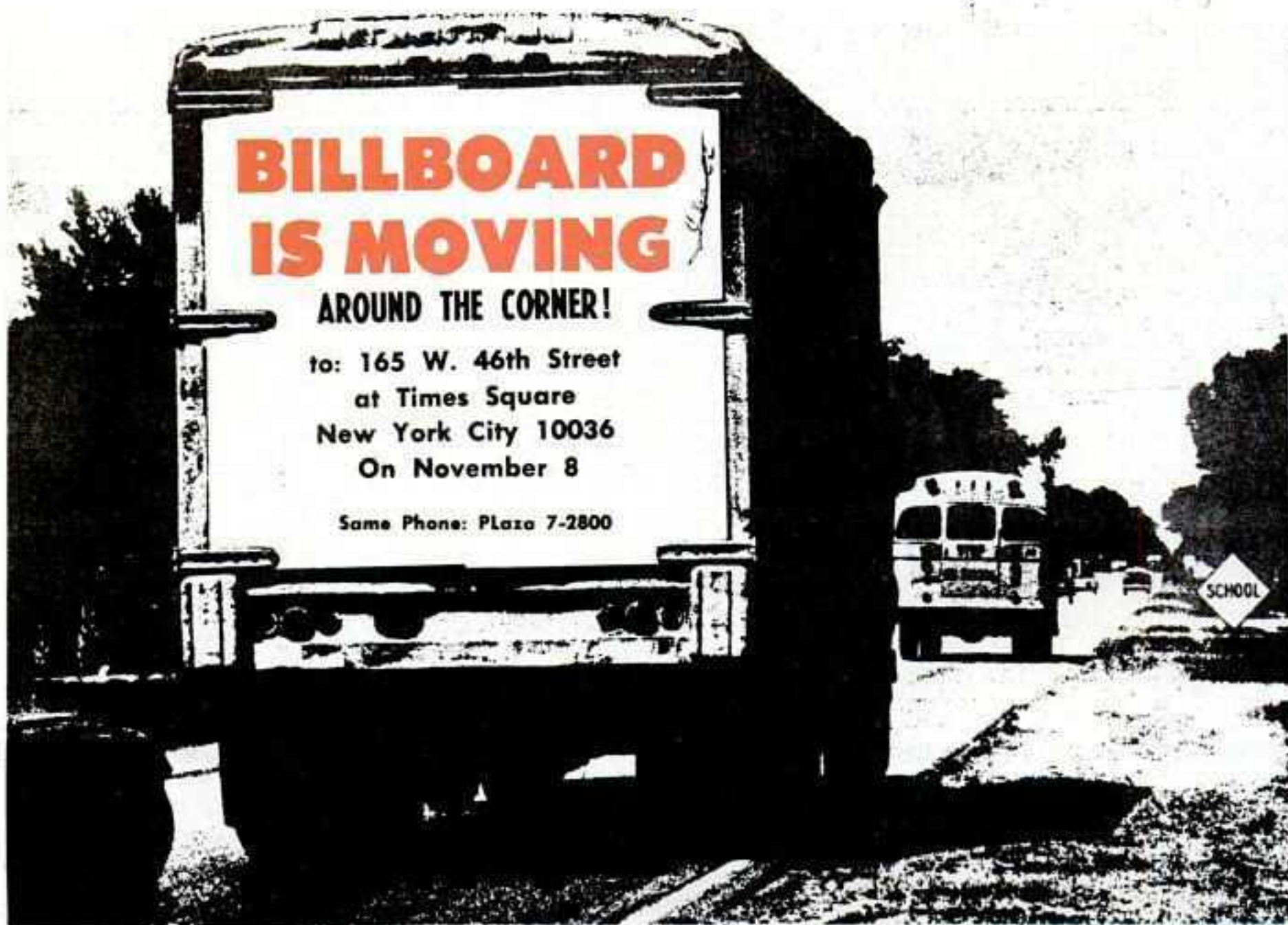
Dutch Latin and Calypso-singer Max Woiski Jr. made a Dutch version on the MMP label of the Kalmann song "Twenty Miles," called, "Is Te Ver." . . . Comedian-artist Aart Brouwer performed on Philips label has "Vies" (A wondrous place). . . . Jazz singer Milly Scott made a MMP Dutch interpretation of "Faded Love" entitled "Ik Kus Jouw Ring." . . . Anneke Gronloh's single "Da Doe Ron Ron" c.-w. "Wladimir," copyrights being handled by the Aberbach group.

Sarah Vaughan gave a concert in the Kurzaal, Scheveningen. . . . Willis Brothers will perform four shows for 18 consecutive days in an auditorium in Amsterdam for the United State Agricultural Exhibit, opening November 5; c.&w. radio programs and the Dutch c.&w. club, "Hillbilly Hayride," will give promotion to the Willis Brothers and other Starday artists. . . . Rob de Nijs has recorded for Decca the Dutch version of "If I Had a Hammer," as did John Lamers for the CNR label.

In memory of Edith Piaf, Bovema's Columbia label released a 10-inch album filled with the greatest of her many successes: "La Vie En Rose," "Milord" and "Je Ne Regrette Rien." . . . Following up the first Adamo recording in Dutch, a special version of the singer's hit, "Amour Perdu," Bovema's Pathe label released another hit by Adamo: "J'Aime Une Fleur" c.-w. "Laissons Dire." . . . Bovema's Atlantic label started releasing its first jazz 45 rpm records, with Ray Charles, Milt Jackson, Jimmy Giuffre. . . . Bovema's Imperial label inked Bob van Berkel, one of the famous Niberco Brothers' juggling act. His debut on records is

NOTICE

The New York Office of Billboard will be closed Friday, November 8, to permit our advertising, editorial and business departments to move to our new offices.



BAND PLAYS ON: While the band swings through his "Take the 'A' Train" theme, Duke Ellington is congratulated by U. S. Ambassador to Jordan, William B. Macomber Jr. Greeting took place at the Duke's concert in Amman during his current tour through the Middle East. Baritone saxist Harry Carney watches from his far right bandstand position.

made with a Dutch version of "Blue Velvet" and "Kleine Veronica."

Looking back at its Dealer Day, Bovema and President Jerry Oord thinks it was most successful in re-establishing strong relations with retailers. Especially imposing, according to the executive, was the turnout by brass which seems to have impressed the dealers mightily. The appearance of L. T. Dines, EMI international director; personal assistant to EMI President Sir Joseph Lockwood, Charles Burt; Capitol European director Dick Rising, and strong contingents from Pathe Marconi (M. Rouzies and wife) and Electrola (in M. Junge and A. Batzem) were visible proof that the EMI organization was convinced of the importance of meeting dealers face to face.

In the talent area too, Bovema got out the big guns to entertain the retailers. Adamo and Vera Lynn, with Norrie Paramour at the piano, headed a top-name list of entertainers.

The big Radio and Television Exhibition (FIRATO) in Amsterdam Building RAI had the record number of 141,496 visitors, 50 per cent more than 1961. Visitors came from 35 countries. The next FIRATO exhibit will be held in 1965.

SPAIN

Composers Flock To Country

By RAUL MATAS
Av Jose Antonio 32, Madrid 13

Jose Angel Espinoza, Ferrusquilla, the Mexican author of "Echame a mi la culpa," is a guest of Spanish journalist Santiago de la Cruz here in Madrid and appeared on a TV show.

Mario Clavel, Argentinian chansonnier and author, arrived for a three-month engagement here on Radio Madrid, TV and Pasapoga. . . . Andy Russell is doing another TV series from Barcelona and Madrid. . . . Katina Ranieri also appeared on TV. . . . Carlos Acuna starts a 36-week radio show of "The Life of Carlos Gardel."

After several months of negotiation the U.N. "All Star Festival" LP has finally won government approval for sale here. Fonogram launched the record under the auspices of Mrs. General Franco Dona Carmen Polo. The record is being sold for 180 pesetas (\$3).

The premiere of "Cleopatra" is expected to take place here in November in Madrid and Barce-

lona. Gramofono Odeon (the EMI affiliate in Barcelona) issued the sound-track album recently acquired from the 20th Century-Fox catalog. . . . Dion Di Muci has been signed to perform on "Big Parade" (Gran Parada) one of the most popular TV shows in Spain, where Mario Clavel, Line Renaud and Luis Aguile made most successful appearances in the last few weeks. Clavel is having a great success here on TV. Local CBS people (Hispanox) signed the singer to a long-term contract. . . . Fonopolis, probably the youngest local label, got the outstanding Venezuelan star Adilla Castillo, who is touring Spain. This label has named Andres Pesquera a.&r. director. Pesquera is a dentist, author and composer and taken the place left by Machado, who moved to Radio Nacional as writer for d.j. shows.

ISRAEL

British Take Club Dates

By AZARIA RAPOPORT
73, Ahad Haam St., Tel Aviv

England is prominently featured this month in Israel's night clubs. Five Dallas Boys come originally from Leicester. Appearing at the Tel Aviv Adria they bring folk songs and the Liverpool sound, the latest English fad. In the Omar Khayam Club are Chez McDevitt and Shirley Douglas (Columbia), also from London. . . . Yafa Yarkoni is getting ready to return to the United States for appearances at the Viennese Lantern in New York, after a few months of home leave in Tel Aviv. She has shared the podium in some gala performances with the Copenhagen Men's Choir, who visited Israel on a three-week concert tour.

NEW YORK—Two distribution deals have been nailed down by the Amy-Mala Record Corporation. The first is set to distribute KFM Records and the Gold Records label. First release on KFM is an LP that features a good many top name acts and bearing the title "Live From the Brooklyn Fox in His Record Breaking Show—Murray the K." Gold Records is owned by Luther Dixon and Beryl Hastie and will be the outlet for much of Luther Dixon's production. First release on the label is "Watch Your Step," by Brooks O'Dell.

Phil Skaff In As Exec. V.-P.

HOLLYWOOD — Phil Skaff has been elected executive vice-president of Liberty Records with a seat on the new board of directors. Action was taken last week at the first board meeting called by Al Bennett, Liberty's president, since buying back the label from Avnet Electronics. Skaff's upgrading since joining Liberty one month ago to handle the a.&r. dept., is explained by Bennett as being the first step in the diskery's program of strengthening its executive team. Bennett hopes to have his internal team set and in operation by the first of the year.

HOLLYWOOD — Film star Chad Everett has joined Capitol's pop vocalists. His first single will be handled by a.&r. man Jim Economidas and released late next month.

Rembert Wurlitzer, 59

NEW YORK—Rembert R. Wurlitzer, noted authority on violins and other stringed instruments, died last week (22) of a heart attack at his home here. He was 59.

Columbia Gets Thrush

HOLLYWOOD — Columbia has signed its first female West Coast thrush. Pacted by Irv Townsend is Linda Lloyd, 23-year-old Dallas vocalist, who "looks like a Bryn Mawr senior and sings like Brenda Lee."



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GONE, GARNER GONEST: Erroll Garner is currently in the midst of his second successful European concert tour. The pianist is pictured here at a reception held at the London screening of the picture "A New Kind Of Love" for which he composed original music. Garner is currently on the Continent and is playing dates in France, Holland, Switzerland and other European countries.

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ALBUM REVIEWS




Billboard
SPOTLIGHT PICK

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

POP SPOTLIGHT
THE BEST OF JOAN BAEZ
Squire SQ 33001

The crowned queen of the folk singers is Joan Baez, who currently has several best selling LP's on the chart. This package contains 10 songs written by Miss Baez—all 12 songs are performed by her, assisted by Bill Wood and Ted Alevizos. There's little doubt this offering will be accepted by folkies from coast to coast.




POP SPOTLIGHT
CLOUDY, WITH OCCASIONAL TEARS
Skeeter Davis, RCA Victor LPM 2736 (M); LSP 2736 (S)

Although the title tune of this new Skeeter set is not her current hit (the big one now is "I Can't Say Mad a You"), she'll do a good share of business just the same. She has the standing now to sell well even without a big single and there are some especially good sides here, most of them using smart dual-tracking, which could make it themselves.



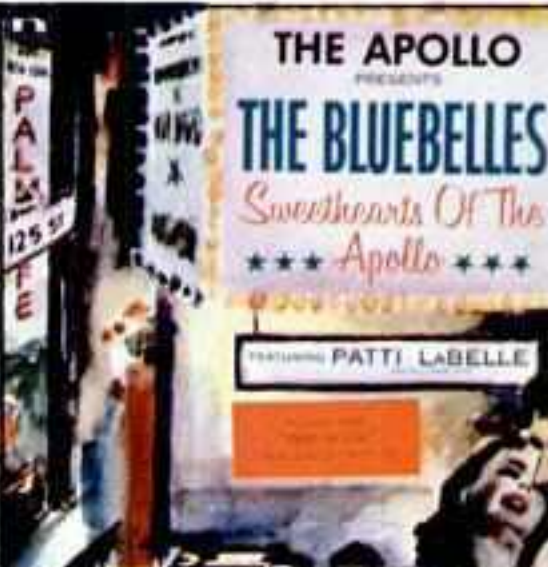
POP SPOTLIGHT
SONGS I WISH I'D WRITTEN
Paul Anka, RCA Victor LPM 2744 (M); LSP 2744 (S)

In the past Anka has often been primarily identified with those tunes he has written himself. Here, for a switch, he turns to 15 tunes written by others, and hit records for others. His fans should enjoy the likes of "Oh Lonesome Me," "The End of the World," "I Can't Stop Loving You," "Rambler's Rose" and "Blue on Blue," among others. Should do a brisk business.

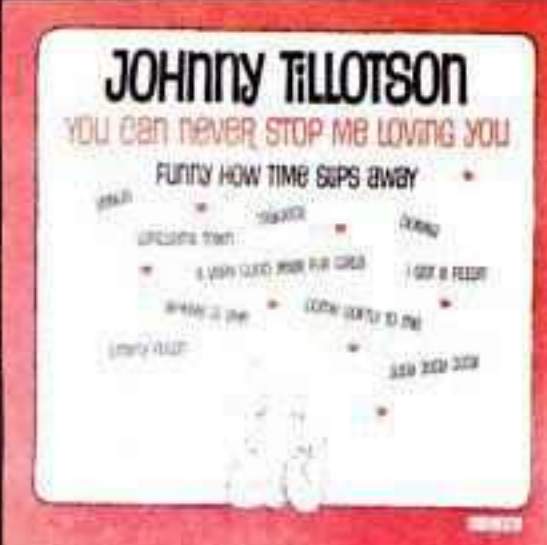


POP SPOTLIGHT
THE APOLLO PRESENTS THE BLUEBELLES
Patty LaBelle & The Bluebelles, Newtown 631

The gals had a big one with "Junk Man" awhile back and they're back again now with "Down the Aisle," which is moving up the singles charts. Here's a collection which includes these hits plus a number of other items that have been out as singles before, sides like "Decatur Street," "Tear After Tear," "Cool Water," etc.



JOHNNY TILLOTSON
YOU CAN NEVER STOP ME LOVING YOU
FUNNY HOW TIME SLIPS AWAY



POP SPOTLIGHT
YOU CAN NEVER STOP ME LOVING YOU
Johnny Tillotson, Cadence CLP 3067 (M); CLP 25067 (S)

Johnny has a most striking performance on his most current LP on his last label affiliation. The set has strong singing throughout with outstanding string and voice backings. Many of these were hits for other artists. "Very Good Year for Girls" is one of the most recent, with "Donna" and "Venus" included in the other hits category.

EARL GRANT
FLY ME TO THE MOON



POP SPOTLIGHT
FLY ME TO THE MOON
Earl Grant, Decca DL 4454 (M); DL 74454 (S)

Earl Grant has turned in some strong album chart entries in the past and this is one of the slickest. It showcases the organ and piano sound of Grant, with spots of tenor sax and a fine, gently swinging rhythm section, and in some cases a full ork. Selections include "More," "Off Shore," "High and the Mighty" and "Spring Is Here."

ORIGINAL SOUNDTRACK RECORDING
THE VICTORS
CARL FOREMAN'S



POP SPOTLIGHT
THE VICTORS
Sound Track, Colpix CP 516 (M); SCP 516 (S)

This film is a powerful document, strong enough to command the viewer's attention for three hours, and it has an effective background score by Sol Kaplan. Cross-promotional operations are now under way, with producer Carl Foreman having already outlined to Colpix distribs the highlights of the picture and the value of all-out promotion. This one can mean a profitable ride for all.


THE WEAVERS
Reunion at Carnegie Hall 1962



POP SPOTLIGHT
THE WEAVERS REUNION AT CARNEGIE HALL—1963
Vanguard VRS 9130

The Weavers and their alumni held a much-touted 15th Anniversary concert last May at Carnegie Hall and here is the disk version of the bash. There are seven Weavers altogether (including Pete Seeger and Erik Darling) and they sing a flock of the great ones — "Wimoweh," "Goodnight Irene," "Wake Up This Morning," "Study War No More" and others. A "must" set.

Hotrodders' Choice
THE DEUCE COUPES



POP SPOTLIGHT
HOTRODDERS' CHOICE
The Deuce Coupes, Del Fi DFLP 1243

Del Fi has been most active in West Coast circles on the surf beat front, with a number of sets, and with the onrush of the hot rod sound, the label has an equal chance of success. The firm has released several in this category of which this is easily one of the best. The group has that gutty quality which can go. "Smooth Stick," "Gear Masher," "Hay Burner" and "Nite Prowler" are samples.

POP SPOTLIGHT
THE BIG SOUNDS OF THE DRAGS
Capitol T 2001 (M); ST 2001 (S)

Capitol has been mighty fast to cash in on both the surfing and now the hot rod music beat, and here's a colorful addition that a lot of hot rod enthusiasts (and there are lots of them) are going to want. It's not music here, just that sound and the excitement of the charged-up motors—of numerous types—in action, plus an effective narration about the history and background of this growing sport. Great cover shots.


THE BIG
SOUNDS OF THE DRAGS!



POP SPOTLIGHT
HOT ROD RALLY
Various Artists, Capitol T 1997 (M); ST 1997 (S)

With a colorful photo (among a group furnished by Hot Rod Magazine) leading off on the cover, this set, with three different acts attuned to the hot rod beat, has a strong chance to break out. There's no denying the excitement factor of this kind of music and when it's done well, as here by Hot Rod Rog, Shutdown Douglas and the Super Stocks, it's easily a contender.

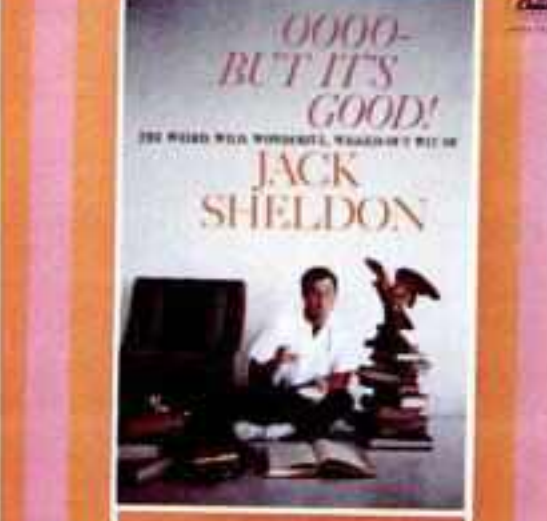
HOT ROD RALLY



POP SPOTLIGHT
OOOO—BUT IT'S GOOD!
Jack Sheldon, Capitol T 1963 (M); ST 1963 (S)

Modern jazz trumpeter Jack Sheldon moves into a new area with this hilarious LP. It contains some strong comedy material, monologs of jazz and other environs told in the soft, low monosyllabic tones of the super hip. Medieval jazz, rats, falcons and amoeba jazz come in for laughs along with a hilarious version of "Born to Lose."

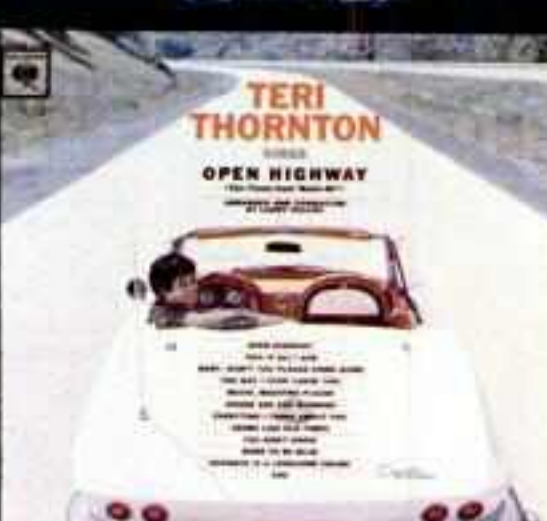
OOOO—BUT IT'S GOOD!
JACK SHELDON



POP SPOTLIGHT
TERI THORNTON SINGS OPEN HIGHWAY
Columbia CL 2094 (M); CS 8894 (S)

There is a quality in Teri Thornton's voice which grows on the listener. Her jazz and gospel backgrounds provide subtle overtones to a style which is basically direct and underplayed. Her first album on Columbia contains some memorable tracks, particularly "Goodbye Is a Lonesome Sound," "This Is All I Ask" and a funky "Everytime I Think About You."

TERI THORNTON
OPEN HIGHWAY



POP SPOTLIGHT
THE BEST OF DANNY KAYE (2-12")
Decca DXB 175 (M); DXSB 7175 (S)

Here's another one of Decca's strong memory-type editions, to join such as Bing Crosby, Ella Fitzgerald, Peggy Lee, among others. The Kaye two-LP selection includes such goodies as "Ballin' the Jack," "Anatole of Paris," and "I've Got a Lovely Bunch of Coconuts." Kaye fans, and there are lots of them, will love this one.

The Best of DANNY KAYE



ALL TIME HOOTENANNY FOLK FAVORITES
Various Artists, Decca DL 4469 (M); DL 74469 (S)

A fine collection of popular folk songs performed by some of the best-known folk groups in the country. Lead-off cut spotlights the folk classic "Goodnight Irene" as sung by the Weavers. Among the other exciting performances is the Tarriers' rendition of "Lonesome Traveler."

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WE COULD HAVE DANCED ALL NIGHT TO PETER DUCHIN, HIS PIANO AND ORCHESTRA
Decca DL 4436 (M); DL 74436 (S)

Fine playing and arranging from this leader and ork who are fast becoming favorites around the New York social and ballroom dancing set. Album has a fine selection of material for the adult dance crowd and should prove a highly salable LP for the leader.

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JOLIE
Al Jolson, Decca DL 9099

It's memory time again at the old Kraft Music Hall, starring one of the greatest performers of all time, Al Jolson. The immortal Jolie applies his distinctive turn of musical phrase to such greats as "Rosalie," "All by Myself," "Look for the Silver Lining" and "I'll See You in My Dreams." A winner.

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DIGGIN' WITH THE MILES DAVIS SEXTET
Prestige PR 7281

More fine jazz from the Prestige vaults. The repackaging includes some fine blowing by ex-Davis sidemen who have gone on to make their own marks and form their own groups, Sonny Rollins, Art Blakey and Jackie McLean.

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CHRISTMAS WITH THE CHIPMUNKS, VOL. 2
Liberty LRP 3234 (M); LST 7334 (S)

Alvin and Friends have been associated with Christmas since their inception a few years back, and their original Christmas album has been a hot annual seller. Here's Volume II and it's patterned on much the same lines, with their unique harmonies applied to "12 Days of Christmas," "Have Yourself a Merry Little Christmas," "Deck the Halls," etc.

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Jimmy Smith, Verve V 8552 (M); V6-8552 (S)

LITTLE DEUCE COUPE

Beach Boys, Capitol T 1998 (M); ST 1998 (S)

MANTOVANI MANHATTAN

London LL 3328 (M); PS 328 (S)

★ NEW ACTION LP's

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

MARIA ELENA . . .

Los Indios Tabajaras, RCA Victor 2822 (M); LSP 2822 (S)

INTERNATIONAL JIM REEVES . . .

RCA Victor LPM 2704 (M); LSP 2704 (S)

JUDY HENSKE . . .

Elektra ELK 231 (M); EKS 7231 (S)

THE CLANCY BROTHERS AND TOMMY MAKEM IN PERSON AT CARNEGIE HALL . . .

Columbia CL 1950 (M); CS 8750 (S)

SUGAR SHACK . . .

Jimmy Gilmer & the Fireballs, Dot DLP 3545 (M); DLP 25545 (S)

WONDERFUL WORLD OF JULIE LONDON . . .

Liberty LRP 3324 (M); LST 7324 (S)

CRY BABY AND 11 OTHER HITS . . .

Garnet Mimms & the Enchanters, United Artists UAL 3305 (M); UAS 6305 (S)

PREVIN IN HOLLYWOOD . . .

Andre Previn, Columbia CL 2034 (M); CS 8834 (S)

THE WHAM OF THAT MEMPHIS MAN . . .

Lonnie Mack, Fraternity F 1014 (M); (No Stereo)

SINGS YOUR FAVORITES . . .

Bobby Vee, Liberty LRP 3165 (M); LST 7165 (S)

THE PAGE 7 . . .

Page Cavanaugh, RCA Victor LPM 2734 (M); LSP 2734 (S)

WASHINGTON SQUARE . . .

The New Band of Spike Jones, Liberty LRP 3338 (M); LST 7338 (S)

LIVE FROM THE BROOKLYN FOX— MURRAY THE K . . .

Various Artists, KFM 1001 (M); (No Stereo)

MORE . . .

Vic Dana, Dolton BLP 2026 (M); BST 8026 (S)

HOT ROD CITY . . .

Various Artists, Vault LP 104 (M); (No Stereo)

BUD & TRAVIS NATURALLY . . .

Liberty LRP 3295 (M); LST 7295 (S)

MOCKINGBIRD . . .

Inez Foxx, Symbol SYM 4400 (M); (No Stereo)

THE WORLD OF MIRIAM MAKEBA . . .

RCA Victor LPM 2750 (M); LSP 2750 (S)

HEAT WAVE . . .

Martha & the Vandellas, Gordy 907 (M); (No Stereo)

ALBUM REVIEW POLICY

MY FAVORITE STORY by America's greatest performers



COMEDY SPOTLIGHT

MY FAVORITE STORY

Various Artists. 20th Century-Fox TFM 3106 (M)

Here's a powerful item that should be a big seller in the comedy area. The LP features 14 of Hollywood's super-stars telling their favorite gags and stories. Red Skelton, Lucille Ball, Bob Hope, Danny Thomas, Jack Benny and Bing Crosby as host are only a few of the big names. Part of proceeds are earmarked for Motion Picture Relief Fund.



SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.



POP SPECIAL MERIT

THE RIGHTEOUS BROTHERS RIGHT NOW!

Moonglow 1001

These lads had a fairly substantial single last spring in "Little Latin Lupe Lou," and again in August, they developed some action with "My Babe." This is their first album and it's just possible they could have a winner. It has the original successful singles, in addition to "Let the Good Times Roll," "Great Getting Up Mornin'," "Bye Bye Love," etc. Exciting wax done in their distinctive style.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LP's are listed under their respective categories.



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REVIEWS (continued)

POP SPECIAL MERIT

DRAG BEAT

De-Fenders. Del-Fi DFLP 1242

One of a large group of well-done new albums devoted to hot rod music, successor and a very close relative to surf music. Most of the groups are new, and this particular one has as good a sound as any of the West Coast clique, with such titles as "Deuces Wild," "Tequila Joe," "Rum Runner," "Road Runner," "Taco Wagon," etc. Wild stomping stuff and it can hold its own in this field.

POP SPECIAL MERIT

HOLLYWOOD DRAG

Darts. Del-Fi DFLP 1244

Like the surfing scene, the hot rods lend themselves to powerful cover photo merchandising and this set features some stand-out color work along these lines. The program itself has its own quota of the guttural music of the hot rod set with plenty of the actual engine sounds interspersed on the tracks. "Corn Pone," "Hippy's Delight" and "Street Machine" are sample titles.

POP SPECIAL MERIT

BRIGITTE BARDOT SINGS

Philips PCC 604 (S)

Fans of the French movie star will want this exquisitely put-together package. The album is a double-fold package with extra insert pages that hold pictures and text of the star's life and the lyrics to her songs. Most of the singing is in French. Musical director of the date is Claude Bolling.

JAZZ SPECIAL MERIT

LADY SOUL

Vi Redd. Atco 33-157 (M)

Vi Redd has a terrific following on the West Coast, though indications are her popularity is spreading. A thoroughly schooled jazz musician, Vi plays alto sax as well as singing on this album. She has a haunting way with a lyric which is distinct and musicianly. Fine, sensitive treatment is heard on ballads like "We'll Be Together Again" and "This Love of Mine," and she goes all the way home on "Evil Gal's Daughter Blues."

JAZZ SPECIAL MERIT

INTERACTION

Art Farmer Quartet featuring Jim Hall. Atlantic 1412 (M)

Lovely intimate sound from guitarist Jim Hall and trumpeter Art Farmer on this LP. The two blend beautifully on a variety of material that includes a good many recent pop hits that are becoming standards like "Days of Wine and Roses" and "Loads of Love." "By Myself," "Embraceable You" and "Little Suede Shoes" are also first class. Mood is carried with great continuity through tempo and tunes.

