

# Billboard

The International Music-Record Newsweekly

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

SPECIAL—IN THIS ISSUE:

Highlights of the  
British Record  
Retailers Convention

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## Trade Still Riding That Bossa Beat

### Label Planning Leans Heavily On New Style

By JACK MAHER

NEW YORK — Is the bossa nova dead or dying? Disk men agree the name itself might have lost some of its magic, but the music itself, by particular artists, still has potent appeal. Even more importantly, a good many of the Brazilian music supporters believe the bossa nova's influence on all aspects of the music industry has been mighty potent.

Bossa nova as a musical phenomenon has prospered in a variety of places. Its impact has certainly been felt on the jazz trade. In addition, the bossa beat has built a cult of its own which seeks the authentic sound as well as the jazz sound. These consumers go for the Gilberto, Bonfa, and Jobim disks, and LP's by other artists that approximate the authentic sound.

Then, too, the sound of bossa nova has infiltrated strictly pop single areas. "Our Day Will Come" by Ruby and the Romantics on Kapp, "Blame It on the Bossa Nova" by Eydie Gorme and "One (Is Just a Lonely Number)" by the Corvells are just a few of the disks for the teen-age audience that incorporate the subtle back seat. Joe Harnell's "Fly Me to the Moon" and "Diane" are the middle of the road programming disks that have made use of the bossa nova beat.

On the album front, Verve, which had one of the big bossa sets in "Jazz Samba," has backed it up with more solid Stan Getz bossa nova material. Two big band sets and another which teams Getz with Luiz Bonfa are already on the market. Another album teams Getz with Joao Gilberto is in the can. The label is also negotiating to team Getz with another top bossa guitarist.

Creed Taylor, who produced all the top bossa material for Verve, says that, should this album get past the negotiation stage and into the can, it would probably be the final Getz bossa set. Taylor has also put out a Verve album which has Bonfa as the featured artist.

Most other companies are figuring pretty much the same way. Herbie Mann has another

(Continued on page 8)

### JFK Gets 1st Band Disks



NEW YORK—George Marek, chief of RCA Victor Records, presented President John F. Kennedy with mint pressings of the first four commercial recordings ever made by the four U. S. service bands. The four albums, all on Victor Dynagroove, were presented in the President's office in the Capitol by Roger Stevens, chairman of the National Cultural Center; George Marek, vice-president of RCA Victor, and service band

conductors Lt. Colonel Hugh Curry, U. S. Army; Lt. Colonel Albert Schoepper, U. S. Marine Corps; Lt. Anthony Mitchell, U. S. Navy, and Colonel George Howard, U. S. Air Force.

All profits from the sale of the records, 95 cents on each album, will go to the National Cultural Center fund in Washington. The albums will go on sale on May 1. They represent co-operation on the part of Vic-

tor, the Department of Defense (which provided the services of the musicians), the AFM, AFTRA, and the composers, arrangers and music publishers, who all waived their fees and royalties on behalf of the National Cultural Center.

Sales of these records will form an important part of the national fund raising drive to build in Washington a center for the performing arts.

### Dot Tests Surplus Sale Direct to Consumers

By LEE ZHITO

HOLLYWOOD—Dot Records is testing several direct mail plans aimed at (1) disposing surplus product, and (2) effectively fighting the record clubs, Billboard learned last week. It was also learned that Dot President Randy Wood has been pleased with the results of the continuing tests and feels that his firm stands on the threshold of finding a workable solution to two of the industry's knottiest problems.

Basis of the plan is a direct mail offer to consumers of surplus Dot product at prices drastically lower than the record club deals. This serves the purposes of clearing Dot's surplus wares without the label having to dump the product on the regular record market. Thus, Dot feels it protects the regular dealer from having to compete with dump merchants or discounters. By handling it itself on a direct mail basis, Dot feels it can protect the prices without having them footballed, and still protects its regular price image at the retail store level.

#### Basic Offer

Basic offer consists of singles at 19 cents (minimum of 10 to an order, maximum of 30), monaural LP's at 89 cents per album (minimum order of five, limit of 15 to a customer), and 99 cents for stereo LP's (minimum and maximum same as in

(Continued on page 4)

### MOA BID FOR CLOSER TIES APPEALS TO ROSA

CHICAGO—The Music Operator of America's bid for closer co-operation with the record industry this week resulted in the announcement that ROSA, the one-stop trade association, will play a prominent role in the forthcoming convention of the music machine operators in Chicago, September 4-6.

In a letter to Bob Blundred, MOA executive director, Irv Perlman, ROSA president, said: "We will back your organization 100 per cent by having a booth and exhibit at your convention, being part of your seminars and panel discussions."

MOA had proposed a joint convention with ROSA on the theory that the two groups would attract widespread support from record manufacturers. This year ROSA is holding its convention in Miami, June 23-25, immediately preceding the ARMADA conclave.

Billboard

PAGE ONE SINGLES

#### ★ NATIONAL BREAKOUTS

No National Breakouts This Week.

#### ★ 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.

#### TRUE LOVE WAYS . . .

Buddy Holly, Coral 62352 (Nor Va Jak, BMI) (Baltimore, Atlanta)

#### I KNOW BETTER . . .

Flamingos, End 1121 (Nom, BMI) (Pittsburgh, Washington)

#### JACK THE RIPPER . . .

Link Wray & His Ray Men, Swan 4137 (Andval-Florentino, BMI) (Baltimore, Hartford)

#### MY HEART CAN'T TAKE IT NO MORE . . .

Supremes, Motown 1040 (Jobete, BMI) (Philadelphia)

#### SUGAR (Parts I & II) . . .

Ronnie Woods, Everest 2024 (Maduri, BMI) (Cleveland)

#### BO DIDDLEY . . .

Buddy Holly, Coral 62352 (Arc, BMI) (Milwaukee)

#### SIX DAYS ON THE ROAD . . .

Dave Dudley, Golden Wing 3020 (Newkeys-Tune, BMI) (Minneapolis-St. Paul)

#### SAD, SAD GIRL AND BOY . . .

Impressions, ABC-Paramount 10431 (Curlom, BMI) (Philadelphia)

#### YOU KNOW IT AIN'T RIGHT . . .

Joe Hinton, Back Seat 537 (Don, BMI) (Memphis-Nashville)

#### MOON RACE . . .

Citations, Sara 3301 (Kirchstein, BMI) (Milwaukee)

#### NEEDLES AND PINS . . .

Jackie DeShannon, Liberty 55563 (Metric, BMI) (Los Angeles)

#### ALBUMS

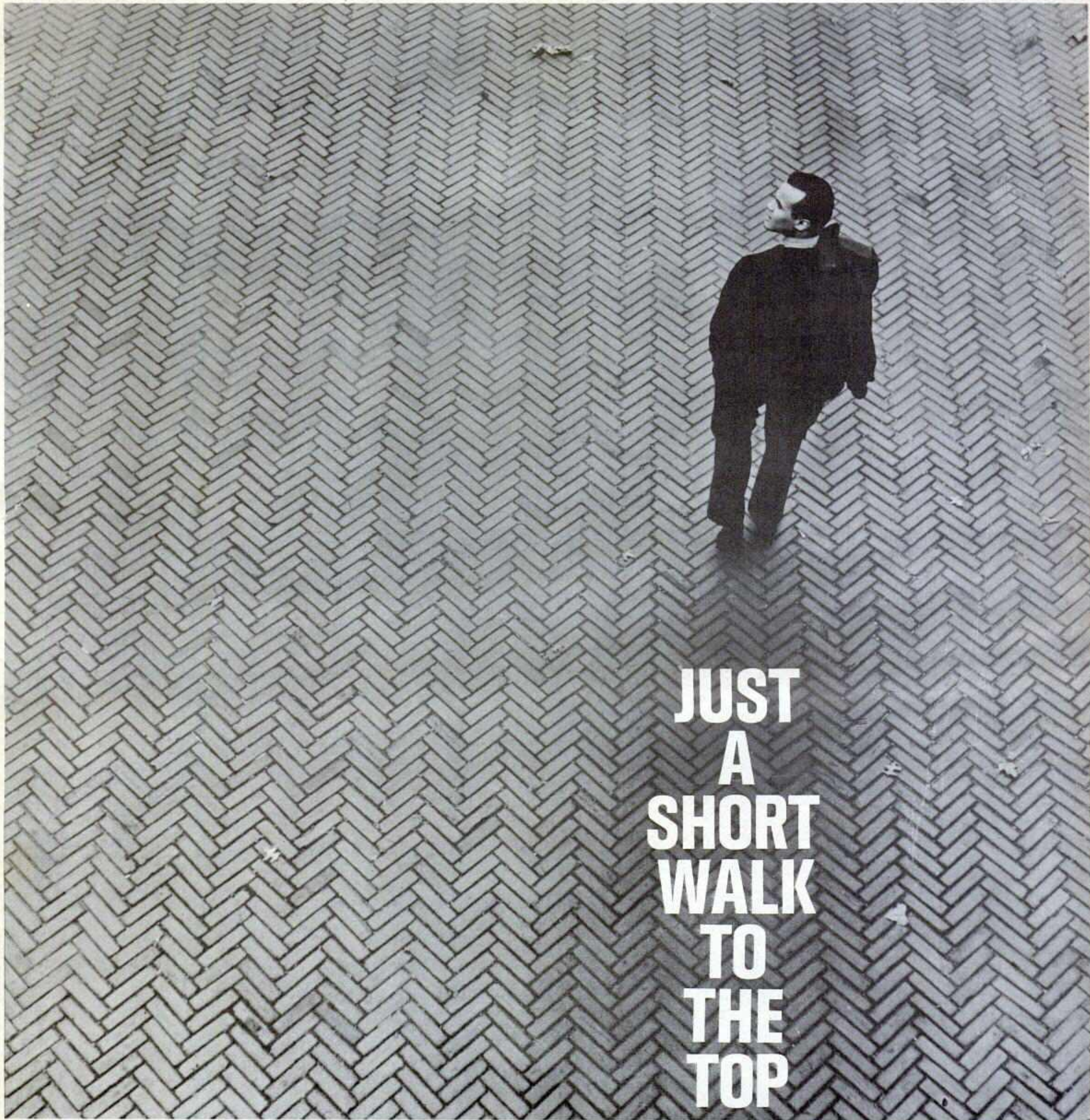
Page One Albums will be found in the LP Review Section of this issue

DARRYL F. ZANUCK'S

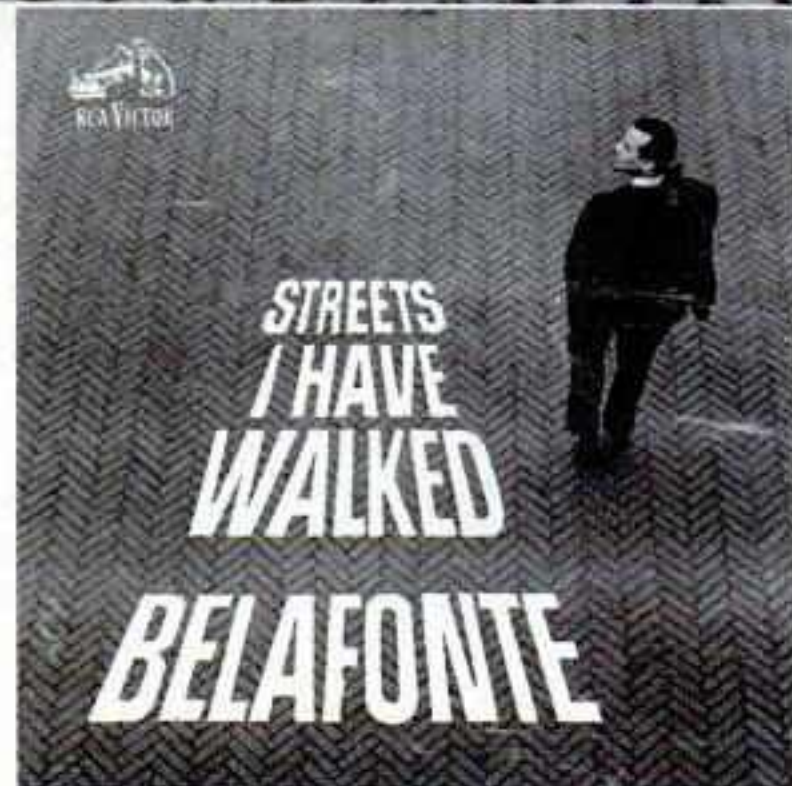
THE LONGEST DAY

ORIGINAL FILM SOUNDTRACK ON...







JUST  
A  
SHORT  
WALK  
TO  
THE  
TOP



**LPM/LSP-2695**  
**RCA VICTOR**

 The most trusted name in sound 

Fresh excitement! Belafonte at his best with songs from around the world, some with a unique children's chorus and Japan's greatest Koto-ist. Stimulating spirituals. New songs from Israel, Australia... almost everywhere. The makings for the most dynamic, amazing Belafonte album yet! It's bound to be big. A walkaway best seller! Order all you can! As fast as you

EQUIPMENT NEWSLETTER

# So FTC Wants Truth in Ads?

By DAVID LACHENBRUCH

Billboard Contributing Editor • Editorial Director, Television Digest

**ONWARD AND UPWARD** with truth in advertising: We know that the Federal Trade Commission is thinking only of our own protection and welfare in trying to arrive at a definition of high fidelity. We realize that we, the public, must be protected from false or misleading advertising claims. We think the FTC is doing a good job guarding the public, and the fact that it's finally got around to defining high fidelity indicates that it must be caught up on most of its other problems. But there are a few things that bother us.

For example, I saw some of that new "soft" whiskey advertised the other day. Figured this would allow me to make a good non-alcoholic whiskey sour. Fed some to our 16-year-old daughter. She wrote the wildest term paper you ever saw. Mr. FTC, we submit there is a definite necessity for defining the word "soft" when used in connection with beverages. Let's turn Calvert and 7-Up loose and let 'em mix it up.

I thought maybe I was losing touch with the world of advertising, so I bought a copy of Life the other day (April 26 issue). After skipping the customary Jackie Kennedy material, I bumped spang into an ad for "a wonderful new General Electric dishwasher."  
*(Continued on page 45)*



# Everybody Driving To Make U.N. Disk Go Over Million

NEW YORK—Officials of the United Nations Refugee Committee, Philips and Mercury Records are driving hard to establish the one-millionth sale of the U. N. "All Star Festival" LP. The U.N. refugee agency here said that it would give no further sales figures from its Geneva office until the one-million world mark is hit. A spokesman at the office did indicate, however, that the big millionth sale was drawing very near.

Reports filtering into the offices of both the U.N. and Mercury Records show that the disk is selling well everywhere.

West Germany continued to push up with the total well

above the 140,000 mark. Holland has stepped up sales from 300 to 1,000 a day during the past weeks. The album is being pitched through a seven-minute TV film which also contains an interview with C. Brouwer, UNCHR representative in Holland. Total sales there are well over the 90,000 sales total. In Austria it moved over the 21,000 mark.

In Lebanon and Jordan, duties and taxes on the LP have been waived. Movies are playing advertising slides and posters and newspaper and magazine advertisements are being increased. The government of Kuwait has bought a number of copies for distribution to its foreign embassies.

In South Africa the "All Star Festival" album will be released in June. By agreement with the world refugee organization, the introduction date was postponed so as not to conflict with major holidays in the country.

With Italian sales of the LP moving close to 25,000, Phonogram, distributors of the disk, are working on new promotions to heighten the push. The record was introduced recently into the Republic of San Marino by Raymond Terrillon of the UN High Commission for Refugees. Copies were presented to the

# B'casters Own Rating Reform May Get O.K.

WASHINGTON—Broadcaster association President LeRoy Collins' plea to tell the Harris Investigations Subcommittee the results of industry plans to reform the "sorry state" of broadcast ratings, is expected to get a "yes" answer from Chairman Harris. In a month or so, broadcasters may have a chance to talk matters over, possibly with sponsors and agency people, too, at a get-together with the ratings probers. The aim is to avoid threat of regulatory action, which would be a thorny proposition for the congressmen as well as the broadcasters and advertisers.

The shake-up of the rating systems during the Harris (D., Ark.) probe have raised more questions on the technical need for reform, than on the shoddy practices of a broadcast rating system which grew up without checkup of any sort, either by broadcasters or advertisers. Collins hopes to convince the Harris committee that industry can act without government intervention to "assure the reliability of rating services in the future."

The particularly complex problems of rating radio listening by a constantly moving audience are admittedly the kind that no legislation could keep up with. Various industry groups studying the problems are agreed that it may take a research Einstein to find the answer—and they hope to find him in industry ranks.

# Dot Re-aligns Eastern Forces

HOLLYWOOD — Dot Records last week realigned its Eastern forces, resulting from its recent New York branch opening. Part of the realignment included consolidation of its New York office with its newly opened company-owned branch.

Also, Jimmy Sacco, who was Dot's Philadelphia branch manager, was promoted to head the New York branch as manager. Henry Onorati serves as sales manager for the New York area. Ernie Coleman was named assistant sales manager for the New York area. Ron Bernieri, who headed the Newark branch, has been moved to the consolidated New York operations, and will headquarter at the new Gotham base.

Captains Regent of the tiny nation where it is now on sale.

Meanwhile, Italian stores are in the midst of a nation-wide window display competition. Nana Mouskouri appeared at festivities in St. Vincent Casino and Milan's Conte Biancamano in connection with exploitation of the album. Maurice Chevalier has also been doing many personal appearances in support of the LP.

# Brenda 'All Alone Am I' Ain't

NASHVILLE — Brenda Lee was married Wednesday (24) to Charles Ronald Shacklett, 19, son of Nashville Councilman Earl Shacklett.

Decca's Miss Lee, 18, was married at the Radnor Church of Christ under her real name, Brenda Lee Tarpley.

Following the double-ring ceremony the couple left for a honeymoon at Gatlinburg, Tenn.

Miss Lee, who recently returned from a 35-day tour of Germany, is scheduled to open in the Copacabana in New York May 2.

# Lawyer's Paper Rips FCC for Air 'Meddling'

WASHINGTON — A hard-hitting paper condemning FCC program "meddling," authored by a Washington attorney and issued by the Federal Communications Bar Association, has stirred controversy within and without the law group. The paper is one of several recommending changes in the Communications Act, and submitted by a special committee. The various authors' views are not formally endorsed either by the committee or the FCBA membership.

Argument arose within the association when Washington attorney Theodore Pierson indicted all the usual arguments in favor of the FCC's right to examine at least "overall" programming, or "program balance," as "meaningless clichés." Pierson insisted that for the Federal Communications Commission to call for program accounting of any kind, makes a mockery of the broadcaster requirement to study the needs of his community and serve them to the best of his judgment. Why substitute a "central" federal judgment for the broadcaster research on what his audience wants, Pierson asks.

## Harris Gives Answer

An answer came from Rep. Oren Harris: Beware of the

# A 1ST FOR FATS: HE MAKES DISK IN NASHVILLE

NEW YORK — Fats Domino has cut his first single for ABC-Paramount, and it not only marks his first for the new label, but the first time he has ever recorded in Nashville. Fats usually cuts in his home city of New Orleans. The session was supervised by the label's Nashville chief Felton Jarvis, with both ABC-Paramount Records president Sam Clark, and vice-president in charge of sales Larry Newton on hand. Fats wrote both tunes, "There Goes (My Heart Again)" and "Can't Go On Without You." A LP of Fats' Nashville sessions will be issued in June.

alternatives to the mild requirements of present program reporting. In a talk before Mississippi broadcasters recently, the chairman of the House Commerce Committee and of the ratings investigation hearings, tore into the Federal Communications Bar paper. Harris  
*(Continued on page 8)*

## Billboard BACKSTAGE

# Our British Cousins

LONDON—A group of British record retailers met here last week under the auspices of the Gramophone Record Retailers Association. (Reports of their activities will be found on page 16.) I was privileged to address the group and to give them a look at the record business in the U. S.

In my four days in London I had the chance to meet with dealers and top record executives from EMI, Decca, Philips, Pye and Oriole. After we swapped notes on how the record business is conducted in our country and in Britain, I felt I could pass on reassuring words on how they run their business.

There is no discounting in Britain. Price maintenance is diligently handled in all lines of retail goods, including records, phonos, components and the rest.

Distributors known as wholesalers handle all record sales to retail shops. Since a 25 per cent tax is added at the time the wholesaler bills, there is little incentive for a sub-distributor structure such as our one-stop or rack jobbers.

Besides, the dealer-return privilege (5 per cent of net purchases) is carefully monitored. And because the 25 per cent tax is levied at the wholesale-to-dealer level, it makes it impossible to offer extra incentives to buy, such as 100 per cent exchange, full guarantee of return, etc.

Radio and television exposure are major promotional devices in Britain. However, there are only two radio and two TV stations which program music at all, though they are excellent and provide splendid shows.

British record dealers prefer the programs on Radio Luxembourg. The companies buy a number of hours on Radio Luxembourg and thus have the advantage in knowing in advance what product will be promoted. Record clubs are in existence in a nominal way. Direct-mail offers of LP's to consumers are doing business. The Reader's Digest offer of a package of LP's direct to the consumer is causing some concern to record retailers. Interest is high in a new direct-by-mail program now being instituted by EMI, though the EMI plan involves only classical LP's at the moment.

Press coverage of the record industry in Britain is extensive. There are a number of excellent weekly and monthly tabloids and magazines devoted to records and recording artists.

All in all, the British record industry is thriving. And there appears to be unanimous enthusiasm for new merchandising and marketing techniques as long as it involves normal profit margins for all involved.

*Hal B. Cook*

PUBLISHER

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# COLUMBIA'S TOP LP's

★ STAR PERFORMERS—selections on Chart 9 weeks or less registering greatest upward progress this week.