CLASSICAL SPECIAL MERIT

COUNTESS MARITZA (2-12")

Various Artists. Bruno BR 50161/1L

"Countess Maritza" is a classic among the Viennese operettas, and this is the first complete recording to hit the market. Though the cast is not a prominently well-known one, the performance by the Radio Leipzig under Herbert Kegel is stylishly managed. Well worth noting.

(Continued)

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Billboard 1963
Children's Records

MERCHANDISING GUIDE

How They're Selling—Who Sells Them—
 Merchandising Aids—New Product Directory

Kiddie Lines Lean To Dramatic Stories

By REN GREVATT

Informing and entertaining. Those are key adjectives in measuring the success potential of any children's record today, according to a consensus of executives currently active in the kiddie disk business. Of concern, too, is the matter of suggested retail price.

With respect to repertoire, there has been a trend recently in the direction of the dramatized classic story, with music, as against the strict narration; a notable step-up in what may be called the "informative" as against the "teaching" record, and a tendency, for the moment, away from the TV cartoon character as a disk personality.

Cy Leslie, president of Pickwick International, pioneer in the modern day kiddie record business, believes the kiddie field requires production in the fullest sense.

"For our \$1.98 line we have a full orchestra, an original scoring for a story, and singers and actors. It's costly, but you are producing something that will have a selling life of years rather than days or weeks, like in pop business," Leslie said.

"In our 'Wizard of Oz' recording," Leslie said, "we have a new score of our own which also uses a couple of songs from the original movie score, including 'Over the Rainbow.' This one is a complete musical production, and it's now being used as the basis for several live high school productions. You might say that we are making our own original cast album productions."

Whether it's a recreation of a famous story or something brand-new, Leslie feels that "dramatic break-up" is essential to holding the kiddie audience. "Their attention span is short, and unless you give them contrasting voices and music you'll lose them. It costs real money to put out this kind of record, but you can amortize it out over a period of years. Names are also important and we've employed many well-known performers to add to the appeal of the product. That also adds to the cost, but again we can take longer to get our money back."

Parents Fall Back

Television characters, for several years an important well-spring of kiddie record material, have lost ground in the past two years, in the opinion of Dick Shapiro, who now heads up Cosmo Recording, producer of the Simon Says kiddie LP line. Shapiro feels that parents, who do virtually all the buying of kiddie product, have become somewhat immune to the cartoon character.

"The Mother Goose approach is still a good one and that type of story well produced has much appeal," he said. "You have to get a certain elemental appeal into the stuff, too, because the outside limit for kiddie things today is about age 8 or 9. After that your kiddie prospect becomes aware of pop music because he hears it on the air and he's lost for the kiddie market."

"Parents have to be attracted and they are more and more being sold on the gentle, informing approach," Shapiro, who was formerly with Golden Records, said. Cosmo's new Simon Says material includes an edition of this type in the Richard Maltby educational excursion into "The Instruments of the Orchestra." Says Shapiro: "It will take three years to cover the costs on this one, but we feel it will sell indefinitely."

At least two other new entrants in the market place are hewing to the time-tested line

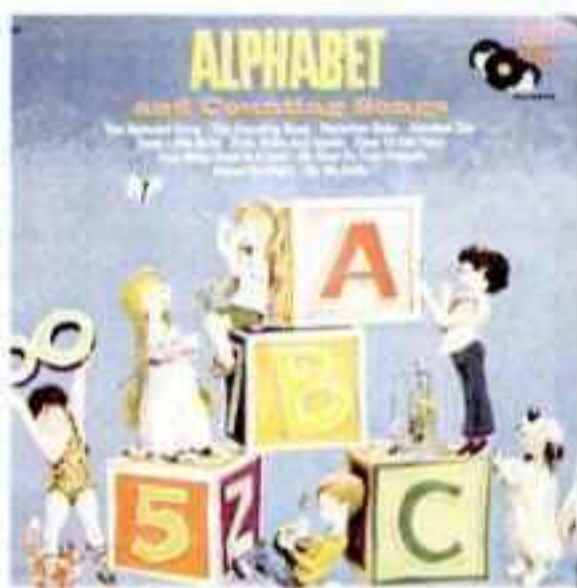
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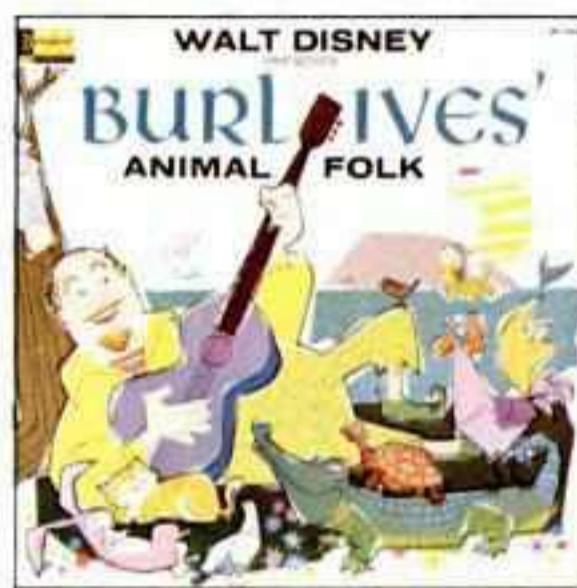
THESE OUTSTANDING KIDDIE ALBUMS ARE TOPS FOR GIFTS



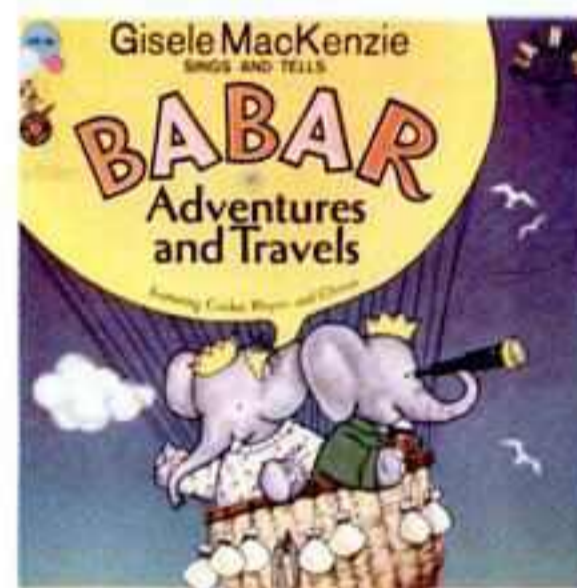
ALICE IN WONDERLAND
 United Artists UAC-11029 (M)



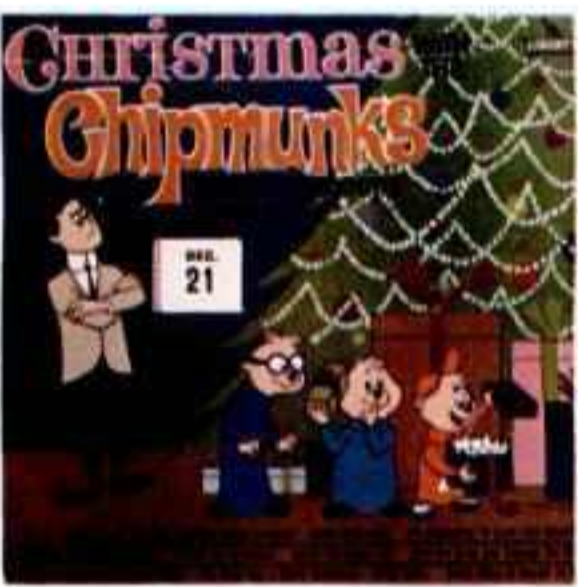
ALPHABET AND COUNTRY SONGS
 Happy Time-Pickwick International HT 1021 (M)



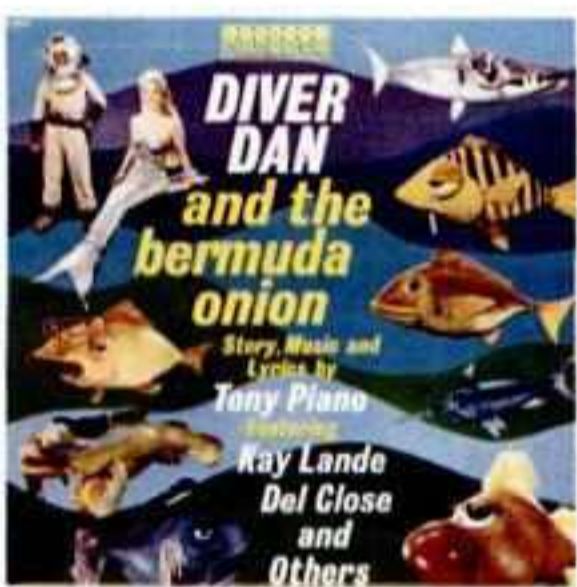
ANIMAL FOLK
 Disneyland 3920 (M)-3920 (S)



BABAR by Giselle MacKenzie
 Cricket-Pickwick International CR 36 (M)



CHRISTMAS WITH THE CHIPMUNKS
 Liberty LRP 3256 (M)-LSP 7256 (S)



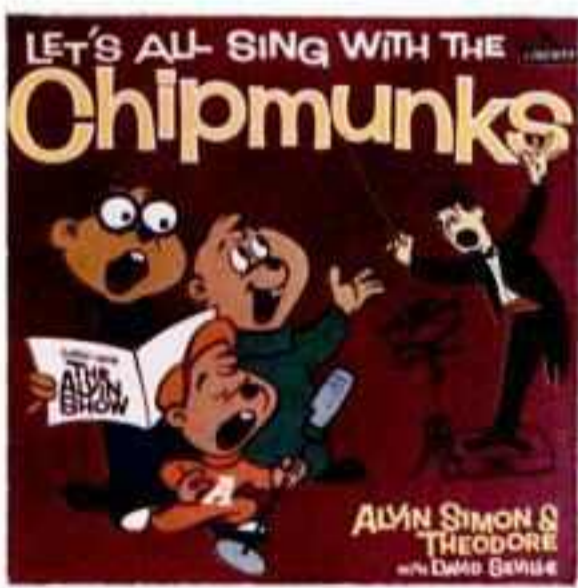
DIVER DAN AND THE BERMUDA ONION
 Columbia HL 9544 (M)



HANS CHRISTIAN ANDERSEN by Danny Kaye
 Decca 8479 (M)



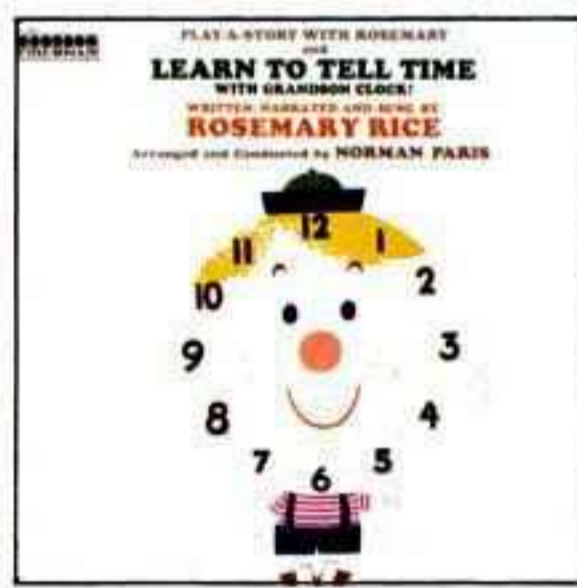
HANSEL AND GRETEL
 Mercury LP 103 (M)-SLP 103 (S)



LET'S ALL SING WITH THE CHIPMUNKS
 Liberty LPR 3132 (M)-LSP 7132 (S)



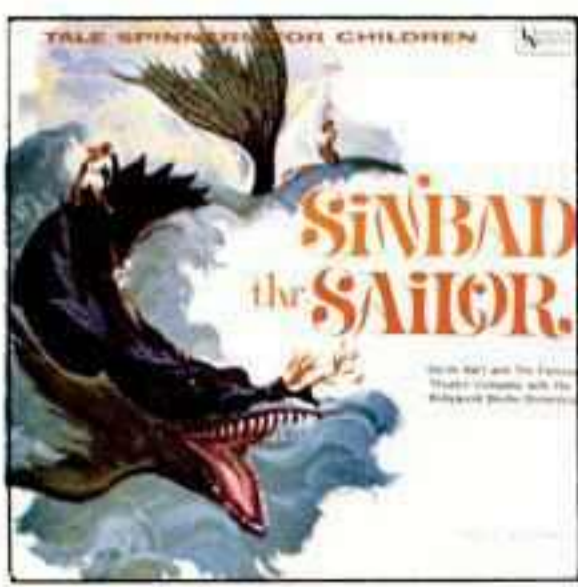
MOTHER GOOSE SONGS
 Decca 8357 (M)



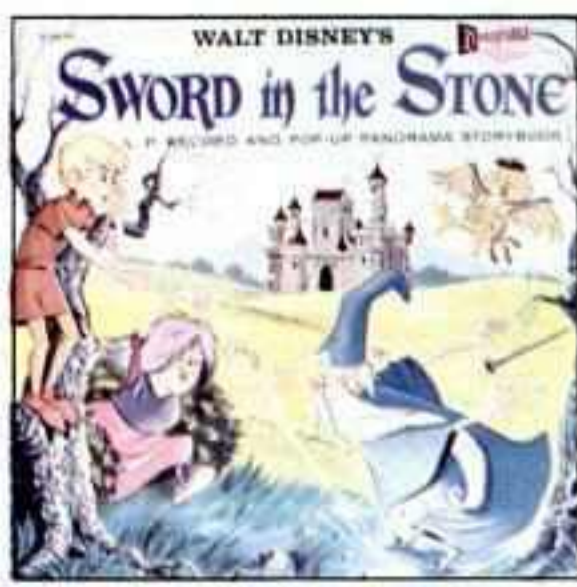
PLAY A STORY WITH ROSEMARY AND LEARN TO TELL TIME
 Columbia HL 9543 (M)



RIP VAN WINKLE
 Mercury LP 105 (M)-SLP 105 (S)



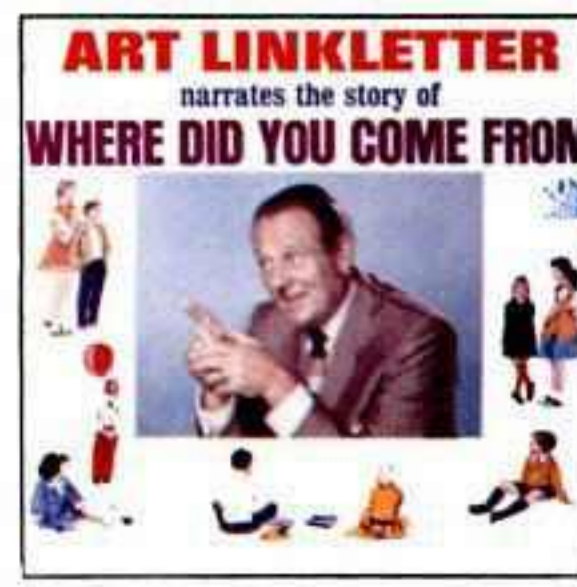
SINBAD THE SAILOR
 United Artists UAC-11020 (M)



SWORD AND THE STONE
 Disneyland DQ 1236 (M)-ST 1236 (S)



THE BEST OF SHIRLEY TEMPLE
 20th Century-Fox 3102 (M)

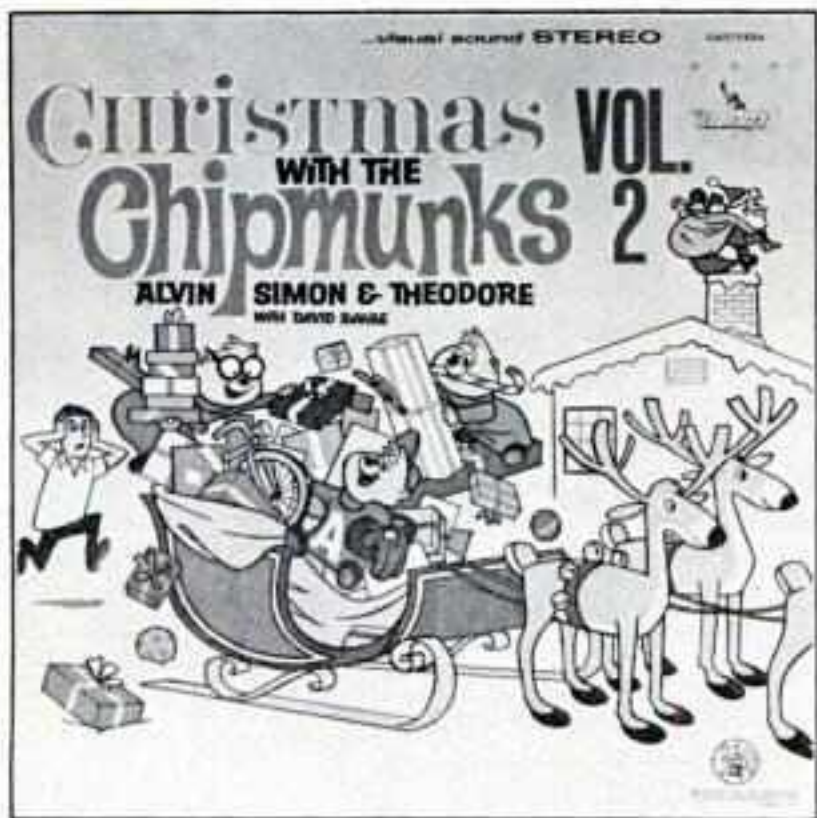


WHERE DID YOU COME FROM by Art Linkletter
 20th Century-Fox 3107 (M)-4107 (S)

1963 WILL BE A TREMENDOUS SELLING

CHIPMUNK

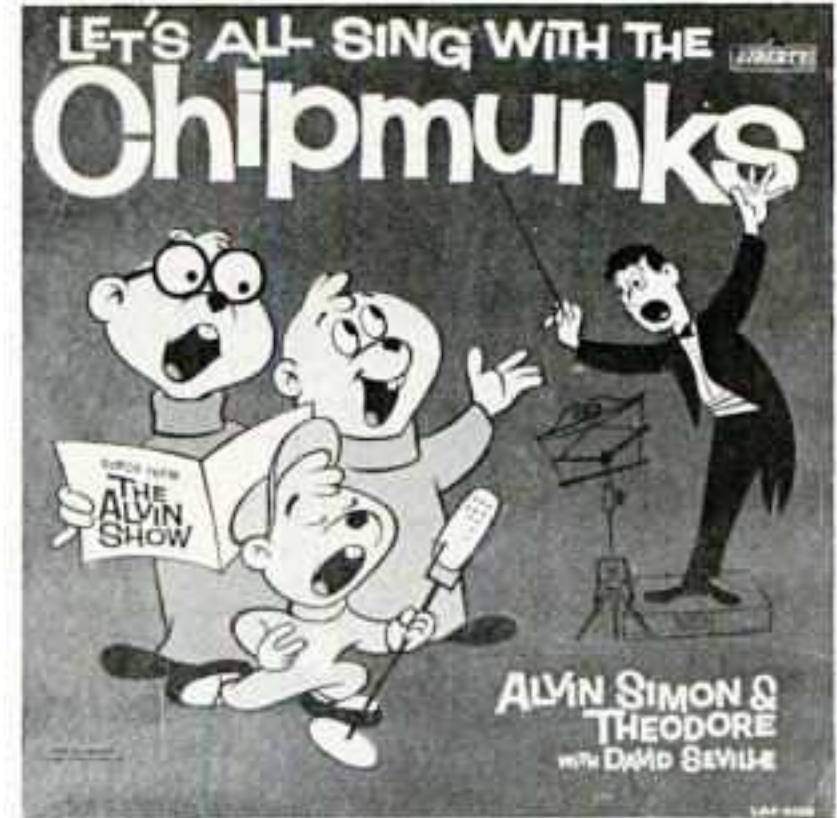
CHRISTMAS



• "Christmas With The Chipmunks, Volume 2"
LRP-3334/LST-7334 *Brand New*



• "Christmas With The Chipmunks, Volume 1"
LRP-3256/LST-7256



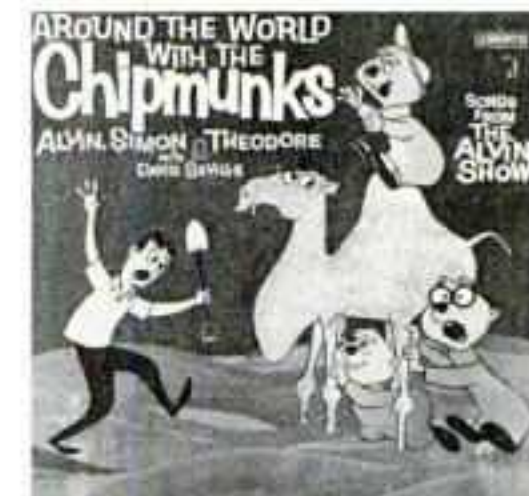
• "Let's All Sing With The Chipmunks"
LRP-3132/LST-7132



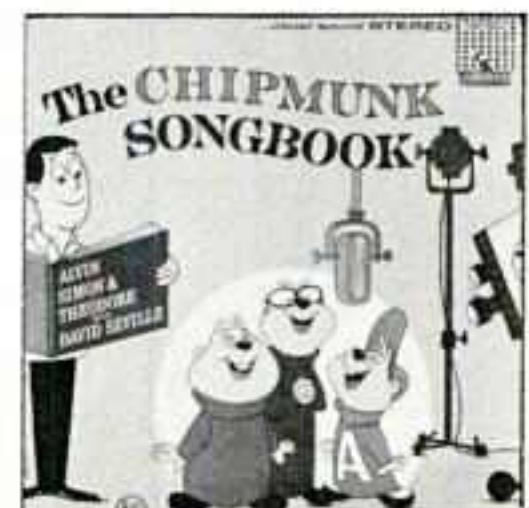
• "Sing Again With The Chipmunks"
LRP-3159/LST-7159



• "The Alvin Show"
LRP-3209/LST-7209



• "Around The World With The Chipmunks"
LRP-3170/LST-7170



• "The Chipmunk Songbook"
LRP-3229/LST-7229

The Chipmunks, since their birth in 1958, have developed into one of the most highly exploited, merchandised, advertised kiddie products in the record industry. As a diversified multimillion dollar toy business, The Chipmunks are a pre-sold, high-demand consumer record product just waiting to be exposed and sold.



© COPYRIGHT 1963, ROSS BAGDASARIAN
A PRODUCT OF MONARCH MUSIC CORP.

Chipmunk Sales Program: See your local Liberty salesman for details on terms, display materials, and co-op advertising.



LIBERTY RECORDS

Music and Rhythm Stepping Stones to Learning Concepts

Can music and rhythm be used as stepping stones to learning? Apparently a number of key disk people think so, a fact which is borne out by an increasing amount of children's record product, now being released at various price levels, which employ this philosophy.

Peter Pan Records, according to Selma Brody, an exec with the producing firm, Ambassador Records, is using a "learn through music" psychology in various new products. "You can use musical concepts and an 'entertainment' psychology in teaching many things besides music," says Miss Brody. For instance one of our records, "It's About Time," teaches concepts of telling time. Through songs it talks about the international date line in explaining the idea of time to little children.

"In another case we have an album called 'What's the Good Word,' which teaches about language and word use through a musical concept. It brings the children into the act by having them sing right along with the record. They may not understand everything they're singing about at first, but it all builds a certain association for them and through repetition it will soon ring a bell in the child. In other words, he's learning by having fun.

"When they're quite young," Miss Brody feels, "you can teach them through having them

participate like this. When they get beyond eight years of age, it's harder to get them involved because they have too many outside activities. We also invite them into the world of music itself through a new series of the world's greatest music in both the symphony and the opera field. And we have another series which we call 'The World's Greatest Children.' One of these details the story of Mozart and includes four sonatas he wrote when he was still a child.

"Thurston Johnson is doing the narration on this series and we have a wealth of material already available on our Ambassador label which we can use for the children in this series with narration."

Pickwick International, well known for its Cricket line of kiddie album product, is also putting out what it calls its "Instant Learning for Children" series. Pickwick president, Cy Leslie, feels that you can't do a complete teaching job at the \$1.98 price. He distinguishes thus between what he calls "informative" records at \$1.98 as against the teaching package at \$5.95, which includes not only a record but a complete textbook for learning.

In the latter series, Pickwick is also making use of the philosophy of music and rhythm as a teaching tool. In association with the book publishing firm of

EL PEDRO PAN—ON THE RECORD

Peter Pan Records have taken an unique step to broaden the market for kiddie product. They've brought out a Spanish language series, to be known under the label tag, Discos Peter Pan.

There are five 49-cent singles and one album in the initial release. The records were cut in Mexico under the supervision of Elena Paz Travesi. Peter Pan executives say the disks have drawn a good response in such major metropolitan markets as New York, Philadelphia, Chicago and Los Angeles.

Harcourt Brace, Pickwick has developed a series of records which teach various subjects, each disk being based on a specific book. One of the first of these is titled "Sound and Sense in Spelling," which teaches the spelling of words by a hear and repeat method according to a specific musical and rhythmic background. These sets will list for \$5.95, including complete text and teaching materials. These will be turned out by Pickwick's recently established educational division known as Frank Luther Productions. Luther, a well-known personality in the children's record field, will supervise the operation.

Also in the general field of education, but qualifying as "informative" rather than "teaching" is a series of LP's recently introduced on the Motivation label, a product of the Science Materials Center, which is, in turn, a division of Allis-Chalmers. These records, designed to sell at \$3.98, tell in song form a

Kiddie Product Adds Impact to the Line

Kiddie Records can be the key to extra record sales in all categories for the independent record dealer. Though many dealers have chosen to toss this business to the toy merchants and the rackers, it's a fact, according to numerous successful retailers, that stocking children's product simply adds impact to the full-line service concept, which can be the dealer's salvation.

Despite the fact that the great majority of disks aimed at the kiddie market lie in the "\$1.98 and under" retail classification, which normally would allow little margin for merchandising and promotion costs, many manufacturers go out of their way to accommodate dealers in this respect.

Perhaps the most common device is the special rack. Many of these are designed for floor use and are so constructed as to take up a minimum amount of floor space with maximum capacity. Others are designed for counter use. (Some of these

great deal of easily digested information on the weather, space, energy, motion, nature, etc. Name artists like Tom Glazer, Marais and Miranda and Dorothy Collins have been used.

The line is being sold through a limited number of class record and department stores (some 400 outlets in all). Toy, record and educational materials distributors are being used. Promotion right now is being focussed on radio—a series of 79 spots in the New York market from November 27 to December 14. There are six sets in the line now with another four expected in January.

Wonderland, a subsidiary kiddie line in the Riverside stable, has also introduced a series of new informative LP's geared to the younger children. One of these, "A Child's Introduction to Great Inventors," starts with Volume I, devoted to Henry Ford. In another case, it's an introduction to composers, first out being "A Young People's Introduction to Debussy." On another front there is the Prestige International label, which offers currently "A Child's Introduction to the American Indian."

Teaser Stations Fines Still Hold

WASHINGTON—The Federal Communications Commission has refused pleas to lower fines it imposed on two Louisiana stations for broadcasting "teaser" ads for a local discount store. The teasers did not reveal the name of the sponsor until the end of the series, contrary to FCC rules that any and all sponsorship be identified in each instance.

Lafayette Station KPEL must pay \$250, and KLFY-TV, also in Lafayette, is fined \$1,000. FCC says the stations were already given a break, since actual liability for breaking sponsorship-identification rules could have run to \$4,000 for repeated violations.

KPEL claimed its offense should have been considered only a one-time affair, since all 42 announcements carried during the four days of "teaser" ads were one continuing violation. Camellia Broadcasting Company asked lowered fine because of the "highly commendable" record of operation by KLFY-TV. FCC said "No" to both pleadings.

are pictured elsewhere on these pages.)

Dick Shapiro of Cosmo Recording, producer of the "Simon Says" kiddie album line, has brought out a new set, "Songs of Animal Land," which he is hoping to promote through radio play. Borrowing a leaf from the pop promotion book and remarking on the recent pop success of Tom Glaser's "On Top of Spaghetti," Shapiro has selected one track from the album which he feels has strong pop appeal. Employing five singers and a rock beat, the track, he feels, might stir some radio action. "We're sending copies of the album out to a lot of jockeys with that in mind," he said.

On the radio front, Science Materials Center, a division of Allis Chalmers, and producer of the Motivation "informational" line of kiddie records, pegged at \$3.98, is resorting to a schedule of over 70 spot radio announcements over a series of New York stations, building up to the peak of the Christmas sales period.

United Artists has turned to yet another merchandising device, calculated to grab the eye of parents and kiddies. This one involves the new 99 cent Peter Penguin line, with a pop-out picture of one of the characters in the stories on the cover of each album. The youngster can pull off the cover, which is a die-cut affair, and frame it, thus building a picture as well as a disk collection.

Colpix Still Banks on TV Characters

Colpix Records will continue to stake its chips on TV characters as the basis for its kiddie album program, according to Don Kirshner, executive vice-president of the firm.

Disputing the theory espoused by some in the kiddie field, to the effect that TV characters have "had it" as far as record sales are concerned, Kirshner said the label will continue and expand on its policy of using sound tracks of popular children's TV shows, or the voices of original TV characters in story settings for albums.

The label has enjoyed a continuing success with albums of "The Flintstones," "Huckleberry Hound," "Yogi Bear," "Top Cat," "Quick Draw McGraw," "Ruff and Ready," "Mister Ed," "Dennis the Menace," "The Jetsons," and "Mr. Jinks, Pixie and Dixie." Negotiations are now underway to acquire additional properties as the basis of kiddie albums. The label also plans, according to Kirshner, to sign name artists popular with children through films or TV exposure to do special kiddie albums.

Colpix makes strong merchandising use of the TV characters through the use of life-size cut-outs of many of the animated characters for in-store display. Another merchandising gambit is to send companies of actors and actresses to department stores, fairs and shopping centers in costumes of the favorites like Quick Draw, Yogi Bear and Huckleberry Hound to act out sketches. Colpix albums featuring the characters are on sale during the performances.

The features and lists in this CHILDREN'S RECORD MERCHANDISING SECTION

have been planned and written to help you sell more Children's Records now and all through the year.

Now...

watch for next week's Billboard for special material and lists on

HOW TO SELL MORE CHRISTMAS RECORDS





new! great! timely!

Mercury CHILDREN'S RECORDS
DRAMATIZED TALES SET TO MUSIC

2 STORIES IN
EACH ALBUM

A FULL
LENGTH 12"
LONG PLAY
RECORD

99¢

MERCURY'S STORYTELLER series for little folks

truly fine recordings in 8 rich albums —
they're selling fast right now...
these eye-catching albums in **full color**
...planned to give you repeat business

2 COMPLETE STORIES ON EVERY RECORD!

No baby talk in these sales-tested popularity hits for small fry. Brightly told favorites children will love...complete with radio-style dramatizations and with rich, symphonic orchestration and sound effects.

PREPACK SPECIAL—8 ALBUMS,
2 complete stories in **EACH**

PRICED FOR FAST TURNOVER AT ONLY 99c

FREE! HANDSOME, SELF-MERCHANDISING
AND SELF-SELLING FLOOR STAND

It's a traffic stopper in bright colors!

AD MATS... FOR YOUR
LITTLE FOLKS PROMOTION READY NOW...
ON REQUEST



America's First Family of Fine Recordings

SEE OR PHONE YOUR MERCURY DISTRIBUTOR

Copyrighted material

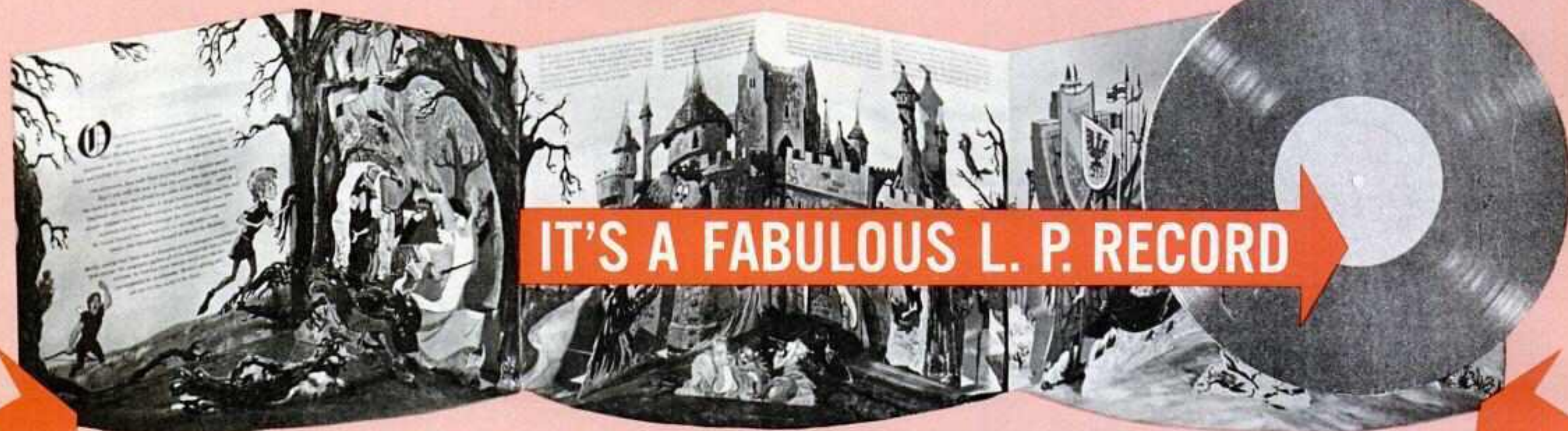
WALT DISNEY presents



IT'S AN EXCITING READING BOOK



IT'S A 3-DIMENSION PLAY TOY



IT'S A FABULOUS L. P. RECORD

IT POPS-UP AND OPENS OUT MORE THAN 4 FT. IN LENGTH

CHILDREN'S RECORDS

RELEASED IN 1963

A listing of kiddie LP manufacturers and their addresses, showing product released since January 1, 1963 with prices of the lines.

A.A. RECORDS, INC.

45 Rockefeller Plaza, New York 20, N.Y.

\$1.98—Golden LP's

- LP-94 William Tell/Till Eulenspiegel/Overture to 1812—Great Tales to Great Music
- LP-97 New Songs We Sing in School (Starring Jerry Bock)
- LP-99 A Child's Introduction to Rhythm
- LP-103 Musical Fairy Tales—The Gingerbread Boy/The Country Mouse and The City Mouse/etc.
- LP-108 Hercules—(songs and story based on the new TV cartoon)
- LP-110 Three Billion Millionaires—(musical story of the U.N.)
- LP-112 Woody Woodpecker—(a song album featuring the TV voices of Woody and his pals)
- LP-102 Merry Christmas—(featuring Charles Dickens' A Christmas Carol, and songs such as Little Drummer Boy)

69c—Golden Book and Record Sets

- 00151 Hansel and Gretel
- 00152 Heidi
- 00153 Saddy Baggy Elephant
- 00154 Poky Little Puppy
- 00155 The Three Bears
- 00156 Little Red Riding Hood

AMBASSADOR RECORD CORP.

467 Eighth Ave., New York 1, N. Y.

\$1.98—Peter Pan

- 8012 Sing a Song of Inventors
- 8014 Sing, Say and Speak Spanish
- 8015 What's the Good Word?
- 8016 It's About Time
- 8017 Casper, the Friendly Ghost
- 8018 Laurel and Hardy
- 8019 The Three Stooges
- 8020 Pepino the Italian Mouse

99c—Rocking Horse Diplomat

- 5024 Let's March
- 5025 Cuddly Teddy Bears
- 5026 The Magic Toy Whop
- 5027 Fun on Wheels
- 5028 Let's Play School
- 5029 Happy Songs
- 5030 Pinocchio and Other Favorite Stories
- 5031 Folk Songs and Calypsos for Children
- 5020 Mother Goose Jamboree
- 5022 Let's Go to the Circus
- 5023 Let's Go to the Zoo

CAEDMON

461 Eighth Ave., New York 1, N. Y.

\$5.95

- TC 1168 The Fables of India—(The great fairy tales of India)
- TC 1100 Kipling's Jungle Books: How Fear Came—(Starring Boris Karloff)
- TC 1176 Kipling's Jungle Books: Toomai of the Elephants—(Starring Boris Karloff)

\$4.95

- TC 1182 Let's Listen—(Julie Harris and Boris Karloff narrating children's stories)

CAPITOL RECORDS

Capitol Tower, 1750 North Vine St., Hollywood 28, Calif.

\$1.98

- J3261 Tweety Pie
- J3262 Bozo Under the Sea
- J3263 Woody Woodpecker's Picnic
- J3264 The Grasshopper and the Ant
- J3265 Walt Disney's Tales of Uncle Remus
- J3266 Bugs Bunny in Storyland

COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.

\$3.98—Columbia

- CL 1947 Children's Concert at Town Hall—(Pete Seeger)

\$1.98—Harmony

- HL 9535 Learning American the Fun Way—(Rosemary Rice and Children's Chorus)
- HL 9536 The Silly Record—(Frank Buxton)
- HL 9537 Stories of Famous Children in the Old Testament—(Bud Collyer)
- HL 9538 Mama Goose and Papa Gander—(Mr. Greenjeans)
- HL 9539 For Sleepyheads Only—(Kay Lande)
- HL 9540 A Day at the Circus With 'Mr. Singing Ringmaster'—(Harold Ronk)
- HL 9541 A Trip to Magic Animal Land—(John Reardon, Michael Daniel, Noel Regney and His Orchestra)
- HL 9544 Diver Dan and the Bermuda Onion—(Kay Lande, Del Close)
- HL 9545 Zoo's Who—(Adrian Revere)
- HL 9543 Play-a-Story With Rosemary and Learn to Tell Time With Grandson Clock—(Rosemary Rice)

COSMO RECORDING CO, INC.

570 5th Ave., New York 36, N. Y.

\$1.98—'Simon Says' Series

- M14 The Emperor's New Clothes
- M15 Nursery Rhymes
- M16 The Ugly Duckling
- M17 Songs of Animal Land
- M18 Richard Maltby Presents the Instruments of the Orchestra
- M19 Tubby the Tuba—(Sonny Fox)

DECCA RECORDS

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

\$3.98—Decca

- DL 9109 Rudyard Kipling selections from The Jungle Book—(Basil Rathbone)

- DL 4406 Children Sing Around the Year—(Play and activity songs for all seasons)

- DL 4390 The Best of Burl's for Boys and Girls—(Burl Ives)

\$1.98—Vocalion

- VL 3703 Popeye's Zoo—(Animal songs and stories by Popeye and his friends)
- VL 3704 Grimm's Fairy Tales—(Marla Ray with cast)
- VL 3709 Funny Animal Songs—(Frank Luther)
- VL 3710 Peter and the Wolf—(Frank Luther)
- VL 3711 A Child's First Birthday Record—(Frank Luther)
- VL 3712 Children's Corner—(Frank Luther)
- VL 3713 Favorite Children's Songs—(Frank Luther)
- VL 3714 Outdoor Songs for Indoor Days—(Big Jon Arthur)
- VL 3717 Let's Sing About the Alphabet
- VL 3718 Let's Sing While We Work and Play
- VL 3719 Let's Go to the Zoo
- VL 3720 Let's Visit Fairy Tale Lands
- VL 3721 All About the Seasons
- VL 3722 All About Wheels and Wings

DISNEYLAND RECORDS

500 South Buena Vista St., Burbank, Calif.

\$1.98 Children's LP's

- ST-1919 Great Composers
- ST-1920 The Legend of Sleepy Hollow
- ST-1921 Hector the Stowaway Pup
- ST-1922 Addition and Subtraction
- ST-1923 Multiplication and Division
- ST-1924 20,000 Leagues Under the Sea
- ST-1925 Savage Sam
- DQ-1232 A Child's Introduction to Melody
- DQ-1233 Little Toot
- DQ-1234 Peter Cottontail
- DQ-1235 Sing Along With Jimmie Dodd

A New Concept in Children's Entertainment

For Fun At Home



ST4901 \$4.98
SUGGESTED RETAIL

COMBINED WITH A FABULOUS LP RECORD OF

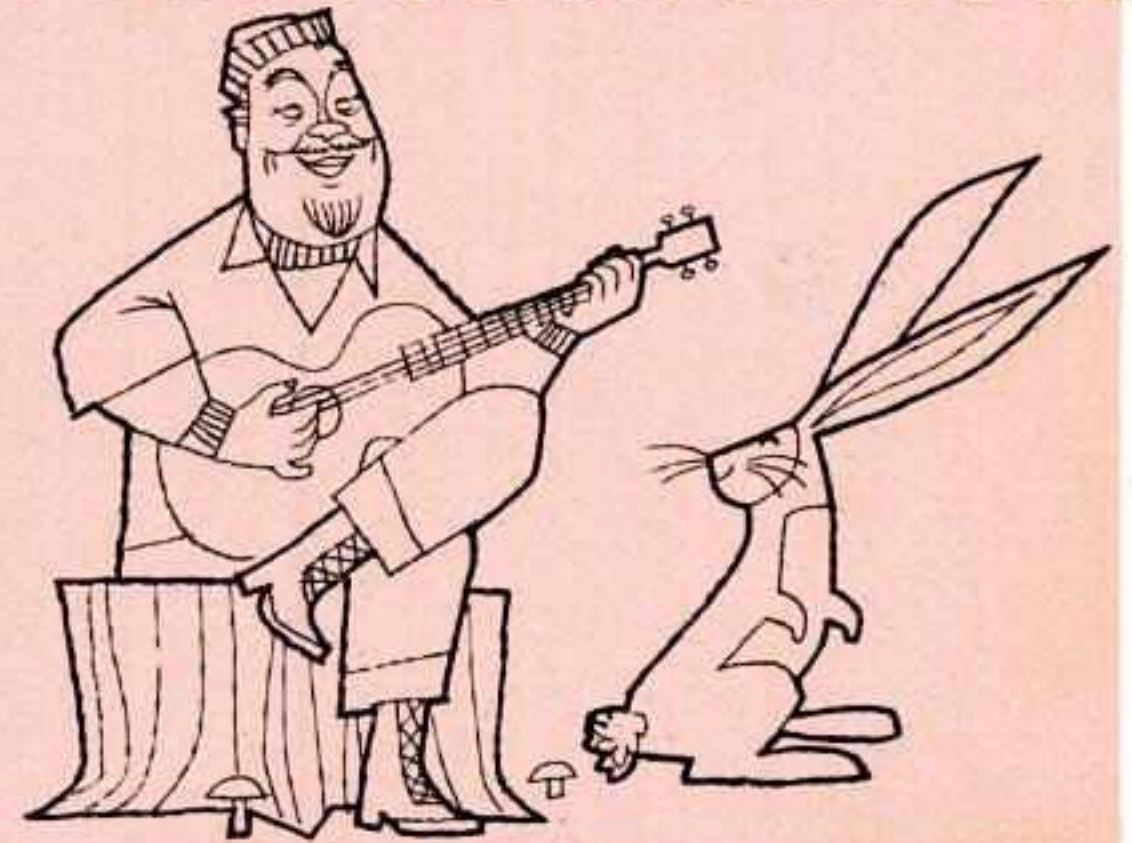
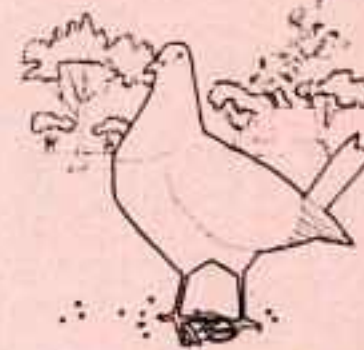
WALT DISNEY'S Sword in the Stone

THE COMPLETE STORY AND ALL THE SONGS WITH THE ORIGINAL CAST
OF THIS WONDROUS NEW ANIMATED MOTION PICTURE

**NEW!—IN THE BEST-SELLING
DISNEYLAND STORY-TELLER SERIES**

BURL IVES' ANIMAL FOLK

ST3920 \$3.98
SUGGESTED RETAIL



IDEAL GIFTS FOR EVERYONE'S CHRISTMAS!

- DQ-1236 The Sword in the Stone—(Full length animated movie)
- DQ-1237 Snow White—(In French and English)
- DQ-1238 Summer Magic
- DQ-1239 Thirty Favorite Songs of Christmas
- DQ-1240 Hootenanny
- DQ-1241 A Child's Garden of Verses
- DQ-1242 Peter and the Wolf
- DQ-1243 The Nutcracker Suite
- DQ-1244 Western Songs for Children
- ST-1926 Davy Crockett—(Fess Parker and Buddy Ebsen)
- ST-1927 Story of an Incredible Journey—(Rex Allen)
- DQ-1245 Wonderful World of Color
- ST-1928 Tubby the Tuba—(Annette)

LIBERTY RECORDS

6920 Sunset Blvd., Los Angeles 28, Calif.

\$3.98

- LRP3334 Christmas With the Chipmunks—(Vol. II)

MERCURY RECORD CORP.

35 East Wacker Drive, Chicago 1, Ill.

99c—Storyteller Series

- SLP 100 Robinson Crusoe; Davy Crockett
- SLP 101 Cinderella; Jack and the Beanstalk
- SLP 102 Robin Hood; Ali Baba and the 40 Thieves
- SLP 103 Hansel and Gretel; The Sleeping Beauty
- SLP 104 Davis and Goliath; Noah's Ark
- SLP 105 Rip Van Winkle; Three Musketeers
- SLP 106 St. George and the Dragon; William Tell
- SLP 107 Goldilocks and the Three Bears; Tortoise and the Hare

PICKWICK SALES CO.

8-16 43d Ave., Long Island City, N. Y.

\$1.98—Cricket LP's

- CR-36 The Adventures and Travels of Babar—(Gisele MacKenzie)
- CR-37 The Wizard of Oz
- CR-38 Peter Cottontail and His Friends—(Songs and stories)
- CR-39 Cinderella & Alice in Wonderland—(Gisele MacKenzie)
- CR-40 Songs From Walt Disney and Other Film Favorites
- CR-41 Civil War Songs
- CR-42 The Story and Songs From Babes in Toyland

99c—Happy Time

- HT-1015 Little Toot—(Songs about boats and water)
- HT-1016 Sing-A-Long for Children—(Vol. II)
- HT-1017 The Little White Duck and Other Birds and Animals
- HT-1018 Doogie in the Window and Other Animal Stories
- HT-1019 Mother Goose Favorites—(Vol. II)
- HT-1020 Tubby the Tuba and Other Songs Stories
- HT-1021 Alphabet and Counting Songs

RIVERSIDE RECORDS

235 West 46th St., New York 36, N. Y.

\$1.98—1400 Wonderland Series

- 1462 The Grasshopper and the Ant—(Sylvie St. Clair)
- 1463 A Child's Introduction to Square Dancing—(Plute Pete)
- 1464 A Child's Introduction to Shakespeare
- 1465 Songs Children Sing—(Tom Glazer)
- 1466 A Young People's Introduction to Beethoven
- 1467 Tom Glazer's Second Concert for and With Children
- 1468 Play-Along Sounds—(Live Sounds for Imaginative Play)

- 1469 The First Christmas—(Dame Edith Evans)
- 1470 Carnival of the Animals—(Irina Baronova)
- 1471 Red Riding Hood and Goldilocks/The Water Babies—(Jean Metcalfe and Ann Todd)
- 1472 Snow White and Rose Red/The Goose Girl—(Barbara Leigh and Celia Johnson)
- 1473 Little Women and Little Men/Daddy Long Legs—(Evelyn Laye)
- 1474 Let's Make Music—(A Child's Introduction to Rhythm and Melody)
- 1475 The Wonderful Wonderland of Nursery Rhymes—(Anthea Askey)
- 1476 The Tale of Mrs. Tiggy-Winkle/Jemima Puddleduck—(Vivien Leigh)
- 1477 A Young People's Introduction to Mozart
- 1478 A Young People's Introduction to Tchaikovsky
- 1479 A Young People's Introduction to Liszt
- 1480 A Young People's Introduction to Chopin
- 1481 A Young People's Introduction to Mendelssohn
- 1482 A Young People's Introduction to Schubert
- 1483 A Young People's Introduction to Brahms
- 1485 A Child's Introduction to Life in India and Indonesia—(Christobel Weerasinghe)
- 1486 March Along—(Stirring marches for Children)
- 1487 Music From Many Lands—(An International Songbag for Children)
- 1488 A Young People's Introduction to Schumann
- 1489 A Young People's Introduction to Haydn
- 1490 A Young People's Introduction to Bach
- 1491 A Young People's Introduction to Debussy
- 1492 Songs Children Sing in Latin America—(Tom Glazer)
- 1493 A Child's Introduction to Life in Spain and Brazil—(Beryl Berney)
- 1494 A Child's Introduction to Life in Japan and Burma—(Christobel Weerasinghe)
- 1495 A Child's Introduction to Great Inventors (Vol. I)—(Henry Ford & Eve Corey)

- 1496 A Child's Introduction to Going to School—(Tossi Aaron)
- 1497 A Young People's Introduction to Great American Speeches

\$2.98—2400 Illustrated Series

- 2406 Selections From Alice in Wonderland—(Cyril Ritchard)
- 2409 Alec Templeton's Mother Goose—(Kate Greenaway Illustrations)
- 2414 Paul Bunyan and Other Tall Tales—(Will Rogers Jr. and Tom Scott)
- 2434 The Tale of Peter Rabbit—(Vivien Leigh)
- 2435 A Child's Introduction to Jazz—(Cannonball Adderley)
- 2443 A Child's Introduction to the Instruments of the Orchestra—(Sinfonia of London)
- 2444 A Child's Introduction to Sunday Hymns—(Collegiate Chorale)
- 2445 A Child's Introduction to Patriotism—(Collegiate Chorale)
- 2457 The Tale of Benjamin Bunny—(Vivien Leigh)
- 2463 A Child's Introduction to Square Dancing—(Plute Pete)

\$2.98—Wonderland of Science Deluxe Illustrated Editions

- 3401 A Child's Introduction to the Automobile and the Airplane—(With illustrated text)
- 3402 A Child's Introduction to Atomic Energy and Outer Space—(With illustrated text)

SCIENCE MATERIALS CENTER, INC.

220 East 23 St., New York 10, N. Y.

\$3.98—Motivation Records

- MR-0320 More Nature Songs—(Marais and Miranda)
- MR-0322 Weather Songs—(Tom Glazer)
- MR-0314 Energy & Motion Songs—(Tom Glazer & Dottie Evans)
- MR-0312 Space Songs—(Tom Glazer & Dottie Evans)
- MR-0318 Nature Songs—(Marais and Miranda)
- MR-0316 Experiment Songs—(Dorothy Collins)

SHERMAN SALES CO., INC.

1650 Broadway, New York 19, N. Y.

\$1.98—Adventure Records—LP Series

- #1 20,000 Leagues Under the Sea
- #2 The Invisible Man
- #3 The First Man in the Moon
- #4 Journey to the Center of the Earth
- #5 War of the Worlds
- #6 Around the World in 80 Days
- #7 Kidnapped
- #8 The Wizard of Oz
- #9 A Christmas Carol

UNITED ARTISTS RECORDS

729 Seventh Ave., New York, N. Y.

99c—Peter Penguin Series

- PP 12001 Happy Birthday Party Time
- PP 12002 Mother Goose
- PP 12004 Sing Along With Humpty-Dumpty
- PP 12006 God Bless Us All
- PP 12007 Nursery Rhymes
- PP 12008 Western TV Favorites

99c—Tale Spinner Series

- 11011 Nutcracker Suite
- 11012 Red Riding Hood
- 11013 Treasure Island
- 11014 Pinocchio
- 11015 Robinson Crusoe
- 11016 Nursery Rhymes
- 11017 The Pied Piper
- 11019 Aladdin
- 11020 Sinbad
- 11023 Beethoven
- 11025 Don Quixote
- 11026 The Old Testament (Vol. I)
- 11027 The Mikado
- 11029 Alice in Wonderland
- 11030 Davy Crockett
- UAK61 Macaroni the Little Pony

Kiddie Lines Lean to Dramatics

(Continued on page 32)

which reads: "Tell them a story and you'll keep them happy and out of mom's way." Mercury recently introduced a new kiddie line which offers well-produced performances of such traditional tales as "Hansel and Gretel" and

"Sleeping Beauty." Another group, produced by Sherman Sales Company, Inc., is known simply as the Adventure line, and in reflecting the designation of the series it offers such items as "The Invisible Man," "20,000 Leagues Under the Sea" and "War of the Worlds."

Pattern Obscure

Pricing of kiddie LP's seems to bear no clear-cut pattern. Those bearing substantial production in the form of music and dramatization for the most part carry a \$1.98 tag. There are exceptions, however, including United Artists' foreign-made Tale-Spinner series of dramatized stories, which lists at 99 cents. Other product, notably the new Motivation line, produced by a subsidiary of Allis-Chalmers, go for \$3.98 or more.

Whatever the cost, kiddie producers agree that displayable cover artwork is an essential. Just as in the other fields of the record business, with which kiddie product is obviously also in competition, the amount of product and lines within the field itself is increasing substantially.

The competitive factor demands eye-catching covers, in full color, which accounts for what is undoubtedly the best looking crop of new kiddie albums (looking from the outside in) this year in history.

Cap. Spots Gleason's 25

HOLLYWOOD—The Jackie Gleason catalog of 25 albums is being spotlighted in a special two-month promotion by Capitol Records Distributing Corporation.

Company is offering one free LP for every three purchased, along with deferred billing. Dealers, rack jobbers and one-stops will receive special promotional tools, while deejays will receive a special sampler LP. Program runs through November 15.

Venet People Assigned to Economidas

HOLLYWOOD — Voyle Gilmore, Capitol's a.&r. vice-president, has assigned all the artists formerly working with Nick Venet, recently exited the label, to Jim Economidas, newest member of the pop a.&r. department.

Among the artists under the new a.&r. producer's aegis are Bobby Darin, the Lettermen, Dick Dale, Cindy Malone and the Beach Boys. Latter group produces its own disks, with Economida acting as liaison between them and the Tower and scheduling their releases.

Gilmore's department recently held a business session to discuss the assignment of talent, and the final teaming of artists and a.&r. men is close at hand. Vet music man Dave Cavanaugh is understood to be the favorite to handle blues singer Lou Rawls.

Capitol's a.&r. staff numbers 11 including Marvin Hughes in Nashville and Si Rady in New York.

Columbia Ups Leslie Klemes

NEW YORK—Leslie Klemes has been named vice-president, advertising, for the Columbia Record Club. Columbia President Goddard Lieberman said Klemes will report to Al Stinson, vice-president, marketing, for the club. Previously, Klemes, who joined the firm in 1958, had served as promotion manager and a director of advertising.

BIG DOINGS FOR BMI BUILDING

NASHVILLE — Ground-breaking ceremonies for BMI's new building were held here Friday (1). Participating were Judge Robert J. Burton, BMI executive vice-president; Congressman Ross Bass, Congressman Richard Fulton, Tennessee Gov. Frank Clement, Nashville Mayor Beverly Briley and Country Music Association President Gene Autry. Among BMI execs in Nashville for the occasion were Carl Haverlin, BMI president; Bob Sour, vice-president; Theodora Zavin, assistant vice-president; Russell Sanjek, director of public relations, and Merrill Lindsay, of the BMI board.

BMI's Nashville office, opened six years ago, is under the direction of Mrs. Frances Preston. The one-story contemporary building will cover the better part of an entire block, at 16th and Sigler.

Les Koenig Starts Label

HOLLYWOOD — The Contemporary-Good Time Jazz combine headed by Les Koenig is entering the rhythm and blues and rock and roll fields with a new label, Star Records.

First single released on the new label will introduce 19-year-old Joanie Lyons singing "The Loving Kind" coupled with "You Lied."

Koenig told Billboard he would be working primarily with outside producers and would lean heavily on the talents of Len and Ben Weisman, who brought Miss Lyons to his attention.

Initially, Star will be a singles label, with a small release program each month. To handle his first side, Koenig will use Merit in Los Angeles, Commercial in St. Louis, Cadet in Detroit and Dixie in Atlanta. He's currently negotiating with distributors in Cleveland, Chicago and Boston.

Other artists to be handled by the Weismans include the Lockettes, Jackie Powers and the Intruders and Ron Holden.

Some Display Racks

MERCHANDISING in the kiddie record field focuses on space-saving display racks of both the floor and counter variety. Here are a number of those currently in use in record retail outlets. Pictured in top row are (left) Golden's Christmas rack, and (right) a Disneyland rotating display for singles and albums. In the second group are a special display unit (left) used by Mercury for its new Storyteller series and (right) a similar stand prepared by United Artists for its Tale Spinner series. Line three shows (left) a counter display for Cricket's Playhour Series and (right) a similar model for the line's 45 rpm, singles series. At bottom are shown two counter units being used by Peter Pan Records.