## Billboard

| This Week | Last Week | Title, Artist, Label  | Wks. on Chart |
|-----------|-----------|---|---------------|
| 1         |           | 1 WEST SIDE STORY . . . . .<br>Sound Track, Columbia OL 5670                            | 79            |
| 4         |           | 4 MOON RIVER & OTHER GREAT<br>MOVIE THEMES . . . . .<br>Andy Williams, Columbia CL 1809 | 51            |
| ★         | 11        | I WANNA BE AROUND . . . . .<br>Tony Bennett, Columbia CL 2000                           | 4             |
| ★         | 63        | DAYS OF WINE AND ROSES . . . . .<br>Andy Williams, Columbia CL 2015                     | 2             |
| 15        | 7         | I LEFT MY HEART IN<br>SAN FRANCISCO . . . . .<br>Tony Bennett, Columbia CL 1869         | 43            |
| 20        | 22        | RUBY BABY . . . . .<br>Dion, Columbia CL 2010   | 6             |
| 28        | 25        | CAMELOT . . . . .<br>Original Cast, Columbia KOL 5620                                   | 118           |
| 29        | 26        | WARM & WILLING . . . . .<br>Andy Williams, Columbia CL 1879                             | 28            |
| ★         | 108       | JOHNNY'S NEWEST HITS . . . . .<br>Johnny Mathis, Columbia CL 2016                       | 2             |
| ★         | 46        | BLAME IT ON THE BOSSA NOVA . . . . .<br>Eydie Gorme, Columbia CL 2012                   | 4             |
| 36        | 30        | SINCERELY YOURS . . . . .<br>Robert Goulet, Columbia CL 1931                            | 17            |
| 38        | 34        | ARRIVEDERCI, ROMA . . . . .<br>Jerry Vale, Columbia CL 1955                             | 10            |
| ★         | 83        | THE BARBRA STREISAND ALBUM . . . . .<br>Columbia CL 2007                                | 3             |
| 50        | 47        | HEAVENLY . . . . .<br>Johnny Mathis, Columbia CL 1351                                   | 188           |

## 150 BEST SELLERS MONAURAL

| This Week | Last Week | Title, Artist, Label  | Wks. on Chart |
|-----------|-----------|---|---------------|
| 54        | 56        | THE SOUND OF MUSIC . . . . .<br>Original Cast, Columbia KOL 5450    | 175           |
| 57        | 42        | WEST SIDE STORY . . . . .<br>Original Cast, Columbia OL 5230        | 133           |
| 61        | 55        | TWO OF US . . . . .<br>Robert Goulet, Columbia CL 1826              | 35            |
| 63        | 54        | STEVE LAWRENCE WINNERS! . . . . .<br>Columbia CL 1953               | 12            |
| 71        | 89        | ALWAYS YOU . . . . .<br>Robert Goulet, Columbia CL 1676             | 55            |
| 76        | 71        | RAPTURE . . . . .<br>Johnny Mathis, Columbia CL 1915                | 27            |
| 85        | 79        | MY FAIR LADY . . . . .<br>Original Cast, Columbia OL 5090           | 368           |
| 88        | 64        | BOSSA NOVA U.S.A. . . . .<br>Dave Brubeck Quartet, Columbia CL 1998 | 7             |
| 91        | 68        | TIME OUT . . . . .<br>Dave Brubeck, Columbia CL 1397                | 121           |
| 92        | 81        | I HAVE BUT ONE HEART . . . . .<br>Jerry Vale, Columbia CL 1797      | 36            |
| 96        | 95        | THE NEW CHRISTY MINSTRELS . . . . .<br>Columbia CL 1872             | 28            |

## FOR WEEK ENDING APRIL 27

| This Week | Last Week | Title, Artist, Label   | Wks. on Chart |
|-----------|-----------|--|---------------|
| 104       | 121       | JUMBO . . . . .<br>Sound Track, Columbia OL 5860                               | 17            |
| ★         | 109       | THE WONDERFUL WORLD<br>OF LOVE . . . . .<br>Robert Goulet, Columbia CL 1993    | 1             |
| 115       | 115       | HARD TRAVELIN' . . . . .<br>Lester Flatt & Earl Scruggs,<br>Columbia CL 1951   | 3             |
| 117       | 113       | BLOOD, SWEAT & TEARS . . . . .<br>Johnny Cash, Columbia CL 1930                | 7             |
| 125       | 101       | JOHNNY'S GREATEST HITS . . . . .<br>Johnny Mathis, Columbia CL 1133            | 260           |
| 126       | 103       | THE NEW CHRISTY MINSTRELS<br>IN PERSON . . . . .<br>Columbia CL 1941           | 10            |
| 132       | 100       | THE HAPPY BEAT . . . . .<br>Roy Conniff, His Ork & Chorus,<br>Columbia CL 1949 | 6             |
| 134       | 142       | MR. PRESIDENT . . . . .<br>Original Cast, Columbia KOL 5870                    | 22            |
| 135       | 135       | OUR WINTER LOVE . . . . .<br>Bill Pursell, Columbia CL 1992                    | 4             |
| ★         | 139       | DON'T LET ME CROSS OVER . . . . .<br>Carl Butler, Columbia CL 2002             | 1             |

## 50 BEST SELLERS STEREO

| This Week | Last Week | Title, Artist, Label  | Wks. on Chart |
|-----------|-----------|---|---------------|
| 1         | 1         | WEST SIDE STORY . . . . .<br>Sound Track, Columbia OS 2070                            | 76            |
| 3         | 4         | MOON RIVER & OTHER GREAT<br>MOVIE THEMES . . . . .<br>Andy Williams, Columbia CS 8609 | 48            |
| 5         | 6         | CAMELOT . . . . .<br>Original Cast, Columbia KOS 2031                                 | 118           |
| ★         | 35        | DAYS OF WINE AND ROSES . . . . .<br>Andy Williams, Columbia CS 8815                   | 2             |
| 15        | 12        | I LEFT MY HEART IN<br>SAN FRANCISCO . . . . .<br>Tony Bennett, Columbia CS 8669       | 32            |
| 16        | 15        | WEST SIDE STORY . . . . .<br>Original Cast, Columbia OS 2001                          | 95            |
| ★         | 26        | I WANNA BE AROUND . . . . .<br>Tony Bennett, Columbia CS 8800                         | 4             |
| 22        | 16        | BOSSA NOVA U.S.A. . . . .<br>Dave Brubeck Quartet, Columbia CS 8798                   | 7             |
| 23        | 17        | THE SOUND OF MUSIC . . . . .<br>Original Cast, Columbia KOS 2020                      | 163           |
| 30        | 33        | WARM & WILLING . . . . .<br>Andy Williams, Columbia CS 8679                           | 15            |
| 32        | 25        | SINCERELY YOURS . . . . .<br>Robert Goulet, Columbia CS 8731                          | 17            |
| 33        | 30        | THE HAPPY BEAT . . . . .<br>Roy Conniff, His Ork & Chorus,<br>Columbia CS 8749        | 8             |
| ★         | 30        | JOHNNY'S NEWEST HITS . . . . .<br>Johnny Mathis, Columbia CS 8816                     | 1             |
| ★         | 41        | BLAME IT ON THE BOSSA NOVA . . . . .<br>Eydie Gorme, Columbia CS 8812                 | 1             |
| 50        | 45        | OUR WINTER LOVE . . . . .<br>Bill Pursell, Columbia CS 8792                           | 4             |

# London Adds Formidable Names as Producer Teams for Upcoming Disks

## HEARINGS GO ON

### McLendon Says They Told Him to Make Negro Format

CHICAGO—Mrs. Lidia Pucinski, mother of Illinois Congressman Roman C. Pucinski, testified that a Polish language broadcast she aired on WYNR's predecessor, WGES, had served a patriotic purpose.

Mrs. Pucinski was among a stream of witnesses, including Gordon McLendon, McLendon Corporation president, and Jim Randolph, former WYNR program director, as Federal Communication Commission hearings on the station's programming practices went into their third week here.

McLendon testified that John Dyer, former owner of WGES, had given him "precise, exact and specific advice" to change the station's programming to its

present 100 per cent Negro-oriented format.

#### Randolph Gives Praise

Randolph followed McLendon to the stand, praising the station operator for trying to create a station that the Negroes of Chicago could be proud of. Randolph said WYNR's efforts differed from other Negro-oriented stations when they: (1) Hired announcers who "could speak the King's English," (2) carried legitimate new broadcasts that were current and up to the hour, and (3) developed and produced editorials of specific interest to the mushrooming Negro community.

Marcus Cohn, McLendon counsel, protested when the FCC counsel implied that Randolph's testimony was precipitated by the fact that he was leaving the station April 30 and wanted a clean bill of health by his former employer.

The hearings were called following protests over WYNR dropping several foreign language programs in favor of the station's new Negro-oriented format. Among the shows discontinued was one produced and voiced by Mrs. Pucinski, who is now heard over other Chicago-area stations.

## Hammond in Talent Post At Columbia

NEW YORK — John Hammond has been named director of talent acquisition at Columbia Records. He will be responsible nationally for scouting, auditioning and recommending potential talent for the Columbia, Epic and Okeh labels. He will maintain liaison with artists, artists' managers, agents and representatives of night clubs, concerts, music festivals and motion pictures.

Hammond will direct the administration and review of musical material submitted to Columbia. He will also serve in an advisory capacity to the Archive series of classic jazz performances, a series he created. Hammond also will select participants for Columbia's teen talent auditions. He will also arrange and conduct auditions for talent throughout the country.

## Kilgore Goes With Gallico

NEW YORK—Merle Kilgore, recently in charge of the Shapiro-Bernstein office in Nashville, is taking over as manager of the Al Gallico music firms in that city. Kilgore has received his release from the Shapiro-Bernstein firm, Painted Desert, and has signed with the Gallico firms as a writer.

Gallico, who started his music publishing firms a few weeks ago, will soon move to his new offices at West 55th Street here.

## AL KASHA BACK TO 1ST LOVE

NEW YORK—Al Kasha, for the past two years a producer for Columbia Records, left the firm last week to return to his first love, songwriting. Kasha has had a hit string going at Columbia, including producing credits on records by Steve Lawrence, Eydie Gorme and others.

# Siegel Sets Up Deals With 2 U. S. Labels



BERLIN'S PAUL SIEGEL, music publisher and record producer for Teldec, pictured here (center) during a recording session featuring Quincy Jones (bottom left) during Siegel's recent American visit.

NEW YORK—An unusual arrangement has been set for two different U. S. labels to distribute the product of Paul Siegel, a.&r. producer for Teldec (Telefunken-Decca) of Germany. Siegel, who just returned to his Berlin headquarters after a month-long visit in the States, wrapped up U. S. distribution deals both with Dot and

with London Records for his disks, which Teldec releases in Germany.

Siegel's Teldec productions featuring the Oederland Orchestra and Choir will continue to be released on Dot. The first single from this group, "Atlantis" and "The Minutemen," went into release during Siegel's visit. Next disk will be "Drag Race," an original which Siegel picked up in Nashville. An Oederland LP also is in the works.

Meanwhile, Siegel arranged with Joe Bott of London for that label to release records of British conductor-arranger Paul Chesterton and ork, featuring German star pianist Gunther Schemmler. London is a member of the British Decca family, which includes Teldec.

Siegel set a deal with Emil La Viola of Shapiro-Bernstein for German publishing rights to several S-B tunes, including the current chart hit "Our Winter Love," and for "The Folk Singer," recorded here by Tommy Roe for ABC-Paramount. Siegel assigned to Shapiro-Bernstein two top German hits, which have been recorded by Petula Clark: "Casanova Baciarmi" and "Monsieur."

Laurie Records has agreed to release Hans-Georg Arlt orchestral versions of "Vera" and "La Belle Angele" which Siegel a.&r.'d for Ariola before joining Teldec. Also, Laurie will release a single by Paul Kuhn, Electrola artist (EMI) in Germany, who is handled for the U. S. by Siegel. Sides are "Flea Circus" and "Vanity Fair."

Siegel entered into discussions while here on the possibility of his producing disks featuring Hugo Winterhalter in Berlin. Discussions between Winterhalter, Siegel and ABC-Paramount chief Sam Clark are going forward contingent on legal details being resolved.

The management office of Ray Katz and Bullets Durgom agreed to manage Swedish thrush Bianca for her coming U. S. TV and nitery appearances. Siegel produces her disks, with a forthcoming release due on Dot. For her U. S. disks Siegel is teaming up with Clyde Otis and Belford Hendricks.

While in Hollywood Siegel secured film rights for the Lawrence Welk TV show for German television. He also secured German publishing rights from SESAC for the music of Richard Maltby, starting with Maltby's new "Concerto for New York" for piano and orchestra.

NEW YORK — An imposing list of record producers has quietly joined the roster of those whose disks are in national distribution through the American London Group. Without the fanfare usually accompanying pactings, American Group chief, Walt McGuire has been rounding up knowledgeable producers to provide product for his distributing apparatus.

Among those newly participating in the operation are Don Kirshner, Ray Ellis, Morty Craft, Howie Richmond, Tutti Camarata and Joe Saracino. Each now has his own label in distribution through the American London Group, in addition to such other record commitments as they may have.

The American Group engages in no production of its own, but rather provides distribution facilities for indie producers of known stature. Producers may supply individual masters for this operation, or they may release all product by specific artists through this route, and in some cases even sign for exclusive distribution of all their output through the American Group.

#### Recent Deals

Recent deals include arrangements for the American Group to distribute the following labels:

The Chairman label, which was formed by Nevins-Kirshner just prior to sale of that organization to Columbia Pictures, will remain an indie operation distributed by the American Group. It will get product from Don Kirshner not released by Colpix or its N-K subsidiary, Dimension. A budding hit on this label is the Palisades waxing of "Make the Night a Little Longer," which is starting to pick up action.

The Tahoe label is the vehicle which will be used for releases produced by Ray Ellis, who is providing material to several companies on a non-exclusive basis.

Trans-Atlas is the name of the label for which Morty Craft will produce disks. Craft, who is in the process of resettling in Florida, already has had one release on this label.

A label specializing in popularity-styled folk music is Folksing, which is headed by Howie Richmond. The big name on this label is Mike Settle, who has provided material for most of the top folk groups around. His waxing of "San Francisco Bay Blues" on Folksing is generating interest now.

#### Another Facet

The Palomar label is that of Tutti Camarata, veteran conductor-arranger, who has been concentrating in recent months on his efforts for the Disneyland label. Camarata owns the Sunset Sound studios in Hollywood, which provide him with ample opportunity to record for his own new label as well as to produce disks by other talent. One such is a disk which McGuire feels has great potential, "Send for Me," by Wade and Jamie. Camarata also is waxing jazz pianist Don Randy and a new group of girl singers just signed for Garry Moore's television show.

The newest line taken on by the American Group is the Damark label. This features product to be provided by Joe Saracino, who gained repute as producer of the Marketts disks on Liberty and the Routers on

## Gary Walker Heads S-B In Nashville

NASHVILLE—Gary Walker, formerly professional manager of Lowery Music, is taking over as manager of Shapiro-Bernstein's Nashville office. He replaces Merle Kilgore who ran the office previously. He was named to his new post by Emil La Viola, new general manager of the Shapiro-Bernstein operation.

Walker will be in charge of Shapiro-Bernstein in Nashville, as well as its BMI firm, Painted Desert. Walker, who is also a writer, has devoted most of his time over the past few years to publishing work. Walker will cover the entire South and Southwest in his new post, and will lay stress on developing new writers for Shapiro-Bernstein-Painted Desert.

According to La Viola, he and Leon Brettler, S-B executives, will be spending time in California to lay the groundwork for an important operation for the firms out there.

Warners. First release on this label is due next week.

In addition to these, McGuire is bowing two LP lines handled by the American Group distributors. One, on the Group label, features "oldie but goodie" type of singles, with the first of the series released several weeks ago under the title of "Group of Oldies, Vol. I" and selling. The other LP label, American - London Series, is about to spring its first release, "A Little Traveling Music," by the Sammy Speer ork which backs the Jackie Gleason TV show.

The roster of new producers feeding product to the American London Group joins those who have been supplying disks for some time. These are headed by Joe Cuoghi's Hi label, on which Bill Black's Combo has had many chart smashes; Garry Paxton's Garpax label ("Monster Mash"); the Guardsman label of Murray Sporn and Marv Holtzman ("Bobby's Girl" and "Chow Chow"); Frank Guida's SPQR label; Jack Gold's Terrace label, and Buck Ram's Press label.

## One Sipiora Leaves Firm

CHICAGO — Ted Sipiora, partner with his brothers Fred and Joe in Singer One-Stop, left the firm last week. Singer is one of the biggest one-stops in the Midwest, also doing a substantial volume with leased departments and racks.

Ted Sipiora's stock was purchased by the Singer Corporation. Management of the firm continues under Fred Sipiora with his brother Joe handling the firm's South Side store.

Singer accounts include F. W. Woolworth, Kresge, Neisners plus a large following of dealers and juke box operators.

## Seeger on Card At UCLA Fest

LOS ANGELES—The UCLA committee on fine arts has scheduled a folk festival May 3-5 on the university campus and will feature lecture-demonstrations by Pete Seeger and Sam Hinton.

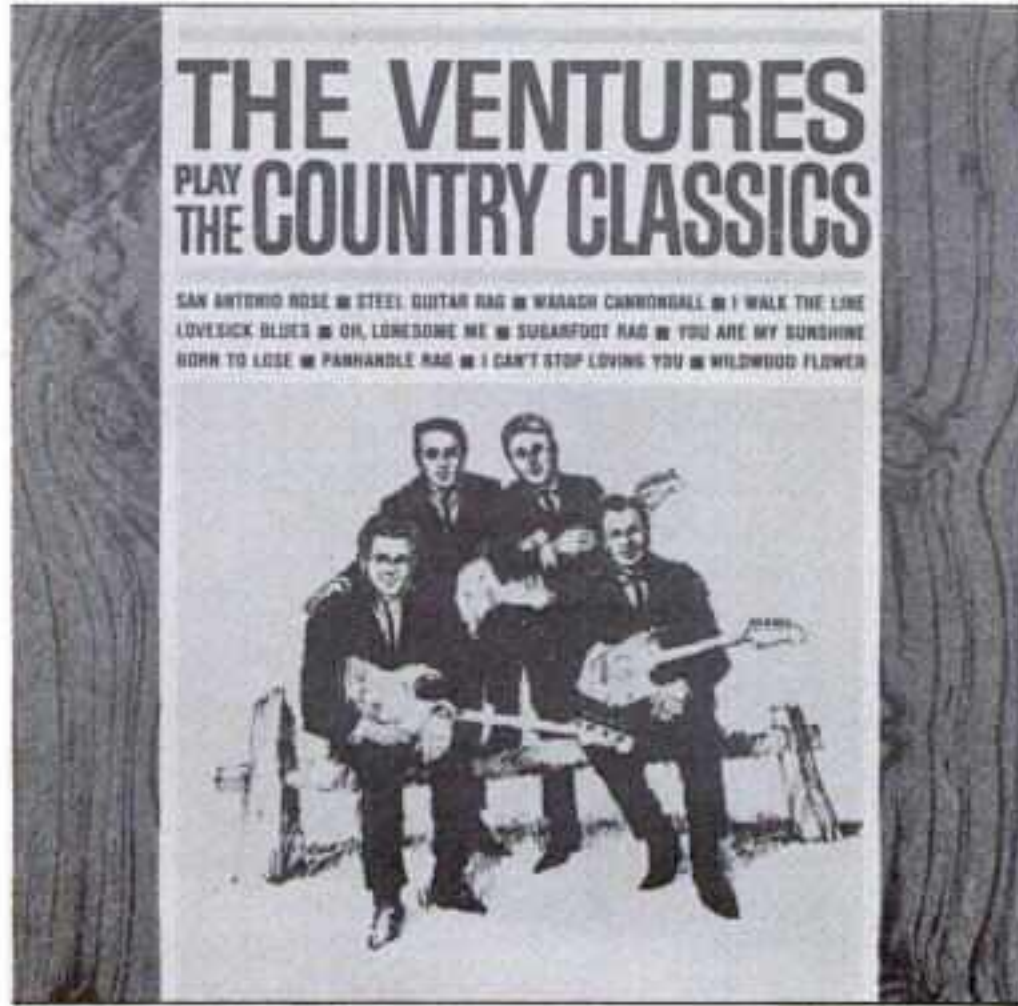
Other U. S. artists include the Ashley-Watson band, Maybelle Carter, the Dillardards, Roscoe Holcomb, Lightning Hopkins, Bessie Jones and the Georgia Sea Island Singers, Mance Lipscomb, Bill Monroe, the New Lost City Ramblers and the Greenbriar Boys.

Masters of ceremonies include Seeger, Hinton and KFOX radio personality Hugh Cherry. Cherry, who is boosting the folk music revival in the West, has successfully merged folk with country in his programming thereby capturing a large portion of the Southern California "ethnics".