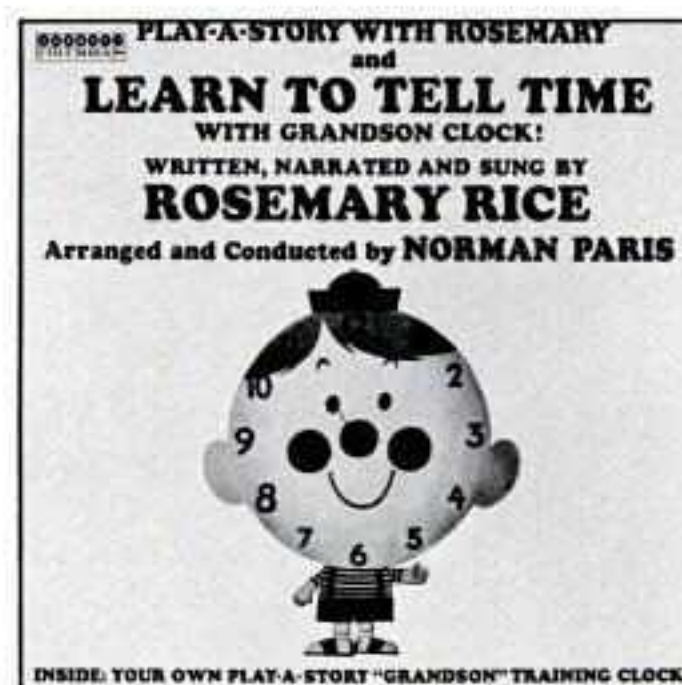


FEW ARE THE DISK CHARACTERS who have generated the kind of merchandising tie-ins as those kicked up by David Seville's Chipmunks. Here, Liberty Records' Seville (Ross Bagdasarian) poses with his friends, Simon, Alvin and Theodore, with some of the tie-in Chipmunk products. Note dolls, lunch case with thermos, tracing and coloring books, marionettes, squeeze dolls and above all, records, both singles and albums.



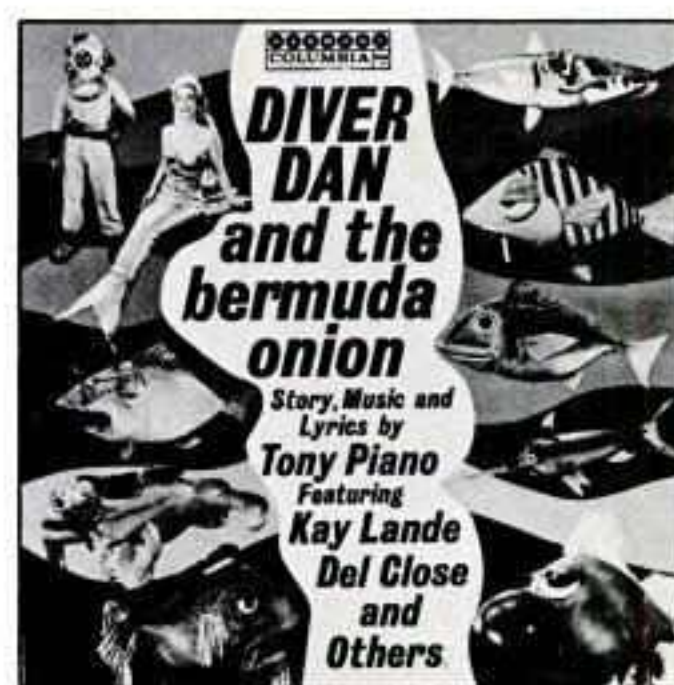
Child's Play Pays!

Watch Grandson Clock, Diver Dan and 31 Animals Featured on These 4 Harmony Children's Albums Perform Sales Wonders in Your Store:



HL 9543

A fabulous idea—first of its kind! Learning to tell time is fun with Grandson, as kids take part in the tuneful lessons. An actual die-cut training clock is included in every album.



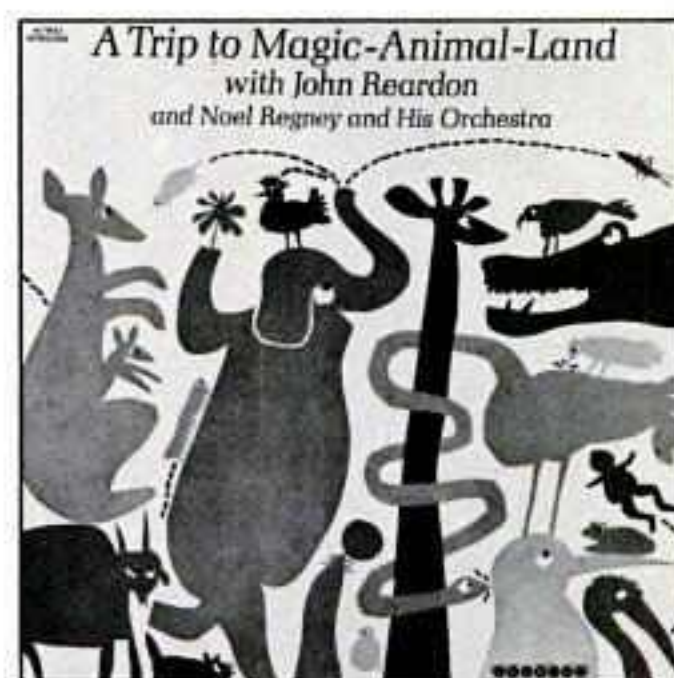
HL 9544

TV favorite Diver Dan and his sea-going pals bring a fantastic adventure to life in story and song. Here's an album every youngster will want to own!



HL 9545

Children's favorite, Adrian Revere, a star of Mitch Miller's TV Sing Along show, sings a dozen best-loved songs about animals.



HL 9541

One of America's outstanding singing stars, John Reardon, takes the kiddies on a musical excursion through "Magic-Animal-Land."

The Newest Concepts in Children's Records Carry The Name



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ALBUM REVIEWS

Continued from page 31

CLASSICAL SPECIAL MERIT

THE GLORY OF CREMONA

Ruggiero Ricci
Decca DXE 179 (M); DXSE 7179 (S)

This album represents a unique project on the part of Decca Records. In addition to a finely performed violin recital, there are employed 15 different priceless instruments: Stradivaris, Guarneris, Ammatris and others from the legendary city of Cremona, Italy. Should have great appeal for collectors. Edifying notes are included here, plus a comparison disk on which Ricci performs the same selection on each of the violins.



FOUR-STAR ALBUMS

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

POPULAR

HERE HE COMES AGAIN!
Fats Domino, Imperial LP 9248



FOLKWAYS RECORDS is the leading producer of recordings created for children by artists who LOVE children. Here are some of Folkways' 100 children's records that the N.Y. Times recently reviewed as "best for children."

Songs to Grow On, Woody Guthrie (FC7005) \$4.25. Amer. Folksongs for Children, Pete Seeger (FC7001) \$4.25.

NEW RELEASES
Amer. Game & Activity Songs, Pete Seeger (FC 7002) \$4.25.
Rhythms of Childhood, Ella Jenkins (FC 7653) \$4.98.

(All Folkways Records come with accompanying texts and instructional notes.)

Write for Folkways' complete children's catalogue
121 W. 47 St.
New York 36

FOLKWAYS RECORDS

LIBERTY HOOTENANNY
Various Artists. Liberty L 5506 (M); S 6606 (S)

JAZZ

THE JACK WILSON QUARTET
FEATURING ROY AYERS
Atlantic 1406 (M)

EXULTATION!
Booker Ervin & Various Artists.
Prestige PR 7293

COMEDY

MY FRIEND . . . THE LOVER
Bruce Howard. Stereodiscs C 1902



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

POPULAR

FAST, FAST, FAST RELIEF FROM TV
COMMERCIALS
Various Artists. Audio Fidelity AFLP 2112

HEARTACHES BY THE DOZEN
Champ Butler. Gillette LP 6334 (M)

LORD OF THE FLIES
Sound Track. Ava A 30 (M); AS 30 (S)

CLASSICAL

DELICES: SYLVIA & COPPELIA
BALLET SUITES
Rias Symphony Orchestra (Fistoulari & Sebastian). Everest 6116 (M); 3116 (S)

INTERNATIONAL

JESZCZE NASZAJ
Malego Wladzia. Jay Jay 1065 (M)

S. F. One-Stops Open

SAN FRANCISCO — A new San Francisco branch of Music Box One-Stop is scheduled to be open October 21. This will be the sixth outlet of the Chicago-based firm. Gary Drexler, who has managed the Dallas branch for the past two years, heads the new outlet, and his assistant is Ken Tvete, most recently of Record Specialists in Sacramento. Before that Tvete was with Western One Stop, and for almost four years operated his own firm, Operators Record Service.

NEWS REVIEW Atlantic Visits Record Scene

NEW YORK—Atlantic Records has introduced a series of newly recorded albums of New Orleans jazz called "Jazz at Preservation Hall." The series features some of the great names still living in the area and playing the new and old jazz rooms of New Orleans.

Included in the first album is the Eureka Jazz Band, which gives exciting evidence that the era of street marching jazz is not dead. Volume 2 showcases the playing talents of two of the better performing living legends in New Orleans, Billie and De De Pierce on one side of the LP and Jim Robinson's thumping Dixie sound on the other. Traditional clarinetist George Lewis shares one side of an LP as a member of the roaring Punch Miller group. On the flip side of that set is the Paul Barbarin band. Clarinetist Lewis has all of album four to himself. With him on this living history lesson are the aforementioned Robinson, and Slow Drag Pavageau, a bassist whose roots go far back in jazz history.

This set is a definite must not only for the jazz collector who wants to hear performances much as they were done some 50 years ago, but for the new jazz fans, both here and abroad, who find their kicks in traditional forms.

Jazz at Preservation Hall, 1: The Eureka Brass Band of New Orleans, Atlantic (1408); Jazz at Preservation Hall, 2: Billie and De De Pierce—Jim Robinson's New Orleans Band, Atlantic (1409); Jazz at Preservation Hall, 3: Paul Barbarin and His Jazz Band—Punch Miller's Punch and George Lewis, Atlantic, (1410); Jazz at Preservation Hall, 4: The George Lewis Band of New Orleans, Atlantic (1411).

JACK MAHER

New Scandal Rocks Naples Song Festival

By SAM'L STEINMAN

NAPLES — New scandals may well have dealt a death blow to the Neapolitan Song Festival, which had already slipped from its onetime pedestal alongside the San Remo event for top Italian musical recognition.

Aurelio Fierro, singer-composer, rocked the event on Friday when he called a press conference and announced that the order of the songs had been predetermined by a group of publishers. The winners of the second night were exactly in the order predicted by Fierro. As a result the organizers of the festival immediately announced their resignation on the grounds that their plans had been superseded and that they would no longer have any part of in the event.

By the time the winners were announced on Saturday night considerable doubt had been aroused and the Italian press greeted the results with a cold eye. Top prize went to the song "Jamma Ja" (an expression of jubilation) which was written by Franco Maresca and Mario Pagano and sung by Claudio Villa and Maria Paris. It received 107 votes against 79 for the second-place "Indifferently," the work of Umberto Martucci and Salvatore Mazzocco. It was sung by Maria Abbate and Mario Trevi. Third place went to Zanfagna and Forte's composition, "Annamaria" in the version of Nunzio Gallo and Narciso Parigi with 73 votes. Next three of the entries were "No One Knows Sorrento," the "Same Maria" and "Chain of Love" in that order.

Vis-Radio of Naples was the most successful recording company at the event since it has Miss Paris, Abbate and Gallo all on its lists along with one of the singers of each of the next three in order of finish. The top singers are represented by the following labels: Villa, Cetra, Trevi, Royal, Parigi, and Pathe.

NEWS REVIEW

Merc Country Stuff Genuine

Mercury Records' Cumberland line of packages hew closely to the traditional country groove, and the fans and collectors who love the authentic flavor in instrumentation and vocal performance will appreciate this fact. A set of eight packages in the initial release (all newly cut in Nashville) virtually covers all segments of country material. Bluegrass is represented by "Bluegrass Banjo Pickin'" by the Mountaineers, and "Good Old Mountain Music," by the Tennessee River Boys. Other packages are "Old Fashion Country Hoedown," by Cousin Cecil Brower; "Great Country Guitar Instrumentals," by the Shady Oak Boys; "Country Steel Guitar," by Pete Drake; "Songs of the Old West," by the Oklahoma Wranglers, "Country Camp Meeting," by the Cumberland Gospel Quartet, and "The Best of Texas Swing," by the Texas Rangers.

Price will be an extra incentive in moving these packages. The suggested list is \$1.98 for the monaural disks — a good value for disks having good production and sound.

PAUL ACKERMAN

Tours & Bossa Nova Boost U.S. Jazz in Brazil

By MAURICIO QUADRIO

RIO DE JANEIRO — Some of the leading jazz LP's, though there are many more that are tops, are "The Blues in Modern Jazz" by various interpreters, "European Concert" by the Modern Jazz Quartet, "Giant Steps" by John Coltrane, all on Fermata-Atlantic label; "Jazz Samba" by Stan Getz and "An Electrifying Evening" by Dizzie Gillespie on Copacabana-Verve label; "The Prophet" by Thelonious Monk on Mocambo-Vogue, though released very recently, is selling very well; also "Bossa Nova" with Herbie Mann on Fermata-Atlantic. It is interesting to point out that Mann's "Bossa Nova," was recorded in Brazil, with the participation of Brazilian artists, and has now come home to fine sales.

Leading artists are the Modern Jazz Quartet, Ray Charles (as a pianist), John Coltrane, Stan Getz, Dave Brubeck, Paul Winter Sextet and Thelonious Monk.

Many Brazilian artists are in evidence in this field of music, such as Dick Farney (RGE), Juarez (Masterplay), Fats Elpidio, one of the best pianists (RCA and a free-lancer) and Sergio Mendes (Philips and Audio-Fidelity). Most disk collectors prefer the original U. S. stars so these artists do not sell as well as they might.

Since manufacturers are now releasing jazz records with continuity, jazz sales are going up and getting more popular. It is important to stress that jazz records are especially in demand among the upper-class and music connoisseurs, and they buy, no matter the cost.

In night clubs, just mentioning a few, jazz has a good audience as can be seen at the Bottle's Bar, Little Club and in Sao Paulo City at the Joao Sebastiao Bar. Concerts of jazz are not many, but well attended when they are held.

Recently a jazz festival was held at the ACM (Christian Youth Association) with Brazilian artists such as Baden-Powell, Johnny Alf, Juarez, Paulo Moura and many others, scored a great success.

Invited by the Rio Grande do Norte government, Paulo Santos (jazz critic and narrator) gave a few lectures in January-February 1963. The subject was the "History and Interpretation of Jazz" illustrated with films and slides, and each lecture, though planned for an hour, lasted almost three. The audience showed a very great interest.

Jazz is also featured in various radio stations in Rio and Sao Paulo.

New Racker in Field in Capital

WASHINGTON — A new rack-jobbing firm has come into being here with the formation of District Records, which opened its doors last week with 200 accounts in the fold. Firm was set up by Ed Tauber, former buyer and promotion manager for Edge, Ltd., and Stan Wolk, who has been active in the savings and loan field.

Many of the present accounts have been purchased from other rack operators and a solicitation drive to grab off new locations is now under way.

NOTICE

The New York Office of Billboard will be closed Friday, November 8, to permit our advertising, editorial and business departments to move to our new offices.

**BILLBOARD
IS MOVING**

AROUND THE CORNER!

to: 165 W. 46th Street
at Times Square
New York City 10036
On November 8

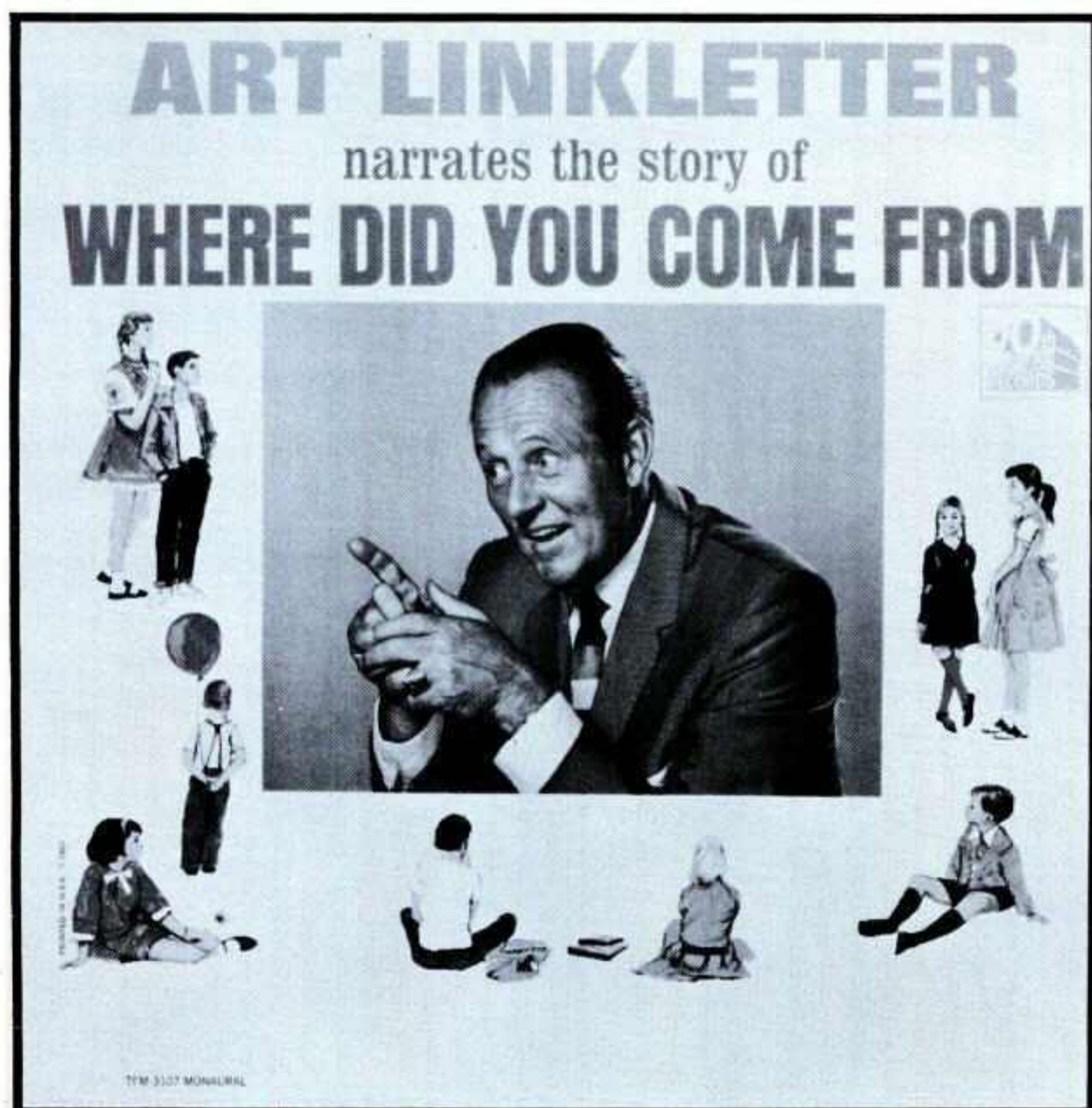
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TO MOTHERHOOD



...Art Linkletter, the Adult's Ambassador to the world of the young, narrates in sensitive and inspirational terms, the manner in which a life is conceived, nurtured and born.

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NICK NOBLE

Sings

"Sleepwalk"

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"SHY GUY"

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"DANCING DANNY"

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The Vibrations

Checker #1061



"GOODBYE MARY ANN"

by

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Argo #5456

CHESS
PRODUCING CORP.

2120 S. Michigan Chicago 16, Ill.

TODAY'S TOP TUNES

HONOR ROLL OF HITS

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by Billboard's weekly nationwide surveys.

FOR WEEK ENDING NOVEMBER 9			
This Week	Last Week	Tune	Composer-Publisher
1	1	SUGAR SHACK	By McCormick-Voss—Published by Dundee (BMI)
2	2	DEEP PURPLE	By Parish-deRose—Published by Robbins (ASCAP)
3	3	WASHINGTON SQUARE	By Goldstein—Published by Rayven (BMI)
4	4	MEAN WOMAN BLUES	By DeMetrius—Published by Gladys (ASCAP)
5	9	IT'S ALL RIGHT	By Mayfield—Published by Curtom (BMI)
6	10	MARIA ELENA	By Barcelaca—Published by Peer Int'l (BMI)
7	15	I'M LEAVING IT UP TO YOU	By Terry Jr.-Harris—Published by Venice (BMI)
8	5	BUSTED	By Howard—Published by Pamper (BMI)
9	8	I CAN'T STAY MAD AT YOU	By King-Goffin—Published by Screen Gems-Columbia (BMI)
10	6	DONNA THE PRIMA DONNA	By DiMucci-Maresca—Published by Disal (ASCAP)
11	13	FOOLS RUSH IN	By Bloom-Mercer—Published by Bregman, Vocco & Conn (ASCAP)
12	25	BOSSA NOVA BABY	By Leiber-Stoller—Published by Presley (BMI)
13	18	SHE'S A FOOL	By Barkan-Raleigh—Published by Helios-MRC (BMI)
14	7	BE MY BABY	By Spector-Greenwich-Barry—Published by Mother Bertha-Trio (BMI)
15	23	EVERYBODY	By Roe—Published by Low-Twi (BMI)
16	24	500 MILES AWAY FROM HOME	By Bare-Williams—Published by Central Songs (BMI)
17	14	TALK TO ME	By Seneca—Published by Jay & Cee (BMI)
18	12	THAT SUNDAY, THAT SUMMER	By Weiss-Sherman—Published by Comet (ASCAP)
19	21	THE GRASS IS GREENER	By Mann-Anthony—Published by Screen Gems-Columbia (BMI)
20	22	(Down at) PAPA JOE'S	By Smith—Published by Tuneville (BMI)
21	11	BLUE VELVET	By Wayne-Morris—Published by Vogue (BMI)
22	17	DON'T THINK TWICE IT'S ALL RIGHT	By Dylan—Published by Witmark (ASCAP)
23	26	YOU LOST THE SWEETEST BOY	By Holland-Dozier-Holland—Published by Jobete (BMI)
24	16	CRY BABY	By Russell-Meade—Published by Rittenhouse-Mellin (BMI)
25	19	CROSSFIRE!	By Mann-Appell—Published by Kalmann (ASCAP)
26	28	MISTY	By Burke-Garner—Published by Vernon (BMI)
27	—	CRY TO ME	By Russell—Published by Mellin-Progressive (BMI)
28	30	WALKING THE DOG	By Thomas—Published by East (BMI)
29	29	BLUE BAYOU	By Orbison-Melson—Published by Acuff-Rose (BMI)
30	—	WALKING PROUD	By Goffin-King—Published by Screen Gems-Columbia (BMI)

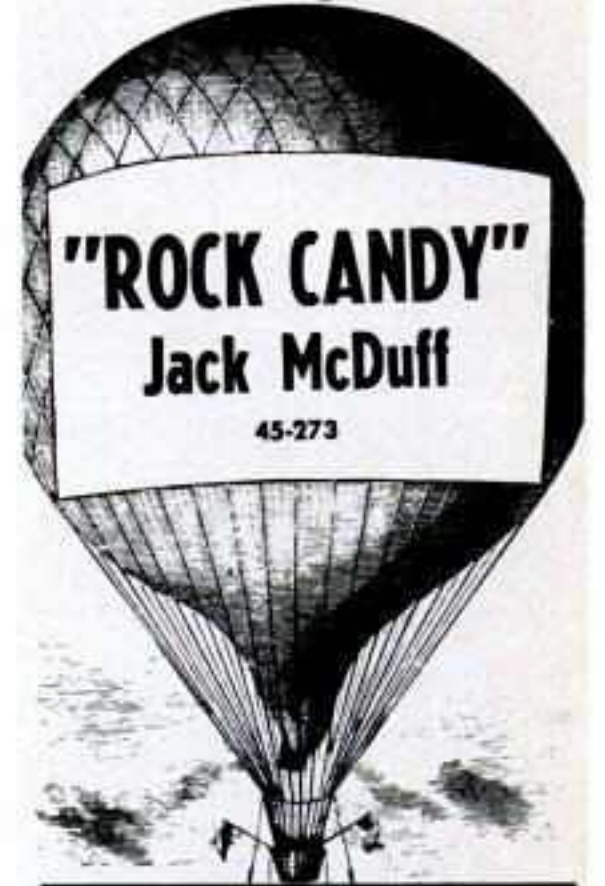
RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- SUGAR SHACK**—Jimmy Gilmer & the Fireballs, Dot 16487.
- DEEP PURPLE**—Nino Tempo & April Stevens, Atco 6273.
- WASHINGTON SQUARE**—Ames Brothers, Epic 9630; Village Stompers, Epic 9617; Kirby Stone 4, Warner Bros. 5392.
- MEAN WOMAN BLUES**—Roy Orbison, Monument 824.
- IT'S ALL RIGHT**—Impressions, ABC-Paramount 10487.
- MARIA ELENA**—Harold Bradley, Columbia 42830; Los Indios Tabajaras, RCA Victor 8216; Billy Mure, MGM 13161; Tony Reno & the Sherwoods, Johnson 123; Jerry Vale, Columbia 42872; Slim Whitman, Imperial 66002.
- I'M LEAVING IT UP TO YOU**—Dale & Grace, Montel/Michele 921; Dick Holler, Vital 102.
- BUSTED**—Ray Charles, ABC-Paramount 10481.
- I CAN'T STAY MAD AT YOU**—Skeeter Davis, RCA Victor 8219.
- DONNA THE PRIMA DONNA**—Dion DiMucci, Columbia 42852.
- FOOLS RUSH IN**—Rick Nelson, Decca 31533.
- BOSSA NOVA BABY**—Elvis Presley, RCA Victor 8243.
- SHE'S A FOOL**—Lesley Gore, Mercury 72180.
- BE MY BABY**—Ronettes, Philles 116.
- EVERYBODY**—Tommy Roe, ABC-Paramount 10478.
- 500 MILES AWAY FROM HOME**—Bobby Bare, RCA Victor 8238.
- TALK TO ME**—Sunny and the Sunlows, Tear Drop 3014.
- THAT SUNDAY, THAT SUMMER**—Nat King Cole, Capitol 5027.
- THE GRASS IS GREENER**—Brenda Lee, Decca 31539.
- (Down at) PAPA JOE'S**—Dixiebelles, Sound Stage 7 2507.
- BLUE VELVET**—Bobby Vinton, Epic 9614; Lawrence Welk, Dot 16526.
- DON'T THINK TWICE IT'S ALL RIGHT**—Bob Dylan, Columbia 42856; New World Singers, Atlantic 2190; Peter, Paul & Mary, Warner Bros. 5385.
- YOU LOST THE SWEETEST BOY**—Mary Wells, Motown 1048.
- CRY BABY**—Garnet Mimms & the Enchanters, United Artists 629.
- CROSSFIRE!**—Orlons, Cameo 273.
- MISTY**—Johnny Mathis, Columbia 33042; Lloyd Price, Double L 722.
- CRY TO ME**—Betty Harris, Jubilee 5456.
- WALKING THE DOG**—Rufus Thomas, Stax 140.
- BLUE BAYOU**—Roy Orbison, Monument 824.
- WALKING PROUD**—Steve Lawrence, Columbia 42865.

WARNING—The titles "HONOR ROLL OF HITS" and "Today's Top Tunes" are registered trademarks and the listing of the hits has been copyrighted by Billboard. Use of either may not be made without Billboard's consent. Requests for such consent should be submitted in writing to the publishers of Billboard at 1564 Broadway, New York, N. Y., 10036.

Taking off



"ROCK CANDY"
Jack McDuff

45-273



DJ's. Write for Copies



PRESTIGE RECORDS
203 S. Washington Ave.
Bergenfield, N. J.



Winter Favorites . . .

SLEIGH RIDE
SCARLET RIBBONS
LITTLE DRUMMER BOY
MILLS MUSIC, INC.
New York 19, N. Y.

Watch This One!

DEBBIE DOVALE
"HEY LOVER"
R 4521

ROULETTE RECORDS
1631 B'way, N. Y., N. Y.

CAROL SHAW

JIMMY BOY

ATCO 6278

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Radio-TV PROGRAMMING

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

VOX JOX

By GIL FAGGEN

PERIPATETIC Sig Sackowitz breezed into town this week on his way to Europe for a three-week taping venture for his WGN and WTAQ shows in the Windy City.

Kudos to WINS (New York City) general manager **Mark Olds** in his editorial campaign asking the city to clean up the area around Lincoln Center.

AWAY WE GO: WOW's (Omaha, Neb.) **Ray Clark** took part in the first phase of the defense departments' "Operation Big Lift" flying from Offutt AFB to Rhein Main, Germany.

It seems that some of radio's listeners may have extra sensory perception powers. KDKA's **John Steward**, host of the Pittsburgh "Program PM" placed two objects on a table in front of him. He told his audience he was concentrating on them. Steward invited anyone who could call and identify the objects would win them. A Sheradon, Pa., policeman and a Pittsburgh housewife called and correctly named the two prizes. I don't know what's more dangerous to a man's basic freedoms—a policeman or a wife with ESP.

SPIRAL RECORD'S good-looking **Callicoats** ("The Bitter End" and "Have a Happy Day") were guests Sunday (3) on the **Ed Sullivan Show**. Gals are being handled by Jolly Joyce Agency.

Jack Fisher currently host of the Saturday Swingathon on WIOI (Portsmouth, O.) along with regular weekday afternoon show. Stanza features countdown on top 40, golden oldies and new releases.