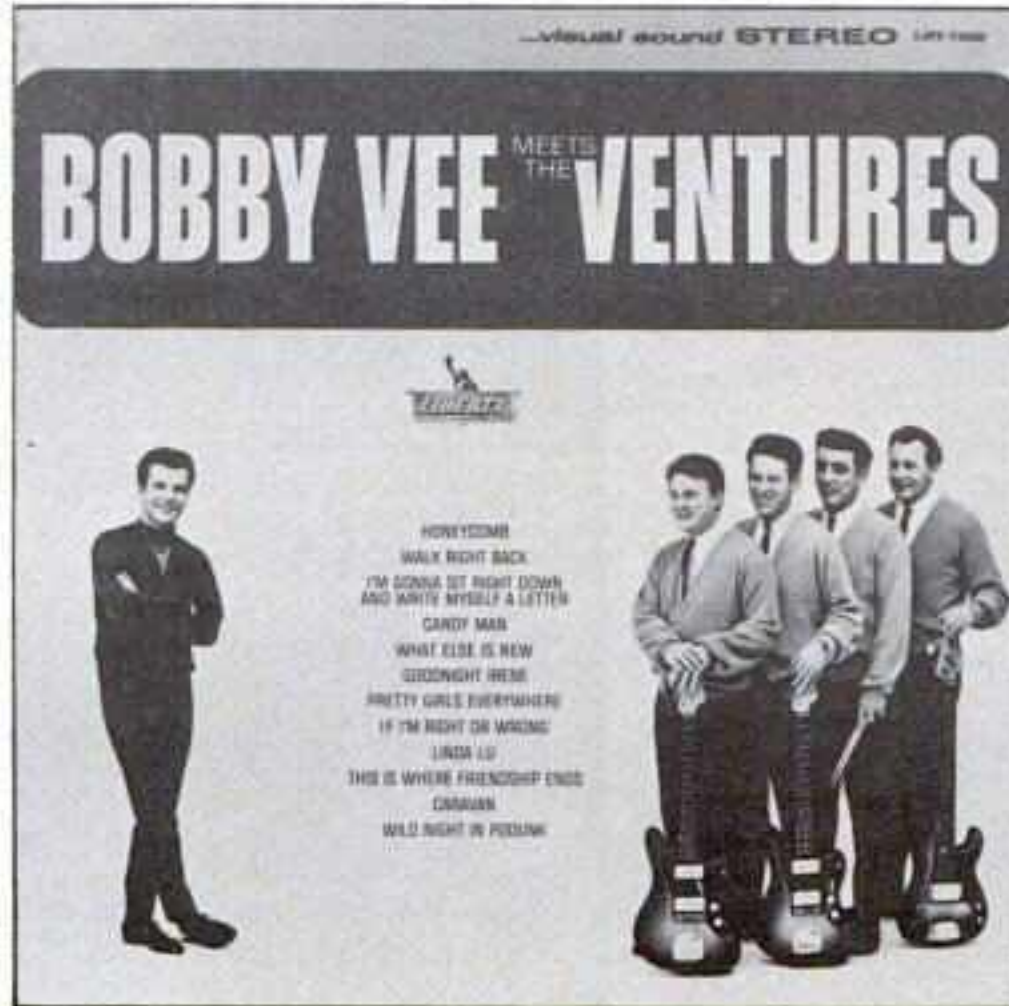
SPRING SALES PROGRAM

# BOBBY VEE MEETS THE VENTURES

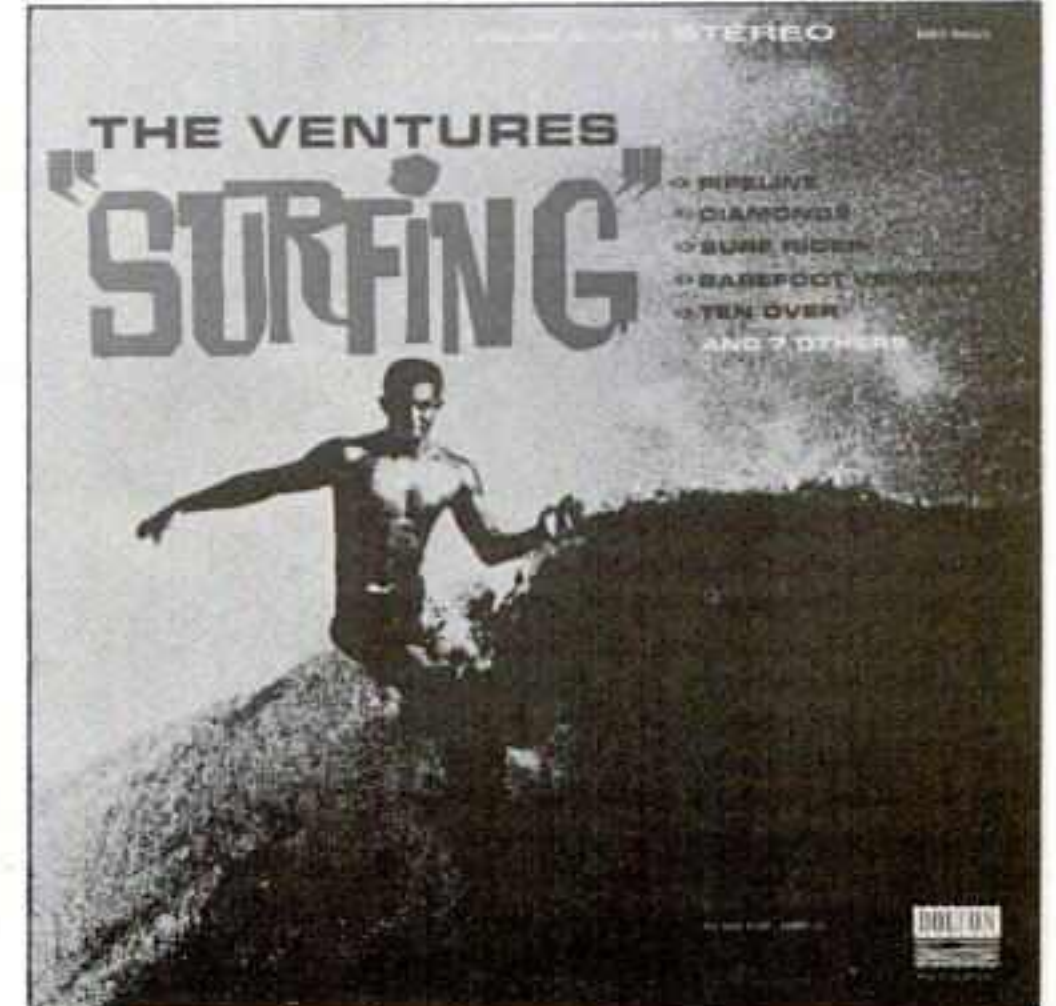
NEW RELEASES



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BLP-2023 / BST-8023

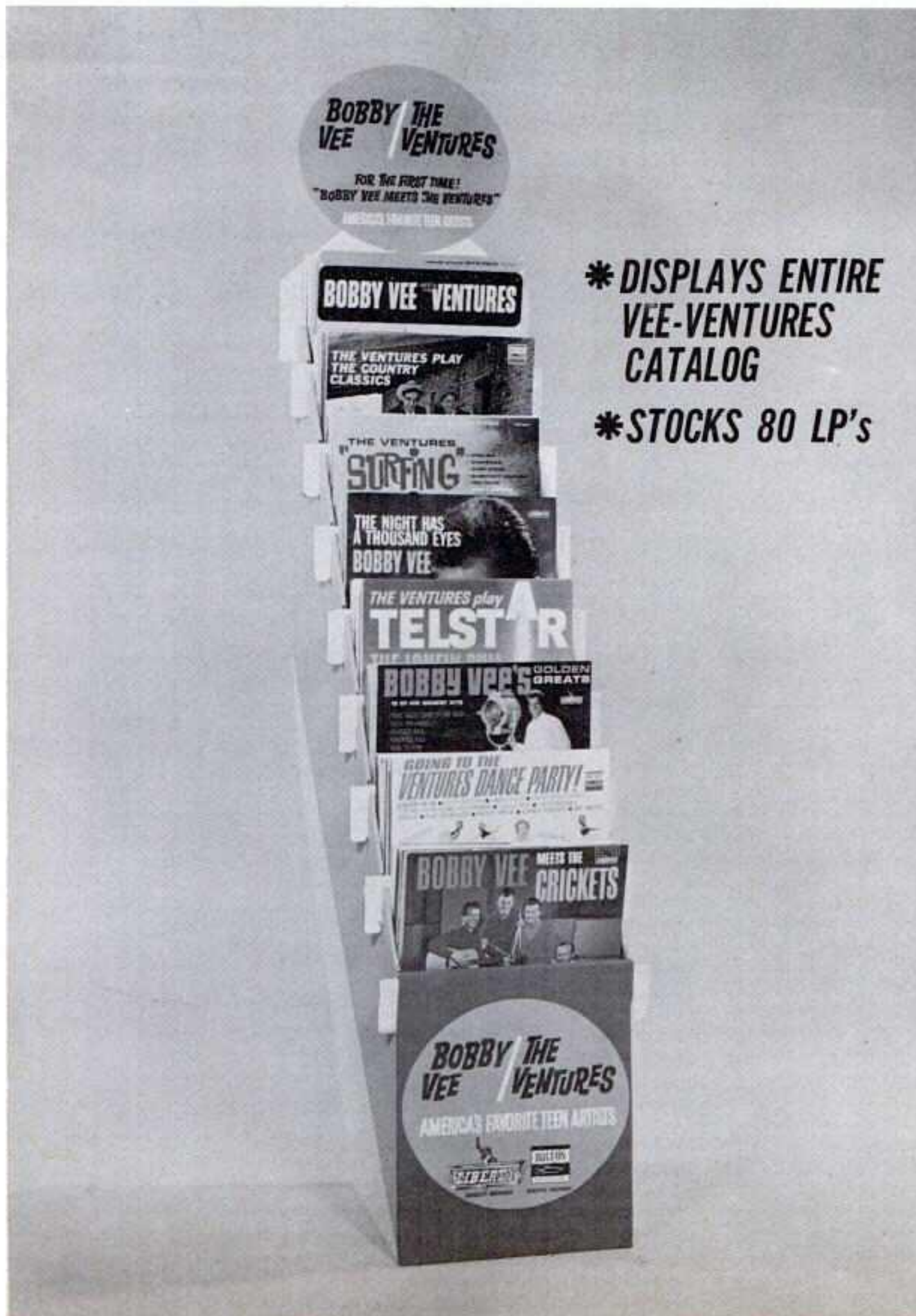


BOBBY VEE MEETS THE VENTURES  
LRP-2289 / LST-7289



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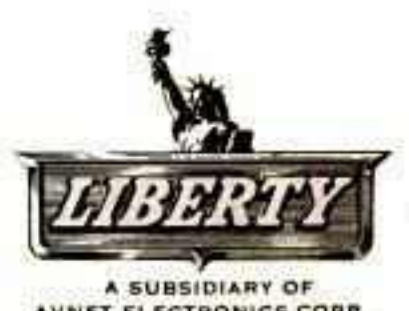
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### LIBERTY RECORDS



# Bossa Still Alive & Kicking; Labels Have Plans for It

• Continued from page 1

album in the bossa groove in the bank, as does Laurindo Alameda on Capitol. Enoch Light has already appeared with bossa follow-up to his big band bossa hit. More Charlie Byrd with strings bossa tracks are in the works at Riverside, while Cannonball Adderley has his follow-up to "Jive Samba" in the studios and another album of

bossa material ready to go. Blue Note Records has issued bossa novas by Charlie Rouse and Kenny Burrell to follow up its set by Ike Quebec. Pres-

## Prima Back With Randy

HOLLYWOOD — Louis Prima is returning to Dot Records under terms of a deal he is concluding with Dot President Randy Wood. Prima's masters, produced by the artist's own production firm, Prima Enterprises, will be handled by Dot once again.

Prima had been released from his earlier Dot contract in December, 1961, due to what the artist termed as difficulties resulting from personal problems and "disagreements with members of the Keeley Corporation," production firm jointly owned by Prima and his former wife, Keeley Smith.

Prima recently launched his own production firm, called Prima Records, and has issued under that label a coupling of his yesteryear best sellers, "Angelina" and "Robin Hood." While all the terms of Prima's Dot deal hadn't crystallized by press time, indications are Prima's own recordings as well as those he produces of other artists will be channeled through Dot.

## Set Dooto Plan

HOLLYWOOD — Dootsie Williams, president of Dooto Records, last week announced a four-plus-one program during the month of May. According to terms of the deal, dealers will receive one free Dooto package for each four they purchase, according to volume of purchases.

## Challenge-Everest Move

HOLLYWOOD — Challenge Records and Everest Records last week moved their offices to combined facilities at 1313 N. Vine Street, former headquarters of the Mutual-Don Lee Broadcasting System. Both firms will remain as individual entities, each retaining its existing management (Challenge is owned

tige has Dave Pike and Kenny Burrell with Coleman Hawkins ready to back up its Gene Ammons hit LP. More Ammons with bossa tag is also expected.

The bossa beat will continue to be utilized in pop music, according to many leading musicians, publishers and manufacturers, much as it has filtered into tracks on albums by Nancy Wilson, Tony Bennett, and others. This along with its absorption into TV and radio commercials, and the fashion and footwear worlds, will keep it around for a long time to come.

## Marks Gets 2 Musicals

NEW YORK—E. B. Marks Music Corporation this week acquired the scores of two forthcoming Broadway musicals, "Baker Street" and "Barnum."

The scores for both shows are being written by Ray Jessel and Marian Grudeff of Toronto, and are being produced by Alexander H. Cohen.

"Baker Street," is being readied for the fall of 1963, while "Barnum" is slated to open in conjunction with the New York World's Fair in Spring of 1964.

Arnold Shaw, general professional manager for E. B. Marks, will be working with Alexander Cohen in negotiating for original cast albums on both "Baker Street" and "Barnum."

The Marks Company is now represented on Broadway with the Vivien Leigh-Jean Pierre Aumont musical "Tovarich" through its member firm Piedmont Music. The company is also committed to a score of a new musical tentatively titled "Slave Story," by Oscar Brown Jr. The music is being written by Alonzo Levister.

# Blaine Telescoping Cosnat Operations

NEW YORK—Jerry Blaine is consolidating a number of his Cosnat distribution operations. He is closing his Newark Cosnat branch for Northern New Jersey and will service that area out of New York and Philadelphia. He is closing his Cosnat branch in Pittsburgh and will service the Western Pennsylvania and Eastern Ohio territories out of Cleveland and Cincinnati.

Blaine is retaining the same sales personnel, with Harris Kraemer continuing as branch manager for Cosnat in New Jersey and Charles Feldman continuing as branch manager of Cosnat for Pittsburgh. But shipments will come from the other branches.

According to Blaine, reason for the consolidation is "current conditions prevailing in the market." He said that he will "consolidate branches where he finds it necessary and will open other branches in strategic locations so that he will be in a position to control the product and stabilize prices."

## Name Rydell Drive Head

NEW YORK—Bobby Rydell has been named national chairman of the Teen-Agers Drive Against Leukemia by Danny Thomas and Richard White, national campaign director of A L S A C (Aiding Leukemia Stricken American Children). Thomas is the founder of the annual Teen-Agers' March. The drive will aid St. Jude's Research Hospital in Memphis dedicated to children's diseases.

## Lawyer Rips FCC

• Continued from page 3

said the FCC's own policy statement bars any programming censorship, leaving program content strictly to the licensee, "with the guidance of those whom his signal is to serve."

However, censorship aside, Harris holds that the Communications Act requires broadcasters to give a "public accounting" for their programming. To leave it wholly to the discretion of "private interests" might swing the pendulum of "public demand" all the way to government control, or the setting up of government-owned stations to provide the public needs not met by private service, said Harris.

The Pierson paper wants the Communications Act amended to eliminate any and all FCC "power, duty or function to directly or indirectly" evaluate broadcast programming. Pierson does believe in the agency's right to require broadcasters to research their community's needs. Also, the ban on interference would apply strictly to "program" per se—it would not bar FCC from evaluating station business practices such as over-commercialization, false, bait and switch advertising, et al.

Among other suggestions in papers authored by members of the FCBA's special committee was one to clear up the forfeiture situation. The terms "willful" and "repeated" violations come as a shock to broadcasters who believe the offenses were inadvertent and not intentional. The paper recommends that warnings, followed by Cease and Desist orders from the FCC should precede any forfeiture action.

## Big Plans Afoot For NARM July Chicago Meeting

NEW YORK — Extensive plans were formulated for the 1963 National Association of Record Merchandisers mid-year meeting and sales conference, which will be held July 30-August 2, at the Edgewater Beach Hotel in Chicago.

At the NARM meeting here last week, the executive board stressed the person-to-person phase of the program. In that each associate manufacturer member holds meetings with each NARM record merchandiser member according to a pre-arranged appointment schedule.

The board of directors in setting up the mid-year meeting at the time when manufacturers are coming out with their fall and Christmas programs did so with a view to creating a uniform policy for the mid-year, whereby the rack merchandisers would come prepared to place orders for Christmas goods.

## ASCAP Elects Stanley Adams

NEW YORK—At an ASCAP board meeting held last Thursday (25) Stanley Adams was elected president of the performing rights society again to serve a two-year term. Other executive officers named were: Rudolph Tauert, first vice-president; Jimmy McHugh, second vice-president; Paul Creston, secretary; Jack Bregman, treasurer; Morton Gould, assistant secretary, and Adolph Vogel, assistant treasurer.

## STATION KUDL AIR RATING WAS IN ERROR

KANSAS CITY, Mo. — Irv Schwartz, vice-president and general manager of KUDL here, admitted that a story in Billboard (April 20) was in error in stating that his station was "currently listed as second by Pulse and third by Hooper for its market."

The October-November, 1962, Pulse rates KUDL (Monday to Friday, 6 a.m. to 6 p.m.) as sixth out of eight stations surveyed. The Hooper Radio Audience Index (in-home audience only) for February and March, 1963, places KUDL (Monday to Friday, 6 a.m. to 12 noon) in 15th position out of 15 stations surveyed. From noon to 6 p.m. KUDL is reported by Hooper to rank seventh out of 15 stations covered.

## Folk Fest LP's Part of 2-Month Prestige Offer

NEW YORK — From May 1 through June 30 Prestige Records is offering a 15 per cent deal of its Prestige International and Near East labels. Among the artists available under the terms of the deal are "Folk Festival" LP's with Pete Seeger and Jack Elliot on them.

In other activities the label has shortened its version of Jack McDuff's "Screamin'" for air play from three minutes to one minute 40 seconds. The Tru-Sound subsid has a NARAS nominee with a spiritual LP called "Save Me," by the Clefs of Calvary. The Rhoda Scott Trio was recorded live in Newark at the Key Club. A single, "Sha Bazz," has been excerpted from the album.

## COL. HUNT FINDS GAL, 14

NEW YORK—Columbia Records' teen talent audition, undertaken last March 25 by pop a.&r. chief Dave Kapralik, has produced the first winner, 14-year-old Virginia Hoe. The youngster is a student at George Washington High School here and her first record, "Lonely Girl" and "Don't Lie, Don't Try," is being put into immediate release.

Kapralik, after hearing only two songs by the thrush, immediately signed her up, saying, "This girl has authentic talent and an ability to communicate, a rarity among artists of 14 or 40. I predict she'll win wide popularity."

Miss Hoe's first sides were arranged and conducted by Bob Mersey.



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**Chancellor**





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## FIVE SMASH ALBUMS ON DOT!

**1963's EARLY HITS**  
LAWRENCE WELK  
OUR WINTER LOVE • YOU'RE THE REASON I'M LIVING  
WHAT WILL MARY SAY •• THE END OF THE WORLD  
ALL I HAVE TO DO IS DREAM ••• WALK RIGHT IN  
DAYS OF WINE AND ROSES ••• BLAME IT ON  
THE BOSSA NOVA ••• RHYTHM OF THE RAIN  
THEY REMIND ME TOO MUCH OF YOU • I REALLY  
DON'T WANT TO KNOW •• ALICE IN WONDERLAND


DLP 3510      DLP 25510

**1962's GREATEST HITS**  
BY BILLY VAUGHN  
TELSTAR • THE STRIPPER • STRANGER ON THE SHORE  
MOON RIVER • THE LONELY BULL • RAMBLIN' ROSE  
BORN TO LOSE • RELEASE ME • GO AWAY LITTLE GIRL  
I CAN'T STOP LOVING YOU • DEAR LONELY HEARTS  
ROSES ARE RED



DLP 3497      DLP 25497

**GRAVY WALTZ**  
AND 11 CURRENT HITS!  
**STEVE ALLEN**  
RINKY DINK • PREACHERMAN  
THEME FROM LAWRENCE OF  
ARABIA • BOSS GUITAR • LOVE  
FOR SALE • CAST YOUR FATE  
TO THE WIND • REBEL-ROUSER  
GRAVY WALTZ • YAKETY-SAX • WHISTLE BAIT  
YOUR THEME • THE ROSE AND THE BUTTERFLY



DLP 3515      DLP 25515

**PAT BOONE**  
SINGS  
**DAYS OF WINE AND ROSES**  
AND OTHER GREAT MOVIE THEMES  
MOON RIVER • THE EXODUS SONG • LAURA  
MONA LISA • RUBY  
BE MY LOVE • FANNY  
LOVE IS A MANY  
SPLENDORED THING  
THREE COINS IN THE  
FOUNTAIN • DAYS OF  
WINE AND ROSES  
SONG FROM MOULIN  
ROUGE • SWEET LILANI



DLP 3504      DLP 25504

**PIPELINE**  
**THE CHANTAYS**  
THE LONESOME ROAD • TRAGIC WIND •  
RUNAWAY • BLUNDERBUS • BANZAI • SLEEP  
WALK •• NIGHT THEME •• WAYWARD  
NILE • EL CONQUISTADOR • RIDERS IN  
THE SKY •• LAST NIGHT •• PIPELINE

DLP 3516      DLP 25516

## SMASH HIT SINGLES!

- #16453 **Hot Pastrami** . . . . . **The Dartells**
- #16440 **Pipeline** . . . . . **The Chantays**
- #16457 **Gravy Waltz / Preacherman** . . . . . **Steve Allen**
- #16456 **Granny's Pad / Blues Bouquet** . . . . . **The Viceroy's**
- #16467 **I Just Do / Load 'Em Up** (AN' KEEP ON STEPPIN') . . . . . **Jimmie Rodgers**

## NEW RELEASES

- #16473 **Is Goodbye That Easy To Say / The Apple, The Wind And The Stream** . **Debbie Reynolds**
- #16475 **Wolverton Mountain / Chattanooga Shoe Shine Boy** . . . . . **Jo Ann Castle**

## BEST SELLING SINGLES

- #16454 **I Wonder Where You Are Tonight / Dream Girl** . . . . . **Arthur Alexander**
- #16448 **Heartaches / Happy Melody** . . . . . **The String-A-Longs**
- #16461 **Diamond Head** from the Columbia picture "Diamond Head" / **How The West Was Won** from the Metro-Goldwyn-Mayer and Cinerama Presentation "How the West Was Won" . . . . . **George Cates**
- #16439 **Days Of Wine And Roses / Meditation** . . . . . **Pat Boone**
- #16451 **The End Of The World / Big City** . . . . . **The Mills Brothers**
- #16458 **Stripper's Sugar Blues / You Made Me Love You** . . . . . **Seymour**
- #16462 **The Bug / Gonna Put You Down** . . . . . **Barry Wilson & The Camelots**

## HIT ALBUMS ON DOT

|       |      |                                       |
|-------|------|---------------------------------------|
| 25510 | 3510 | 1963'S EARLY HITS Lawrence Welk       |
| 25504 | 3504 | DAYS OF WINE & ROSES Pat Boone        |
|       | 3472 | FUNNY FONE CALLS Steve Allen          |
| 25497 | 3497 | 1962'S GREATEST HITS Billy Vaughn     |
| 25496 | 3496 | FOLK CONCERT Jimmie Rodgers           |
| 25481 | 3481 | FAVORITES The Lennon Sisters          |
| 25480 | 3480 | BOSSA NOVA JAZZ Steve Allen           |
| 25499 | 3499 | WALTZ TIME Lawrence Welk              |
| 25458 | 3458 | A SWINGIN' SAFARI Billy Vaughn        |
| 25457 | 3457 | BABY ELEPHANT WALK Lawrence Welk      |
| 25016 | 3016 | THE GOLDEN INSTRUMENTALS Billy Vaughn |

|       |      |   |
|-------|------|---|
| 25455 | 3455 | GOLDEN HITS Pat Boone                                     |
| 25450 | 3450 | GREATEST ORGAN HITS Jerry Burke                           |
| 25412 | 3412 | MOON RIVER Lawrence Welk                                  |
| 25359 | 3359 | CALCUTTA Lawrence Welk                                    |
| 25249 | 3249 | RAGTIME PIANO GAL Jo Ann Castle                           |
| 25165 | 3165 | BLUE HAWAII Billy Vaughn                                  |
| 25515 | 3515 | GRAVY WALTZ and 11 current hits Steve Allen               |
| 25508 | 3508 | THE END OF THE WORLD and other great hits The Mills Bros. |
| 25452 | 3452 | GREAT GOLDEN HITS The Andrews Sisters                     |
| 25475 | 3475 | I LOVE YOU TRULY Pat & Shirley Boone                      |
| 25509 | 3509 | BOSS The Rumlbers   |

This One



LU9J-R2G-85HJ

# Billboard

Presents

## Highlights of the 1963 GRAMOPHONE RECORD RETAILERS ASSOCIATION

Conference and Convention, London

# British Dealers Set Nat'l Disk Fortnight

## Drive Slated for Slow Fall Season

LONDON—Attention on a national scale will be focused on disks in Britain's first National Gramophone Record Fortnight, which will be held October 7-19. This was announced April 21 by Gramophone Record Retailers' Association chairman Walter Woyda at the outset of the association's annual convention.

The project has been under discussion throughout the GRRRA's formative years. Woyda noted the attempt to form an Industry Council called for at last year's convention. A meeting was called, but it was, he said, "Largely a failure." The executive was convinced that it was almost impossible to get all the major manufacturers together around a table. It had therefore been decided to go ahead on its own with one matter at a time. The National Record Fortnight was the first.

## Retailers Get EMI Break

LONDON — Major changes in dealers' favor in EMI's scheme to sell part of its classical repertoire direct to the public were revealed at the GRRRA convention.

The delegation from the Association and the Music Trades Association had a meeting with EMI top brass and secured considerable concessions, announced chairman Walter Woyda. About 50 per cent of the dealer profit on all orders received by EMI, whether through dealers or direct with the public, would be credited to the retailers participating in the scheme.

A supply of the special promotion booklet would be made available free to dealers. Previously they had had to pay for it, though the public buying direct could get it free.

Probably the most useful outcome from the dealers' point of view of the meeting was that EMI undertook to consult them before further stages in the campaign were embarked upon.

Though delegates were not entirely satisfied with the arrangement, clearly they appreciated the major concessions granted and there was little comment during the two-day meeting.

## Marin Joins Alegre

NEW YORK — Richard Marin, formerly with the Fiesta and Mardi Gras labels, has joined the sales staff of Alegre Recording Corporation.

Alegre, with home offices in the Bronx, has appointed Wendy Record Distributors, Newark, as its New Jersey distributor.

## British Dealers Roundly Against Premium Offers, Survey Reveals

LONDON — British dealers have roundly declared against premium offers and, if there are to be more, want them to be channeled through retailers at full discount.

This became clear when GRRRA secretary Harry Tipple revealed results of a dealer survey, in which nearly three-quarters of the voting went

against premium offers in principle and 85 per cent were against them even if channeled through disk outlets at less than normal discount. If full terms were given, 78 per cent were willing to accept them.

The survey followed highly controversial offers made during the last year.

The GRRRA was planning, Woyda added, to supply publicity material, and seek support from the rest of the trade as well as press and broadcasting media. Other retail groups such as the Music Trades' Association and the Radio and Television Retailers' Association were being contacted to see if the campaign could be jointly fostered.

The GRRRA expected to call a meeting of all manufacturers. The event would also be in their interests and help and assistance would be sought.

But it would demand most from dealers. The executive asked for special window displays and hoped dealers would co-operate on joint advertisements in the local press, pointing out the details of the facilities available to consumers.

A prime object would be to convey to the general consumer the great pleasure that came from records. Their use as gifts is to be stressed.

The campaign was being timed for the autumn (not a particularly busy time in Britain) just before the major season and in the hope that it would lead to even bigger buying when the peak pre-Christmas weeks came.

The campaign was being timed for the autumn (not a particularly busy time in Britain) just before the major season and in the hope that it would lead to even bigger buying when the peak pre-Christmas weeks came.

## Keefe's Cub Disk

NEW YORK—Adam Keefe, night club comedian-impressionist has recorded "The Ghoul in School," theme of the motion picture "Werewolf in a Girl's Dormitory," for the Cub label.

Keefe, who has appeared in such clubs as the Blue Angel, the Purple Onion and the Bon Soir has been a regular as of late on the Johnny Carson "Tonight Show" on NBC-TV.



HAL B. COOK

## Classic Trend Seen by Cook

LONDON — Classical repertoire probably offers retailers their biggest chance for expansion. This was stated by Billboard publisher Hal B. Cook in his address to the GRRRA convention here April 21.

A great desire and interest in music was being created in teenagers, he said. They were not really dedicated to rock, but enjoyed this form of music. Dealers could take them into the pleasures of the Brubeck's and the Kingston Trio's and later to that which might come from the Budapest String Quartet and opera.

The object should be to get them into the habit of enjoying records—and this would be the best way for dealers to stay in business.

The big problem in the classical market was stocking a large variety, Cook said. Billboard was working on plans to help dealers do this in the U. S.

Drawing on his experience in sales at Capitol, U. S.-Columbia, Warner Bros. and elsewhere, Cook painted a picture of the U. S. retailing scene for the British dealers. He illustrated it with slides prepared by Billboard's Market Research Division, which analyzed the various methods of distribution sales by

# Pledge Dealers as One Man

LONDON—If manufacturers were to accept the GRRRA as representatives of the retail trade—as it should be—then the association has a duty to them to control its members and insure unanimity of action.

This view was stated by Louis Benjamin, general manager and a director of Pye Records, speaking after the GRRRA annual dinner, which closed the convention.

Dealers should reject all imported records which contravened the licensing arrangements with foreign countries entered into by manufacturers and

## CLAIMS DISKS USED AS SHIP BALLAST

LONDON—Claims that bulk imports of disks from America—a many as 300,000 at a time—were being brought into Britain to the detriment of the industry were made during the GRRRA convention. The secretary, Harry Tipple, said that at one time unsold books were shipped as ballast and now it seemed that records had taken their place.

Chairman Walter Woyda revealed that 18 months ago the GRRRA had protested to EMI about the pressing of Connie Francis' Brylcream LP in Britain. EMI had agreed with the dealers' claim and the Brylcream deal had not been made available here.

He regretted that now that the album had been shipped in in enormous bulk, it was being sold by some retailers at "chicken feed prices." It made the association's case protesting against such premium offers much more difficult.

Tipple outlined the procedure the association was using to cut back on low-price trading. Often the current items clearly should be covered by resale price maintenance agreements. The biggest aid, he said, was the Customs & Excise department, which was legally entitled to go much further than the police in its investigations. He acknowledged the support from manufacturers helping to stamp out such trading.

B. W. Pratt, general manager of the Mechanical Copyright Protection Society, explained its policy on copyright involving the import of disks.

It was heavily criticized by Doug Dobell, the London dealer

type, and the growth of sales and various outlets.

He pointed out that in 1955 there were 15,000 retail outlets. By 1960, they had grown to 194,000, and last year they dropped back to 170,000. The rise was due to the introduction of rack jobbing.

"If this has not yet started in Britain," Cook told the dealers, "my advice is to set up your own in specialist traffic locations. If you do not, then someone else will."

they should do whatever possible to eliminate bad debts and support price maintenance.

They had a duty to support the manufacturers, if the latter were to support them, Benjamin said.

Benjamin particularly welcomed the presence at the convention and dinner of Billboard publisher Hal Cook. It was a considerable achievement for the GRRRA to have an American of "such high standing to listen to our viewpoint and to give his own," he said.

The dinner was followed by presentations of the National

specializing in jazz and responsible for considerable importing, particularly on the ground that copyright had already been paid abroad and therefore was being paid twice.

Pratt pointed out that often the publishing copyright holder was different.

## Opera Lovers Fans of Stereo

LONDON — Opera fans are the most enthusiastic supporters of stereo disks. About half the operatic albums being sold are stereo, with about a third of classical music and only 5 per cent pops going to stereo buyers.

Those figures were given by Donald Aldous, technical editor of Audio and Record Review, one of Britain's leading writers in the audio and domestic electronics field.

In his talk to the GRRRA convention on "how to improve stereo sales," Aldous pointed out that the British industry did not have the benefit of accurate market research such as that provided by Billboard in America. His own figures had been arrived at from private research.

Aldous invited delegates to watch closely the BBC's experimental radio stereo transmissions. These were to continue until the summer, but there was no guarantee they would be extended.

The BBC, he said, regarded the record industry—both manufacturers and dealers—as the pace setter for stereo. If the public responded to them, it would have the equivalent available for stereo broadcasting.

Record Awards by the Association's chairman, Walter Woyda, and Roy Parker, Record Retailer managing editor. EMI Records' managing director Leonard Wood went to the rostrum 12 times to collect his company's 13 awards. Benjamin went four times. John Humphries, CBS label manager at Philips Records, went twice and Beecher-Stevens once.

He might have gone again, but preferred the award for Emilio Pericoli's "Al di La" to be received by Warner Bros.' international director Bobby Weiss, who was at the dinner.

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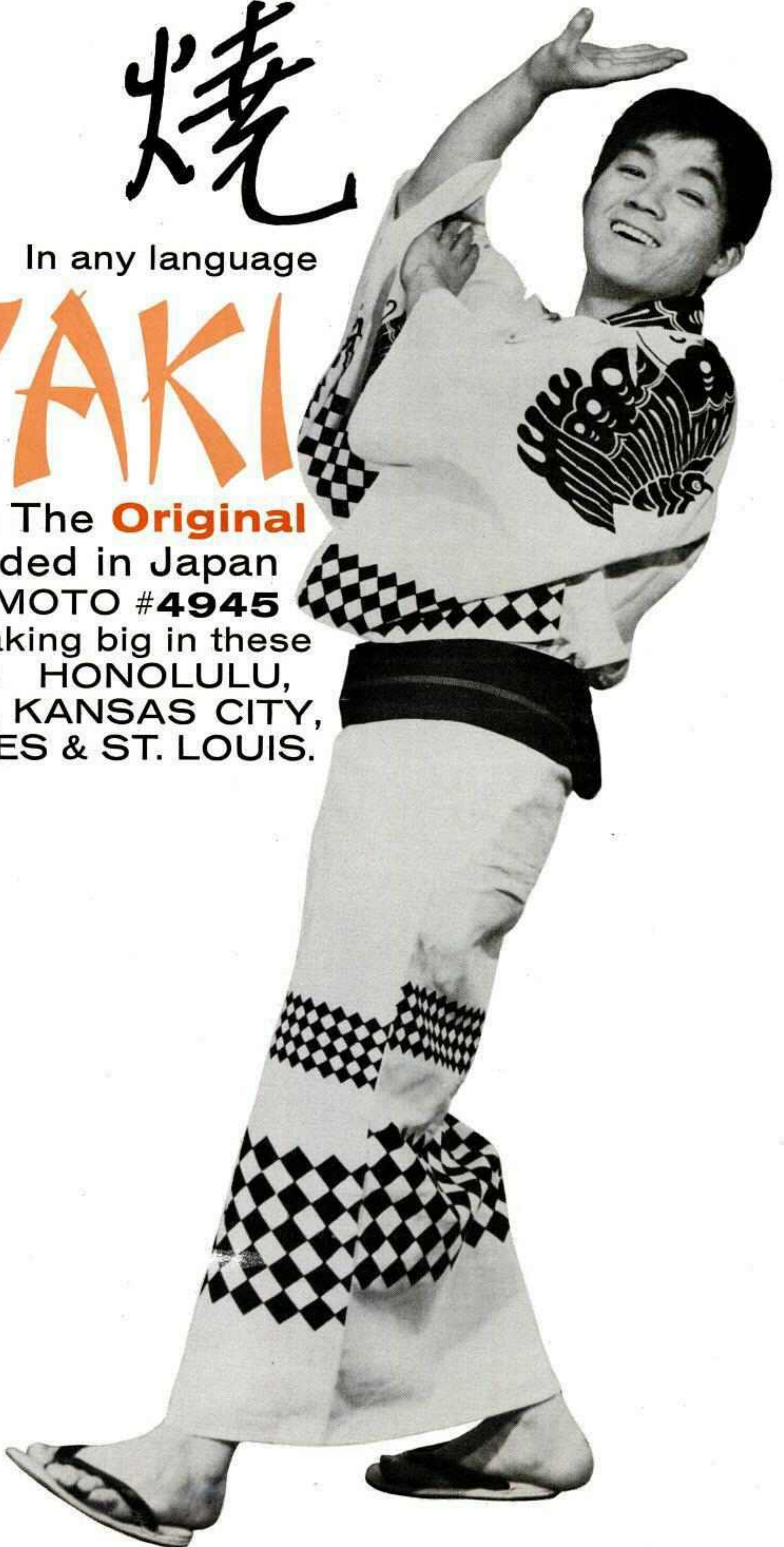
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□□ Vocal by KYU SAKAMOTO #4945

Already breaking big in these  
markets: HONOLULU,  
SEATTLE, KANSAS CITY,  
DES MOINES & ST. LOUIS.



## LEGIT REVIEWS

# An Unpretentious Little '63 Wine

By JACK ORR

"At last," a girl said as we were leaving "She Loves Me," which opened at New York's Eugene O'Neill last week, "there's a musical I can take my old aunt from Des Moines to when she's in town. No thinking necessary. No four-letter words. Plain old fairy tale, nice music, without messages, neurotics or hanky-panky."

That's true, all right, and while there may be a few playgoers and record buyers who expect more bite in story-line and words and music in a year as late as 1963, "She Loves Me" is an unpretentious little wine, indeed, and nobody involved makes believe he's mellowing anything else.

The story, once done as a straight Miklos Laszlo play and a long-ago Margaret Sullivan movie, "The Little Shop Around the Corner," has to do with two young lovers who work in a perfume shop in pre-war Budapest. They actually are in love because their lonely hearts club correspondence is pretty hot stuff (though we never hear any of it), but around the shop they don't like each other, not knowing they're pen pals. They find out in the end and that's all there is to it.

But the mood created is warm and agreeable and the people—irresistible Barbara Cook, Daniel Massey (using voice and eyebrow mannerisms eerily like his celebrated father's), a lively Barbara Baxley and the rest—give it charm, warmth, appeal, simplicity and all those words.

Jerry Bock's music is charming, warm, appealing, etc., too, Don Walker's arrangements, a lot of soft stuff, are what the hand called for, and Sheldon Harnick's lyrics aggressively tackle such subjects as ice cream, candy boxes and late Christmas shopping with extreme good taste. It isn't likely any of the tunes will jump out at you but they won't make you mad, either.

Time before last Bock and Harnick went to bat ("Fiorello"), they won a Pulitzer Prize. This time, they'll settle for warm critical notices, a long run, a hearty-selling LP—MGM will cut the cast album next week—and houseful after houseful of contented old aunts from Des Moines and elsewhere.

## 'HOT SPOT'

## They Didn't Do Right by Judy

By JACK MAHER

For a long time the New York papers have been filled with stories about the wild and woolly rehearsal changes that took place in "Hot Spot," the new Judy Holliday musical which opened last week (19) at the Majestic. Predictions of failure preceded the show and these were confirmed when the New York Critics Circle passed a unanimous negative judgment.

The music by Mary Rodgers is adequate at best, and that's about the word, too, for Martin Charnin's lyrics. The orchestrations by Luther Henderson and Ralph Burns do justice to the score. The staging, scenery and costumes (Rouben Ter-Arutu-

nian) perhaps the most consistently attractive part of the show. Miss Holliday gives her all, but the book stumbles and stutters in tired and worn-out fashion.

Jack Weinstock and Willie Gilbert, who are responsible for the book, have given the actors dull things to say. The lines are not only strident and uninteresting, but the theme of the little lady who joins the Peace Corps and gets U. S. foreign aid for a destitute country by discovering "make believe" communist elements in the nation is about as original as the cold war.

Even when Miss Holliday is given a genuinely funny quip as in the Ronald Colman intonation of "It is a far, far better thing I do..." is bludgeoned into a song.

The bright moments are far between, and they usually come about as a result of Miss Holliday's comic sense. One of the best is where she plays the three U. S. Senators interviewing Joe Campanella (who plays the American consul) for a new post. And there are a few good dance numbers.

It is not known at this time whether Warner Bros. Records, which has the original cast rights, will record the show.

## Rita Pavone



ROME—One of the hottest attractions on the Italian musical scene today is a 17-year-old bombshell named Rita Pavone, who only eight months ago was a complete unknown.

Rita entered and won the "First Rally of the Unknowns," which was conceived by Teddy Reno, producer at RCA Victor, September 1, 1962. Since then she has had an astronomical rise in popularity, nearing the fanatic enthusiasm that greeted Elvis Presley in this country.

In Italy, where a smash single seller is 200,000, Rita's first three singles have all averaged over 300,000. Last week RCA Victor presented Miss Pavone with an award for the sale of one million single disks, coincidental with the release of her first LP, "Rita Pavone."

Now established as a recording and television star, Miss Pavone and Reno will celebrate the anniversary of her discovery next September by coming to New York, where plans for U. S. exposure will be formulated.



JOAN

## CONCERT

## Lass With a Delicate Air Slays Folk

By BOB ROLONTZ

A tall, thin, wispy lass with a guitar packed New York's 2,646-seat Philharmonic Hall last Friday night (19), and when she bowed off two hours and 20 songs later her audience was still applauding for more. The lass with the delicate air was Joan Baez, whose wondrous and winning way with an Elizabethan ballad has made her the queen of today's folk singers both in person and on records (Vanguard).

From the moment she strode on stage, kicked off her shoes and settled down to performing songs she has made familiar on records, she had the youthful audience in her pocket.

And she brought them even closer to her with her informal and friendly manner of introducing a song, her frank asides, and her straightforward and sincere pitch for peace in a bomb-minded world. Her audience, composed of well-behaved and well-dressed youngsters mostly barely old enough to drink (even though the drinking age in New York is only 18), cottoned to her singing, her manner and her peace patter.

Miss Baez' great success as a folk artist has not in any way diminished her dramatic ability to put over a ballad or a dirge, or to breathe new meaning into the Elizabethan ballads, mountain music, or white spirituals that she uses as the base of her repertoire.

Her clear, and liquid voice, a truly remarkable instrument, adds intensity to everything she performs, and there was scarcely a member of the large audience left unmoved by her versions of "Mary Hamilton," "Hush Little Baby," "Danger Warers," "Long Black Veil" (the old country hit), or the anti-war songs "Just a Little Rain" and "Last Night I Had a Dream."

She managed to get her many fans into the act by having them sing with her on the chorus of "I Never Will Marry," and other songs. And she showed a deft humorous vein when she parodied a recent rock and roll hit.

Miss Baez' natural and unaffected manner and her touching vocal style should enable her to long continue to rule the folk wave no matter how many other Betsies come down the pike.

## TV GUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearances listed below 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.

APRIL 29-MAY 5  
(All Times Eastern Standard)

## TUESDAY 30—ANN-MARGRET

The singing actress, currently starring in the film, "Bye Bye Birdie," will be guest of Jack Benny (CBS-TV, 9:30-10 p.m.).

## TUESDAY 30—ROSEMARY CLOONEY

Recently signed to Reprise records, Miss Clooney will appear on the Garry Moore show (CBS-TV, 10-11 p.m.). She will sing her latest single, not yet released on the show.

## WEDNESDAY 1—ALLAN SHERMAN, CONNIE STEVENS

Both Warner Bros. recording artists appear on the Perry Como show (NBC-TV, 9-10 p.m.).

## FRIDAY 3—PHYLLIS DILLER, GISELE MAC KENZIE

Verve comedy artist and Mercury vocalist join Jack Paar and friends (NBC-TV, 10-11 p.m.). Latest single for Miss MacKenzie is "Loser's Lullaby" b.w. "By Myself."

## SATURDAY 4—LIMELITERS, CLANCY BROTHERS &amp; TOMMY MAKEM, BOB GIBSON, LYNN GOLD

Prominent folk talent will be featured on ABC-TV Hootenanny, (8:30-9 p.m.). Jack Linkletter emcees.

## SUNDAY 5—ROSALIND ELIAS, ANDRE KOSTELANETZ, THEODORE LETTVIN

Soprano Elias and pianist Lettvin get assist from conductor Kostelanetz on tonight's Voice of Firestone (ABC-TV, 10-10:30 p.m.).

## 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.



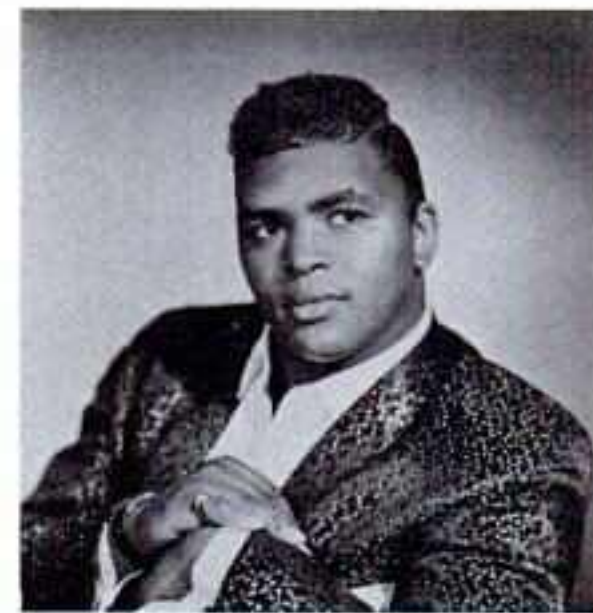
WILSON PICKETT  
(Double L)

**PERSONAL MANAGER:** Wilbur Golden. **AGE:** 22. **HOMETOWN:** Detroit. **EDUCATION:** High School. **HOBBIES:** Swimming, dancing, skating and collecting old jazz albums. **BACKGROUND:** Born in Detroit, Pickett has been singing rhythm and blues for pleasure and profit since he was a youngster. He has played concerts, night club dates, television spots, and has in the past been associated on recordings with the Falcons, distributed by Atlantic. Producer Robert Bateman is responsible for his current single recording and for encouraging him to go it alone. Pickett is currently on a cross-country promotion tour for this latest single, during which he will be making guest appearances on television and at record hops.

**OTHER MUSICAL INTERESTS:** Songwriting, guitar and piano.

**LATEST SINGLE:** "If You Need Me" b.w. "Baby Call On Me" is leaping on the cart today in the 90 slot.

SOLOMON BURKE  
(Atlantic Records)



**BOOKING OFFICE:** Wm. Morris. **AGE:** 28. **HOMETOWN:** Philadelphia. **EDUCATION:** High school. **BACKGROUND:** Like many other soul singers, Burke got his principal vocal training in church, where he was soloist from the age of nine. At 12 he was known as "The Wonder-Boy Preacher" and had his own church, "Solomon's Temple," from which he broadcast a radio show each week. The broadcasts brought him to the attention of Mrs. Kae Williams, wife of a Philadelphia deejay, who in turn arranged for him to sign with Apollo Records. After considerable success with that label Burke was signed to Atlantic Records in 1960 and soon had a hit in "Just Out of Reach." He is familiar to the general public through his concerts, night club dates and television exposure. Married, Burke lives in Philadelphia with his wife and children.

**HOBBIES:** Reading the Bible.

**LATEST SINGLE:** "If You Need Me" is edging its way up the Hot 100 to position 74 this week.

**LATEST ALBUM:** "Solomon's Burke's Greatest Hits."

Soon to be #1 across the nation

Come and get these Memories

GORDY 7014



MARTHA AND THE VANDELLAS

hits are our business!  
GORDY RECORDS

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strong singles / strong albums / strong sales



**PETE JOLLY**

**Little Bird**  
C/W  
**Falling In Love With Love**  
C-116



**LITTLE BIRD**  
A/AS-22

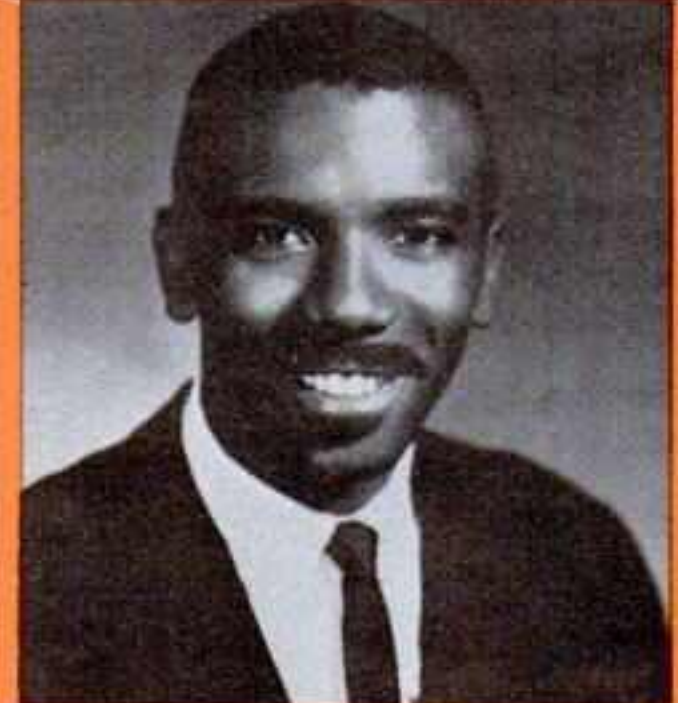


**ELLA FITZGERALD**

**Bill Bailey**  
C/W  
**Ol' Man Mose**  
VK-10288

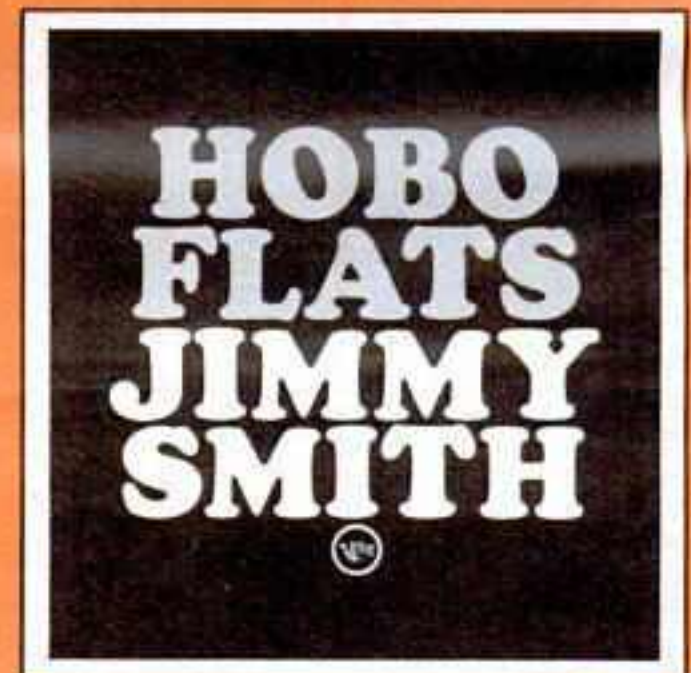


**ELLA SINGS BROADWAY**  
V/V6-4059



**JIMMY SMITH**

**Hobo Flats**  
(Parts I & II)  
VK-10283



**HOBO FLATS**  
V/V6-8544



**ROY HAMILTON**

**Let Go** c/w  
**You Still Love Him**  
K-13138



**JOHNNY BEECHER**

**Sax 5th Ave.**  
CLM/CLS-102



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**CHARTER RECORDS**  
are distributed by MGM Records

**MGM & VERVE RECORDS**  
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# TALENT TOPICS

## NEW YORK

Colpix Records has signed actor **Burgess Meredith** to an exclusive recording contract. Meredith's first effort for the label will be a narration, backed by the traditional folk melody, "Greensleeves," which will bear the new title "Home in the Meadow." The tune is featured in the sound track of the film "How the West Was Won." . . . **Peggy Stuart**, pianist and composer of light music, has been invited to go to Budapest, where she will be honored by a full broadcast of her music. She is the first American composer to be invited to Hungary since the war. She has volunteered to bring back to America scores of new light Hungarian music for broadcast here. . . . **Herman Levin**, producer of "My Fair Lady," has two new musicals in readiness for next season. The first, "The Sleeping Prince," has songs by **Noel Coward** and will star **Jose Ferrer** and **Florence Henderson**. Planned for a November 28 New York opening, the show has various record companies interested in backing it. The second offering Levin proposes is "Cat and Mouse." Score will be executed by **Milton Schafer**, composer of "Bravo Giovanni," and a March, 1964, opening is tentatively scheduled. . . . **Frankie Day**, **Bobby Rydell's** manager, celebrated the singer's 21st birthday last week (25) with a large party at the Luau 400. Rydell, whose actual birth date is April 26, celebrated that day with his family in Philadelphia. . . . **Neil Sedaka**, in England for a "Sunday Night at the Palladium" TV stint, has picked up additional bookings for television appearances in Paris, Berlin and Rome. . . . **Mercury's Brook Benton** will be opening at Basin Street East for two weeks, starting April 29.

Milwaukee's response to **Monique Van Vooren** is a current production of "Can Can" has been so great that the run has been extended for another week, through May 5. . . . While engaged at Manhattan's Basin Street East, Capitol Records cut "live" performance of **Vic Damone**. Capitol a.&r. man **Voyle Gilmore** was flown in from the Coast to supervise the taping of the session. While in town, Gilmore will also handle the proceedings for a new LP by **Al Martino**. . . . **Bob Hope** hopes to have a single hit in "Call Me Bwana," title tune from his new film. The flip will add the attraction of **Eddie Adams** who co-stars. Flip title is "The Flip Side."

## PITTSBURGH

**Ethel Merman**, who never toured during any of her many Broadway hits, will finally perform in Pittsburgh with her own revue at the Penn Theater for six days beginning May 21. . . . **Johnny Mathis** has been pacted by the Twin Coaches night club for six nights beginning June 24. **Booker Joe Hiller** has set the **Lennon Sisters** to follow **Rosemary Clooney**, who returned the Twin Coaches to floorshows for the first time this year. Then come the **Lennon Sisters**, the **McGuire Sisters**, the **Goofers**, the **Four Aces**, **Enzo Stuarti**, the **Four Freshmen** and **Jimmy Dean**. . . . **Lou Guarino**, formerly partnered with **Lenny Martin**, has established a new label, **World Artists**, and signed 18-year-old **Mary Jo Tropay**, a high school senior. Her first waxing is "Talk to Him," backed with "Blind Date." **Jazz jianist Mary Lou Williams**, a native daughter, has returned home to plug her latest EP on the Mary label. It fea-



## NEW HALL

CHICAGO — "Pal Joey" will be the first production in sketched Dorchester Music Hall, June 11, marking opening of first Chicago year-round legitimate theater in many years.

tures "Saint Martin de Porres," for which she wrote the music with lyrics by **Father Woods**; Gershwin's "It Ain't Necessarily So" and "The Devil," music by **Miss Williams**. . . . **Nat King Cole** will star in his own revue on August 29 at the Civic Arena as the final show of the forthcoming Civic Light Opera season.

**LEONARD MENDLOWITZ**

## NASHVILLE

**Ray Charles** packed almost 9,000-paid into city auditorium last week. . . . **Stan Getz** to follow Charles, with advance ticket sales reported good.

New faces in town: **Tom Reeder** moved in to lend active support to **Clyde Beavers** in Tom-Cat Publishing and Ka\$H

Records operations. . . . **Anita Kerr** has stepped down as assistant to **Chet Atkins** at RCA Victor here. **Bob Ferguson** has been named to succeed Anita.

Grammy nominees **Flatt and Scruggs** booked for May 2 concert at Vanderbilt University. Also in the folk vein, **KFOK** radio deejay **Hugh Cherry** has found merger of folk with country popular in his Southern California bailiwick. . . . **Hugh** is former Nashville television biggie now enjoying splash success through radio in Long Beach.