Tradio: Dave Wood and Jim Embry, WJPS (Evansville, Ind.) air personalities have been running a sway shop program at night that has mushroomed from a paper clip to a '53 Cadillac. The station is turning all of the loot over to the local United Fund.

Mary Sparks, WNAC's (Boston, Mass.) community service director, doing new show titled "Mary's Mail" across-the-board. **Jim Dixon**, host of the "Saturday Americana Hootenanny" program is co-host.

Ed Penny, former program director and air personality at WTAO (Cambridge, Mass.) is host of a new five-hour music show Sundays on WEEI-CBS radio.

WGAS (Gastonia, N. C.) is airing a "Teen Sox Hop" Monday through Friday from 3:30 to 5 p.m. **Bob (King Bee) Moses** spins 'em on Saturday stanza. **Cloyd A. Bookout**, WGAS pd., says he needs records for the station.

Rudy Runnells, WLOU (Louisville, Ky.) aired a special **Count Basie Day** in Louisville promotion during the band leader's recent visit to the annual homeshow at the new Convention Center.



ROUND 'N ROUND: Phil Walington, WBTM deejay, is all smiles as he claims the world's record for the number of revolutions spent on a ferris wheel—32 hours and more than 7,444 revolutions. Listeners were invited to guess as to how many rounds Phil would make, with the winner receiving a year's supply of Sunbeam Round and Round Bread.

H'W'D STATION MOVES DEC. 1

HOLLYWOOD — Crowell-Collier Broadcasting, currently headquartered in its KFWB outlet here, moves to its own base of operations around December 1.

Shifting to the Kirkey Center at Wilshire and Westwood boulevards will be Joe Drilling, corporate prexy; Ken DeVaney, administrative assistant; Warren Earl, ad director; Paul Hill, accountant; Tim Timberlake, engineering head, and four secretaries.

Dallas Station Leaning Heavily On Hoot, Jazz

DALLAS—WFAA Radio has introduced two new programs to listeners within its 50,000-watt signal.

The success of ABC-TV's "Hootenanny" and the intensified interest in folk music throughout the nation led WFAA-TV to try one of their own. Now the show, entitled "Hometown Hootenanny," is being aired on WFAA radio.

Heard every Tuesday, Thursday and Saturday at 10 p.m., the show is hosted by Pierce Allman and presents both recorded talent and live performances by Dallas area folk artists.

Also new in the market is the station's jazz show which began (Continued on page 44)



TEAMWORK is the keynote at WJZZ, Newark. Gathered in the station's master studio are (left to right) Bob Brown, Les Davis, Dick Partridge—it's hard for a wake-up man to stay awake—Paul Brenner, and backing up the air team at the rear (of the studio) is smilin' Norm Roslin, WJZZ program director. Busy working on promos in his office is fifth member of air team, Ed Nielson.

Station Fights for Image of Its Own in Multi-Signal Area

By GIL FAGGEN

NEWARK, N. J. — With the immediate problem of overpopulation in radio broadcast-

ing apparently to be solved by means of competition, station owners and programmers are meeting the challenge in multi-signal markets by aiming for the distinctive sound and community image.

In many markets immediately contiguous to a larger market, the problems of distinctiveness and serving the community needs are even more acute.

WJZZ in Newark is in many respects representative of the aforementioned problems. Licensed to the nation's 13th largest population area, its 5,000-watt signal also blankets the No. 1 market, New York City and its environs.

The station was purchased less than two years ago by Communications Industries, owner of WACE, Springfield, Mass.; WECK, Poughkeepsie; WKST radio and WYTV, both Youngstown, Ohio. Lazar Emmanuel, president of Communications Industries and his staff decided to replace the station's calls—then WNTA, with WJZZ—the first step in a drive to create a fresh and distinctive image for the station.

New Jersey Orientation

WJZZ airmen emphasize the slogan: "W-Jersey-radio" . . . indicative of the station's orientation — Newark and Northern New Jersey. The station now includes the football and basketball schedules of New Jersey's Rutgers, Seaton-Hall and Fairleigh-Dickinson universities.

Deeper involvement in New Jersey community affairs currently takes the form a current straw poll on Gov. Richard Hughes' proposed bond issue—one of the hottest in the area at present; the news department followed the straw poll with a documentary aired in prime time Tuesday (29). The show will be repeated on election eve, also in prime time.

Technically speaking, WJZZ is in competition with Newark licensed WNJR, whose programming fare is primarily r.&b.; WVNJ, programming mainly from show and sound-track LP's, and nearby Paterson's easy listener, WPAT.

Actually, however, WJZZ is in competition with all of the 26 (Continued on page 44)

PROGRAMMING NEWSLETTER

Some Further Views on Deejays

By BILL GAVIN
(Contributing Editor)

OUR RECENT NEWSLETTER, devoted to viewing disk jockeys through the eyes of record men, brought in additional comments on the same subject. Apparently there is more yet to be said. Let's say it here.

There is the disk jockey who considers himself competent as an a.&r. man. He listens to a new record critically, then turns to the promotion man and says something like: "Well—yes, but you should have put some violins in there with that French horn." It is really a trombone, but why argue. Or he says: "When you mastered this, you lost the balance. The vocal group needs more presence. You should have used more reverb on the drums and bass fiddle." The promotion man doesn't argue that those bass notes come from a guitar. He doesn't argue at all. In fact, he probably compliments the disk jockey on his sharp ear.

Another a.&r. oriented disk jockey keeps touting any and all record men about "that little singer down at the club." It may turn out that the "little singer" has a range of only five notes and has asthma on Tuesdays and Fridays. Or she is the cousin of the disk jockey's wife. It would be interesting to know how many excruciating hours are spent every year by a.&r. men (professionals, that is) auditioning no-talent performers who have been recommended by over-enthusiastic disk jockeys.

Cautious Music Director

Next in line, we come to the music director who wants to be "sure." He wants to know where the record is happening. He thinks he likes a record, but he isn't sure. He works in an agony of indecision. He may even ask other promotion men what they think of a competitor's product, which is a pretty certain way of getting a negative response. When he is given sales figures from several other markets, he often hesitates: "But this city is different. That sort of a sound has a hard time here." Before he can make up his mind, the other station has been on the record for three weeks, and it shows up on his station's survey. Of course, he avoids playing some losers, too, but you can be sure which station has the listeners who are interested in new records. Not his.

Often the promotion man hears, "Man I can't

play that. It's too bluesy." This from a pop jock. And then at an r.&b. station he hears, "Man, I can't play that. It's too pop."

Then there is the jock who always seems more receptive to the record man's message when they are having dinner (at the record company's expense) or having drinks (the record man picks up the tab). There are even some prima donna disk jockeys in the business who feel that they are being put down if they are invited to lunch instead of dinner. But some prefer lunch. We're told of one popular music director who is booked solid for lunch two weeks ahead. (It certainly beats bringing your sandwich in a brown paper bag.)

The "food and drink" disk jockey is apt to look for other favors, too. He may have an understanding with a local night club or two: If he features records by the club's current headliner and mentions the club by name, he can drop in any evening, sign the check, and forget it.

The 'Hop Jock'

Some record men find it difficult to deal with the "hop jock." He promotes several record hops per week. He says, "If your artist makes my hops, I'll play the record." This implies, of course, that all costs for travel, lodging and meals for the artist are borne by the record men. It should be pointed out, however, that this does not necessarily apply to the big talent concerts that may be promoted by disk jockeys or sponsored by radio stations. In such cases, the promoter pays the regular fees to the various acts, and some of these fees are quite substantial. True, some of the lesser acts may be subsidized by the record people, but in general the concert pays its own legitimate way.

One writer refers to the "I hate promotion men" type of program director. He's the one who holds all local promotion people in low esteem, but who is flattered to receive a phone call from one of the label's top brass. Like many men in other businesses, he evaluates people in terms of their money, and he prefers to associate only with the higher income brackets.

And finally, there are the station managers who put people in charge of the music who know little or nothing about it. Unfortunately, ignorance and inexperience do not make such neophytes humble and anxious to learn. Far too many of them develop an inflated self-importance.

As one promotion man puts it, "What we need in this business (and he means radio and records) are more real pros, with respect for ability and hard work." Agreed!



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Station Fights for Image of Own

• Continued from page 43

or more stations in Manhattan, Long Island and Connecticut who are considered a part of the "New York Urban Area."

In addition to new call letters, and special program emphasis, the Newark-based outlet is doing many different things in different ways to lift itself out of face-in-the-crowd status.

Its all-night show, hosted by Jerry White, former WPEN, Philadelphia, program director, is the vehicle on Friday and Saturday nights for some unusual programming. The station has been airing full-length dramas Fridays, beginning at midnight. Represented were "The Cocktail Party," by T. S. Eliot, Arthur Miller's "The Death of a Salesman," and the original cast recording of "Who's Afraid of Virginia Wolfe" (a provocative show for any station).

Beginning November 8 and every Friday thereafter at 11:30 p.m., WJRZ is intensifying its drama kick with the addition of hour-long dramatic productions produced by the British Broadcasting Corporation.

A few weeks ago the station debuted "The Haunting Hour" a mystery-thriller show, aired at 4 p.m. Sundays.

"We have had such fine response to our radio drama revival that the station has hired Ann Giudici to produce original dramas and adaptations of short stories with a local repertory company," said Norman Roslin, WJRZ's program director. "These will be aired during the week in the evening with an open-end format," he said.

Roslin, whose desk is cluttered with numerous stacks of mail from listeners, said that the audience reaction of WJRZ's programming is "better than we had ever hoped for."

Music Format

Included in the special music shows is an all-night hootenanny starting at midnight every Saturday as a part of Jerry White's show. Station is about to kick off two hours of hootenanny (11:15 p.m. to 1 a.m.) across the board. Listeners also call White, all through the night, to engage in on-the-air two-way conversations.

The station's music format can best be described as widely flexible. Records are programmed by sound, not by artist. Chubby Checker's and Rick Nelson's latest efforts are being played, however, heavy beat, rockers are strictly taboo. "Our deejays pick their own music and determine the order of play," said Roslin. "We have no formula. However, each show must carry a variety of music from folk to light classical," he said.

The music base is built on standards and standard artists such as Frank Sinatra, Ella Fitzgerald, Perry Como, etc., with carefully screened (by Roslin) current pop records and album cuts liberally interspersed. Indicative of the wide range of music presented is a bin in the main studio chock-full of "imports"—popular music and artists from other countries. WJRZ management is certainly not adverse to spending money to promulgate their programming. Operating staff now numbers more than 70 (WNTA employed around 30), is backed up by a helicopter, mobile news units and a fleet of red Valiants emblazoned with WJRZ letters for use by the station's 11 salesmen.

On-the-air contests and promotions are frequent and heavy, with Ed Nielson handling the special production on promo spots in addition to his 3 to 6 p.m. air stint.

Staffmen

WJRZ's emphasis on professionalism is reflected in its air staff which includes Dick Partridge, former WNEW deejay; Les Davis, former staffer on four Gotham outlets; Bob Brown, a 12-year WJRZ vet; Ed Nielson, former WPTR, Albany, deejay; Paul Brenner, well-known area air personality, and ex-WPEN, p.d., Jerry White.

One of radio's youngest news directors, Bob Leeder, whose last assignment was with sister station WACE, heads WJRZ's 12-man news department. Leeder operates the department with two teams of four men (general editor, writer, leg man and producer). All news is rewritten. Delivery is by featured newscasters. Also at Leeder's disposal for fast-breaking news stories is Mike Becker and WJRZ's helicopter; roving reporter, Dick Jennings (one of the area's most respected feature news reporters), plus two fully equipped news wagons.

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READY-TO-GO PROGRAMMING

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BEST TRACKS FROM THE NEW SPOTLIGHT LP'S

These are the tracks selected for disk jockey programming by Billboard's reviewing panel as the most outstanding from this week's new LP Spotlights.

POPULAR

YOU CAN NEVER STOP ME LOVING YOU — Johnny Tillotson (Cadence CLP 3067, CLP 20567) "You Can Never Stop Me Loving You" (Ridge, BMI) (2:41)

ALL TIME HOOTENANNY FOLK FAVORITES—Various Artists (Decca DL 4469, DL 74469) "Lonesome Traveler"

WE COULD HAVE DANCED ALL NIGHT TO PETER DUCHIN, HIS PIANO AND ORCHESTRA—(Decca DL 4436, DL 74436) "Prelude to Bossa Nova" (ASCAP) (2:52)

DIGGIN' WITH MILES DAVIS SEXTET—(Prestige PR 7281) "Dig" (Prestige, BMI)

OOO—BUT IT'S GOOD!—Jack Sheldon (Capitol T 1963, ST 1963) "Born to Lose" (4:40)

MIDDLE-ROAD SINGLES

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

This Week	Last Week	From this week's Hot 100	TITLE, ARTIST, LABEL	Weeks on Hot 100
1	1	1	WASHINGTON SQUARE, Village Stompers, Epic 9617	8
2	4	2	I'M LEAVING IT UP TO YOU, Dale & Grace, Montel-Michele 921	6
3	3	3	MARIA ELENA, Los Indios Tabajaras, RCA Victor 8216	8
4	2	4	I CAN'T STAY MAD AT YOU, Skeeter Davis, RCA Victor	10
5	10	5	500 MILES AWAY FROM HOME, Bobby Bare, RCA Victor 8238	6
6	5	6	THAT SUNDAY, THAT SUMMER, Nat King Cole, Capitol 5027	11
7	9	7	THE GRASS IS GREENER, Brenda Lee, Decca 31539	7
8	6	8	TALK TO ME, Sunny & Sunglows, Tear Drop 3014	10
9	7	9	BLUE VELVET, Bobby Vinton, Epic 9614	14
10	8	10	DON'T THINK TWICE IT'S ALL RIGHT, Peter, Paul & Mary, Warner Bros. 5385	9
11	12	11	YOUR OTHER LOVE, Connie Francis, MGM 13176	4
12	14	12	BLUE GUITAR, Richard Chamberlain, MGM 13170	7
13	13	13	TWENTY-FOUR HOURS FROM TULSA, Gene Pitney, Musicor 1034	4
14	16	14	THE MATADOR, Johnny Cash, Columbia 42880	3
15	20	15	LIVING A LIE, Al Martino, Capitol 5060	3
16	15	16	FUNNY HOW TIME SLIPS AWAY, Johnny Tillotson, Cadence 1441	4
17	11	17	TWO TICKETS TO PARADISE, Brook Benton, Mercury 72177	10
18	17	18	NIGHT LIFE, Rusty Draper, Monument 823	7
19	18	19	DON'T WAIT TOO LONG, Tony Bennett, Columbia 42886	5
20	—	20	DOMINIQUE, Singing Nun, Philips 40152	1

YESTERYEAR'S HITS

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

POP—5 Years Ago November 10, 1958	POP—10 Years Ago November 7, 1953
1. It's Only Make Believe, C. Twitty, MGM	1. Vaya Con Dios, L. Paul-M. Ford, Capitol
2. Tom Dooley, Kingston Trio, Capitol	2. St. George and the Dragonet, S. Freberg, Capitol
3. It's All in the Game, T. Edwards, MGM	3. You, You, You, Ames Brothers, RCA Victor
4. Topsy II, C. Cole, Love	4. Ebb Tide, F. Chacksfield, London
5. To Know Him Is to Love Him, Teddy Bears, Dore	5. Rags of Riches, T. Bennett, Columbia
6. Chantilly Laco, Big Bopper, Mercury	6. Eh Cumpari, J. La Rosa, Cadence
7. Tea for Two Cha Cha, T. Dorsey Ork.-W. Covington, Decca	7. Oh, P. W. Hunt, Capitol
8. The End, E. Grant, Decca	8. Many Times, E. Fisher, RCA Victor
9. Rock-In' Robin, B. Day, Class	9. Ricochet, T. Brewer, Coral
10. I Got a Feeling, R. Nelson, Imperial	10. Crying in the Chapel, J. Valli, RCA Victor
RHYTHM & BLUES—5 Years Ago—November 10, 1958	
Topsy II, C. Cole, Love	I'm Gonna Get My Baby, J. Reed, Vee Jay
It's All in the Game, E. Edwards, MGM	Hold II, B. Doggett, King
Rock-In' Robin, B. Day, Class	Win Your Love for Me, S. Cooke, Keen
Tears on My Pillow, Little Anthony & the Imperials, End	Just a Dream, J. Clanton, Ace
A Lover's Question, C. McPhatter, Atlantic	Close to You, M. Waters, Chess

Dallas Station Leans

• Continued from page 43

this month in the 11 p.m. time segment on Tuesday, Thursday and Saturdays. Dallas jazz pianist and nitery owner Dick Harp hosts the program which is formatted to include all kinds of contemporary music. Harp discusses each selection, pointing out interesting bits about the music and the artists in layman's terms. Another highlight of "The Jazz Show" is Harp's gab sessions with visiting jazz artists. Harp is tirelessly making every effort and exploring every avenue to achieve its objective.

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• SINGLES REVIEWS

• Continued from page 20

- JIMMY GATELEY**
 ★★★★★ Gotta Lotta Blues to Lose (Champion, BMI) (2:09) — ★★★★★ Dirt Under Her Feet (Champion, BMI) (2:08) DECCA 31555
- BILLY GRAMMER**
 ★★★★★ I'll Leave the Porch Light A Burning (Lyn Lou, BMI) (2:05) — ★★★★★ Old Foolish Me (Pamper, BMI) (2:10). DECCA 31562
- NORMA JEAN**
 ★★★★★ Let's Go All the Way (American, BMI) (2:44) — ★★★★★ Private Little World (Four Star Sales, BMI) (2:19). RCA VICTOR 8261
- BOB BAIN**
 ★★★★★ Time After Time (Yonah, BMI) (2:21) — ★★★★★ Another Used-to-Be (Yonah, BMI) (2:27). CHART 1045
- THE CANTRELLS**
 ★★★★★ Hello City Limits (Tom Cat, BMI) (1:57) — ★★★★★ He Ain't Pickin' No More (Painted Desert, BMI) (2:00). KASH 1011
- GARY BUCK**
 ★★★★★ As Close as We'll Ever Be (Central Songs, BMI) (2:33) — ★★★★★ Leave My Baby Alone (Central Songs, BMI) (1:50). PETAL 1310
- LOUVIN BROTHERS**
 ★★★★★ There Is No Easy Way (Pamper, BMI) (2:31) — ★★★★★ Every Time You Leave (Acuff-Rose, BMI) (2:39). CAPITOL 5075
- ROSE LEE AND JOE MAPHIS**
 ★★★★★ Whiskey Is the Devil in Liquid Form (2:25) — ★★★★★ Maple on the Hill (Cole, BMI) (2:40). CAPITOL 5077
- FARON YOUNG**
 ★★★★★ What Will I Tell My Darling (Champion, BMI) (2:37) — ★★★★★ You'll Drive Me Back (Into Her Arms Again) (Gallico, BMI) (2:06). MERCURY 72201
- RUSTY AND DOUG**
 ★★★★★ Cajun Stripper (Acuff-Rose, BMI) (2:19) — ★★★★★ Half the Time (Acuff-Rose, BMI) (2:45). RCA VICTOR 8266
- MAX POWELL**
 ★★★★★ A Poor Boy Like Me (Samos Island-Acclaim, BMI) (3:04) — ★★★★★ I'm Gonna Board Up the Windows (Samos Island-Acclaim, BMI) (2:30). REPRISE 20233
- MARVIN RAINWATER AND BILL GUESS**
 ★★★★★ Part Time Lover (Brave, BMI) (2:27) — ★★★★★ That Aching Heart (Judy, ASCAP) (2:33). BRAVE 1
- EDDIE NOACK**
 ★★★★★ The Fall-Out Keep On Hurtling (Starrite, BMI) (2:00) — ★★★★★ Think of Her Now (Starday, BMI) (2:04). ALLSTAR 7296
- STANLEY BROTHERS**
 ★★★★★ Stone Walls and Steel Bars (Lois, BMI) (2:05) — ★★★★★ Lonesome Night (Lois, BMI) (2:18). KING 5809
- COMEDY**
- ANDY GRIFFITH**
 ★★★★★ Andy and Cleopatra (Parts I & II) (Andick, BMI) (2:25, 2:48). CAPITOL 5073
- CHRISTMAS**
- BERT KAEMPFFERT AND HIS ORK**
 ★★★★★ Jingo Jango (Roosevelt, BMI) (2:10) — ★★★★★ The Little Drummer Boy (Mills - International Korwin, ASCAP) (2:50). DECCA 31560
- MITCH MILLER AND THE SING ALONG GANG**
 ★★★★★ Pine Cones and Holly Berries (Frank - Rinimer - Plymouth, ASCAP) (2:24) — ★★★★★ Whispering Hope (April, ASCAP) (3:13). COLUMBIA 42914
- SPIRITUAL**
- THE MIGHTY FAITH INCREASERS**
 ★★★★★ Lord Come See About Me (2:46) — ★★★★★ Temptation (Lois, BMI) (2:58). BETHLEHEM 3072
- POLKA**
- (WHOOPEE) JOHN WILFAHRT ORK**
 ★★★★★ Lili Marlene - Schottische (Apilli-Verlag, ASCAP) (2:45) — ★★★★★ The Laughing Song (Kirscheinstein, BMI) (2:20). DECCA 25615



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BEST SELLING PHONOS • DISK DEALS
EQUIPMENT NEWSLETTER

Component Maker, Packager Borrow From Each Other

The hi-fi component maker and the producer of packaged "hi-fi" phonos are, in some respects, moving closer toward the same end-product. They will never meet completely;

their product and merchandising philosophies are night-and-day apart. There is a definite move afoot, however, to borrow from each other what they can use.

There was a time when component firms regarded speakers-and - electronics - in - one-package with something close to horror. Not any more. Two of the most respected—and widely sold—names in the hi-fi industry, Fisher Radio and H. H. Scott, produce packages of their own. They are big-ticket, limited distribution items but they are distinctly "packages."

Another firm, Sherwood, recognized the importance of furniture some time ago and produced furniture "modules" with electronics built in. It was handsome, expensive, and still permitted the flexibility or arrangement that has always been componentry's strong suit with the distaff side. Still another firm is Pilot Radio. This year, in particular, loud promotional noises may be heard issuing from the firm's Yonkers, N. Y., headquarters.

One of the more remarkable and successful moves by a component manufacturer was that toward "compact" units. The manufacturer, out of Cambridge, Mass., is KLH.

Big Bass Finders

Known principally for its work in getting big bass from small speaker enclosures, KLH went a step farther and added a small FM receiver to a miniature speaker system. They reasoned that the public would take to a "package" that easily assembled but which maintained certain component standards (separate speaker and receiver, baffled loudspeaker, wide range response). So successful were they that they added a portable phono to their line, embracing the same principles. And their new Model 15 phono system is still another step in the same direction.

While the component makers have been making their moves, the packaged phono people haven't been twiddling their thumbs. Westinghouse, for example, has a KLH-type stereo receiver in their 1964 line. In size and concept the two firms are very close together; the receiver can be placed at chair-side and the smaller-than-bookshelf-size speakers can be placed about the room for greatest listening advantage. Here again is componentry's flexibility. Magnavox has two such units—one a radio-phono and the other a phonograph only. The same is true of International Telephone and Telegraph. Vespa too.

The other very obvious trend in packaged phonographs has been toward lightweight tracking of tone arms and pickups. It first became a merchandising factor two years ago when

"Selling the wrong needle is verschtuncken!"



There you have it, straight from Hendrik Van Stickler, Fidelitone's Quality Control Expert and diamond cutter. What Hendrik means is that it's easier for you... and for your customers... when you sell them the right needle the first time! How? With Fidelitone's exclusive Needle Guide and Identification Key catalog. This comprehensive book makes it easy for you to determine the proper needle for every model, every tone arm on the market. And that's just one of the many good reasons for handling Fidelitone. Van Stickler's a stickler for quality, too.



Fidelitone, Inc.
Chicago 26,
Illinois

EQUIPMENT NEWSLETTER

Everybody in Dark About Hi-Fi

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

IT HAS NOW been about two-and-a-half years since the Federal Trade Commission asked the various branches of the consumer electronics industry (and the public) to submit proposed definitions of "high fidelity."



The FTC still hasn't come out with any official definition—but that doesn't mean the issue is dead. When and if there is a definition, it will, in effect, be binding—not only on manufacturers, but on dealers. Such a definition would be used as the basis for actions charging misleading advertising.

Because the definition—if there is to be one—will be important to everyone connected with the industry, we like to look in at the FTC every few months and see how it's doing.

QUESTION: "How long is the matter being held in abeyance?"

ANSWER: "For at least an interim period."

Q: "How long is an interim period? A week? A month? Two months? A year?"

A: "I should say it would be at least a couple of months—two months or more—on the basis of other work loads here."

Q: "Does this mean you will wait for more proposed definitions, or you'll go ahead without them, or you'll forget about the whole thing, or what?"

A: "Well, I don't know what the Bureau (of Industry Guidance) might do. We're not obligated to wait for comments. If we decide to make a recommendation, we might recommend on the basis of what's already in the file."

Q: "What is in the file now?"

A: "Well, we have correspondence and recommendations from some individual manufacturers and members of the public, as well as what has already been reported."

What has already been reported is the highly controversial definition covering packaged hi-fi equipment passed on to the FTC by the Electronic Industries Association.

It's not generally realized that no major organization in the audio or home electronics field has formally proposed any definition of high fidelity to the FTC. The EIA merely delivered a group of comments to the FTC, which were summed up in "a" definition. The EIA carefully refrained from calling it a "recommendation." Neither EIA members, nor the non-members which EIA had asked for suggestions, unanimously endorsed the definition which was finally submitted.

Other Views

The FTC was anxious to have the views of two other organizations—the Institute of High Fidelity, representing the manufacturers of component hi-fi, and the Audio Engineering Society.

Zenith demonstrated feather-weight tracking at two grams.

Breakthrough

Compared to the 20 grams with which records were bludgeoned in the past, this was a real breakthrough. It rivaled the kind of tracking that hi-fi were accustomed to getting only from a high priced turntable. The competition was hard on Zenith's heels with similar claims.

Even at three grams or a little higher, record wear was almost undetectable. No matter, component manufacturers have widened the gap again. They now offer tone arms and cartridges — and in one case, a changer — that tracks down, down, down to a quarter of a gram. Sufficient study has not been done on the effect of ultra lightweight tracking to assess its true value. There is one difficulty, however, that has little to do with hi or lo-fi; it's the nature of man himself. His neuro-muscular system is not geared to handling such light and delicate components. With so little weight in his hand, he's hard put to get the needle in the groove. This seems to argue that ultra lightweight tracking belongs only on a changer or automatic turntable.

In the final analysis, the one

Neither one has proposed a definition, and it's unlikely that either one will.

The IHF polled its membership and found unanimous agreement to disagree on a definition. Then the entire matter was referred to a committee, which hasn't reported yet.

The Audio Engineering Society carefully considered the entire matter, reviewing all possibilities, and developed its official views, which its board of governors finally sent to the FTC September 6. They pointed out that the AES is composed of professional engineers and technicians who are primarily interested in the technical aspects of audio, and added:

"It is our view that, at the present time, adequate methods and equipment for measuring all aspects of performance and quality are not available to the industry. Accordingly, we believe that at the present time no sound basis exists for attempting to define the term 'high fidelity' and that no attempt should be made to formulate an official definition."

So there you have the FTC's dilemma. The manufacturers of packaged phonos have failed to go on record as endorsing a definition, although they turned over an unofficial one to the FTC. The component hi-fi makers, while deriding the unofficial package definition as "much too low for reasonable standards," can't agree on a definition of their own. Then along comes the audio engineers, with no commercial axe to grind, to say that not only can't hi-fi be defined, but there isn't even any equipment to measure performance of audio gear.

What does the FTC do now? Can it go off on its own, in the face of complete lack of agreement, and make its own arbitrary decision—one which flaunts the opinions of the nation's leading audio engineers?

We can see only one possible solution—if the government really wants a definition of high fidelity. That is to turn the problem over to the National Bureau of Standards, which is perhaps best qualified to do such work. The NBS should be charged to come up with quality measuring equipment for audio reproduction. As one leading audio engineer speculated, this could be done in about five years with an expenditure of perhaps a million dollars.

Standard quality measurements would be much more significant than a "high fidelity" definition, anyway. The term "high fidelity" may well be going out of style. Most package equipment manufacturers are playing it down, and one component manufacturer has publicly announced it is forsaking it.

This is Altec Lansing, whose marketing director, H. S. (Mo) Morris, in an open letter to audio distributors, deplored "the constant prostitution and final degradation of the term 'high fidelity' to the point where it is now useless, meaningless, and a complete distortion of the original." Altec, therefore, is using the name "Playback" to describe its instruments.