Cover Records' artist **Soda Bryant** on Eastern trip to push "Battle of Fort Donelson." **Capa's Bobby Curtis** entertained patients at Mobile Rehabilitation. (Continued on page 46)

## '... UNQUOTE'

"Violinist" **Horacio Zito** (as he was hauled off to jail for sticking the Waldorf-Astoria with a champagne and caviar bill of \$680): "Well, shucks, I'm a world-famous musician. My friends will pay the bill." (Nobody did.)

**Singer Jenny Smith** (on life as Steve Allen's TV vocalist): "Somebody had the idea for me to sing 'Singin' in the Rain' while going through a car wash. But they didn't rehearse the spigots and when they turned the water on, one was hitting me right in the face. I played peek-a-boo with the camera from under my umbrella and I could hardly hear the music over the water splashing and the lyric got washed off my cue cards. Loved every minute of it."

**Columnist Bob Sylvester**: "Now does Mrs. Vaughn Meader have to have a baby?"

**Brave's outfielder Lee Maye** (who recently was benched after cutting an Ad-Lib record, "I Can't Please You"): "No, I didn't have Bragan (the manager) in mind."

**Richard Rodgers** (threatening to sue over the parody "There Is Nothing Like a Lox"): "That Allan Sherman is a destroyer."

**Allan Sherman** (about that suit and other suits): "I'm thinking of putting out an album called 'My Son, the Defendant.'"

**Dick Gregory** (on how he began to rebel against segregation when he was still a clerk in a Chicago post office): "They fired me, but all I did was file all letters addressed to Mississippi in the 'Foreign Mail' slot."

**Fabian** (on being a serious actor): "I think you're not acting if you only play images of yourself and that's why I enjoyed playing the killer in that 'Bus Stop' TV show. But everybody screamed about what I was doing to my teen-age fans, so now I choose parts more carefully."

## Teri a Smash

NEW YORK — When **Teri Thornton**, an unknown singer, made her debut on the **Johnny Carson** "Tonight" show April 19, she impressed the host so much she was booked for the following Wednesday night show right on the air. **Teri** has been signed by the **Mal Braveman** publicity office, and her first LP, "Somewhere in the Night," is on Dauntless.

## TALENT ON TOUR

(Top record talent in top record towns this week)

### EAST

Grown-up **Brenda Lee** makes her New York night club debut on May 2 at the Copacabana. . . . Trumpeter **Al Hirt** opens at Basin Street East April 29. . . . At the Casino Royal, Washington, D. C. (29), it's **Gene Pitney**. . . . **Pat Thomas** will vocalize at Basin Street West, Boston, for this week. . . . Finishing out their engagement at the Manhattan Ember's this Saturday (4) will be the **Jonah Jones Quartet**. . . . **Earl Grant** will open at the Horizon Room, Pittsburgh, April 29. . . . More college dates this week for the **Highwaymen** include **Winooski, Vt.** (3), **Poughkeepsie** (4), and **Twoson, Md.** (5). . . . **Lovelace Watkins** moves into the Latin Quarter for two weeks starting May 1. . . . The

airborne **Hi Lo's** will play Pittsburgh (3) and Schenectady (4) this week.

### SOUTH

**Tony Bennett** will be at the Music Hall, Houston, for one night, May 2. . . . Two concerts by **Joan Baez** will be given at the U. of Florida in Gainesville (2) and the Civic Auditorium, Jacksonville (3). . . . **Jimmy Smith** will be bashin' down South in Louisville (4) and Memphis (5) on concert tour.

### WEST

**Teresa Brewer** opens her new act at the Las Vegas Sahara on April 29 for a four-week run. . . . **Eddie Fisher** will headline at Harrah's, Lake Tahoe (2-5) with comic **George Kirby** touching up the bill.

# "Saturday Night"

## "SATURDAY NIGHT"

# "SATURDAY NIGHT"

## The Sherrys

GUYDEN 2084

# JAMIE GUYDEN

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# KENNY BURRELL'S

newest album

# MIDNIGHT BLUE

KENNY BURRELL WITH STANLEY TURENTINE  
MAJOR HOLLEY JR./BILL ENGLISH/RAY BARRETT

Billboard SPOTLIGHT PICK PICK OF THE WEEK Cash Box

BLP 4123

The Hit Single from this album

# CHITTLINS CON CARNE

Blue Note 45x1885

BLUE NOTE Records, Inc. 43 West 61st Street, New York 23, N. Y.

# Stage Dramas on Disks Edging In on Original-Cast Musicals

By BOB ROLONTZ

NEW YORK — Dramas are beginning to get a share of the original-cast spotlight that record companies have up to now focused mainly on Broadway musicals. Though there have been sporadic efforts to record original-cast dramas in the past (witness "J.B." and "Don Juan in Hell" a few years ago), this season has seen a veritable splurge of original-cast waxings by labels, both large and small, of Broadway and off-Broadway dramas.

One of the most expensive and expensive of all waxed this season was the three-LP version of "School for Scandal" with an all-star English cast by Enoch Light's Command Records. Light flew to London to wax this version of the Richard Sheridan revival prior to its limited engagement in New York. It was released in time to coincide with the New York opening.

Columbia Records has started an extensive program of recording dramatic works with original casts and has in release its recording of "Brecht on Brecht," an off-Broadway hit of a few months ago.

## May Be Smash

Firm is also releasing the recording of the current smash hit by Edward Albee, "Who's Afraid of Virginia Woolf," which could turn into a smash on records as well.

But Columbia's most ambitious project, the first fruits of which will be available shortly, is its Eugene O'Neill cycle, in which the firm intends to record every play penned by O'Neill. First one to be waxed will be "Strange Interlude," now playing at New York's Hudson Theater with an all-star cast.

London Records will issue the original-cast waxing of the readings from the writings of English Kings and Queens called "The Hollow Crown," which received good reviews in New York during its limited engagement.

## English Tickler

Capitol Records issued in the U. S. the original-cast waxing of the London-New York hit, "Beyond the Fringe." Though this could not be called a drama, neither could it be called a musical; it is actually a collection of comedy skits performed by four clever Englishmen. Perhaps it is better called a comedy recording.

But it shows that the spoken word is becoming as important to the record manufacturer as it has long been to the record buyer.

## WESTON NAMED NARAS AWARDS CHAIRMAN

HOLLYWOOD — Paul Weston was appointed awards program chairman of the National Academy of Arts and Sciences 5th Annual Awards event by Van Alexander, the local chapter's president. Soupy Sales will serve as master of ceremonies at the dinner to be held May 15 here in the Grand Ballroom of the Beverly Hilton Hotel.



**AN ACTOR PREPARED:** Jason Robards Jr., is seen during recent recording session for his Columbia LP "Dramatic Readings From Eugene O'Neill." Robards, whose career has been frequently identified with his successful interpretation of the O'Neill plays, first came into prominence for his memorable performance in "The Iceman Cometh."

## CAMPUS CORNER

### Folk Groups Stir 'Em Up

• Continued from page 4

had many requests for the Smothers Brothers "Think Ethnic" album the day after the Hootenanny filming.

BOB THOMAS

#### Univ. of California

A Joan Baez concert at the University of California drew a sellout crowd of 8,500 students at Harmon Gym recently. Audience was entranced with her performance. Both the Berkely House of Music and Record City featured Joan Baez albums

in their stores before the concert. They both said her records moved well before and after the concert, as she is a steady seller.

University is now preparing for its Sixth Annual Folk Music Festival June 26-30. Sam Hinton, Jean Ritchie, Pete Seeger, Mance Lipscomb and others will appear. DAVID FREED

#### Michigan State

The Four Preps drew well, though not a capacity audience,

## Sounds: Human & Otherwise

In addition to the many spoken word recordings of poetry and prose, speech and drama, issued by practically all of the larger record companies and many smaller ones (with extensive catalogs of the above by such companies as Caedmon, Spoken Arts, Capitol, Angel, Victor, Columbia, Decca, London, Folkways, Riverside and DGG), there are many fascinating and exotic areas covered by spoken word recordings.

At times these sounds are more animal than human. For instance Cornell University has seven recordings on the market of bird songs, and one of insect sounds. Folkways has an album of North American frogs.

### Carson Emsees Pitt Ork Meet

PITTSBURGH—Johnny Carson, star of NBC's "Tonight" show emceed the final report meeting of the Pittsburgh Symphony Society at the Beau Brummell Club on April 20. It was disclosed that volunteer workers have turned in \$200,000 towards the orchestra's \$450,000 Maintenance Fund. Nearly 400 workers attended.

Carson's day here, arranged by his manager Al Bruno and by Zane Knauss, publicity director of the Symphony, included presentation to Carson of the Order of the Gilded Concert Seat by William Steinberg, conductor of the orchestra.

Incidentally, Enoch Light, head of Command Records, for which the Pittsburgh Orchestra records, spent April 28 here supervising the new records to be waxed by the orchestra.

at the University auditorium here at their concert two weeks ago. Total attendance was 2,050. Radio stations WILS, and WBRS in East Lansing, played selections from their LP's before the concert, and the Four Preps made a number of station breaks for each station. A check of stores indicated that there was some pickup in Four Prep LP sales after their appearance here. The Disc Shop sold 35 albums the week after the concert, as against a normal five. Marshall Music saw no noticeable pickup, while Campus Music said there was a slight sales increase.

NANCY LEWIS

## Society Has the Bard Half Done

NEW YORK—The Shakespeare Recording Society, subsidiary of Caedmon Records, has completed about half of its projected Shakespeare series, which when finished will encompass the complete works of the Bard. As of now the SRS has released a total of 18 individual sets of Shakespeare recordings, a series that is eventually expected to reach a total of 40.

SRS started recording the complete works of Shakespeare in the summer of 1960. Idea was a brainstorm of Barbara Holdridge and Marianne Mantell, heads of Caedmon Records. The budget for the entire project was set at about \$500,000, of which close to \$250,000 has already been expended.

Top names of the English-speaking stage were selected for each recording, and the series to date includes such artists as Rex Harrison, Paul Scofield, John Gielgud, Ralph Richardson, John Neville, Richard Burton, Max Adrian, Margaret Leighton, Claire Bloom, Dame Edith

Evans, Siobhan McKenna, Diane Cilento, Pamela Brown and Dorothy Tutin.

Fifteen of the 18 releases to date contain full length plays. The others are narrative epics and poems.

Among the plays completed and released are "The Merchant of Venice," "Macbeth," "Romeo and Juliet," "As You Like It," "Othello," "The Taming of the Shrew" and "King Richard II." SRS has not been lax in releasing its albums at likely times. In January when talk about the film "Antony and Cleopatra" was rife, the firm issued an LP of "Antony and Cleopatra." And Howard Sackler, who directs the SRS recordings, seized on a lull in the filming of the movie "Antony and Cleopatra" to engage Richard Burton to record "Coriolanus" with Jessica Tandy and Kenneth Haigh.

The SRS recordings are fairly expensive. Most of them contain three records, list price of which is \$17.85. List for the two record sets is \$11.90. Ma-

majority of the sets are sold at a discount to members of the Shakespeare Recording Society, an eminently successful small record club. It has 10,000 members, according to Barbara Holdridge and Marianne Mantell, and they say, very few drop outs.

Members of the club are expected to take four sets a year if they want to receive a bonus record (given after every four purchased). They take every record released say the Caedmon chiefs. Members of the SRS buy their three record sets for \$12.90 and their two record sets for \$8.90, a considerable saving over the list price.

SRS sets are also sold to schools and libraries throughout the country.

Shakespeare's 399th anniversary took place in April, April 23 to be exact. By the time his quadricentennial rolls around in 1964, there is a good chance that the SRS will be close to completion of its herculean task, the recording of all of Shakespeare's timeless poetry and prose.

Staying with non-human sounds, the North Jersey label, the Howard Fogg label, Folkways, Link, Sherry, Cook, Mobile and Kistler, have almost a score of railroad sound LP's, ranging from "Fast Freight on Nickel Plate," to "Rio Grande to Silverton." Riverside has made a cult out of listening to sports car sounds, with a series of LP's called "Sounds of Sebring," 1956 to 1962.

The Washington label has made a series out of speeches by President Franklin D. Roosevelt, with three albums of FDR's speeches on the market. Spoken Arts also has a strong line-up in the documentary classification with the inaugural address of many presidents from FDR to JFK.

When it comes to language instruction almost every label has moved into the field, a field that once was held tightly by a limited number of companies. The Educational Speechphone, and Conversa-phone labels have very large language series, and it is possible for a student of languages to sharpen up his repertoire through records, from Bengali to Serbo-Croatian.

The instruction field appears to be a fertile one for spoken word record manufacturers. Do you want to learn to pilot a plane? The Aero-Progress label will take you from the "Theory of Flight," to a trip from Los Angeles to New York through records. Do you want to learn how to become a good salesman? The Concert-Disc label will teach you "Hot Button Salesmanship" and "How to Sell Better." And if you want to sharpen up your typing, the Keane label will aid your progress as you work your way from 60 wpm to 240 wpm.

There are instruction records on the Carlton label that will help you improve your baseball, bridge, skin diving, and fishing. And if you are interested in becoming a Fred Astaire, just browse through the Rec-O-Dance LP series. The label has almost two-score LP's on the market covering every dance from the fox trot to the cha cha for advanced students. And the S. & R. label can help teach your child ballet, starting with the "Complete Beginner's Barre and Centre."

And of course there are a flock of records available that enable you to test your high fidelity equipment. There are records to test stereo equipment on the Cook, Audio Fidelity, Command, Westminster and Vanguard labels. Without them how could you ever know that your rig was in good enough shape to enable you to learn how to fish, skin dive or speak Tagalog (Philippines) through records?



*Howard S. Richmond expresses sincere appreciation to the writers, recording artists, record companies, program directors and disc jockeys for making possible*



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LONDON RECORDS

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Book, Music and Lyrics  
by LESLIE BRICUSSE and ANTHONY NEWLEY  
Publisher: LUDLOW MUSIC, INC. (BMI)

✓ BEST ORIGINAL CAST ALBUM  
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LIONEL BART'S

## OLIVER!

A David Merrick-Donald Albery Production  
Book, Music and Lyrics  
by LIONEL BART  
Publisher: HOLLIS MUSIC, INC. (BMI)

### WHAT KIND OF FOOL AM I?

from "Stop The World—I Want To Get Off"  
Composers: LESLIE BRICUSSE & ANTHONY NEWLEY  
Publisher: LUDLOW MUSIC, INC. (BMI)

- ✓ RECORD OF THE YEAR  
Sammy Davis Jr.—Reprise
- ✓ SONG OF THE YEAR  
Composers: Leslie Bricusse and Anthony Newley
- ✓ BEST SOLO VOCAL PERFORMANCE—MALE  
Anthony Newley—London
- ✓ BEST SOLO VOCAL PERFORMANCE—MALE  
Sammy Davis Jr.—Reprise
- ✓ BEST BACKGROUND ARRANGEMENT  
Sammy Davis Jr.—Reprise

### FLY ME TO THE MOON (In Other Words)

Words and Music by BART HOWARD  
Publisher: ALMANAC MUSIC, INC. (ASCAP)

- ✓ RECORD OF THE YEAR  
Joe Harnell—Kapp
- ✓ BEST PERFORMANCE BY AN ORCHESTRA—  
FOR DANCING  
Joe Harnell—Kapp
- ✓ BEST INSTRUMENTAL ARRANGEMENT  
Joe Harnell—Kapp

### AS LONG AS HE NEEDS ME

from "Oliver!"  
Composer: LIONEL BART  
Publisher: HOLLIS MUSIC, INC. (BMI)

- ✓ SONG OF THE YEAR  
Composer: Lionel Bart

### DESAFINADO (Slightly Out Of Tune)

Original text by NEWTON MENDONCA  
Music by ANTONIO CARLOS JOBIM  
English Lyrics by JON HENDRICKS  
and JESSIE CAVANAUGH  
Publisher: HOLLIS MUSIC, INC. (BMI)

- ✓ RECORD OF THE YEAR  
Stan Getz and Charlie Byrd—Verve
- ✓ BEST SOLO PERFORMANCE—FEMALE  
Pat Thomas—MGM
- ✓ BEST JAZZ PERFORMANCE—  
SOLOIST OR SMALL GROUP  
Stan Getz—Verve

### IF I HAD A HAMMER (The Hammer Song)

Words and Music by LEE HAYS and PETE SEEGER  
Publisher: LUDLOW MUSIC, INC. (BMI)

- ✓ BEST PERFORMANCE BY A VOCAL GROUP  
Peter, Paul and Mary—Warner Bros.
- ✓ BEST FOLK RECORDING  
Peter, Paul and Mary—Warner Bros.

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Happy Goday

**COUNTRY MUSIC**

# Devine Says Phonies Use Ole Opry Names

NASHVILLE — An old, old problem of false Grand Ole Opry claims by some c.&w. show promoters is back in

vogue, WSM Radio's Ott Devine charged this week.

He said some promoters are billing c.&w. acts as "Grand Ole Opry" even though they are not Opry personalities. "In some cases," Devine said, "one of the acts may have been a guest on the Opry, but this hardly gives anyone reason to book the show with the Opry name."

He cited an instance where one group went into an Arkansas town, advertised an "Opry" show, sold tickets, and then on the night of the proposed show disappeared.

"Naturally the Opry management had nothing to do with the show, but it is nevertheless embarrassing for us and reflects unjustly a bad image for the Grand Ole Opry," he said.

In another instance, Devine said, a group calling themselves Opry stars literally tore up the hotel rooms in which they were staying. In an effort to combat the problem WSM ran full-page ads in the trades last week with the message "Only These Stars Can Call Themselves Grand Ole Opry" followed by a listing and pictures of the legitimate Opry personnel.

The advertisement advised bookers and show advertisers to check with WSM radio if they had any doubts about an artist's Opry affiliation.

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b/w

**"SEASONS OF MY HEART"**

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 Linda Gail Lewis

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b/w

**"Bitter Is This Heart of Mine"**

by Wayne and Floyd, the Kentucky Two  
 Blue Angel #2000

**"I'm Sorry"**

b/w

**"Too Young to Know"**

by Kathy Lashley

DISTRIBUTOR INQUIRIES INVITED  
**BLUE ANGEL RECORDS**  
 RR #2, Smiths Grove, Ky.

# Gays to Air World Series

ST. THOMAS, Virgin Islands — Connie B. Gay, country music impresario, and wife Katherine have closed their home here for the summer and left for their home in Washington, from where they will kick off an around-the-world jaunt May 15.

They will do a man-and-wife series of broadcasts back to Connie's stations WGAY, Washington; WQMR, Silver Springs, Md., and WTCR, Ashland, Ky., during their world tour.

The broadcasts will originate in Denmark, Sweden, Russia, Germany, Italy, Southeast Asia and the Far East. Gay says he also plans to take a close "country music" look at the countries visited.

# Auto Crash Kills Virginia DeeJay

ARLINGTON, Va.—Country music jockey Don Owens, of station WAVA here, died last week (21) in an auto accident. His car hit a tree after he apparently fell asleep at the wheel. At the time of his death he conducted an afternoon program on WAVE, called "Crackerbarrel Forum," which specialized in country music. He had been with the station for eight years.

(Continued on page 20)

# Everybody's in for a Time At Fiske's 1st Dinner-Dance

DENVER — The cause of country music will get a big boost here Monday (6) when Fiske Music Enterprises sponsors its first Country Music Dinner Dance, an affair designed to bring together writers,

artists, record companies, publishers, promoters, distributors and juke operators active in one phase or another of the country field.

The emcee for the affair will be Will Shaner, deejay at KPIK, Colorado Springs. Shaner will be on the air direct from the locale of the dance, the Four Seasons Night Club in nearby Aurora, Colo., from 7 to 9 p.m., reviewing new country releases.

Gladys Hart, editor of Country Music News, and head of promotion for the affair, will set up a special booth for display of new releases and other country music material. A flock of deejays from the area are expected to attend and diskeries are urged to display their new country disks in the exhibit booths provided.

Miss Hart announced last week that those out-of-towners planning to attend, who wish to do so, may make it a three-day holiday in the mile-high city, culminating in the dinner-dance Monday (6).

# HOT COUNTRY SINGLES

| Billboard SPECIAL SURVEY<br>FOR WEEK ENDING 5/4/63 |           |  |                |
|--|-----------|--|----------------|
| This Week  | Last Week | Title, Artist, Label & No.   | Weeks on Chart |
| 1  | 2         | <b>LONESOME 7-7203</b> ..... 8<br>Hawkshaw Hawkins, King 5712  | 8              |
| 2  | 1         | <b>STILL</b> ..... 11<br>Bill Anderson, Decca 31458  | 11             |
| 3  | 3         | <b>IS THIS ME</b> ..... 13<br>Jim Reeves, RCA Victor 8127  | 13             |
| 4  | 4         | <b>END OF THE WORLD</b> ..... 20<br>Skeeter Davis, RCA Victor 8098                                       | 20             |
| 5  | 11        | <b>ACT NATURALLY</b> ..... 4<br>Buck Owens, Capitol 4937   | 4              |
| 6  | 5         | <b>YELLOW BANDANA</b> ..... 10<br>Faron Young, Mercury 72085   | 10             |
| 7  | 6         | <b>DON'T LET ME CROSS OVER</b> ..... 22<br>Carl Butler, Columbia 42593                                   | 22             |
| 8  | 9         | <b>LEAVIN' ON YOUR MIND</b> ..... 12<br>Patsy Cline, Decca 31455   | 12             |
| 9  | 7         | <b>NOT WHAT I HAD IN MIND</b> ..... 13<br>George Jones, United Artists 528                               | 13             |
| 10   | 8         | <b>WALK ME TO THE DOOR</b> ..... 10<br>Ray Price, Columbia 42658   | 10             |
| 11   | 12        | <b>TAKE A LETTER, MISS GRAY</b> ..... 4<br>Justin Tubbs, Groove 0017                                     | 4              |
| 12   | 18        | <b>HEAD OVER HEELS IN LOVE WITH YOU</b> 5<br>Don Gibson, RCA Victor 8144                                 | 5              |
| 13   | 13        | <b>YOU TOOK HER OFF MY HANDS</b> ..... 10<br>Ray Price, Columbia 42658                                   | 10             |
| 14   | 17        | <b>CIGARETTES AND COFFEE BLUES</b> ..... 7<br>Marty Robbins, Columbia 42701                              | 7              |
| 15   | 14        | <b>COLD AND LONELY</b> ..... 6<br>Kitty Wells, Decca 31457   | 6              |
| 16   | 19        | <b>MR. HEARTACHE, MOVE ON</b> ..... 15<br>Coleman O'Neal, Chancellor 108                                 | 15             |
| 17   | 20        | <b>SHEEPSKIN VALLEY</b> ..... 7<br>Claude King, Columbia 42688   | 7              |
| 18   | 10        | <b>FROM A JACK TO A KING</b> ..... 19<br>Ned Miller, Faber 114   | 19             |
| 19   | 16        | <b>SECOND HAND ROSE</b> ..... 20<br>Roy Drusky, Decca 31443  | 20             |
| 20   | —         | <b>MY FATHERS VOICE</b> ..... 3<br>Judy Lynn, United Artists 571   | 3              |
| 21   | 24        | <b>LONELY TEARDROPS</b> ..... 8<br>Rose Maddox, Capitol 4905   | 8              |
| 22   | 22        | <b>YESTERDAY'S MEMORIES</b> ..... 2<br>Eddy Arnold, RCA Victor 8160                                      | 2              |
| 23   | 25        | <b>FORBIDDEN LOVERS</b> ..... 2<br>Lefty Frizzell, Columbia 42676  | 2              |
| 24   | 27        | <b>THE MAN WHO ROBBED THE BANK AT SANTA FE</b> ..... 2<br>Hank Snow, RCA Victor 8151                     | 2              |
| 25   | 29        | <b>THE ONLY GIRL I CAN'T FORGET</b> ..... 2<br>Del Reeves, Reprise 20158                                 | 2              |
| 26   | 23        | <b>FLYIN' SOUTH</b> ..... 3<br>Hank Locklin, RCA Victor 8156   | 3              |
| 27   | —         | <b>WE MUST HAVE BEEN OUT OF OUR MINDS</b> ..... 1<br>George Jones & Melba Montgomery, United Artists 575 | 1              |
| 28   | 21        | <b>GOODBY KISSES</b> ..... 2<br>Cowboy Copas, Starday 621  | 2              |
| 29   | 30        | <b>HALF A MAN</b> ..... 4<br>Willie Nelson, Liberty 55532  | 4              |
| 30   | —         | <b>PLEASE TALK TO MY HEART</b> ..... 8<br>Country Johnny Mathis, United Artists 536                      | 8              |

# COUNTRY MUSIC CORNER

By BILL SACHS

The Andy Doll band travels to Nashville April 30 for a session at the RCA Studios. The Doll musikers, heard on the Audio Deluxe label, are routed through May as follows: Hatfield, Minn., May 2; Clear Lake, Ia., 3; Oelwein, Ia., 4; Prairie du Chien, Wis., 5; New Vienna, Ia., 6; Decorah, Ia., 7; Madison, Wis., 9; Hartley, Ia., 10; Waterloo, Ia., 11; Fort Dodge, Ia., 12; Spencer, Ia., 13; Marion, Ia., 15; Waterloo, Ia., 16; Guttenberg, Ia., 18; La Crosse, Wis., 19; Janesville, Ia., 20; Fort Dodge, Ia., 23; Dubuque, Ia., 24; Decorah, Ia., 25; Janesville, Ia., 27; Marion, Ia., 29; Worthington, Ia., 30, and Janesville, Ia., 31.

A "Grand Ole Opry" show sponsored by Martha White Mills and featuring Flatt and Scruggs, Red Foley, the Wilburn Brothers, LeRoy Van Dyke, and the Junior Carolina Cloggers,

appeared at the Coliseum in Charlotte, N. C., April 20. Tickets were offered at half price with Martha White bag tops. The package was promoted by Paul Buck, who has brought a number of c.&w. units to the Charlotte Coliseum during the past year, with attendance at the various shows ranging from 7,000 to 11,000. All packages were booked with the Hubert Long office, Nashville. . . . Warren Smith has moved his base of operation from Houston to Longview, Tex.

May 15 has been set as the release date for the album which Tex Williams and his band cut recently for Liberty Records from the stage of the Mint Club, Las Vegas. Tommy Allsup, Liberty a.&r. man, monitored the session, with Biff Collie, deejay at KFOX, Long Beach, Calif., and (Continued on page 20)

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R & B ROUNDUP

By NICK BIRO  
(Chicago Office)

Mention personal appearance tours and the name of the Tamla-Motown Motortown Review is sure to crop up. The 10-act bill opened in Chicago's Regal Theater last week for the first of a series of appearances that will last into June. It's been strictly SRO all week, so much so, in fact, that the Regal changed from a three to four-show-per-day policy. Tamla-Motown has had so much success during the past year with its tour that in September the review will be broken into three separate shows, each featuring several of the tour's top stars plus some new Tamla-Motown talent.

Martha and the Vandellas will break with their first album this week. It includes their big single hit, "Come and Get These Memories." . . . The Miracles celebrate their fifth year together with an anniversary album that includes some of their early hits, many of which are nigh impossible to get: "Bad Girl," "Get a Job" and "I Need Some Money" are three of the best. . . . May is birthday month at Tamla-Motown. Sandra Edwards is first up on the third, Billie Jean Brown follows on the 12th,

Mary Wells and Barney Ales (Tamla-Motown vice-president) share the 13th, and Gladys Horton, lead singer of the Marvellettes, winds it up with one on the 30th.

Most of the Tamla-Motown group were in Chicago to catch the Regal opening. Barry Gordy Jr. made it back just in time from his European tour which ended last month. . . . Billie Jean Brown and Sandra Edwards, together with Billie Jean's mother, Mrs. Angie M. Brown, toured the city's sights, stopping in for a fast hello and luncheon with this reporter. Incidentally, Billie Jean and Sandra are the two girls who did "Camelwalk" by the Beljeans on Gordy last September.

Here are some picks: Dan Niles, of Northwest Record Center, Seattle, reports that the hottest new disk is the Double L version of "If You Need Me" by Wilson Pickett. He adds that Challenge Records leads the way with the new Jerry Fuller version of "Dear Teresa." Pick of the day at KJR has been Frankie Avalon's "Cleopatra." . . . In Chicago, Morrie Lathowers reports strong action on "You Upset My Soul," by Don Gardner and Dee Dee Ford on Ludix. It's the Luther Dixon label distributed by Capitol. Capitol also brought what is thought to be a hot new master, "Love Her," Jay Lewis. . . . Morton (Doc) Downey postcards hello from KUDL in Kansas City. Says his "big boss record is 'Push Over' by Etta James, also 'Memories of El Monte' by the Penguins." Says No. 1 is "Sukiyaki" by Kyu Sakamoto.

NEW YORK — Condolences of the trade went last week to Atlantic director of album sales and merchandising, Len Sachs, whose father, Jack Sachs, died Wednesday (17).

MUSIC AS WRITTEN

NEW YORK

Irving Fields will produce a children's concert in Carnegie Hall in June which will be recorded by Decca. . . . Edward M. Johnson, father of WUST disk jockey Bill Johnson, died Friday (22) while visiting in Washington, D. C. . . . Jim Giuffe Three currently performing every night but Mondays at a new Greenwich Village coffee house, Take 3. Songstress Sheila Jordan alternates on weekends. . . . Sid Prosen left national promotion director post with Blast Records to resume his own disk and publishing activities.

Dover Records is a new subsid for Cotton Town Jubilee. First side features Tommy Jay. . . . Edgar Allen Poe gets a folk treatment when the Ivy League Trio album on Reprise appears May 15. "The Raven," "Annabelle Lee" and other such items have been set to music for the group by Edna Lewis.

Marie Knight and the Noteworthy's have been signed by Diamond Records. . . . "Losing You," the Brenda Lee hit, featured on an "Ensign O'Toole" TV seg on NBC Sunday (28). . . . The Limelites cut their first motion pic theme when they do "The Love Theme From McLintock." . . . Starfire Records will distribute the new Joyce label headed by Ed Daniels.

JACK MAHER

PHILADELPHIA

William F. Leahy, division merchandise manager for records, radios, TV, sheet music and all musical instruments at the John Wanamaker Store, has been promoted to divisional vice-president and will continue to supervise the operation of that department. . . . Court action brought by a law firm desiring to break its lease in the Broad Locust Building because Cameo-Parkway has its recording studios in the floor above drew raised eyebrows in musical circles because the record company signed a lease four months ago to move its recording studios on the second floor of the Blintza Restaurant at Broad and Spruce Streets. Firm is building two big record studios and will move in a matter of weeks. . . . Buzz Curtis left Main Line Records Distributors in favor of promotions for Universal Distributors. . . . Sue Ronson, a former model, has joined the promotion staff of Heller Distributing Company to handle the Hickory record line. She will service all stations and call on rack jobbers. . . . "Missing on the Mount," by Tommy Dee on Pike, and "Jazzberry Jam," by Googie Rene on Class, are generating real sales heat here, reports Ella Robinson, general manager for Heller Distributing Company.

MAURIE H. ORODENKER

Don Owens Killed

Continued from page 18

Owens was also a writer and publisher of country music. Among his songs were "Your Fool," "Cold Dark Waters" and "I Hope You're Satisfied." He published the tune "Let's All Have an Old-Fashioned Christmas." He at one time managed the late Patsy Cline, and last managed Vernon Taylor, Jimmy Haney and Luke Gordon. He is survived by his father James Owens, his mother, Harried, and three brothers, Kevin, James and Alan.

HOT R&B SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 5/4/63

| This Week | Last Week | Title, Artist, Label & No.  | Weeks on Chart |
|-----------|-----------|---|----------------|
| 1         | 2         | BABY WORKOUT<br>Jackie Wilson, Brunswick 55239                      | 7              |
| 2         | 1         | HE'S SO FINE<br>Chiffons, Laurie 3152                               | 10             |
| 3         | 5         | DON'T SAY NOTHIN' BAD ABOUT MY BABY<br>Cookies, Dimension 1008      | 6              |
| 4         | 11        | I WILL FOLLOW HIM<br>Little Peggy March, RCA Victor 8139            | 5              |
| 5         | 6         | SOUTH STREET<br>Orlons, Cameo 243                                   | 10             |
| 6         | 3         | OUR DAY WILL COME<br>Ruby & the Romantics, Kapp 501                 | 10             |
| 7         | 9         | ON BROADWAY<br>Drifters, Atlantic 2182                              | 3              |
| 8         | 14        | WATERMELON MAN<br>Mongo Santamaria, Battle 45909                    | 6              |
| 9         | 7         | END OF THE WORLD<br>Skeeter Davis, RCA Victor 8098                  | 8              |
| 10        | 19        | PUFF (The Magic Dragon)<br>Peter, Paul & Mary, Warner Bros. 5348    | 2              |
| 11        | 4         | I GOT WHAT I WANTED<br>Brook Benton, Mercury 72099                  | 6              |
| 12        | 18        | FOOLISH LITTLE GIRL<br>Shirelles, Scepter 1248                      | 4              |
| 13        | 17        | PIPELINE<br>Chantays, Dot 16440                                     | 4              |
| 14        | 20        | YOUNG LOVERS<br>Paul & Paula, Philips 40096                         | 3              |
| 15        | 16        | TWENTY MILES<br>Chubby Checker, Parkway 862                         | 3              |
| 16        | 10        | THAT'S HOW HEARTACHES ARE MADE<br>Baby Washington, Sue 783          | 3              |
| 17        | 12        | DO THE BIRD<br>Dee Dee Sharp, Cameo 244                             | 6              |
| 18        | 21        | IF YOU WANNA BE HAPPY<br>Jimmy Soul, S.P.Q.R. 3305                  | 2              |
| 19        | 24        | LOVE OF MY MAN<br>Theala Kilgore, Serock 2004                       | 3              |
| 20        | -         | TAKE THESE CHAINS FROM MY HEART<br>Ray Charles, ABC-Paramount 10435 | 1              |
| 21        | 28        | COME AND GET THESE MEMORIES<br>Martha & Vandellas, Gordy 7014       | 2              |
| 22        | 25        | RAINBOW<br>Gene Chandler, Vee Jay 468                               | 10             |
| 23        | 23        | A LOVE SHE CAN COUNT ON<br>Miracles, Tamla 54078                    | 2              |
| 24        | -         | PUSHOVER<br>Etta James, Argo 5437                                   | 1              |
| 25        | -         | LOCKING UP MY HEART<br>Marvelettes, Tamla 54077                     | 1              |
| 26        | -         | CAN'T GET USED TO LOSING YOU<br>Andy Williams, Columbia 42674       | 1              |
| 27        | -         | TWO FACES HAVE I<br>Lou Christie, Roulette 4481                     | 1              |
| 28        | 8         | HOW CAN I FORGET<br>Jimmy Holiday, Everest 2022                     | 8              |
| 29        | 15        | LAUGHING BOY<br>Mary Wells, Motown 1039                             | 10             |
| 30        | -         | TOM CAT<br>Rooftop Singers, Vanguard 35019                          | 1              |

COUNTRY MUSIC CORNER

Continued from page 18

Tex teaming for the talk between the show songs. After two weeks at his own club, the Tex Williams Village in Newhall, Calif., Tex and his lads open for the May 3-5 weekend at The Dallas, Ore. Plans are in the works for the Williams band to tour the Southwest and Midwest for Liberty Records in June. . . . Tom Reeder has given up his ownership and management of WARI, Abbeville, Ala., to take over the personal management of Clyde Beavers and to manage the offices of Tomcat Publishing Company and Ka\$h Records in Nashville. Reeder and Beavers are co-owners of the two firms. Hank Locklin winds up his three-week tour of England Saturday (4) and is due back in Nashville early next week. Hank is set for showings at Milford, Del., May 20; Dover, Del., 21; Wilmington, Del., 22, and Ligonier, Pa. 30. . . . Margie

Bowes is set for a fortnight's swing through Texas, New Mexico and Arizona starting May 14. . . . The Wilburn Brothers are routed for St. Louis, May 4; Port Huron, Mich., 5; Dallas, 11, and Houston, 12. . . . A son, Harold Franklin Hawkins II, was born recently in Nashville to Jean Shepard, widow of Hawkshaw Hawkins, who died recently in the plane crash which also took the lives of three other "Grand Ole Opry" personnel. RCA Victor has purchased the sound track of the motion picture, "Strike It Rich," which Jim Reeves made recently in Johannesburg, South Africa, and will release it soon as an album. The film, produced by Jamie Uys, stars Reeves in the role of Jim Madison, an American singer with a soldier-of-fortune background, and is slated for world-wide release around Christmas time. . . . Hickory

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**"Arround and Arround We Go"**  
By Lonnie Jay and The Jaynes Arlen #724  
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S Indicates that 45 r.p.m. stereo single version is available.

△ Indicates that 33 1/3 r.p.m. mono single version is available.

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Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'I Will Follow Him', 'Can't Get Used to Losing You', 'Puff (The Magic Dragon)'.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'Sandy', 'Ain't That a Shame', 'A Love She Can Count On'.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Includes songs like 'Memory Lane', 'Whatever You Want', 'Don't Let Her Be Your Baby'.

Billboard Award

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Table listing songs A-Z from the Hot 100 chart, including 'Ain't That a Shame', 'Ann-Marie', 'Another Saturday Night'.

Table listing songs A-Z from the Bubbling Under the Hot 100 chart, including 'Puff (The Magic Dragon)', 'Pushover', 'Rainbow'.

Table listing songs A-Z from the Bubbling Under the Hot 100 chart, including '101. THE LAST LEAP', '102. HE'S SO HEAVENLY', '103. JACK THE RIPPER'.



*RCA Victor invites you  
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with the Boston Symphony  
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Erich Leinsdorf*



"... a superb artist, undoubtedly the outstanding member of his generation!" Lorin Hollander's appearances in New York and Boston last season with the Boston Symphony under Erich Leinsdorf's direction brought raves from the critics. "... small wonder he has come so far so soon; his listeners showered him with their ecstatic applause."

Still only nineteen, Hollander is already one of the most successful "veterans" of the concert hall, and a favorite of TV audiences as well. Now his first recording for Red Seal features RAVEL'S *Concerto in G*, together with *Fantasy and Variations*, the first recording of

this new work by Pulitzer Prize winning composer, Norman Dello Joio. The *Fantasy* was written especially for Lorin Hollander and premiered by him. Mr. Hollander is also the first soloist chosen by Erich Leinsdorf to record with the Boston Symphony under his direction.

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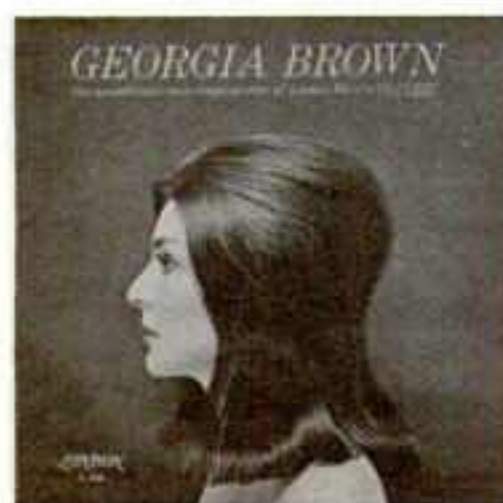
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# SINGLES REVIEWS



## SINGLES 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

### JIMMY SMITH HOBO FLATS

(Noslen, BMI) (2:35, 2:32)—Verve 10283

This is the title tune from the new Smith album and it features the swinging organist in a medium, shouting tune with big band led by Nelson Oliver, and that bluesy groove. The second side has a bit of an Edge, but it could be either or both here.



POP SPOTLIGHT

### BOBBY RYDELL

### WILDWOOD DAYS

(Kalmann, ASCAP) (2:27)—Cameo 252

This is a real rocker, a great piece of material that should be a natural for the summer since it's about the New Jersey summer resort area. The flip is "Will You Be My Baby" (January, BMI) (2:20).



POP SPOTLIGHT

### MARVIN GAYE

### ONE OF THESE DAYS

(Jobete, BMI) (2:49)

### PRIDE AND JOY

(Jobete, BMI) (2:07)—Tamla 54079

Two more sides that should boost "Hitch Hike" Gaye up another few notches through the Top 50. The first is a walking blues ballad with great vocal effort against punching words and chorus. The second side has a strong beat with mighty healthy singing from the young fem chorus.



POP SPOTLIGHT

### PATTI PAGE

### SAY WONDERFUL THINGS

(Hill & Range, BMI) (2:19)—Columbia 42791

This is a delightful treatment of a tune that's going to be a big tune for the spring and summer season. It's given the appealing waltz sound that Patti's so famous for with good choral and ork work in the background. The flip side is "I Know I Would See Him Again" (Bourne, ASCAP) (2:12).



POP SPOTLIGHT

### ANDY AND THE MARGLOWS

### JUST ONE LOOK

(Premier, BMI) (2:08)—Liberty 55570

Here's a solid teen side from the label that has a big sound, with the group sparked by a strong lead. Exciting rock side has insinuating beat and powerful backing that should make it a winner with the kids. Flip is "Symphony" (Sylvia, BMI) (2:17).



POP SPOTLIGHT

### MARTY ROBBINS

### I'M NOT READY YET

(Marty, BMI) (2:02)—Columbia 4-42781

Here's Marty's latest winner, a lovely weeper that should score across the board as far as listeners and buyers in the pop and country field are concerned. The flip is "No Sign of Loneliness Here" (Marizona, BMI) (2:02).



POP SPOTLIGHT

### BROTHER JACK McDUFF

### SCREAMIN'

(Pres, BMI) (3:00)—Prestige 245

A catchy organ instrumental that could get McDuff off the ground as a pop artist. The side has that driving organ sound with Afro-jazz backing from drums. It's got power and could move out through r.&b. stations. Flip is "Something Slick" (Pres, BMI) (3:00).



POP SPOTLIGHT

### ROGER MILLER

### LOCK STOCK AND TEARDROPS

(Tree, BMI) (2:25)—RCA Victor 8175

Roger Miller, a strong country artist, has a chance to make it on the pop scene, too, with this powerful piece of ballad material which he sings in fine style. Warm backing helps a lot. Flip is "I Know Who It Is (and I'm Gonna Tell On Him)" (Tree, BMI) (2:00).



POP SPOTLIGHT

### WADE AND JAIME

### SEND FOR ME

(Winneton, BMI) (2:25)

### DON'T PUF OFF 'TIL TOMORROW

(Englewood, BMI) (2:35)—Palomar 2200

Send for Me has a powerful sound featuring the twosome singing and talking in a beguiling fashion. Great trombone backing and beat can make it go. The flip side has a real beat and good singing and talking lines as well. It's also got a strong beat and could make it.



POP SPOTLIGHT

### THE SHERRYS

### SATURDAY NIGHT

(Dandelion, BMI) (2:29)—Guyden 2084

A strong follow-up to their last hit, the Sherrys come through with a bright performance of a lively rocker here. Could be a big teen dance disk. Flip is "I've Got No One" (Dandelion, BMI) (2:52).



POP SPOTLIGHT

### JOHNNY CASH

### RING OF FIRE

(Painted Desert, BMI) (2:35)  
Columbia 42788

A real enthusiastic performance. Cash sings this story saga emotionally over a sharp backing that has a Tex-Mex trumpet sound. The side also has attractive vocal work from a femme chorus in the background. Flip is "I'd Still Be There" (Cash, BMI) (2:31).



C.&W. SPOTLIGHT

### WEBB PIERCE

### NOBODY'S DARLIN' BUT MINE

(Leeds, ASCAP) (2:36)—Decca 31448

Webb Pierce comes through with a bright and winning reading of the oldie, aided by strong support. Could be a big one in the market. Flip is "Sands of Gold" (Cedarwood, BMI) (2:23).



C.&W. SPOTLIGHT

### ERNEST ASHWORTH

### THAT'S HOW MUCH I CARE

(Acuff-Rose, BMI) (2:31)

### TALK BACK TREMBLING LIPS

(Acuff-Rose, BMI) (2:33)—Hickory 1214

Two fine weepers are sung with emotion by Ashworth over fine traditional country backing. Topper shows off meaningful warbling by the chanter; Side II spotlights a chorus and a good beat and guitar sound in the arrangement. Two first-rate sides.



JAZZ SPOTLIGHT

### KENNY BURRELL

### CHITTLINS CON CARNE (Parts I & II)

(Elliot, ASCAP) (3:00, 2:35)—Blue Note 1885

Here's a real swinger from Kenny Burrell that could make him as well known in the pop field as he is in jazz. Tune is a bluesy bossa nova item with solid solos by Burrell and Stan Turrentine. Perfect for jazz jocks and juke boxes, and adventurous pop disk jockeys.





SPECIAL MERIT SPOTLIGHT  
POP DISK  
JOCKEY PROGRAMMING

### EDDIE HEYWOOD

(Vogue, BMI) (2:15)—Liberty 55575

Eddie Heywood could jump onto the charts with this hip bossa nova version of his old hit "Canadian Sunset." Goof piano work and a bright arrangement sparks the instrumental disk. Flip is "The Good Life" (Paris, ASCAP) (2:49)



SPECIAL MERIT SPOTLIGHT  
POP DISK  
JOCKEY PROGRAMMING

### STAN GETZ

(Duchess, BMI) (2:07)—Verve 10291

Here's another Getz bossa nova, which features the Getz tenor on some soft and insinuating passages, plus a wordless vocal by thrush Maria Toledo. Listenable wax flip is "O Morro" (Corcovado, BMI) (2:54).

### 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

#### MARTIN DENNY

★★★★ Little Boat (Leeds, ASCAP)—★★★★ More Theme From "Mondo Cane" (Marks, BMI). LIBERTY 55571

#### ADAM WADE

★★★★ Why Do We Have to Wait So Long (Aldon, BMI) (2:33)—★★★★ Teen-Age Mona Lisa (Gower, BMI) (2:50). EPIC 9590

#### STU PHILLIPS

★★★★ Wrightwood Drive (Irod, 3:09) —★★★★ Lafayette (Sea-Lark, BMI) (2:11). COLPIX 689

#### DON GANT

★★★★ Everyone But You (Acuff-Rose, BMI) (2:36)—★★★★ Barbara (Acuff-Rose, BMI) (2:04). COLPIX 688

#### BURGESS MEREDITH

★★★★ Home in the Meadow (Robbins, ASCAP) (2:55) —★★★★ No Goodbye (Robbins, ASCAP) (2:55). COLPIX 690

#### THE VISCOUNTS

★★★★ Ballin' the Jack (E. B. Marks, Marks, BMI) (2:35)—★★★★ Night for Love (E. B. Marks, BMI) (2:35). MR. PEEKE MO 125

#### BOBBY ALLAN

★★★★ My Baby (Carlman-Fawcett, BMI) (2:00)—★★★★ The Only One (Carlman, BMI) (2:06). CHALLENGE 9193

#### DON AND JUAN

★★★★ Is It All Right If I Love You? (Rumbolero-Vicki, BMI) (2:02) —★★★★ True Love Never Runs Smooth (Arch, ASCAP) (2:20). BIG-TOP 3145

#### DORIS TROY

★★★★ Bossa Nova Blues (Premier, BMI) (2:03)—★★★★ Just One Look (Premier, BMI) (2:28). ATLANTIC 2188

#### DINAH WASHINGTON

★★★★ Soulville (DeLarue - Nom, BMI) (2:16)—★★★★ Let Me Be the First to Know (Lakeview, BMI) (2:39). ROULETTE 4490

#### BILLY JOE AND THE CHECKMATES

★★★★ Bossville (Lock-Meadorlark, ASCAP) (2:00)—★★★★ One More Cup (Hillary, BMI) (2:14). DORE 668

#### THE TORNADOES

★★★★ Life on Venus (Telstar II (Ivy (PRS), ASCAP) (2:25)—★★★★ Robot (Ivy (PRS), ASCAP) (2:38). LONDON 9599

#### FARON YOUNG

★★★★ Nightmare (Morley, ASCAP) (2:05)—★★★★ I've Come to Say Goodbye (Ross Jungnickel, ASCAP) (2:34). MERCURY 72114

#### GOGI GRANT

★★★★ The Image of Your Face (Ross Jungnickel, ASCAP) (2:32)—★★★★ Dear Friend (Sunbeam, BMI) (2:30). CHARTER 5

#### DICK DALE AND THE DEL-TONES

★★★★ King of the Surf Guitars (Bloor-Hoffman House, Surmon, BMI) (2:03) —★★★★ Hava Nagila (Monsieur, ASCAP) (2:03). CAPITOL 4963

#### VIRGINIA HOE

★★★★ Lonely Girl (Ark-La-Tex, BMI) (2:24) —★★★★ Don't Lie, Don't Try (Rayven, BMI) (2:05). COLUMBIA 4-42775

#### JUNE VALLI

★★★★ Gather Your Dreams (United Artists, ASCAP) (2:43) —★★★★ You Say You Wanna Be Around (Chappell-Styne, ASCAP) (2:02). ABC-PARAMOUNT 10442

#### THE DEMENSIONS

★★★★ You'll Never Know (Bregman, Vocco & Conn, ASCAP) (2:45)—★★★★ Fly Me to the Moon (Almanac, ASCAP) (2:35). CORAL 63259

#### THE CHARMERS

★★★★ The Snake (Jonathan Glenn, BMI) (1:55) —★★★★ Jimmie's Theme (Studio, BMI) (2:23). TAHOE 2531

#### JON HENDRICKS

★★★★ Watermelon Man (Aries, BMI) (2:50) —★★★★ Jive Samba (Artillery, BMI) (2:15). REPRISE 20167