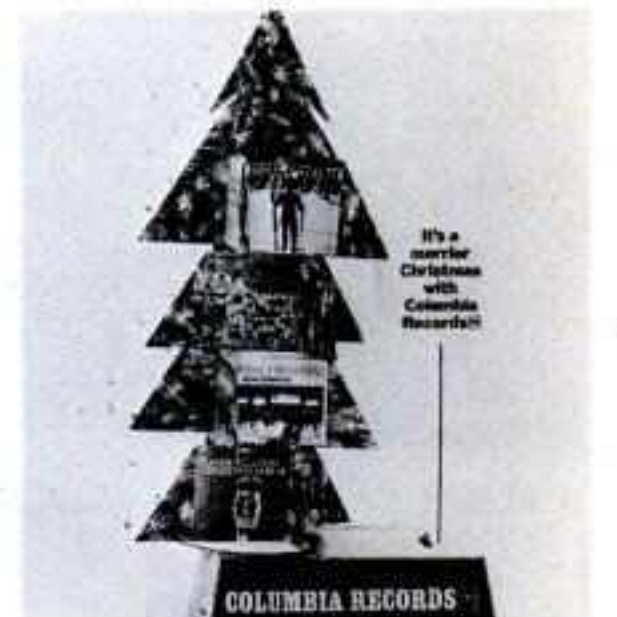
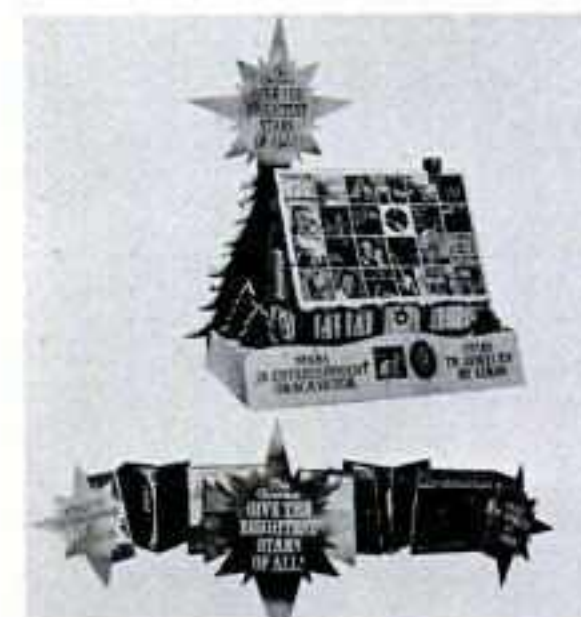
Anybody want to take a crack at defining "Playback?"

thing that makes the two factors in home sound reproduction—components and packages—keep their distance is the way they define "high fidelity." The unofficial view of the Institute of High Fidelity is this: High fidelity is a striving toward perfection that will go on always. High fidelity, then, is not something fixed or permanent. You can't hang your hat on it—not if you're a component manufac-

turer. Packaged phono firms—on the other hand—define high fidelity in terms of sales; it's a name with "sell" in it.

Dealers don't have to worry about definitions. A good merchandiser can sell what is produced. Whether it's a package or a component system, he wants to know where the greatest profit lies. But he should also know the difference between the two and why they exist.

New Holiday Displays



WITH A HEAVY VOLUME of Christmas album product already hitting the market, special, in-store displays cannot be far behind. Here are two examples of the colorful merchandising concepts being employed by RCA Victor (left) and Columbia (right).


DECEMBER 28, 1963

Billboard

IN TWO SECTIONS

SECTION 2

in this section...

1964
WHO'S WHO

in the
WORLD of MUSIC

THE Third Annual Edition of Billboard's 1964 *Who's Who in the World of Music* will provide an international showcase for the companies and talent which achieved outstanding commercial or artistic recognition in 1963 . . . and for the publishers, impresarios, promotion men, talent buyers, critics and reviewers who have attained top stature in their field.

FORMAT

Billboard's *Who's Who* will again be in the proven year-round-use design . . . 8½ x 11 bookshelf size—quality coated stock—sturdy long-wear cover—over 200 pages . . . including the well-displayed, quick-reference "Advertisers' Index."

EDITORIAL CONTENT

The editorial features supporting this year's theme of achievement will include many new categories in the related fields of the music-record industry:

- THE WORLD'S TOP RECORDING ARTISTS . . . country by country . . . their hit records, the publishers, the label and personal biographical data.
- THE TOP SELLING U. S. RECORDING ARTISTS OF 1963.

- ALL-TIME U. S. TOP RECORD SELLERS.
- THE WORLD'S TOP MUSIC PUBLISHERS OF 1963 . . . their hit tunes and the artists and labels that produced them.
- THE WORLD'S FOREMOST IMPRESARIOS . . . the top talent managers—both in pop and classical—the talent they manage and the addresses and phone numbers of their international offices.
- THE INDUSTRY'S TOP PROMOTION MEN for records and talent.
- THE WORLD'S TOP TV TALENT BUYERS (including U. S. network contacts).
- LIST OF BILLBOARD'S 1963 #1 AWARD WINNERS.

IMPORTANT DATES

Billboard's 1964 *Who's Who in the World of Music* will be dated December 28, 1963.

Advertising Deadline, November 17, for all material in the New York Office.

Offset printing, no plates needed.

THE SPECIAL 1964 PLANNING GUIDE . . . a vital new service never before offered the industry, and one which will make this year's WHO'S WHO one of the most referred to and used "extra service" editions ever issued by Billboard. The scope and variety of the many planning features, calendars and listings in this new section guarantee to make it a never-out-of-reach edition for every member of the industry throughout the entire coming year.

featuring

THE MOST POPULAR ARTISTS IN THE WORLD IN 1963

INTERNATIONAL ARTISTS & TUNES THAT BECAME U. S. HITS

ACHIEVEMENTS OF THE YEAR IN THE U. S., INCLUDING THE YEAR'S BEST SINGLES TUNES COUNTRY MUSIC RECORDS RHYTHM & BLUES RECORDS MONO LP'S STEREO LP'S

ACHIEVEMENTS OF THE YEAR AROUND THE WORLD, COUNTRY BY COUNTRY, INCLUDING THE TOP HITS & ACHIEVEMENTS IN EACH

COMPLETE LIST OF MILLION-SELLING SINGLES AND HALF-MILLION SELLING LP'S

DISTRIBUTION

The largest and most powerful worldwide music-record-coin machine industry distribution.

—including all of Billboard's record manufacturer, music publisher and coin machine manufacturer and distributor categories.

—record dealers and chain store buying headquarters accounting for better than 85% of all records sold at retail in the U. S.

—the complete list of "class A" radio station management and disk jockeys, used in year-round promotional efforts of all major record manufacturers, record distributors and record promotion men.

—over 4,000 record company music publisher and talent handling executives in 1,300 companies throughout the world (not including U. S., its territories and Canada).

SALES OFFICES

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

NEW YORK
1564 Broadway
PLaza 7-2800

CHICAGO
188 W. Randolph
CENTral 6-9818

HOLLYWOOD
1520 N. Gower
HOLlywood 9-5831

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

International Representatives:

EUROPEAN DIRECTOR

Andre de Vekey
15 Hanover Square
London W.1
HYde Park 3659

ARGENTINA
Ruben Machado
Lavelle 1783, Buenos Aires

AUSTRALIA
Brian Nebenzahl
118 William St.
P. O. Box 418
North Sydney

CANADA
Wray Rutledge
77 York St.
Toronto, Ontario

HONG KONG
Carl Myatt
27 A Estoril Court
Garden Road

ITALY
Samuel Steinman
Piazza S. Anselmo 1
Rome

MEXICO
Dr. Otto Mayer-Serra
Apartado 8688
Mexico City


PHILIPPINES
Luis Ma Trinidad
264 Escolta, Manila

PUERTO RICO
Anthony Contreras
26 Gertrudis St., Santurce

SPAIN
Raul Matas
Av. Jose Antonio 32
Madrid 13

NEW ZEALAND
Fred Gebbie
Box 5051, Auckland

Advertisers in other countries, please contact Billboard, International Headquarters, PETER HEINE, 1564 Broadway, New York, N. Y., 10036. Cables: BILLBOARD NEWYORK.



I've Just Discovered
a Great Record
ONLY BEAUTIFUL
by
JERRY VALE
on Columbia Records

Send for Price List

"45" SPINDLE ADAPTORS

Admiral • BSR-Monarch • Collaro • Crescent • Garrard • Glaser-Steers • PE Rex • Telefunken • V-M • Webcor.

Genuine original manufacturers' equipment in all standard and shorty models.

Write or call today for complete catalog and price schedule.

DIALTRONICS

240 Market St. • Paterson, N. J. Lambert 5-2211

News Briefs...

RCA Victor has named **Josef Stefan** as vice-president, magnetic tape and custom records. Victor Vice-President and General Manager **Norman Racusin**, said the position is a new one and emphasizes the growing importance and expansion of tape manufacturing and marketing in the entertainment, computer and instrumentation fields. Operating under Stefan are **R. C. Williams**, custom records manager; **Ed Welker**, magnetic tape marketing manager, and **E. D. O'Mahony**, manager, Indianapolis magnetic tape plant.

W. R. Anton, vice-president in charge of sales, and **E. A. Twerdahl Jr.**, chairman of the management committee, have been named to the board of directors of Fidelitone, Chicago-based needle manufacturer.

Magnavox has appointed **Alfred S. Gussin** as vice-president for marketing services, according to **Frank Freimann**, president. Gussin will be in charge of advertising, retailer promotional programming, point-of-sale merchandising, training activities and market research. He'll headquarter in New York.

The 3-M Company has appointed **Daniel Denham** as general sales and marketing manager of its magnetic products division and **Lauren L. Morin** as the division's manufacturing manager. Both will headquarter in the firm's executive offices in St. Paul. Meanwhile, the company's Revere-Wollensack Division announced four new ap-

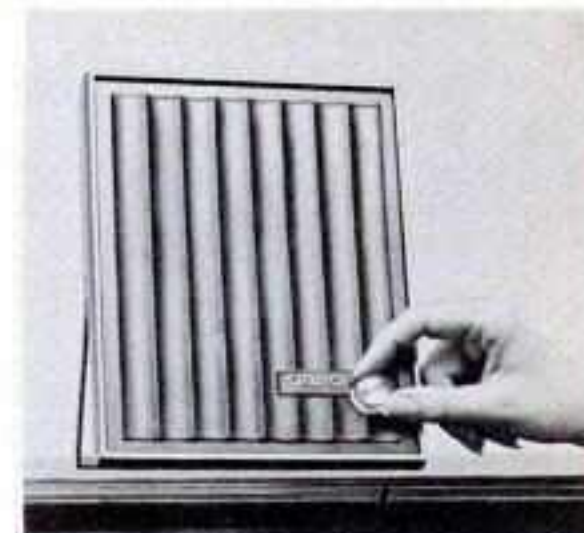
pointments. **B. R. Boatman** became sales supervisor for the Western area for consumer products; **D. B. Ubel** became sales supervisor for the Mideast area for consumer products; **R. C. Merryman** was named sales supervisor for the Midwest for consumer products, and **N. G. (Scotty) Lyall**, became supervisor for audio visual markets.

H. H. Scott has now made available a complete catalog of their new stereo console line. The fully illustrated catalog contains specifications, descriptions and photos of the Copley and Exeter series of consoles. . . .

Sylvania has announced plans for a 1,700 square foot, ground level, home entertainment showroom in New York's new General Telephone and Electronics Building on Third Avenue. Opening is scheduled for mid-November. Showroom will display the firm's radio, stereo and TV lines.

Sylvania also appointed **John T. Morgan** as vice-president of sales and merchandising. He'll be responsible for sales and merchandising of radio, TV and stereo.

Rex A. DePillis has been named Concord Electronic's East Coast sales manager, with offices in Camden, N. J. Company produces magnetic tape recorders. Prior to joining Con-



Gallop Electronics Corporation, New Rochelle, N. Y., is promoting its Gallop Twin TV Antenna, which electrically lengthens or shortens the antenna to match a station's frequency. This fine tuning feature eliminates the need for antenna repositioning when a station is changed. Tests, the firm says, have produced good results in various difficult reception zones. List price is \$9.95.

cord DePillis worked for Olympic Radio and TV.

Vic Savikas has been named district sales representative for Concord Electronics, serving North Illinois, Indiana and East Wisconsin. In another move, tape recorder firm named **Forristal-Young** as representative in Missouri, Iowa, Nebraska and Southern Illinois.

DISK DEALS FOR DEALERS

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

PRESTIGE—Expires November 30, 1963. Started November 1, 1963. New 16000 jazz series. Suggested list \$3.98. A 10 per cent discount to dealers for the month.

MERCURY-WING—Expires December 15, 1963. Started October 15, 1963. Sales Power Program. One free with four purchased on classical only. Pop not included.

PRESTIGE—Expires December 31, 1963. Started October 1, 1963. On Prestige (7000 series), Prestige-Folklore, Lively Arts and Tru-Sound labels. A 10 per cent discount.

MOODSVILLE—Expires December 31, 1963. Started October 1, 1963. A 25 per cent plus 10 per cent on Moodsville, Swingville, New Jazz, Bluesville, Near East, Irish and Prestige International labels.

RCA CAMDEN—Expires December 31, 1963. Started October 15, 1963. A 12 per cent discount on new and catalog Camden Christmas record and tape product. A 100 per cent return privilege.

20th CENTURY-FOX—Expires December 31, 1963. Started October 15, 1963. "Holiday on Wax" sales program. A 10 per cent discount on eight new and catalog Christmas albums.

REPRISE—Expiration indefinite. Started September 1, 1963. A 12½ per cent discount on new releases.

DOOTO—Expiration indefinite. Started May 1, 1963. On all Dooto album product—buy five, get one free.

ORIGINAL SOUND—Expiration indefinite. Started June 25, 1963. Entire LP catalog: Buy 10, get one free. One hundred per cent exchangeable.

COMMAND—Expiration indefinite. Started June 24, 1963. One-free-for-six-purchased deal on seven new releases and entire catalog.

TAMLA-MOTOWN-GORDY—Expiration indefinite. Started July 15, 1963. Buy six, get one free, on all new releases and entire catalog of all three labels.

WORD—Expiration indefinite. Started September 21, 1963. Package offer of 50 albums units selected from 24 best sellers. Free display rack and 90-day deferred billing and full refunds on unsold merchandise at end of 90-day period for dealers.

ROULETTE—Expiration indefinite. Started October 15, 1963. A 15 per cent discount in free merchandise on 11 new albums between RCA Camden and Reprise.

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

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

PHONOS LISTING BETWEEN \$81 and \$100



This Issue	POSITION		BRAND	% OF TOTAL POINTS
	8/10/63 Issue	5/11/63 Issue		
1	1	1	Magnavox	32.6
2	3	3	Decca	13.0
3	—	—	Motorola	9.7
4	6	—	General Electric	7.2
5	2	4	Voice of Music (V-M)	6.8
6	4	2	Masterwork	6.4
6	8	8	Zenith	6.4
8	7	6	Webcor	3.1
8	—	7	Symphonic	3.1
			Others	11.7

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

8/10/63 Issue: RCA Victor (5).

5/11/63 Issue: RCA Victor (5).

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

BPA BROADCASTERS' PROMOTION ASSOCIATION, INC.

1963 SEMINAR SAN FRANCISCO NOVEMBER 17-20 JACK TAR HOTEL

THE ANNUAL B.P.A. SEMINARS HAVE BECOME A "MUST" FOR ANYONE IN THE BROADCAST PROMOTION FIELD.

- Top name broadcast speakers
- Informative work sessions.
- Idea-packed program
- Sightseeing in San Francisco "everybody's favorite city"



SEND THIS COUPON FOR REGISTRATION INFORMATION

TO: B.P.A. SECRETARY/TREASURER
215 EAST 49th ST. NEW YORK 17, N.Y. PLaza 2-4255

PLEASE RUSH ME REGISTRATION AND PROGRAM INFORMATION ON THE 1963 B.P.A. SEMINAR.

(name) _____
(company) _____
(street address) _____
(city, state) _____

BROADCASTERS' PROMOTION ASSOCIATION

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

HITSVILLE STRIKES AGAIN!
"TOO HURT TO CRY, TOO MUCH IN LOVE TO SAY GOODBY"
B/W
"COME-ON HOME"
The Darnells
Gordy 7024
TAMLA/MOTOWN RECORDS
Detroit, Mich.

KICKING OFF!
YOU'RE NO GOOD
Dee Dee Warwick
Jubilee 5459
Nationally distributed thru
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

THE WILLIS SISTERS
WHERE WERE YOU WHEN I NEEDED YOU
B/W
THE PRETTY ONE
ABC-10497
ABC-PARAMOUNT
FULL COLOR FIDELITY

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MUISON STUDIO
Box 1211 Budgetport, Conn

CUSTOM RECORD PRESSING
Mastering—Processing—Labels
POLYMAX 100% ANTI-STATIC
FACTORY CLEAN
SIDNEY J. WAKEFIELD
P. O. Box 6037, Phoenix 5, Ariz.
Direct Dial 602-252-5444

Musictapes Buys Catalogs Of 2 Companies

CHICAGO — Peter Fabri's Musictapes, Inc., has picked up the catalogs of Hifi Tapes, Los Angeles, and Concertapes, Chicago, giving Musictapes an additional 100 tapes in its already sizable catalog.

Merle Schirado, Musictapes vice-president, said that the addition now gives the firm the second largest catalog in the tape field. Musictapes already carries the lines of some 14 major diskeries.

The addition of the Hifi catalog involves some 50 tapes, including such artists as Arthur Lyman and George Wright. Concertapes also has 50 tapes, including the Fine Arts Quartet. All the tapes from the two firms will be immediately available.

Schirado noted that tape sales were up everywhere except in the phono field. He attributed this to an increased interest in tape on the part of the record dealer. Schirado noted that record dealers were going to have to get into the tape business more and more.

Labels distributed in Musictapes' tape catalog include United Artists, Elektra, Vee Jay, Crescendo, Starday, Caedmon, Monitor, Mahale, Seafair, and Everest. In all the firm now has a catalog of some 350 tapes.

Schirado credited much of Musictapes' success to its ability to move fast and remain flexible with music-oriented people.

Profits Up At Motorola, Magnavox

NEW YORK — Magnavox and Motorola both reported a rosy picture of general business conditions last week. At the same time, the Electronics Industries Association marketing services department reported distributed sales and factory production of portable and table model phonos slightly up for August of this year against the same month a year ago.

At Magnavox, the company reported a 60 per cent increase in consumer electronic product sales in the third quarter. Concurrently, the firm showed an 8 per cent increase in profits. Sales of Magnavox TV, stereo and related equipment reached an all-time high in the third quarter of this year and the firm expects the momentum to continue throughout the end of the year.

Motorola reported all-time record sales and earnings for the third quarter. Sales level of \$98 million was 15 per cent over the \$85 million record set in 1962 for the same period. Sales for the first nine months of 1963 also set a record of \$270 million, a 10 per cent increase over the same period a year ago. All six of the firm's divisions, including consumer electronic products, contributed to the level.



Billboard Buyers & Sellers

CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

DO YOU NEED EXPOSURE ON YOUR records? We can give you radio air play on the East Coast. Send samples of your records to Jlmim Music Co., Inc., 1520 North Broad St., Philadelphia 21, Pa.

HAYDN SOCIETY RECORDS

ARE NOW AVAILABLE TO QUALITY DEALERS FROM COAST-TO-COAST

Send for current catalog

ESOTERIC, INCORPORATED P. O. BOX 1799 HARTFORD, CONN.

National Distributors for
HAYDN SOCIETY RECORDS

NEW 45'S, \$8 HUNDRED: FEW DUPLICATIONS. New, \$3.98 to \$5.98, mono and stereo. Cut-out and catalogue major LP's, \$1.25 ea. Sample order of 10 sent p.p.d. for \$12.95. Hal Faktor, 4143 W. Armitage Ave., Chicago 39, Ill. CA 7-3722. no9

CHRISTMAS LP'S — NEW BUDGET-priced Mono and Stereo, such as Gene Autry, Little Drummer Boy, Christmas Sing Along, Ken Griffin Style, Organ and Chimes and others. 20 assorted sent P.P.d. for \$13.95. Hal Faktor, 4143 W. Armitage Ave., Chicago 39, Ill. no16

RECORD COMPANIES

Rush Samples

- 1—Blanket Coverage
- 2—Penna., New Jersey, Delaware
- 3—Guaranteed Radio Play

FLYING DISTRIBUTING COMPANY

1528 North Broad Street
Philadelphia 21, Penna.
CALL: POplar 5-1010

"20 Years of Record Experience"

JOE PETRALIA RECORD PROMOTION

Park Sheraton Hotel
Suite 267 55th St. at 7th Ave.

New York 19, N. Y.

Phone: JU 6-6935

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT

RECORD PROMOTION & PUBLICITY

GUARANTEED RADIO PLAY—MORTY Wax National Record Promo Network, coast to coast. A complete program of disc jockey promo and trade paper publicity. Distrib. arranged. Morty Wax, 1733 Broadway, N. Y. C. CI 7-2159. np-ap5

WANTED TO BUY

WANT RECORDS—45'S, SURPLUS RETURNS, overstocks, cut-outs, etc. Harry Warriner, Knickerbocker Music Distributors, 453 McLean Ave., Yonkers, N. Y. Phone: GGreenleaf 6-7778. no16

RECORD ACCESSORIES & DEALER FIXTURES

LOW, LOW PRICE
— Big Seller —

Record Rack: #RR40, probably the lowest priced brass plated rack on the market! Holds up to 40 records. Triple brass plated, smartly designed. Perfect for 7" records. Retail for less than \$1.00.

See your distributor or write for latest catalog of the most diversified record rack line.

ART-PHYL CREATIONS
508V Frelinghuysen Avenue
Newark 14, N. J.
N. J.: BI 8-5100 N. Y.: WO 4-2565

USED COIN MACHINE EQUIPMENT, PARTS AND SUPPLIES

MISCELLANEOUS

For Your Copy of The Just-Published INTERNATIONAL COIN MACHINE DIRECTORY

Write to: Joe Pace
Dept. 525, Billboard
2160 Patterson St.
Cincinnati, Ohio, 45214

Price: \$1.00 per copy

BUSINESS OPPORTUNITIES

Brand-New "INTERNATIONAL MUSIC-RECORD DIRECTORY" & "BUYER'S GUIDE"

packed with
Pages & Pages of
Names and Addresses

of Leading U. S.

- Record Mfrs.
- Music Publishers
- Record Distributors
- One-Stops
- Rack-Jobbers
- Coin Machine Mfrs.
- Coin Machine Distribs
- Parts Suppliers
- Special Services
- Importers & Exporters

Each listing arranged alphabetically and geographically by State.

Only Few Copies
Left . . . \$1.00
prepaid!

Send request and payment to:
Billboard
Joe Pace, Dept. B
2160 Patterson St.
Cincinnati, Ohio 45214

INTERNATIONAL PROFITS YOUR object? You can reach and sell your published songs, tapes, masters, services to leading music industry influentials all over the world through the International Buyers & Sellers Exchange. Designed to help you reach markets outside the U.S.A., it appears each week in Billboard.

LEARN AUCTIONEERING: BIG money, prestige career. Two-week term in residence or home study (including LP Records, Operations Manual, Advertising and Sales Kit). Internationally recognized diploma. Free catalog. Write today: Missouri Auction School, 1330-59 Linwood, Kansas City, Mo., 64109. ch

MISCELLANEOUS

Attention, Radio Stations: Important Message.

If you need help in securing exactly the right records and albums for your music programming — YOU CAN GET IT FROM RSI.

Over 1800 satisfied station users—and the list grows with every mail. If you have any special record problems, call or write to find out how RSI can help you. No obligation, of course.

RSI

Record Source International
1564 Broadway, New York 36, N.Y.
PL 7-2800

OFFICE SPACE FOR RENT

Prime Midtown Location
8700 square feet
will divide

Centrally air-conditioned
Acoustical ceiling in parts
Asphalt tile flooring
Accessible to all modes of
transportation
Unusually Low Rental

Contact:

KENNETH D. LAUB
Collins Tuttle & Co.
261 Madison Avenue
N. Y. City 16, N. Y.
Tel.: MU 2-4020

TIMES SQUARE OFFICE SPACE

1560 Broadway
New York City

700 sq. ft. to 10,000 sq. ft.
Air-conditioned, fully modernized,
moderate rentals.
Renting office on premises.

Phone: H.G. SHEPHERD
at CI 5-8975

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. mh28-64

EMPLOYMENT SECTION

HELP WANTED

RECORD SALESMEN WANTED TO contact and make sales to outlets. To contact DJ's and get radio play. Openings in Atlanta, Nashville, N. Y. Write W. A. Jones, Box 2459, Washington 13, District of Columbia.

SITUATIONS WANTED

ANNOUNCING
A NEW LOW RATE FOR SITUATIONS WANTED ADS
to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT

to make the right, best paying connections. THIS IS THE PERFECT MEDIA FOR SELLING YOURSELF TO PROSPECTIVE EMPLOYERS.

\$2.00 will do the trick for a 1/2" ad in one issue . . . maximum 15 words, plus name and address.

MAIL COPY AND PAYMENT TO: Martin Thau—BILLBOARD CLASSIFIED MART, 1564 Broadway, New York, N. Y., 10036.

RECORDING ARTISTS, A.&R.'S, PUBLISHERS: Your tune material needs interest me. Writing to request. Lyricist, composer, E. P. Woodson, ASCAP, P. O. Box 69, Marysville, Ohio.

when answering ads . . .

Say You Saw It in Billboard

CLASSIFIED RATES Per Insertion

	1/2"	1"	2"	Each Additional Inch
Manufacturers Advertisers	\$9	\$15	\$25	\$9
Distributors & Employment Advertisers	\$5	\$9	\$15	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words. All rates are for EACH advertisement, EACH time. Advertisements 2" or larger set in boxed style.
- If box number is used, allow 10 words for number and address. Box number service charge, 50c per insertion.

USE THIS HANDY AD ORDER BLANK

Please insert the following ad for _____ consecutive issues.

Classification: _____ Size: _____

Set regular classified style. Set boxed classified style.

Amount enclosed _____

Copy: _____

Company Name _____ Authorized by _____

Address _____

City _____ Zone _____ State _____

Please enclose your payment. We do not bill for classified ads.

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART

1564 Broadway New York, N. Y., 10036 1520 N. Gower St. Hollywood, Calif., 90028 188 W. Randolph St. Chicago, Ill., 60601

Iowa Collections Just Recovering From State's Switch to Booze

DES MOINES—Iowa switched from a dry to wet State and transition almost crippled the coin machine industry. Collections are only now coming back after what was just about the worst 10 months in Iowa history.

The State was in the peculiar position of the small boy, sneaking behind the barn to grab smokes. When he was finally old enough to smoke at home, the fun was gone.

Although a dry State until this year, Iowa had "private clubs,"

where "members" could bring their bottles and be served. In some instances, they could even buy individual drinks.

Best Locations

These same clubs were some of the best coin machine locations in the State. Closing hours were virtually nonexistent; traffic was excellent.

Iowa's new liquor laws have legalized everything and private clubs are no longer necessary. However, there are several rubs. For one thing, the cocktail lounges and restaurants that now

serve liquor have to buy it at liquor stores, paying retail price plus 10 per cent sales tax.

For another, the locations now have strict closing hours. Saturday evenings they have to close by midnight, weekdays by 1 a.m. Many of the private clubs no longer find it profitable to do business.

Location Loss

In this city alone, more than 60 closed their doors. A few new cocktail lounges have opened, but not nearly enough to fill the gap.

Juke box and game operators have felt the dip. Many now have on their floors some 10 or more pieces of equipment that used to be in clubs. The places left are doing business, but not nearly enough to fill the gap.

Another fly in the ointment has been a recent Supreme Court ruling outlawing add-a-ball games. Of course operators have merely substituted such games with legal pinballs, but the nuisance is there nevertheless.

Outlook Bright

Looking ahead, however, the outlook is surprisingly optimistic. As one distributor noted, "the liquor laws hurt and the coins are not coming in as they used to, but the operators have come through the period of readjustment in good shape. Business for the rest of the year should be excellent."

A spot check with other operators in the State shows similar sentiments. Most feel the "hard part is over." Biggest problems were in moving equipment around from closed locations to new spots.

Generally operators feel the readjustment has been made and business should find its own level. Juke boxes and games are doing well, with pool games enjoying perhaps their best year in many. Of course there are fewer locations, but there are fewer operations too. Those remaining have put their business in pretty good shape.



CLYDE LOVE, left, of Visalia, Calif., and Nick Carter, special products manager for Bel-Cal Corporation of Visalia, inspect the Concertmaster music machine dollar bill handling unit. Machine is geared to accept dollar bill and supply 22 plays. It is wall-mounted, can be used for any make of automatic phonograph. The machine, however, returns no change. Bel Cal showed this unit along with currency and silver dollar changers at the National Automatic Merchandising Association Western Conference in Los Angeles.

New York Operators Hear Plans for Regional Groups

NEW YORK—More than 50 operators and several out-of-town guests attended the 26th annual meeting of the Music Operators of New York at the Skyline Motel here October 29. Main subjects of discussion were the Celler Bill and MONY's new contract form (see separate stories).

Millie McCarthy, president of the New York State Coin Machine Association, told the operators how the State association is organizing regional groups to cope with local and State legislative problems.

Mrs. McCarthy said that the co-operation among regional groups was in a large measure responsible for getting a favorable ruling from the State Liquor Authority on six-pocket pool tables.

Al Denver, MONY president, pointed out that one adverse SLA ruling in any corner of the State is transmitted to SLA headquarters and a regulation applying throughout the State is then handed down. He added that in New York City, games must be approved by both the SLA and the City License Commission.

Teddy Blatt, MONY counsel, told operators that the \$100 fee that the SLA has been attempting to collect from location owners when a game is placed, switched or removed is not covered by the law.

He pointed out that the fee is payable when a "substantial alteration" is made to the premises, and in his opinion the switching of games in the same

(Continued on page 56)

Gay Viennese Waltz Theme Of New Williams' Pinball

CHICAGO—All the fire and excitement of a Viennese Waltz are incorporated in Williams' new Merry Widow pinball game. Four can play at one time and the game can be adjusted for three or five-ball action.

A pair of moving targets score 10 times the value when lit. Two shooters fire a ball from the bottom of the board at moving targets.

The top bumper scores 100 points when lit. Four jet bumpers score 10 points when lit. Merry Widow also has a two-way match feature. Two flippers, bull's-eye targets, Plastikote finish playfield, locked coin box, slug rejectors and twin chute options are other features.



MERRY WIDOW

By AARON STERNFIELD

NEW YORK—Empire State tavern owners and music machine operators are slowly beginning to realize that they are really on the same team. For years, commissions, loans, front money and minimum guarantees—the most common points of dispute between the two—has created the illusion that they are adversaries.

But recently both location owner and juke box operator have discovered that they have more areas of agreement than disagreement, and that in the fight to retain the performance royalty exemption for automatic phonographs, they face a common enemy.

This was the climate of the annual convention of the New York State Restaurant Liquor Association, which ended its three-day run at Grossingers, a Catskill Mountain resort, Wednesday (30).

Pledge Support

Two weeks ago, representatives of the location owner group had attended the annual meet of the New York State Coin Machine Association in Albany. At the time, Tony Vis-

Coin Machine

OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

Seek Alternative For Celler Proposal

NEW YORK—A Music Operators of America committee and representatives of leading record companies will meet here November 20 to discuss alternatives to the Celler Bill, which would remove the performance royalty from automatic phonographs. Al Denver, president of the Music Operators of New York and vice-president of the Music Operators of America, disclosed that invitations had been extended to the majors and leading independents for the session.

Speaking at the annual MONY dinner meeting (see separate story), Denver told the operators that MOA would not press for increased mechanical royalties as an alternative to the performance royalties.

He explained that any increase in the mechanicals would

result in an increased record cost to the private record buyer and that the diskeries are dead set against any such price hike.

Buying Pattern

Denver outlined the current record buying pattern which has the one-stop as the major record source for the music machine operator. This pattern, he explained, has resulted in the record manufacturers losing direct contact with the operators. He added that as the one-stops are volume buyers and are able to get special considerations, the amount of profit accruing to the record companies from juke box operator purchases has been reduced substantially.

Meanwhile, local operator groups have stepped up their support of MOA in its fight to defeat the Celler Bill. In the last week, MONY members raised \$1,500 for the legislative battle. The money was raised by 15 individual members.

The New York State Operators Guild, a Hudson Valley group, announced a \$500 donation at the meeting, and the Westchester Operators Guild came through with \$200.

(Continued on page 58)

MOA Elects Al Denver to Another Term

NEW YORK — Al Denver was elected to his 26th consecutive term as president of the Music Operators of New York at the group's annual meeting at the Skyline Motel here Tuesday (29). The Brooklyn operator, who is also vice-president of the Music Operators of America, has headed the local association since it was founded in 1937.

Other officers, all re-elected, (Continued on page 56)

Tavern Owners, Ops in N.Y. Dig They're on Same Team

ciglio, past president of the NYSRLA, and Leonard Friedlander, the association's attorney, had pledged support to the coinmen in their fight against the Celler Bill.

Last week, the coin machine organization returned the compliment. Mrs. Millie McCarthy, NYSCMA president, was on hand at the Grossinger conclave, organizing opposition to the Celler Bill and attempting to convince individual tavern and restaurant owners that passage of the measure would be against their best interests.

Her argument is that if the performance royalty exemption is removed, the operators will not be the only victim. She explained that if the operator is forced to pay the licensing societies for performance rights, the monies must come from somewhere, and if the location owner doesn't assume part of the burden, then the restaurant and tavern patron must. In either case, the location would be the loser.

Davis Example

New York State music machine distributors are also cultivating the location owners.

For years, the Davis Distributing Company, Seeburg outlet, has been showing at the NY-SRLA conventions.

This year they were joined by the Bilotta Distributing Company, Wurlitzer distributor for all New York State except the New York metropolitan area.

Bilotta put a full-scale exhibit, with models of the Smoke-shop with the 50-cent changer, two Model 2700 Wurlitzers, a Cinebox, a Tape-a-Thon background music unit, a Hole-in-One golf game and a Todd-Williams automatic volume control for television sets on display.

John Bilotta and John Bilotta Jr., from the firm's Newark, N. Y., headquarters, were on hand, while Doc Burdick of Rex-Bilotta in Syracuse also performed missionary work.

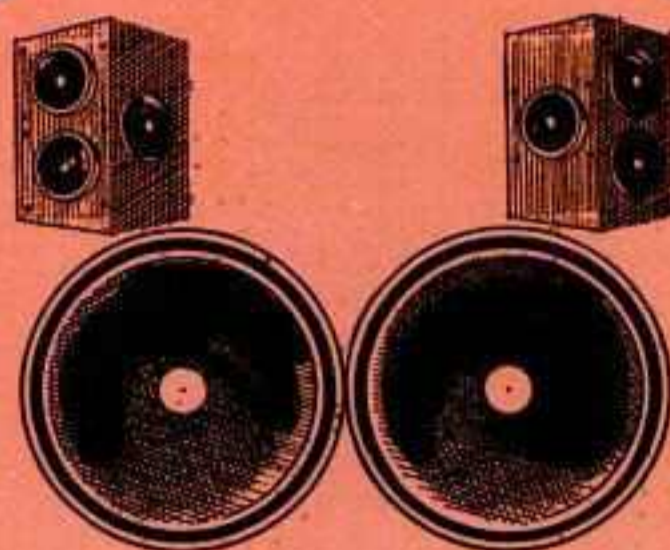
Mickey Greenman, vice-president of Cinebox, explained the workings and programming of the Italian-made cinema phonograph. Other manufacturer representatives present were Dick Haviland, Hole-in-One, and Bill Kane, Todd-Williams.

Wurlitzer also showed its line (Continued on page 56)

ROCK-OLA



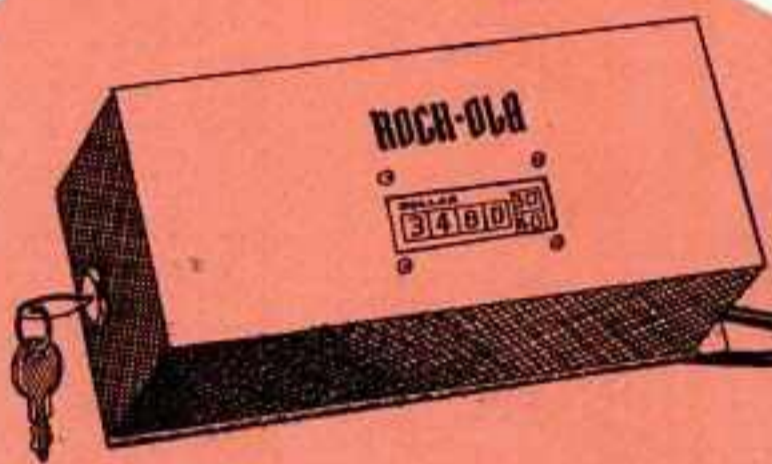
Rhapsody II



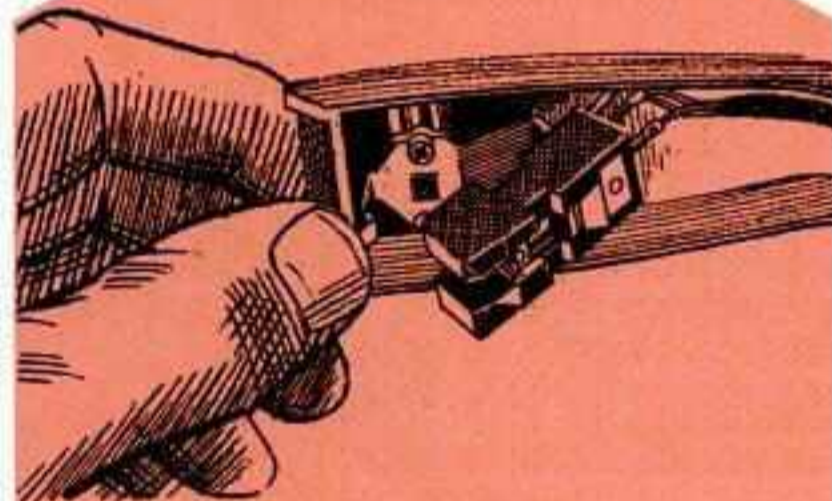
Full-Dimensional
Stereo-Sound



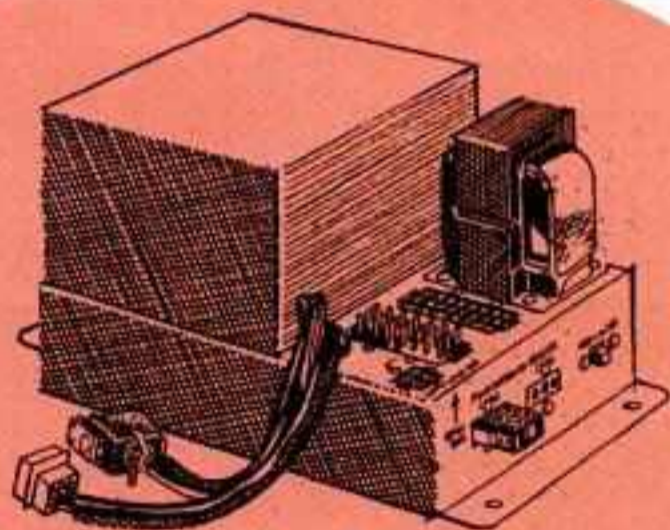
33 $\frac{1}{3}$ -45 RPM Mech-O-Matic
Changer



NEW ROCK-OLA
Money Counter



Snap-in Cartridge
Assembly



NEW Common
Receiver



Capri II

Some "common" things about our highly uncommon phonographs

We like to chant and rave about our "new and different" features as much as anybody. But we also know that it pays to have some common things in our phonographs, too. "Common" in terms of interchangeability from one unit to the next.

For example, this year, instead of making two separate receiver units for our four new phonographs, we're making only one easy-to-interchange receiver . . . which means simplified servicing, and less inventory costs for everyone concerned.

The same thing goes for the full-dimensional speaker system, Mech-O-Matic changer, "money-counter," tone arm assembly . . . in fact, virtually every component is interchangeable. How about that for top versatility!

It is this kind of design and engineering which has made it common knowledge that Rock-Ola is the big name for top profits!

See the new Rhapsody II and Capri II now at your Rock-Ola Distributor's.

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Coin Machine Veteran Makes Success of Background Music

By SOLOMON R. KUNIS

CLIFTON, N. J.—To most coinmen in the New York metropolitan area, Ed Burg is the dynamo who runs Runyon Sales' North Jersey music machine operation. Burg, a veteran of 20 years in the coin machine industry, is considered one of the most astute juke box programmers in the area.

But Burg is equally prominent as a background music operator. Some 12 years ago, he started out as a small Muzak franchiser in the Newark area, World Music Corporation. Currently, World Music is one of the most profitable Muzak franchises in the East.

In 1961, World Music took over Muzak's Bergen-Passaic franchise from Manny Ehrenfeld, which just about doubled the firm's background music operation. The final spurt took place this spring, when the company bought out the Kenilworth franchise from Tom Berry and the Gregory interests. This acquisition extended World's franchise to virtually all of New Jersey, except for a few southern counties handled out of Philadelphia.

Sold on Product

Burg attributes his growth as a background music distributor to the fact that he is thoroughly sold on the product he handles. The Muzak programs provide a range and diversity which he considers vital to his business. "Different programs are available for office or factory locations," he explained, "and the music is varied continuously so that our listeners don't get tired of the same tunes all the time."

The product handled by World Music is transmitted from Muzak's New York headquarters on a carefully planned schedule 24 hours a day. About one third of the subscribers receive their background music over leased telephone lines. The remaining customers in the area get the same program by means of an FM radio hookup utilizing multiplex transmission over Station WBFM.

Program Types

Three types of programs are offered subscribers in the New Jersey franchise. Stores and offices receive generally light and subdued music during the first and third quarters of every hour. Factory workers are treated to somewhat peppier rhythms during the second and fourth quarter hours. Public areas such as banks, which cater largely to a transient audience, get both programs and continuous music. It is not uncommon for a large

installation to have the office and factory programs piped to different parts of the plant.

A dynamic man in the mid-40's, Ed Burg's business interests have spread to real estate and vending machines, in addition to his active role in the Muzak operation.

Consequently, much of the daily burden of running the background music enterprise is entrusted to Bill Chapman, World Music's sales manager. Chapman, who began his background music career as a salesman in Muzak's New York office, joined Ed Burg in 1961 when the Bergen-Passaic franchise was acquired.

Service Essential

In addition to a good product, Chapman feels that a distributor must provide his subscribers with two other ingredients if he

is to succeed in business. One is a top-quality installation at the customer's site where the program will be heard. The other is dependable 24-hour service to insure that the subscriber's sound system is always in tip-top shape.

"The subscriber deserves the best possible reproduction for his background music," Chapman observed, "and he won't remain your customer long if you fail to give it to him."

In World Music's franchise area, every sound installation is tailor-made for the subscriber. Burg's firm designs each installation and installs the sound system in accordance with standards set by Muzak.

Normally the subscriber pays the installation cost and assumes ownership of the equipment, *(Continued on page 56)*



JIM NECITA (right), of World Music's service department, repairs a multiplex receiver, while Bud Hall, service manager, checks out an amplifier.



EQUIPMENT IS CONSTANTLY UPGRADED. Necita brings a new amplifier to a location.



STRATEGY MEETING between Vice-President Ed Burg, left, and Sales Manager Bill Chapman.

DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 200 sides per machine, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100 or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

MEAN WOMAN BLUES ROY ORBISON, MONUMENT 824
BLUE BAYOU
BOSSA NOVA BABY ELVIS PRESLEY, RCA VICTOR 8243
WITCHCRAFT
YOU LOST THE SWEETEST BOY MARY WELLS, MOTOWN 1048
WHAT'S EASY FOR TWO IS SO HARD FOR ONE
COME BACK JOHNNY MATHIS, MERCURY 72184
YOUR TEEN-AGE DREAMS
BE TRUE TO YOUR SCHOOL BEACH BOYS, CAPITOL 5069
IN MY ROOM
BABY DON'T YOU WEEP GARNET MIMMS & THE ENCHANTERS, UNITED ARTISTS 658
FOR YOUR PRECIOUS LOVE
31 FLAVORS SHIRELLES, SCEPTER 1260
IT'S A MAD, MAD, MAD, MAD WORLD

Recent

STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Pop Vocal

PATTI PAGE—Say Wonderful Things Columbia
PEPPINO DI CAPRI—Pops by Peppino Everest

Pop Instrumental

EDDIE HEYWOOD—Manhattan Beat Liberty

Jazz/Rhythm & Blues

RICHARD HOLMES—Groove Pacific Jazz

Original Sound Track

ORIGINAL SOUND TRACK—West Side Story
. Columbia

* * *

SEEBURG ARTIST OF THE WEEK

TONY BENNETT—This Is All I Ask
Columbia (Pop Vocal)

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 1564 Broadway, New York, N. Y. 10036.

Arthur Sauve Dies in Detroit

DETROIT—Arthur P. Sauve, 77, probably the oldest active figure in the amusement business in the Detroit area, died here recently. He had been a principal figure as a distributor and

operator for at least 35 years. For a number of years he headed the firm of A. P. Sauve & Son, in partnership with his son, Dale C. Sauve, and was a leader in various association activities. He is survived by his widow, Alma, two sons and a daughter. Interment at Mount Clemens, Mich.

SILVER SPOTLIGHT SERIES

Designed Exclusively for
JUKE BOX PROGRAMMING

UNITED ARTISTS RECORDS

Marvel Brings Out Slugger Game



SLUGGER

CHICAGO — Marvel Manufacturing Company is introducing a new counter game called Slugger this week. The game is built around the baseball theme with customers testing their batting eye with each shot. The game is housed in a natural wood cabinet with polished chrome fittings and can be equipped with 1-cent, 5-cent or 10-cent coin chutes. Slugger is 18 inches high, 12 inches wide and 8 inches deep. Price is \$54.50, f.o.b. Chicago.

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'Music fur Millionen' Operation

• *Continued from page 1*

ment during the initial postwar years. Later he joined the State Department's Foreign Service, working in a number of cities in West Germany.

In 1954 he left Government service to resume newspaper work as chief news correspondent for Radio Free Europe. He also wrote a breezy society column in English, for Bavaria's largest daily, the Abendzeitung. In 1958 he was selected by Munich city officials to make a good-will tour of 55 American cities to publicize the Bavarian town's 800th anniversary.

Horrigan didn't leave the United States until after World War II, in which he served at the head pilot training school. At 35, he decided to retire from

his family's 100,000 acre cattle ranch to see the world. He saw a good deal of it, travelling through the exotic lands of the Orient, the South Seas, and the Middle East. In 1957, he met Frank Gordon for a cup of coffee, and after three weeks of talk his European wanderings were over.

1st Music Firm

Horrigan's next trip was back home to Washington to see an old-time friend Jack Irvine, Muzak's Seattle franchiser. The result of this talk was the formation of Europe's first background music company: Musik fur Millionen GmbH (Music for Millions, Inc.) Gordon's first reaction to the idea of piping in music to German factories was

something less than enthusiastic. "I thought it was too American, and at best would require much European refining."

Apparently the refining process worked, for within five years Hintergrundmusik, as the Germans call it, has really caught on. By 1962, five of West Germany's largest cities were receiving background music programmed by Musik fur Millionen and transmitted over the Government-owned telephone lines. In fact, the German firm had become the largest background music operator in all of Europe, except for Muzak's British franchiser.

Equity Position

On September 9, Muzak's President Charles C. Cowley announced that his company had taken an equity position in Musik fur Millionen and had selected it as its West German franchiser. The German firm will continue to operate under its present management, which has adopted the Muzak system of programming, and is making plans to expand its coverage to every major city in West Germany.

Cowley regards the association with Musik fur Millionen as a major step in Muzak's international program of expansion. "The rapid development of Muzak in this area is expected to greatly accelerate its acceptance all over Europe," he predicted.

The newest overseas Muzak outlet joins franchisers now operating in Great Britain, Denmark, Finland and Belgium. Negotiations are now in progress toward setting up a franchise in Tel Aviv, Israel.

Milwaukee Juke Boxes at 'Steady-Not-Great' Pace

MILWAUKEE — Juke box disk purchasing has hit a moderate pace in recent weeks. Business has been "steady, but not exceptional," according to Gene Geier, who heads up the Record City one-stop juke box division.

Veteran one-stopper, Stu Glassman, Downtown Radio Doctors, adds that mail order activity from up-State operators is holding at a strong level; local volume is fair.

According to Stu Glassman, reissues of standards has stimulated considerable juke box volume. One polka item on Heart Beat Records, "No Beer in Heaven," b-w "The Milwaukee Polka," by Art Walunas, has been spurring a lot of mail orders from Northern Wisconsin operators. The number was idle for a year and suddenly

came to life. "It proves that good polkas never die," Glassman says.

Also in demand at Radio Doctors: "Dominique," with the Singing Nun, on Phillips; "Living a Lie," Al Martino, Capitol; the new Johnny Tillotson, "Talk Back Trembling Lips," Cadence, and Decca's "Gay 90's Medley," by Jan Garber.

The list of operator preferences at Record City, reports Gene Geier, is headed currently by Al Martino's "Living a Lie." Near the top is "Saturday Night," New Christy Minstrels, Columbia; "Matador," Johnny Cash, also Columbia, and "Loddy Lo," Chubby Checker, Parkway.

A potential juke box hit, Gene Geier contends, is the new George Hamilton, "If You Don't Somebody Else Will," RCA Victor.

EUROPEAN NEWS BRIEFS

New German Game

HAMBURG—A new game testing driving skill — Kilometerfressers — has been developed by the Max Tiarks firm in Herford and is being distributed by the Hamburg firm of Gebueder Skriver.

The game is primarily a nerve-reaction test and it is being promoted as a safe-driving aid as well as amusement device. It follows the pattern of recent new German games in striving for dual appeal — amusement plus the development of driving or other skills.

Spanish Crackdown

MADRID—Spanish authorities are cracking down on the transient juke box traffic, phonographs brought in from outside the country and declared as the personal property of the tourist.

The practice came to light in the aftermath of the U. S. license plate racket which was exposed by a New York daily newspaper. Care are being driven in Spain, it was disclosed, on U. S. license plates (mainly from Virginia and Florida) by some car owners who have never seen the U. S., let alone having resided in either of the States.

They simply send in the required license fee and request that their car be registered at a fake address and the plates mailed to them. This device ex-

(Continued on page 57)

PHONOGRAPHS	
AMI	
G-120	145.00
G-200	150.00
F-120	100.00
Continental 1-200	550.00
Continental 2-200	650.00
W-120 Wall Box	15.00
W-80 Wall Box	15.00
SEEBURG	
Q-100 MHR	650.00
Q-100 SHR	600.00
ROCK-OLA	
1478 (120-Sel.)	5495.00
1454 (120-Sel.)	200.00
1468 (120-Sel.)	375.00
1464 (120-Sel.) Wall Model	175.00
1455-D (200-Sel.)	255.00
1448 (120-Sel.)	200.00
1442 (50-Sel.)	75.00
1546 (120-Sel.) Hideaway	150.00
1546 (120-Sel.) Wall Box	25.00
AMUSEMENT MACHINES	
BALLY	
Spinners	1100.00
All Star Bowler	75.00
Moon Rocket (Kiddie Ride)	175.00
Official Jumbo Shuffle Alley	295.00
Del. Jumbo Bowler (S.A.)	325.00
WILLIAMS	
Del. Official Baseball	525.00
Batting Champ	295.00
'62 World Series	300.00
'63 Major League	400.00
MIDWAY	
Rifle Gallery	5325.00
Del. Shooting Gallery	295.00
Del. Baseball	300.00
Target Gallery	200.00
KEENEY	
Two Gun Fun	5325.00
Go Cart (5-Ball)	295.00
FORWARD IND	
'63 Model Pro Golfer	5595.00
FISCHER	
Party Pool	1125.00
Bumper Pool	150.00
IRVING KAYE	
Klub Pool	1195.00
CHI COIN	
16' Classic Bowling League	95.00
13' Continental Bowler	600.00
UNITED	
14' Bowling Alley (1-Pc.)	75.00
13' & 16' Tip Top Bowler	495.00
16' Dixie Bowler	525.00
16' Savoy Bowler	450.00
Sure Fire Shuffle Alley	2295.00
Line Up Shuffle Alley	325.00
Crystal Shuffle Alley	495.00
Silver Roll Down	525.00
Yankee Baseball	175.00
1/3 Deposit With Order, Balance Sight Draft.	
All Machines Shopped and in A-1 Condition.	
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em, Basketball, Pop-Up,
Zipper Skill, Whirl a Ball,
Scramball, Fortune Theater,
Love Meters, Spit
Fire, Pikes Peak, Mercury
Gripers, Gottlieb
Gripers, ABT Gun Total-
izer, S. K. Duck Hunters,
Acme Shocker. \$35.00
each, three for \$100.00.

SPECIAL

Bally Bowlers, 16"
United Bowl-a-Ramas,
20"
Write for special
prices.

ARCADE EQUIPMENT

Auto Foto Model 9. \$850
Auto Foto Model 11. 1550
Bally Fun Fone. 175
Basket Ball Champ. 125
Cranes. 125
Chester Pollard
Football. 110
Chester Pollard Golf. 110
Criss Cross Hockey. 195
Evans Hole in One. 95
Gscale. 110
Harvard Metal Typer 185
Ingo Floor Grip. 50
Jet Pilot. 195
Foot Vibrator. 125
Motorama. 175
Pro Basketball. 275
Pro Hockey. 275
Road Racer. 275
Space Age. 195
Midget Movies. 110
Capitol Panorams. 275
Mills Panorams. 325
Speedways. Write
Fuss Ball. 225

Pro Golfer\$750
Hole-in-One 550

VENDORS

25 Victor Del. Toppers,
Half Cabinet, Gum
& Charms\$ 7.50
25 Victor HMS, 1c &
5c, Half Cabinet,
Gum & Charms. 8.50
25 Stoner 6-Sel. Tab
Gum 10.00
10 DuG. 4-Sel. Tab
Gum 8.50

CIGARETTE VENDORS

Continental 20\$185
DuG. Champion,
11 Col. 125
Eastern Electric 22. 125
Seeburg, 22 Sel. 175
Natl. 9 M 95
Natl. 9 ML 125
Natl. 111 165
Natl. 13 ML 210



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BULK VENDING

Police Cracking Down on Op Dealing Dollars in Bulk Unit

CHICAGO—National Vendors Association has joined local police in a crackdown against a capsule machine operator charged with gambling. The operator—still unknown to police—is dispensing dollar bills in plastic capsules along with the usual mix of charms.

The machines were discovered in a South Side candy store, where the proprietor was immediately arrested on gambling charges. Vice squad officers said similar machines are located in other South Side establishments, and efforts are being made to confiscate them.

The machines came to light after complaints by the principal of a South Side grammar school who said that children were

losing their lunch money in the machines.

Giving Co-operation

Don Mitchell, NVA legal counsel, said the association was giving the police "every bit of co-operation possible to crack down the operator of the machines" despite the fact that the operator is definitely not an NVA member.

Mitchell added that if the operator had been an association member, he would have been immediately expelled for violating the group's code of ethics. The NVA legal counsel noted

that this was "just the type of practice that could inadvertently give the entire bulk industry a bad name." He noted it was important that the public realize that the practice was not tolerated by the industry's legitimate operators.

Draws Comparison

Mitchell drew a comparison between people using films and cameras to make pornographic pictures and others using the same equipment to make legitimate motion pictures. In any case, the film or camera people

(Continued on page 56)

NVA Seeks Official Word on Bulk Items

CHICAGO—Is a dime bulk vending item jewelry or a toy? National Vendors Association is seeking a definition from the government. It seems jewelry is subject to a 10 per cent federal excise tax while toys are not.

Don Mitchell, NVA legal counsel, said that IRS agents in some parts of the country were contending that dime capsule items were jewelry and subject to the tax. Mitchell said their position was in error.

"Dime rings and other items

are obviously toys aimed at the child market. There is little distinction between a dime ring or an imitation pair of binoculars sold in a department store," Mitchell said.

The government readily recognizes binoculars as toys—rings are in the same category. Mitchell said NVA would seek an opinion from the chief of the federal excise tax division in Washington. He felt such a ruling would clear up the matter once and for all.

Future of Licenses Topic At Western Vend Meeting

LOS ANGELES — Preston Coombs conducted his first meeting as president of the Western Vending Machine Operators Association with the main topic of discussion licenses now and in the future at the regular monthly dinner meeting held Tuesday evening (29) at the Blarney Castle here.

Eugene Zola, legal advisor and paid secretary, reported that he had investigated the license fees of \$2 for penny and \$10 for nickel machines in Seal Beach. He said that the fees are being studied and consideration will be given bulk rates by the city officials with an early decision to be made.

Buena Park, Zola said, still has the assessment of \$6 for penny and \$9 for nickel machines. Action in that city is at a standstill, he reported,

with no decision due until the completion of a revision of all business licenses. At this time, however, the city is withholding enforcement of the levy.

George Ferrier was named chairman of the fund drive which will award a Taitan machine donated by Operators Vending Machine Supply Company at the January, 1964, meeting. If the one to whom the machine is awarded is in attendance at the session, the association will provide supplies to fill the unit.

The recent Buffalo, N. Y., ruling against Folz Vending was discussed.

The next meeting will be held November 26 at the Blarney Castle on South Western Avenue near Wilshire. This will be the last meeting of the year as none is held in December.

Eppy Throws in Display Card

JAMAICA, N. Y. — Eppy Charms, Inc., announced that it is giving a four-color merchandise display card with each order of its new charm mix.

The mix consists of 100 gimmicks and 400 assorted gold charms. Charms mounted on the display front are Gold-Plated Watches, Luminous Bulbs, Gold Goofy Teeth, Jeweled Pendant Hearts, Gun and Holster Sets and the Ten Tool Mix.