#### DON ROBERTSON

★★★★ Life Goes On (American, BMI) (2:31)—★★★★ It's Hard for a King to Step Down (Don Robertson, ASCAP) (2:17). RCA VICTOR 478177

#### FRED DARIAN

★★★★ That Lucky Old Sun (Robbins, ASCAP) (2:28)—★★★★ North to Durango (Breezy Willow, ASCAP) (2:21). JAF 2503

#### THE CHALLENGERS

★★★★ Tidal Wave (Miraleste-Bernie's, BMI) (1:57)—★★★★ Moondawg (Beechwood, BMI) (2:07). VAULT 902

#### DON WYATT

★★★★ I've Got Myself to Blame (Hill & Range, BMI) (2:20)—★★★★ Everybody Let's Dance (Fame, BMI) (2:12). GARPAX 44174

#### ROCHELLE AND THE CANDLES

★★★★ Annie's Not an Orphan Anymore (Four Star, BMI) (2:29)—★★★★ Let's Run Away and Get Married (Four Star, BMI) (2:13). CHALLENGE 9191

#### DICKEY LEE

★★★★ O Go Lonely (Jack, BMI) (2:20) —★★★★ Ten Million Faces (Jack, BMI) (1:52). SMASH 1822

#### JARVEY

★★★★ Come On and Answer Me (Fuqua, BMI) (2:30)—★★★★ Memories of You (Fuqua, BMI) (2:10). TRI-PHI 1024

#### GERRY AND THE PACEMAKERS

★★★★ How Do You Do It? (1:55) —★★★★ Away From You (2:09). LAURIE 3162

#### THE NOTEWORTHIES

★★★★ Meetin' at the Building (Will Soon Be Over) (Tobi-Ann & Gotham, BMI) (2:27) —★★★★ My Wanderlust (Tobi-Ann & Gotham, BMI) (1:57). DIAMOND 135

#### MARIE KNIGHT

★★★★ I Was Born Again (Tobi-Ann, BMI) (2:39)—★★★★ I Don't Wanna Walk Alone (Primary & Tobi-Ann, BMI) (2:30). DIAMOND 136

#### THE COUNTS

★★★★ Stormy Weather (Mills, ASCAP) (2:15) —★★★★ True Love's Gone (Press, BMI) (2:20). SMASH 1821

#### JOHNNY AND THE HURRICANES

★★★★ James Bond Theme (Unart, BMI) (2:15)—★★★★ The Hungry Eye (Vicki, BMI) (2:04). BIG TOP 3146

#### FREDA PAYNE

★★★★ Pretty Boy (Roosevelt, BMI) (2:15) —★★★★ Grin and Bear It (Sea-Lark, BMI) (2:30). ABC-PARAMOUNT 10437

#### MEL TORME

★★★★ Gravy Waltz (Canada, BMI) (1:49)—★★★★ My Gal's Back in Town (Benglo-Hullabaloo, BMI) (2:34). ATLANTIC 2187

#### JUDY BATES

★★★★ Go Out With Him (Roxbury, ASCAP) (2:42)—★★★★ Kiss Me Baby (Roxbury, ASCAP) (2:29). MAY 139

#### MOLLY BEE

★★★★ I Was Only Kidding (Aldon, BMI) (2:38)—★★★★ He's My True Love (Molmark-Salma, BMI) (2:20). LIBERTY 55569

#### THE ELEKTRAS

★★★★ It Ain't Easy (Mellon-Trio, BMI) (2:42)—★★★★ All I Want to Do Is Run (Mellon-Trio, BMI) (2:46). UNITED ARTISTS 594

#### BETTY EVERETT

★★★★ Prince of Players (Figure, BMI) (2:35)—★★★★ By My Side (Lamaga-Conrad, BMI) (2:16). VEE JAY 513

#### THE FORTUNES

★★★★ The Ghoul in School (Hastings, BMI) (2:35)—★★★★ You Don't Know (What I've Been Thru) (Davidson County, BMI) (2:10). CUB 9123

#### JOHNNY WINTER

★★★★ Road Runner (Arc, BMI) (2:04)—★★★★ The Guy You Left Behind (Beau-Tex-Cape Ann, BMI) (2:30). TODD 1084

Continued on page 40

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HITS OF THE WORLD

ARGENTINA

(Courtesy Escalera a la Fama, Buenos Aires)

Table with 2 columns: This Week, Last Week. Lists top hits in Argentina such as 'MUNDO CRUEL' and 'LIMBO ROCK'.

AUSTRALIA

(Courtesy Music Maker, Sydney) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Australia such as 'BLAME IT ON THE BOSSA NOVA' and 'PIPELINE'.

AUSTRIA

Table with 2 columns: This Week, Last Week. Lists top hits in Austria such as 'EIN ZUG FAHRT DURCH DIE NACHT'.

BRITAIN

(A special list compiled prior to publication by the New Musical Express, London)

Table with 2 columns: This Week, Last Week. Lists top hits in Britain such as 'HOW DO YOU DO IT?'.

Large table listing hits from various countries including Denmark, Eire, France, Germany, Holland, Japan, Mexico, Norway, and Peru.

DENMARK

(Courtesy Quan Musikbureau, Copenhagen) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Denmark such as 'SUMMER HOLIDAY'.

EIRE

(Courtesy Irish Times, Ltd., Dublin)

Table with 2 columns: This Week, Last Week. Lists top hits in Eire such as 'FROM A JACK TO A KING'.

Table with 2 columns: This Week, Last Week. Lists top hits in France such as 'PLEASE PLEASE ME'.

FLEMISH BELGIUM

(Courtesy Juke Box) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Flemish Belgium such as 'COEUR BLESSE'.

FRANCE

Table with 2 columns: This Week, Last Week. Lists top hits in France such as 'C'EST A L'AMOUR AUQUEL JE PENSE'.

GERMANY

(Courtesy Automaten-Markt, Braunschweig) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Germany such as 'WINI-WINI'.

Table with 2 columns: This Week, Last Week. Lists top hits in Holland such as 'WOO-HOO'.

HOLLAND

(Courtesy Platennieuws, P. O. Box 43, Amersfoort) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Holland such as 'SOERABAYA'.

HONG KONG

Table with 2 columns: This Week, Last Week. Lists top hits in Hong Kong such as 'RHYTHM OF THE RAIN'.

ITALY

(Courtesy Musica e Dischi, Milan) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Italy such as 'COME TE NON C'E' NESSUNO'.

JAPAN

(Courtesy Utamatic, Tokyo) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Japan such as 'SHIMA SODACHI'.

MEXICO

(Courtesy Audiomusica) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Mexico such as 'AL DI LA'.

NORWAY

(Courtesy Verdens Gang) \*Denotes local origin

Table with 2 columns: This Week, Last Week. Lists top hits in Norway such as 'SUMMER HOLIDAY'.

PERU

(Courtesy La Prensa, Lima)

Table with 2 columns: This Week, Last Week. Lists top hits in Peru such as 'AL DI LA'.

(Continued on page 34)

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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.

## ALBUM REVIEW POLICY

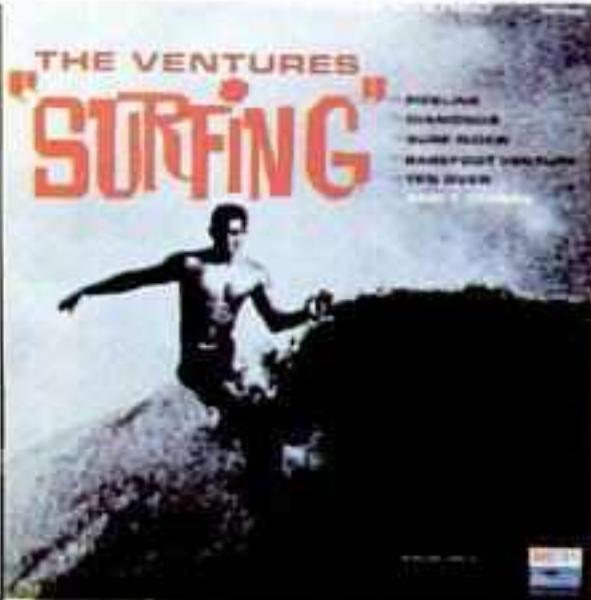
Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

### POP SPOTLIGHT

#### SURFING

The Ventures. Dolton BLP 2022 (M); BST 8022 (S)

This is one of two current releases by the Ventures (the other teams them with Bobby Vee) and coupling the Ventures' solid name value and hit status with the idea of "surfing" figures as practically a natural. The instrumental guitar swingers pound out "Pipeline," "Windy and Warm," "Party in Laguna," and a flock of other potential surf-styled hits.



### POP SPOTLIGHT

#### MR. BASS MAN

Johnny Cymbal. Kapp KL 1324 (M); KS 3324 (S)

Young Johnny Cymbal has enjoyed a smash hit his first time out on the Kapp label, and here's the obvious follow-up, the lad's first album, bearing the single winner's title, "Mr. Bass Man." For the balance of the program he selects a group of other current hits, like "Our Day Will Come," "Walk Right In," "You're Sixteen" and "Do the Bird." Strong performances.

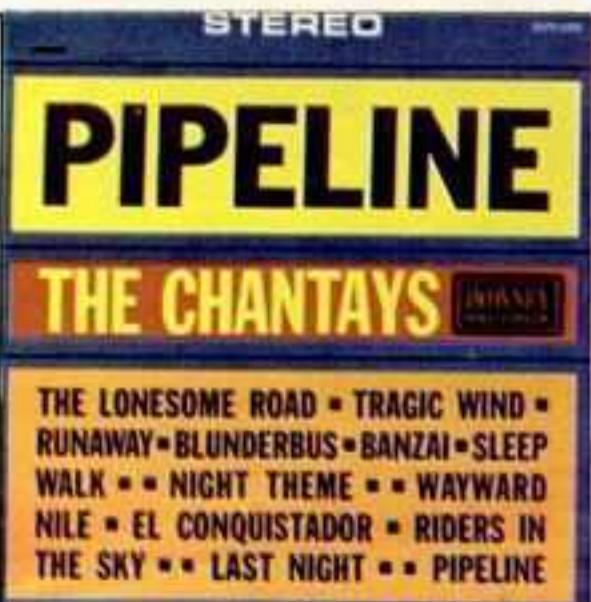


### POP SPOTLIGHT

#### PIPELINE

Chantays. Downey DLPS 1002 (S); DLP 1002 (M)

Here's a new group just now enjoying its first singles hit, "Pipeline." Limer notes that they've picked up all their musical knowledge in just two years, and it's apparent from this set they've come a long way in that time. They've got a fine, swingin' group sound on such ditties as "Runaway," "Blunderbus," "Banzai" and "Sleep Walk." Teens should dig this.

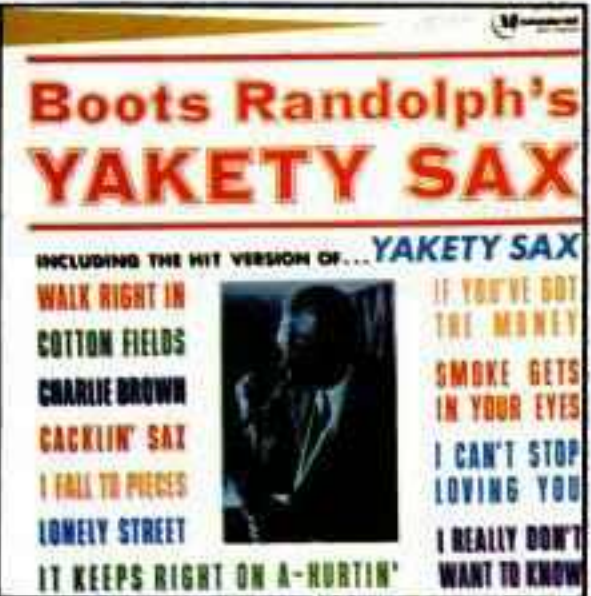


### POP SPOTLIGHT

#### BOOTS RANDOLPH'S YAKETY SAX

Monument MLP 8002 (M)

Boots Randolph, the tenor saxist that had such a big hit with "Yakety Sax" (included here), sets up a group of top instrumental treatments of former hits. "Charley Brown," "Walk Right In," "Lonely Street" and "It Keeps Right on a Hurtin'" are just a few. Fine programming here with one LP side ballads, one side swingers.



### POP SPOTLIGHT

#### ONE WORLD CONCERT

Erroll Garner Reprise R-6080 (M)

For several reasons this should be a big one for Garner. It's his first release on the Sinatra Reprise label and his first live concert set since his earlier smash, "Concert by the Sea." Then, too, the performances find the pianist at his best on such items as "The Way You Look Tonight," "Sweet and Lovely" and his own "Misty." Solid was with broad appeal.

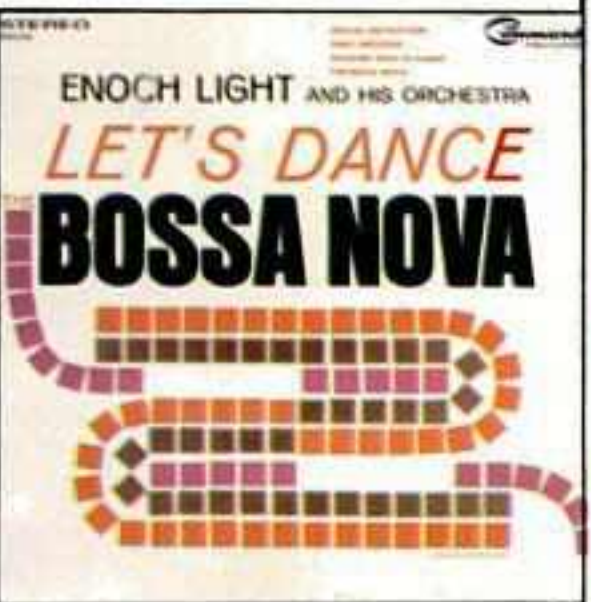


### POP SPOTLIGHT

#### LET'S DANCE THE BOSSA NOVA

Enoch Light & His Ork Command RS 851 (M); RS 851 SD (S)

Here's the follow-up to Light's "Big Band Bossa Nova" hit. The album comes back with solid beat and distinguished voicings for orchestra. The sound is superb and the selections are all in the best of taste with such titles as "Meditation," "Blame It on the Bossa Nova," "Little Boat" and bossa versions of "Moon River," "Tonight" and "Noia."



### POP SPOTLIGHT

#### BOBBY VEE MEETS THE VENTURES

Liberty LRP 3289 (M); LST 7289 (S)

Bobby Vee has previously met the Crickets on an album with considerable success, and here he is teamed with another group, one of the hottest in the teen album dance field. Coupling of the two salable acts is bound to shake up good action. "Honeycomb," "Walk Right In," "Goodnight Irene" and "Wild Night" are samples. A set that should have lots of impact.



### POP SPOTLIGHT

#### JAN AND DEAN TAKES LINDA SURFIN'

Liberty LRP 3294 (M); LST 7294 (S)

There's a three-way parlay going for this one, tying in the name of a well-known duo, Jan and Dean, with their current hit, "Linda," and the simple word, "surfing." It's a highly salable approach and the set includes "Surfin'," plus a number of current hits for others, like "Mr. Bass Man," "Walk Like a Man," "Let's Turkey Trot," etc. Good wax with a solid cover. Watch it.



### POP SPOTLIGHT

#### FAR AWAY PLACES, VOL. 2

Enoch Light & His Ork Command RS 850 (M); RS 850 SD (S)

Light does it again with a topnotch instrumental album with bright use of voices. This is the second volume in the "let's take a trip" theme with fine tracks like "Istanbul," "Colonel Bogey," "Cielito Lindo" and "Under Paris Skies," just a few of the standouts. Use of stereo technique again is done with the utmost taste and showmanship. This is another Light winner.

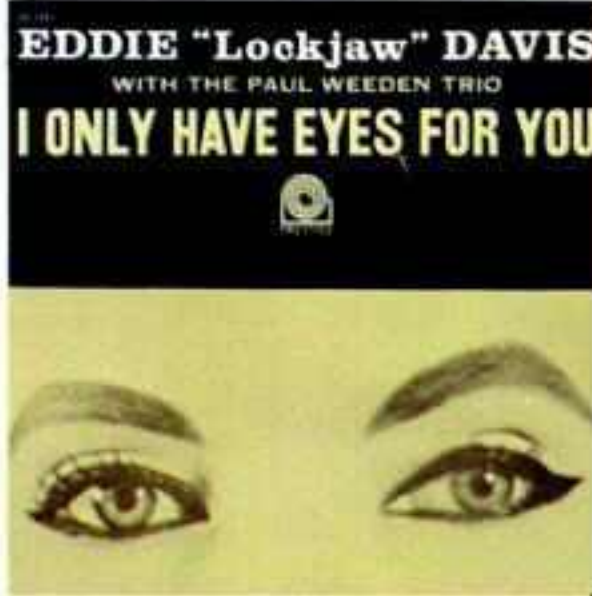


### JAZZ SPOTLIGHT

#### I ONLY HAVE EYES FOR YOU

Eddie (Lockjaw) Davis Prestige 7261 (M)

Eddie (Lockjaw) Davis steps out with a new organ partner in this album, and something of a new sound. The Paul Weedon Trio which accompanies "Jaws" has a solid sound emanating from the leader's brawny guitar work and bristling swing of Don Patterson's organ, along with rhythm section. The title tune, "Harlem Lights," and "Just the Way You Look Tonight" are distinctive tracks. Patterson and Weedon might really be finds for this label.



### CLASSICAL SPOTLIGHT

#### DANCES FOR ORCHESTRA

Philadelphia Orchestra (Ormandy) Columbia ML 5857, MS 6457

A delightful light program this time, and it can prove a strong item for the ensemble's many current fans, and it's likely to create new friends among more general disk buyers. The program includes six orchestral dance pieces, among them such familiar titles as "Habanera," "Anitra's Dance," "Dance Macabre," "Russian Sailor's Dance" and "Polovtsian Dances." A sure winner here.

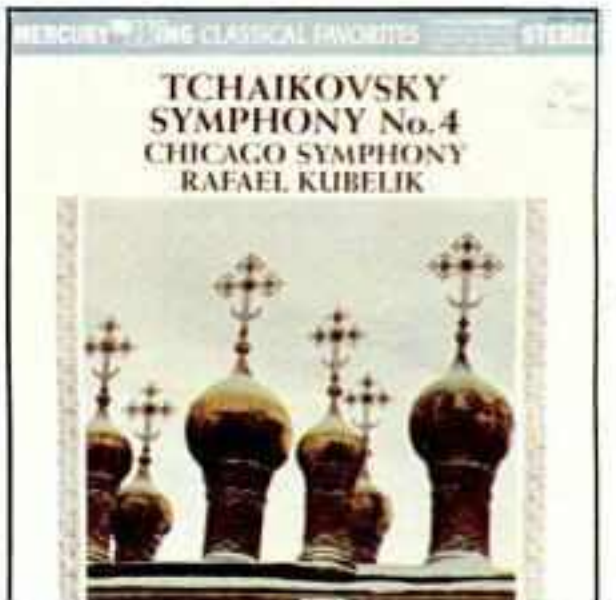


### CLASSICAL SPOTLIGHT

#### WAGNER: SIEGFRIED

Vienna Philharmonic (Solti), Birgit Nilsson, Hans Hotter and others London CSA 1508

Here, for the first time, is the complete "Siegfried," a five-LP recording of truly monumental proportions. Georg Solti draws a masterful performance from his orchestra. Featured as extra attraction in the role of the Forest Bird is Joan Sutherland, while superb efforts are forthcoming from Birgit Nilsson, Wolfgang Windgassen, Hans Hotter, Gerhard Stolze and Gustav Neidlinger.



### LOW-PRICE CLASSICAL SPOTLIGHT

#### TCHAIKOVSKY: SYMPHONY NO. 4

Chicago Symphony Orchestra (Kubelik Cond.) Mercury Wing MGW 14024 (M); SRW 18024 (S)

The Kubalik-Chicago Symphony recording of this evergreen symphony has been reprocessed electronically for stereo and released in Mercury's low-priced Wing line. This should be one of the sales leaders of the Wing classical line.



### COMEDY SPOTLIGHT

#### FUNNY YOU SHOULD ASK

Morey Amsterdam Marsh MLP 101

Morey Amsterdam's imaginary and irreverent interviews with historical personalities are mostly side-splitting affairs. The full treatment is given to Frederic Chopin, Lady Godiva's husband, Sir Isaac Newton, Buffalo Bill Cody, Martha Washington, Christopher Columbus, Dr. Sigmund Freud and P. T. Barnum. The White House tour by Mrs. Washington is a highlight, as are the Chopin, Godiva and Columbus bits. History was never this funny.



### COUNTRY SPOTLIGHT

#### THIS IS FARON

Faron Young. Mercury SR 60785 (S); MG 20785 (M)

Here's Faron Young's initial album for Mercury and it's a gasser. He works with a flock of the top musicians on the Nashville scene, with a great assist from the Jordanaires and Margie Singleton in the vocal backing. A recent single success, "Yellow Bandana," is grouped with some of the great Young oldies like "Live Fast, Love Hard, Die Young," all dressed up in a modern sound. The set should do a lot of country business with a chance for spill into pop.





# PHASE 2

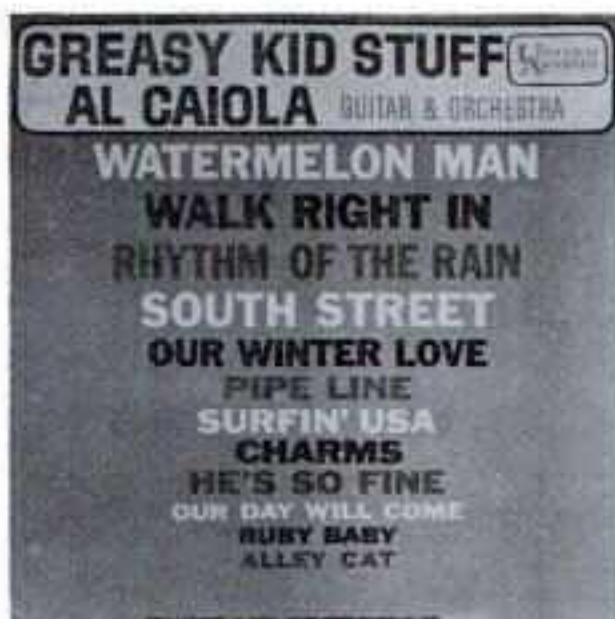


## MARCH INTO SPRING SALES PLAN

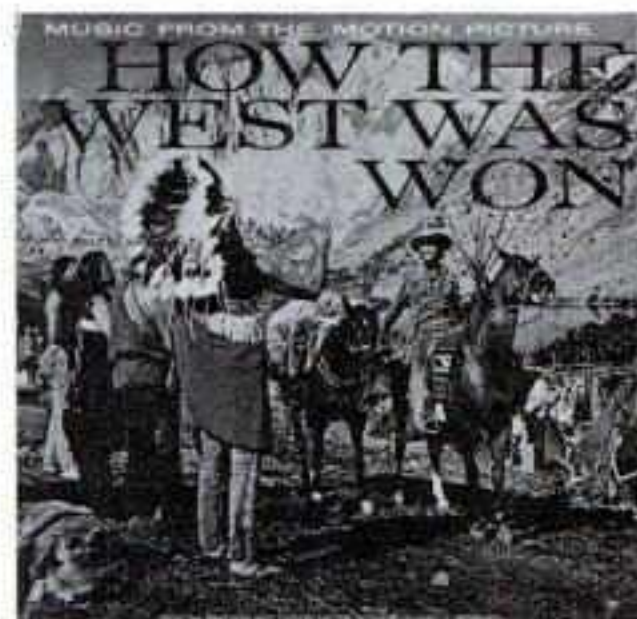
In response to the overwhelming reaction to the CLEAN UP AND MARCH INTO SPRING Sales Plan introduced by UNITED ARTISTS RECORDS, the program, augmented by 13 major NEW albums, will be continued through May 15. Dealers will be allowed to eliminate all dead, dormant or slow-moving merchandise, regardless of size, label or speed, receiving FULL dealer cost as follows:

|     |                          |        |
|-----|--------------------------|--------|
| 7"  | 45 RPM                   | \$ .60 |
| 12" | \$3.98 or less List LP's | \$2.47 |
| 12" | \$4.98 List LP's         | \$3.09 |
| 12" | \$5.98 List LP's         | \$3.71 |

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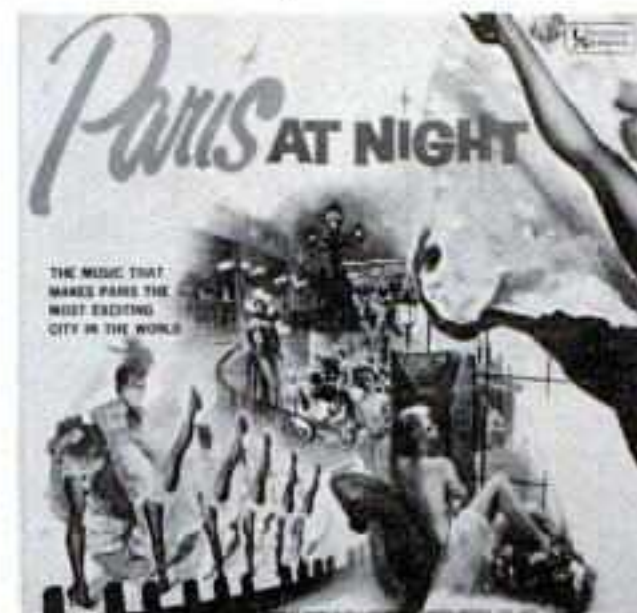
**TITO RODRIGUEZ LIVE AT BIRDLAND** spotlights the King of Latin-American rhythms, and Jazz greats: Zoot Sims, Clark Terry, Bobby Brookmeyer, Al Cohen and Bernie Leighton in person at New York's Famous Jazz night club. UAL 3286 UAS 6286



The Original Sound Track from the most exciting film documentary of our time, **MONDO CANE** features a beautiful score expertly performed and critically acclaimed as "Brilliant" by the New York Times. UAL 4105 UAS 5105



Academy Award winner **DIVORCE-ITALIAN STYLE** has broken box office records wherever it has played. Here, for the first time is the original Sound Track featuring Sicilian music beautifully performed. UAL 4106 UAS 5106



**PARIS AT NIGHT** is one of the most romantic and rhythmic places in the entire world, and Paul Mauriat and his orchestra accurately and effectively translate the mood to music. UAL 3231 UAS 6231



**ZOOT SIMS**, a legendary name in the world of Jazz, plays as you have never heard him play before **IN PARIS**, a "must" addition to all Jazz libraries. UAJ 14013 UAJS 15013



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**ITALIAN SUNSET** introduces one of England's top recording stars to U.S. audiences in a lush, orchestral presentation of entertaining, listenable tunes tastefully portrayed. UAL 3186 UAS 6186

Recorded in France, **BLUE STRINGS AND RAINBOWS** features the musical genius of Luchi DeJesus. The songs are familiar to all who enjoy good music, and the performance is outstanding. UAL 3201 UAS 6201

**TALES OF KOFFMAN** turns the Jazz spotlight on Canada's Number 1 performer in the modern music vein, Moe Koffman, his flute and an all-star aggregation from North of the Border who really swing. UAJ 14029 UAJS 15029

**MAX GOES EAST**—Max Kaminsky that is, and when this Dixieland favorite begins to play time just stands still. One of the best Dixie albums ever recorded say the nation's experts. UAL 3174 UAS 6174

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# International NEWS REPORTS

## All Labels Cashing In On Summer Memories

ROME—Discovered and exploited in 1960 by RCA Italiana as "A Song for the Summer," special summertime disk drives have exploded into a free-for-all scramble this year with almost every label ready to announce its summer schedule.