The new Eppy Giant Charm Mix, with 20 assorted items, was also released last week. Twenty labels are provided with each 1,000-charm bag.



Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size, 30 1/2 lb.	17.50
Chicle Ball Gum, 130 ct., 38 1/2 lb.	17.50
Clor-o-Vend Ball Gum, 43 1/2 lb.	17.50
Clor-o-Vend Chicks, 320 ct., 43 1/2 lb.	17.50
Chicle Chicks, 320 & 520 ct., 39 lb.	17.50
Bubble Chicks, 320 & 520 ct., 31 1/2 lb.	17.50
Tab (short stick), 100 ct., 40c box	17.50
5-stick Gum, 100 packs, 52.00	17.50
F.O.B. Factory 150 lb. lbs.	17.50

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USED VENDING MACHINES

N.W. Model 49, 1¢ or 5¢	9.95
N.W. Tab Gum	15.00
N.W. 5¢ Package Gum	17.50
Mills 1¢ Tab Gum	10.00
3-Col. Trading Card with 3,000 cards	20.00
Victor Toppers, 1¢	8.50
Victor Baby Grand, 5¢ capsule	7.50
Victor Vendomas	12.50
Victor 10¢ Pen Vendors	19.50
Alex 3-Col. Hot Nut (as is but complete)	15.00
Reacto Game, like new	19.50
Single Stands	5.50
Double Stands	7.50
4-Place Racks w/wheels	10.50

BULK MERCHANDISE

Cashews, 450 ct.	30	.66
Mixed Nuts	30	.55
Spanish Peanuts	30	.35
Virginia Peanuts	30	.35
Rainbow Peanuts (Candy)	30	.32
Boston Baked Beans	30	.32
Licorice Lozenges	30	.32
Confection Mix	30	.32
Leaflets (M&M Style Candy)	25	.27
Teeny Jelly Beans	35	.22
Hersheyettes	25	.47
Chicle Base Cub Chicks 520	30	.42
Chicle Base Cub Chicks 320	30	.42
Rainbow Tabby-Lets 520	30	.32
Maltettes (Ball Style, 100 Count)	35	.35
Leaf Centuries, 100 ct.—grape, orange, cherry and assorted colors	18	.34

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Nashville Bulk Machine Firm Starts Production

NASHVILLE—Vending Manufacturers, Inc., this week went into production on bulk vending machines, with production schedules calling for 1,000 units a month.

VMI is headed by C. V. Hitchcock, with John Dunn vice-president and R. G. Threadgill secretary. These men hold the same posts in the Southern Plastics Company and the Hermitage Music Company.

Southern is a record pressing plant, while Hermitage is a music machine and coin game distribution firm.

The machines will be based on patents held by Kenneth

McPhail of the bankrupt Beaver Vending & Casting firm of Toronto. Beaver, which went out of business a couple of months ago, has sold VMI all tools, dies and manufacturing equipment.

The plant is in a 7,000-square-foot building which the firm is leasing from the Tennessee Real Estate Company.

Machines will be sold through distributors in the U. S., Canada, Germany and the United Kingdom.

The firm employs 30 persons, with another 20 to be added when production gets in full swing.

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**Venders' Views
On Pilferage
Aired at Meet**

NEW YORK — Members of the New York Bulk Vending Machine Association discussed the pilferage problem at their Monday night (28) meeting here. In the last month about 70 vending machines in Manhattan and the Bronx have been robbed by a person or persons who had keys to the machines.

Last week, local police arrested a group of teen-agers who have since been convicted of the robberies. How they obtained the keys is not known.

The operators are considering asking the manufacturers to make machines with two locks to discourage this type of pilferage. However, the only problem is that the increased cost of the additional locks might be more than the pilferage losses. Also, two locks would increase servicing time.

Guests at the meeting included two distributors, Moe Mandell and Jack Schoenbach.

COINMEN IN THE NEWS

Milwaukee Mentions

Herb Wagner and Glenn Geadtke, G. & W. Novelty Company, South Milwaukee, are marking their 30th anniversary as partners in the coin machine business... United, Inc., Wurlitzer distributor, has moved into its new headquarters at 1907 N. Third Street. According to staffer **Mark Case** business has been so good since moving in that they haven't had time to straighten up the showroom. Stop-ins at the new United, Inc. home base, include **Chuck Hartman**, Watertown; **Roger Bookmeier**, Bookmeier Sales, Green Bay; **Lou Albafonte**, Kenosha, and **Frank Barker**, Kenosha.

According to **Carl Happel**, Badger Novelty Company, the firm is continuing as a music and games equipment and parts jobber despite shift of the Rock-Ola line to Empire Coin Machine in Chicago. **Orville Carnitz** and **Ray Van Toor** both continue on the Badger Novelty

Company staff... **Frank Bartnik**, Banaco Music, got back from his recent hunting trip in Canada with tales of the big moose he shot... Also back with good reports from a Northern Wisconsin fishing week end, is **Leo Dinon**, H. & G. Amusement Company. He's got a mounted muskie for his trophy room.

November 11 is the date for the next meeting of the Milwaukee Phonograph Operators' Association, at the Ambassador Hotel... **Hastings Distributing Company**, according to owner **Sam Hastings**, is the warehouse and local sales room for the Rock-Ola juke box line. **Tom Wubker**, maintenance and shop trainee at Hastings Distributing Company, has been inducted in the Army.

BENN OLLMAN

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USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Mach.	18.00
N.W. Model #33, 1¢ Porc. Con-	
verted for 10¢ B.G.	6.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorn 8 lb. Globe	10.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.68
Cashew, Whole	.66
Cashew, Butts	.63
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.32
Briggs Mix	.36
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.47
Hershey-ets	.47

Rain-Bo Gum, 72 ct. \$.52
Malt-ette, 100 ct., per 100 .35
Rain-Bo Ball Gum, 140 ct. .32
170 ct., 210 ct. .32
Rain-Bo Ball Gum, 100 ct. .34
300 lb. minimum prepaid on all
Rain-Bo Ball Gum
Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .45
Beach-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.30
Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies,
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Everything for the operator.
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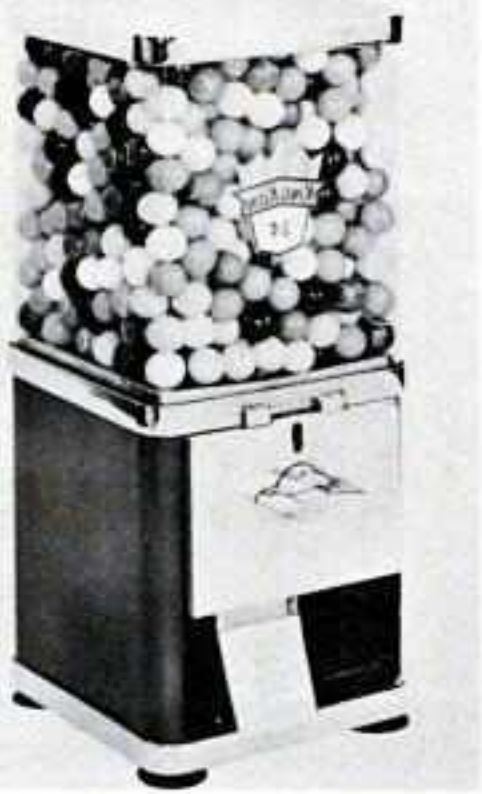
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**Greenberg
With Falk for
King Koin Units**



KING KOIN VENDER

NEW YORK—Manny Greenberg, veteran bulk vending machine distributor, and Bill Falk, long-time charm manufacturer, have joined forces to set up the Sale-O-Matic Vending Corporation in Freeport, L. I. The firm will act as exclusive distributor east of the Mississippi for all King Koin bulk vending machines.

King Koin is manufactured by Harby Industries, Van Nuys, Calif. Harby, headed by Harold Probasco, will handle all sales west of the Mississippi. The firm was recently involved in litigation with the Oak Manufacturing Company, Culver City, Calif. However, the issues were settled amicably last week (Billboard, November 2).

The King Koin unit (see cut) has adjustable wheels for merchandise, capsules, ball gum and charms. It takes coins in all denominations up to 50 cents.

Eastern sub - distributors named to date include Dixie Vending, Charlotte, N. C.; Beaver Distributing of New England, Boston; G&K Sales Corporation, Oceanside, L. I., N. Y.; Royal Distributing, Cincinnati; Roanoke Vending, Richmond, Va., and James Crommer, Columbia, S. C.

Greenberg is touring the East and expects to name six more sub-distributors shortly.

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United Mercury Shuffle . . . 75.00
C.C. Player's Choice . . . 135.00
Gottlieb Rocket Ship . . . 85.00
Un. Jumbo Bowler . . . 175.00
Un. Playtime . . . 195.00
C.C. King Bowler . . . 195.00
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SEEBURG 201-SH	575	CORSAIR "20"	165
SEEBURG AQ160-SH . . .	725	ROWE 11-COL. COMMANDER	85
SEEBURG AT160H	895	ROWE L-1000	545
AMI F-120	175	ROWE PASTRY	150
AMI G-120	195	ROWE SANDWICH (Refr.)	295
AMI H-200 Hideaway . . .	195	ROWE HOT FOOD	325
AMI J-120	395	STONER CANDY, 6-Col. . .	110
AMI CONTINENTAL-200 . . .	595	VENDO ICE CREAM #210 . . .	475
AMI CONTINENTAL 2-200 . .	725	(Post-All Bars)	
ROCK-OLA 1468	345	VENDO ICE CREAM #210 Pre-	325
ROCK-OLA 1475-200	425	Sel.—Bars)	
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Ethics, Bylaws On Agenda of Ill. Coin Group

CHICAGO — The newly formed Illinois Coin Machine Association (ICMA) is expected to approve a set of bylaws and code of ethics when it holds its second meeting at the Hilton Inn in North Aurora Sunday (10) at 2 p.m.

Operators from all over the State have been invited to attend. Close to 50 attended the association's initial meeting here recently, and Les Montooth, president, said he expected the Aurora turnout to be equally good.

Montooth said the agenda will also include the appearance of an accountant to discuss taxes. The ICMA president said the subject was a vital one with everyone in the area.

Impetus for the Illinois group came following the passage of the State first juke box tax—a \$10 general levy that covered all coin-operated equipment. The new group is open to operators of all types of equipment.

Montooth noted that legislative representation and public relations were to be vital functions of ICMA. He noted that the quick passage of the State's \$10 levy was just a sample of what could happen. He noted that without representation there was nothing preventing operators from being assessed virtually any amount.

MOA Elects Denver

Continued from page 50

are George Holtzman, vice-president; Gil Sonin, treasurer, and Bill Kobler, secretary.

Named to the board of directors were Doc Shapiro, Irv Fenichel, Bill Getz, Dave Sachs, Len Block, Ralph Elefante and Harry Siskind.

Ben Chikofsky is business manager of the group and Sophie Selinger is office secretary.

N. Y. Operators

Continued from page 50

location does not constitute a "substantial alteration."

Location Sales

Denver told the operators about promoters who are soliciting locations and offering to sell them music machines at prices many times their market value.

He also warned operators to fill out the Internal Revenue Service Form 1099, which requires reporting of commission, loan or bonus payments to any non-incorporated location which receives more than \$600 a year.

New York State has a similar form.

New Members

New members elected to MONY are American Coin Machines, Inc., Harleb Music, K & L Amusements, Sterling Automatic Music, Toburn Automatic Music, Sterling Enterprises and Simon Vending.

Guests at the meeting included Tom Greco and Mike Mulqueen, New York State Operators Guild; Millie McCarthy and Lou Werner, New York State Coin Machine Association; Carl Pavesi, Westchester Operators Guild; Dave Baker, former president of the Massachusetts Music Operators Association; Murray Kaye, Atlantic - New York; Perry Lowengrub, Runyon Sales; Harold Kaufman, Musical Distributors, and Bernie Boorstein, BB Records.

Police Crackdown

Continued from page 54

and the legitimate movie-makers should not be held responsible for the actions of the pornographic operators, Mitchell said.

He noted that in the present case, the thousands of bulk operators in the country shouldn't be held responsible for the actions of a fast-buck gambling operator who is not even a member of the industry.

Mitchell noted that it was important that the public maintain the distinction between the legitimate bulk operator and the operator of gambling equipment. He noted that the "image" of the bulk industry was at stake.

Tavern Owners

Continued from page 50

of pianos, organs and sidemen.

The Wurlitzer phonographs featured the 10 Top Tunes and album programming. The latter, a conversion by Bilotta, is being sold to New York State operators.

Seeburg was represented by John Stupertiz, factory service engineer, and Sid Gordon, of the Davis sales force.

The Seeburg display consisted of the LP Console, featuring album programming, and the Seeburg cigaret machine.

Makes Success in Background Music

Continued from page 52

though he may sometimes decide to rent the sound system. In either case, the distributor takes over the responsibility for maintaining the installation.

Monthly Fee

The subscriber pays World Music Corporation a monthly fee, which is determined by the type of program he is furnished, whether he receives it by wire or radio, and whether he owns or rents his sound installation. The monthly charge covers maintenance service and performance rights for the program material supplied. Royalties for copyrighted music are usually paid by the franchiser as part of his contract arrangement with Muzak.

Servicing their large franchise area is a big problem for Burg and Chapman. Their service trucks roam all over the State making necessary—and sometimes not so necessary—repairs. All too often a repair crew will travel 50 miles to find that an amplifier is not plugged in or that a volume control has been turned down too far.

Phone Diagnosis

To minimize unnecessary service calls, World Music switchboard operators try to get subscribers to describe trouble symptoms over the phone. The diagnoses are often amusing, but still quite instructive. "The speaker sounds like it has a cold," is usually an indication of distortion in the amplifier and a help in sending the right equipment for servicing.

The value of proper service cannot be overemphasized, Chapman believes. "This is one factor which is completely under the control of the franchiser, and one that will most often determine his success in business."

Competition is a problem for World Music, as it is for most businessmen. Small operators going into the background music field often underprice their product, and this tends to depress prices in the area. Muzak has a suggested rate schedule for various programs, but the franchiser is permitted to vary prices to meet competition.

Realistic Price

Burg's advice to anyone going into business as a background music distributor is to

first make sure he can provide his customers with suitable program material and good reproduction at a realistic price.

"It takes more than a few old p.a. amplifiers and a couple of hundred records to start up a business," he cautioned. "There are payments for performance rights and other legal considerations which may prove costly if they are overlooked. All these factors must be reflected in the rates charged to the subscriber."

At the moment, however, Burg, who has just moved into a brand-new plant at 750 Clifton Avenue in Clifton, N. J., is not at all concerned about competition or any other problem.

"We think our prospects are brilliant, and we expect great things from our expanded operation," he confided. "Sure, it's hard work, but it's also a challenge—and a challenge which all of us at World Music welcome."

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Music	Pool Tables
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EUROPEAN NEWS BRIEFS

• Continued from page 53

exploits loopholes in the motor vehicle registration laws of both Spain and the U. S. States concerned.

In checking the car registration flap, Spanish authorities have discovered that some operators, to circumvent import and currency controls, are mounting phonographs in trailers bearing U. S. license plates. The phonographs are placed at amusement centers and fairs on a transient center or dismantled from the trailer for permanent placement.

Greek Payouts

ATHENS — Greece has become an expanding market for West German payout machines. While in theory payouts are banned, Greece, in practice, is

admitting the machines and giving them what amounts to official sanction.

Payouts are now permitted to operate virtually without restriction in major areas of the country. Legislation is expected to be passed soon giving the German machines official status.

There is speculation that Greece will adopt West Germany's own "model" payout legislation, restricting play and requiring certain standards of mechanical inspection of the machines.

French Policing

PARIS—France's Federation Francaise des Professionels de l'Automatique (FFPA) has organized a special committee to

help enforce France's coin machine laws, especially laws against the operation of certain types of equipment.

The FFPA took the controversial step (which has led to some disgruntled trade elements complaining that the operators are being misused as informers) to demonstrate its good faith and desire to co-operate with the authorities.

The main piece of illicit (in France) equipment at issue are bingo machines. The FFPA contends that by co-operating with the authorities in such dramatic fashion it will be rewarded with special consideration in the matter of imports and currency controls.

The FFPA is serving notice that it will advise police at once of any infractions of customs restrictions or violations of operating restrictions which come to its attention.

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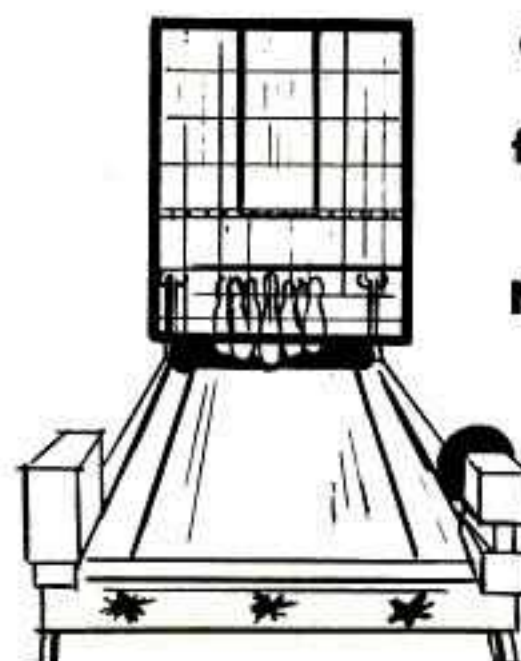
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• *Continued from page 50*

This comes to \$2,200 from the immediate area. All the funds are earmarked for the MOA legislative fund.

MOA Strategy

Denver said MOA will fight the bill at every step in the legislative process. He charged that as no public hearings were held by the House Judiciary Committee on the final bill, it could be

sent back to that committee by the House Rules Committee.

If that fails, he added, MOA will carry the fight to the floor of the House. And, he concluded, if it ever carries the House, MOA will expend every effort to kill the measure in the Senate.

Denver charged that if the present bill ever passes, the operators will be at the complete mercy of the licensing societies, as no ceiling on payment rates is provided for.

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BUY THE BEST—BUY WILLIAMS

Pioneer Bows Tropicana At Milwaukee Showing



DAN KAROLZAK, Pioneer Sales & Service, showed the new Rowe-AMI Tropicana to Mr. and Mrs. Val Andreas, Andreas Coin Machine Company, Malone, Wis.



HENRY HOEVENAAR, field service engineer, A.C. Automatic Service, Inc., pointed out the mechanical features to Reg Tetting, T. & T. Novelty, Oconomowoc; Pioneer Sales & Service's top man, Joel Kleinman, and operator Andy Waterman, Waterman Amusements, Wisconsin Dells.



IN THE CHOW LINE: Mr. and Mrs. Casper Sittig, Cap's Amusement Company, Racine, Wis.

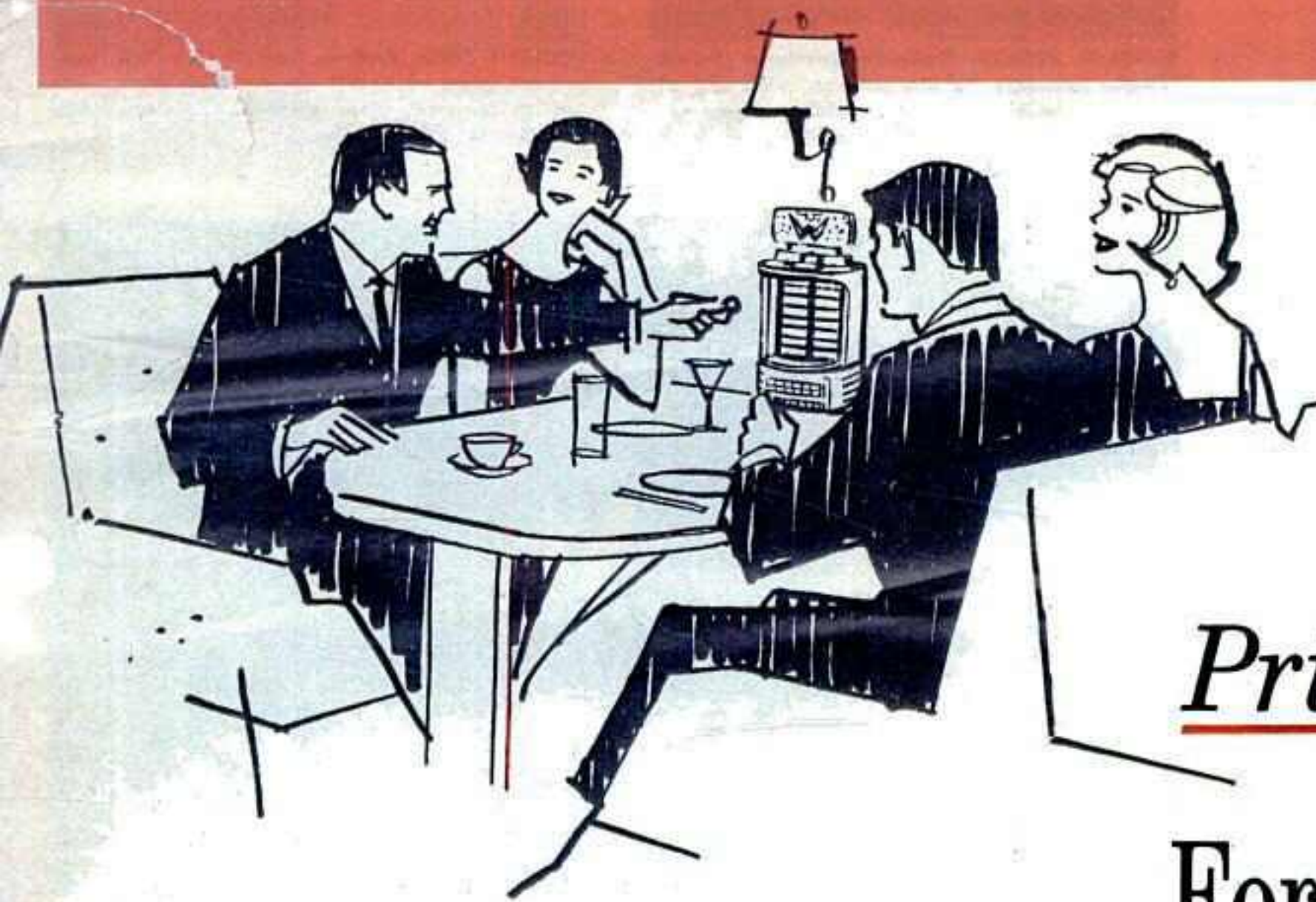
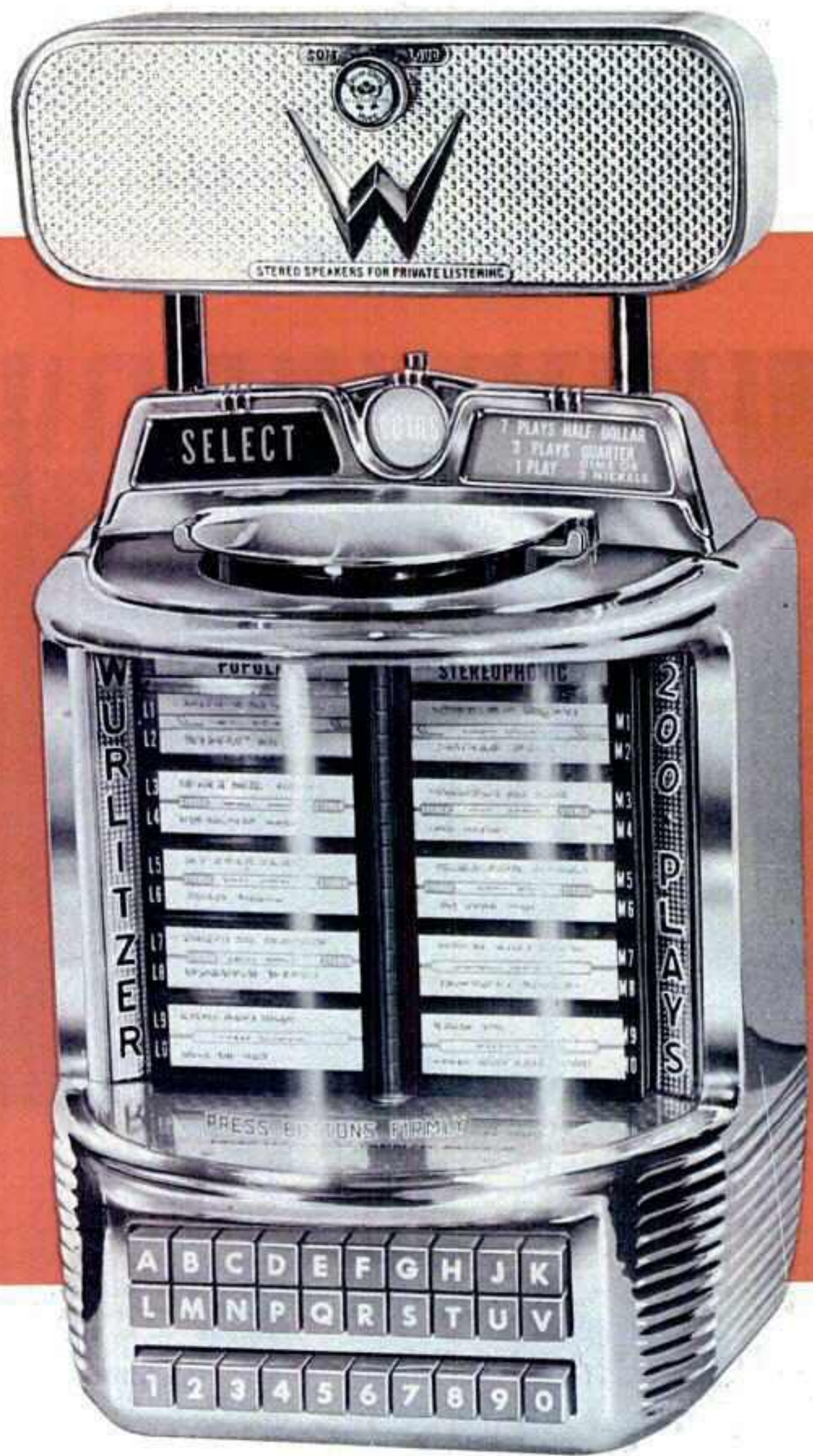


HAPPY COINMEN AND LADIES at the Pioneer Sales & Service AMI showing. Seated, from left: Mmes. Jerry Groll, Earl Eppler, Henry Hoevenaar and Fred Braun. Standing: Jerry Groll, Pioneer Sales & Service; Fred Braun, Suburban Music; Sam Cooper, Pioneer Sales & Service, and Earl Eppler, Suburban Music.



PIONEER SALES & SERVICE'S Jerry Groll played host to Mr. and Mrs. Gilbert Hively, G. & H. Service Company, and Mr. and Mrs. La Verne Duerstein, Lad Amusements.

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speakers consisting of two 5" cones. Excellent tone! Individual volume control. Easy installation. Ask your Wurlitzer Distributor to demonstrate this intriguing, low cost, high extra earner. May be used with all Wurlitzer Phonographs from Model 2300 through Model 2700.

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Photo Gallery OF NEWSMAKERS



INCOMPARABLE TIMES TWO EQUALS Judy Garland and Tony Bennett. Judy took a week off from her television schedule for vacation in New York, where Tony was playing the Copacabana, and in an impromptu song fest both troopers gave a two-hour treat to the packed upstairs room of the club. Tony will reciprocate by appearing as Judy's television guest star on her show December 15.



KING FOR A MONTH: Mercury Records recently awarded Tommy Schlesinger, of Jay Kay Records, Detroit, its outstanding salesman award. Looking on are (left to right) Jay Kay President John Kaplan, Brook Benton, Marc Avery of WJBK, Al Valenti of Jay Kay, and Morris Diamond, Mercury promotion chief.

MEXICAN GOLD: Top Mexican singer Javier Solis is presented with gold record for sales on his album, "Escandalo," by Columbia Records' Latin a.&r. chief, Peter Rosaly, during recent New York engagement at the Puerto Rico Theater.



WASHINGTON SQUARE ARCH provides an appropriate background for the Village Stompers, whose Epic single and album, "Washington Square," are somewhat monumental.



SHARP ON DETAILS: Cameo-Parkway's Dee Dee Sharp studies itinerary of her European tour, which will run six weeks in England, Ireland and Germany.



BLOOPER JUBILEE: Radio-TV producer Kermit Schafer presents Johnny Carson with set of "Blooper" series recorded by Jubilee. There are eleven volumes in the series now.



POTENT DUO: Andrea Carroll (Big Top) was recent guest of KFWD deejay Wink Martindale in Los Angeles. Wink currently has a big single on Dot in "Nevertheless."



TOP BRASS HONOR CLIFF RICHARD: During week-long visit to the U. S. for appearance on the Ed Sullivan show, Cliff Richard (center) was guest of honor at party given by Epic Records. The occasion attracted such prominent guests as Columbia Records' President Goddard Lieberson (left), as well as L. G. Wood, general manager of EMI Records, Ltd.



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