Up to this year, the big exploitation has been built around the San Remo and Naples festivals, but the turning point came when Gianni Meccia's "Il Barattolo" built up a phenomenal 1960 sale when it was introduced at resorts. RCA research showed that songs in the summer are associated with happier times when people are in a free-spending mood. Buying tunes they have heard in the summer is a means of preserving the summer experience, according to RCA executives.

Although 1960 was an accident, 1961 was a planned campaign and the result showed in the extraordinary sale of 600,000 copies of Nico Fidenco's "Tied to a Grain of Sand" during the summer. It was the greatest sale any record in Italian history had ever attained in one season. The 1962 promotion began with a Mexican recording, "When the Sun Warms," by the Rigual Brothers, which sold 360,000, but it was also picked up by other companies who added to the number of copies sold. The other two summer songs introduced by RCA last year were "Pines, Guns and Eyeglasses," by Eduardo Vianello, and "Every Day," by Paul Anka. The former hit the 200,000 mark and the latter, the singer's first song in Italian, sold 500,000.

For 1963, RCA has released 24 songs, a dealer competition is to pick 12. From this group the label will pick those tunes it will promote as "songs of the summer." Although the decision has been made it is being kept top secret to keep other companies from jumping the gun on the

promotion. Sides may be those featuring the voices of Rita Pavone and Neil Sedaka, who top the Italian lists presently.

Voce del Padrone, which has some of the top French pop voices in addition to its Italian artists, is expected to join in the competition. Peppino di Capri is already out with a summer song for Carisch, "I Will Die for You," while Adriano Celentano's clan has brought him out in "Friend," also named as a summer song. Durium, which was a runnerup with "When the Sun Warms" with Marcellos Ferial, is now bringing them out in "When the Moon Shines. Bluebell and CGD are also planning "summer songs."

### AUSTRALIA

## Local Labels Say Everybody Dance

By GEORGE HILDER  
19 Todman Ave.,  
Kensington, Sydney, N.S.W.

A.R.C. is the first Australian record company to produce a locally recorded Bossa Nova single. This is played by the Bryce Rohde Combo for C.B.S. entitled "Para Ti" and written by a Sydney University student, Bill Flickier. In promoting the disk the label is enclosing in the first 500 records issued to retailers in each State, an introductory certificate which entitles the holder to one-half-hour Bossa Nova lesson at the Fred Astaire Studios.

Philip Records has arranged a campaign with the Astaire Studios to introduce the Smash label disk "Tamoure" by Bill Justis. A dance competition is being organized, with first prize a holiday on Tahiti.

The fast-climbing chart winner in Sweden "Miss Johansson and I" is being rush released on the Parlophone label and played by the Oijvinds Quintet. . . . Rick MacGillicuddy, A.R.C. salesman, has been transferred from N.S.W. country district to

## START BRITISH COMM'L RADIO

LONDON — Commercial radio within Britain is likely to be operating by the summer. The British Government has given permission to the Manx Government—which governs the small Isle of Man, situated in the middle of the Irish Sea — to operate a commercial outlet. Radio Manx, as it will be known, was first conceived as a major outlet, but the British Government's consent was confined to approval of a VHF station, therefore reception on the mainland will be very limited. EMI chairman Sir Joseph Lockwood is among the Radio Manx directors. Provisional starting date is June 1.

the Sydney Metropolitan area. Appointed to the area vacated by MacGillicuddy is ex-country radio deejay Brian McGoldrick. . . . Eartha Kitt has finally been signed and she will open a four-week session at the Chevron-Hilton August 26. Other bookings include Patti Page, June 3; Mickey Rooney, June 17; Allan and Rossi, August 5; Mills Brothers, July 1, and Ruth Wallis, October 21. All these bookings are a direct outcome of the recent visit by Nat King Cole and artists agent Carlos Gestel.

Geoff Harvey, EMI's musical director, has just completed and produced an album for the World Record Club. Local singers Rosalind Keen and Neil Williams and a 30-piece orchestra and chorus were used. . . . Johnny Devlin has written an instrumental follow-up to "Surfside" entitled "Blue Mountain" and "Night Rider." Both numbers will be recorded at the EMI studios by the Denvermen for HMV. . . . Leeds Music has 24 numbers riding local hit charts.

Essex Music has rights to the breakthrough of the local recording of the instrumental "The Swan" by Dave Bridge, and Castle Music has rights to the new Decca disk Brenda Lee on Festival.

Breaking over the disk business like a tidal wave is the craze of surfing records. Already "Pipeline" by the Chantays and "Surfin' U. S. A." by the Beach Boys are high among the chart challengers and EMI is rushing the album "Surfin' Safari" for an early release during May. . . . Harold Bowden, executive director for J. C. Williamson stageshows, recently returned from the States and announced that Jack Benny would tour Australia this year. During his tour in America, Bowden saw 35 stage productions and arranged for tour of Broadway successes "How to Succeed in Business Without Trying," "A Funny Thing Happened on the Way to

## Government Gives Bookers Green Light on Talent Buys

By J. FUKUNISHI

TOKYO — The government restriction on dollars to be allocated for talents from oversea countries was eased April 1, pleasing artist managers as well as cabaret and night club operators. Now they can freely book singers, dancers, bands and other entertainers from foreign countries. They are hotly competing to present the most attractive international night shows for thousands of tourists arriving during the spring season and to see the Tokyo International Trade Fair which opened April 20.

Managers cannot ordinarily make much money through stage performances, radio and TV shows due to exorbitant fees of visiting artists. They must have the artists appearing at the first rate night spots.

New Latin Quarter's cover charge for Nat King Cole was 5,000 yen. (\$14.00), but patrons packed the house every night and countless numbers could not be admitted. Hana Basha presented an original Japanese dance show for a cover charge of 2,800 yen (\$7.70), and the cover charge for Lionel Hampton was 3,000 yen (\$8.30).

New Latin Quarter presented Ann Richards, Ferlin Husky, Louis Armstrong, April 25 to 27; Caterina Valente, May 1-2, and Patti Page, May 21-23. Hana Basha presented Lionel Hampton. Golden Akasaka and Copacabana are offering Antonio Vargas Flamenco Dancers from Madrid, singers, dancers and many other entertainers.

Mikado, theater-restaurant which has a capacity for 1,200 guests and is the largest establishment of this kind in the Orient, presented Blue Bell Girls from Paris together with a Hungarian gypsy orchestra and a Japanese dancing team for six

months. It is now changing its program to include 30 Japanese and seven foreign dancers, three mannequins from Paris, and a zither-guitar trio from Vienna. Keikichi Okada, noted stage producer, is leaving Tokyo April 12 for the States, Europe, Brazil and Tahiti to scout acts for Mikado.

There is also reportedly a talk in progress between Radio City Music Hall and Mikado to present Mikado's 30-member Dancing Corps in New York, and Radio City's 36 Rocket Chorus line in Tokyo in exchange.

Further, Okada has a plan to introduce Tamoure by Tahitian dancers to Tokyoites.

The easing of the foreign exchange control has resulted in intensifying the competition among artist managers and the inflow of a variety of foreign talent.

labels from London to Brunswick over here. His latest disk is "I Got a Woman" b-w "You Don't Love Me Anymore. . . . Brenda Lee's first German waxing of "In Meinen Traumen-Darling, was ist los mit dir?" (Brunswick) keeps radio listeners and jukebox ops on the run. Same goes for Helen Shapiro, who's German-sung-disk "Frag mich nicht warum" and "Komm sei wieder gut" (Columbia) shows a very good take-off in singles sale, same as her Austrian favorite "Queen for Tonight." . . . A new German disk called "Gloria" is now distributed by Austrian Columbia, starring 11 LP's and 20 singles with a lowered price of 99 schillings (LP) and 19.50 schillings (singles).

### BELGIUM

## Losing Contest Tunes Sell Well

By JAN TORFS

Stuivenbergvaart 37, Mechelen  
Stuivenbergvaart, 37 Mechelen

Almost all the songs from the Eurovision Song Contest, held in London four weeks ago, are now available. Polygram (Philips) has no less than six records: Belgium's "Waarom" by Jacques Raymond, Great Britain's "Say Wonderful Things" by Ronnie Carroll, Switzerland's "T'en va pas" by Esther Ofarim, Luxembourg's "A force de prier" by Nana Moukouri; Holland's "Een speeldoos" by Annie Pal-

### AUSTRIA

## Amadeo Distrib For CBS Label

By FRED ZILLER  
Mollwaldplatz 1, Vienna

CBS (formerly under the Philips banner in Austria) is now distributed by the Austrian Record Company Amadeo. As Amadeo-head Dr. Heinrich Haerdtl stated, CBS LP prices were lowered from 170 schillings to 150 schillings. EP's and singles stay on at 51 schillings (EP's) and 30 schillings (singles).

Franz Eder, head of the Vienna Stadthalle (16,000 seats) will give a Swiss-Austrian TV "Star Show" on May 5. From the U.S.A. are Pat Boone, Jerry Williams, Josephine Baker, Billy Mo, from South America the San Jose Trio, Nana Moukouri from Greece, Helen Shapiro from England.

Rick Nelson has swapped



THE WINNAH: Claudine Claude is shown in action while winning top talent prize at the "Le Grand Prix de Varieties 1963" in Ostend, Belgium. The show is sponsored by Volkswagen and Radio Luxembourg.

## LITTLE MISS PAVONE HAS ITALY BY THE EAR

By SAM'L STEINMAN

RCA has just feted Rita Pavone on occasion of her first LP and the sale of one million disks in five months of recording activity. This 17-year-old favorite, who has three records at the top of the Italian lists, was the winner of the first "Festival of the Unknowns" sponsored a year ago by Teddy Reno. She was the guest of honor at the launching of the second event.

RCA signed last year's winner reluctantly; has now assured the 1963 winners of contracts. The Pavone hit marks the turn-

ing point in Italian record tastes with favor going to the very young artists, a phenomenon long noted in American circles. Up to now most Italian favorites have ranged from mature artists to those in their 20's and even the latter have come up only in the last four years in such cases as Pino Donaggio, Adriano Celentano, Gianni Meccia and Peppino di Capri.

Columbia is currently making a bid for teen-age support with Vasso Ovale, 17, son of a well-known composer, whose first disk is "Sherry" and "You Exist."



STRIKES SILVER: Will Tura shows off smile and silver record he got for the 25,000 copies his "Eenzaam zonder jou" sold.

men and Germany's "Marcel" by Heidi Bruhl.

Gramophone and Discotrade distribute the winner, Denmark's "Danseuse," by Grethe and Jorgen Ingmann in the English and Danish version. Inelco (RCA) has France's "Elle etait si jolie" by Alain Barriere, Discovogue for Monaco's "L'amour s'en va" by Francoise Hardy and Discobel for Austria's "Vielleicht geschieht ein Wunder" by Carmela Corren on Ariola.

The winning Belgian song, "Waarom," is a best seller despite the fact that it obtained only a few votes in London. The same goes for the English winner, "Say Wonderful Things." Mercury EP and single by Brook Benton was launched. The French version of "Hotel Happiness" called "Le Ranch de mes rêves" was very well received in Walloon Belgium in a version by Sheila. . . . Die Regenspeiffer, who once had a big hit with "Der rote Tango," are here again with a brand-new one entitled "Die Nacht ist viel zu schon" on Philips.

New Audio-Fidelity releases are "Down in New Orleans," Louis Armstrong and the Dukes of Dixieland, and "I Remember New Orleans" (a tribute to King Oliver) by Louis Armstrong and His All Stars.

The second LP album by the Dominican Sister, Soeur Sourire, will soon be on the market and 5,000 orders have already poured in. A new record by TV discovery, Lize Marke, will be launched on Mother's Day (May 12). She sings two songs especially written for this occasion, accompanied by her 6-year-old son Geert.

#### Publisher Row

S. A. Ardmore & Beechwood have the distributing rights for the following French versions: "Entends-tu le vent (Nautilus) by Georgie Dann on Pathe and "Je souris sous la pluie" (Acker's Lacquer by Acker Bilk) by Chris Carol on Pathe. . . . Biggest release of this week is Paul Anka's new single, "Remember Diana" and "At Night" on RCA.

## BRAZIL

### Chantecler Distrib For Ricordi Co.

By MAURICIO QUADRO  
Rua Visconde da Gavea, 125, 4  
Rio de Janeiro

A contract has been signed between the Brazilian Chantecler label and the Italian label Ricordi. First disks include albums of Giuseppe Di Stefano, the Cetra Quartet, Iller Pataccini and Giampiero Boneschi orchestras and the singer Emilio Pericoli.

The album "Os Velinhos Transviados Espetaculares" released by RCA is appearing on the radio charts. Rolle and Dova's "Dang Dang" is the track more requested by radio listeners. . . . Lana Bittencourt after a long absence from recording activities is now back under CBS contract. Vera Lucia also signed up with CBS and her first single on this label is "O Bilhete." CBS signed up various new talents: Omar Navarro, Jo Silveira, Laury Garcia and Sheila Maria.

On Pawal label Humberto Garin and Milton Brito have waxed a new compact 33, which presents a new rhythm—the samba-jeca. . . . Moacyr Franco, a singer that became popular through his TV program Show Docura, has recorded his second album for Copacabana label.

with the same title of his TV show. Again on Copacabana label, Moacyr Silva has his fourth album issued of the Sax Sensacional serie. Also flutist Altamiro Carrilho has recorded the album "Bossa Nova in Rio" for exportation. Publisher Vitale Acquired two new tunes by composer Joao Roberto Kelly "Ze de Conceicao" and "Odete sem Twist."

#### Album Cover Show

The Fifth Album Cover Exhibition will be held at the ACM hall (Christian Youth Association) from May 3 to May 20, sponsored by the magazine Radiolandia and news-columnist Leonidas Bastos, with the support of the Brazilian record industry. This exhibition is not a competition, its only purpose is to point out the artistic quality of LP-Covers.

Nilo Sergio, president and producer of Gravacoes Musidisc, introduced his own new label Nilser. A special Nilser album was released called "Lover," presenting well-known American songs sung by Nilo Sergio.

Brazilian singer Nelson Gonçalves, a RCA best seller, has a new album ". . . Na Voz de Nelson Gonçalves" on the market. In this album—regarded as the LP of the year by many—he sings romantic songs. . . . Carmen Costa, Brazilian artist who has been living in United States for several years, was invited by RCA to Brazil specially to record "Tem Bobo Pra Tudo." Marilena Santiago, Adilson Ramos, David Montenegro, Moacyr Gomes and Lorena Alves are new artists signed up by RCA.

Dupla Ouro E Prata has signed with Continental. This company has issued a new record by Demetrius, ballad and rock singer. Caco Velho has just recorded a new album in bossa nova mood. CIPO and his orchestra have recorded "Madison Sensacional," including 12 tunes in Madison rhythm.

## BRITAIN

### Decca's Turn on Chart Pendulum

By DON WEDGE  
News Editor,  
New Musical Express

The swing of sales between the various record groups is at times severe. A year ago EMI was outpacing its principal rival, Decca, with a clear majority of its disks occupying the singles chart. This year it has not maintained the pace. In last week's chart, for instance, Decca had its biggest lead with 16 disks to EMI's eight. The remaining six places were shared equally between Pye and Philips.

Philips itself has had a notable chart resurgence with as many as six disks in the chart at the end of the previous month. This, in part, is due to a new marketing approach, giving greatest emphasis to singles' sales.

C. H. Thomas, former managing director of EMI Records, has been made a Knight of the Icelandic Order of the Falcon. It recognizes Thomas having stimulated interest in Icelandic music and artists both in Iceland and abroad. EMI Records issues regular monthly releases in Icelandic, serviced from the U. K.

Britain's oldest record magazine, "The Gramophone," celebrated its 40th anniversary last month. It was founded by Sir Compton MacKenzie, who is still connected with it. "The Gramophone," aimed at consum-

ers, is devoted to classical music.

The BBC is including lessons on the Madison in its Russian language service. It is using records made by British bands.

#### Record Business

Philips Records is forming a new label, Fontana-London, to handle products from Titi Burns, who has previously operated Lindon Records as an indie production unit. It is the second such deal in Britain. Bunny Lewis has his Ritz series on Decca complete with its own logo. A joint Fontana-London logo is being devised and the label's activities will be directed by Jack Baverstock, Fontana a.&r. manager, and Burns. First artist will be Eden Kane, who had previously been issued on Decca from masters supplied by the independent firm Audio Enterprises.

Decca will issue American c.&w. masters in a deal completed with the Belfast firm Solomon & Peres. Decca has issued an instrumental version of the Danish Eurovision Song Contest winner "Danseuse." It is by pianist Tony Osborne, and appears in its English title "I Loved You." . . . On HMV, EMI issued a three-LP recording of Smetana's "The Bartered Bride." For the first time, it issued on Columbia a four-album set of

the complete Ravel orchestral works.

Because of the special campaign mounted for the April Liberty album releases, EMI plans no new issues on the label during May. Special display cards and other promotion material were made available to dealers. . . . Winning song in a contest organized by the British Songwriters' Guild and EMI chairman Sir Joseph Lockwood turned out to be "Living Can Be So Lonesome," written by Cyril Booth. A disk, by Peter Harvey, was issued April 26. From Fantasy, Philips issued an original "Gerry Mulligan Quartet" on its Fontana line. On CBS, Philips issued "Julie Andrews and Carol Burnett at Carnegie Hall," coinciding with the British TV showing of the concert tele-recording.

#### Visitors

Bobby Lewis, international chief for Warner Bros. Records, was in London last week for talks with Decca and EMI. . . . decca, was in for talks. . . . Pye Records' U. S. representative Irving Chezar was here for a week's talks with head office. . . . Irving Michanik, in London with his artist Del Shannon, is having talks with publishers and record executives. . . . Same applies to Major Bill Smith, who

is here with Paul and Paula. . . . Songwriter Harry Tobias is visiting publishers and a.&r. managers. . . . Amalia Rodrigues has brought her Portuguese fado music as a cabaret attraction at the Savoy Hotel. . . . Johnny Tillotson is here for the tour with Shannon.

## EIRE

### TV Will Carry U. S. Jazz Cats

By KEN STEWART  
Irish Times Ltd., Dublin

Some of America's leading jazzmen, including Phineas Newborn Jr., Cannonball Adderley, The Firehouse Five, Anita O'Day, Stan Getz and Shelley Manne, will be seen in a new 30-minute series from Telefeis Eireann, "Jazz Scene, U. S. A." Although Radio Eireann has always been generous in its recognition of jazz, it was not until quite recently that pop music was given reasonable air time. Even now, television lacks a teen-age show which could, in time, provide a valuable sales stimulant on a nationwide scale.

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Eamonn Andrews Studios pioneered the R.E. move toward pops via "The Downbeat Club," emceed by Noel Andrews. The Andrews firm also suggested a weekly radio Top 10 program.

Local and foreign movie folk attended the Irish premiere of Walt Disney's "In Search of the Castaways," starring Hayley Mills and Maurice Chevalier. A specially taped message from

the veteran French artist (now doing a one-man show in London) was played to a large audience at Dublin's Metropole.

The charity show was arranged by the press-stage organization, Inkblots and Crackpots. An EP of songs from the movie is available on Decca.

New York-born Jimmy Magee, scriptwriter for Harry Thullier's "Ireland's Top 10" and well-

known local deejay, is planning a business-cum-pleasure U. S. trip later this year. The young American, who has lived here for several years, is lined up for a summer Radio Luxembourg disk series. Six of his songs are awaiting publication. In connection with the proposed U. S. trip, he may be contacted c/o Radio Eireann, G.P.O., Dublin, Ireland. . . . For a first disk

released here, there has been unusual interest in James Gilreath's "Little Band of Gold." The record, released through the Pye group, is expected to become a very big seller judging by the initial reaction.

GERMANY

Top Stringers To Tie a Knot

By JIMMY JUNGERMANN  
102 Ismaninger St., Munich 27

German jazz violin star Helmut Zacharias has another record tip in his files: he toured 22 days, 5,000 miles all over Europe and played 34 performances. In Paris he met Danish jazz violin star Svend Asmussen and French jazz violin star Stephane Grappelly. They agreed to form a "Trio for Three Violinists."

Julian (Cannonball) Adderley and his brother Nat and their sextet toured Europe. After a concert in Paris, they visited Baden Baden, Germany, for the filming of a television program to be seen this summer, and then flew to San Remo, Italy, for a jazz festival—all within a week's time.

Al (Fats) Edwards visits Munich to guest star with Freddie Brocksieper and his band at the "Uni Reitschule" night spot in Schwabing. . . . Benny's brother, Harry Goodman, visited Cologne to attend the recording of the English version of German top hit "Baby Twist" with Little Elisabeth and Will Brandes.

This week Munich's Deutsches Theater had its 150th performance of "My Fair Lady." Berlin's Theater Des Westens has had 800,000 visitors and 500 performances. 198,000 albums of Berlin's "MFL" version on Philips have been sold.

HOLLAND

Ray Charles Concert In May

By SKIP VOOGD  
Joh. Camphuysstr. 189,  
The Hague, Holland

On May 11 Ray Charles, his orchestra and show will visit The Hague for a concert.

Decca introduced the complete recordings of Wagner's "Siegfried" in this country. The title-role of "Siegfried" in this 4½-hour opera is sung by Wolfgang Windgassen; the orchestra is that of the Vienna Philharmonic conducted by Georg Solti.

Decca's successful "Phase Four" pop LP recordings now adds I.M. 20 C.R. (individually monitored 20 channel recording)

continued on page 40

FRANCE

Sofrason Buys Vega Interest

By EDDIE ADAMIS  
92 quai du Marechal Joffre  
Courbevoie (Seine)

Two major developments in the French record industry this week. First, the Societe Francaise du Son has purchased the shares of Vega Records which was previously controlled by C. S. F. Sofrason's President Directeur General Louis Froment, with Mrs. De Rieux and M. Six will now control Decca, RCA and Vega Records in this country. No major changes in Vega's artistic and commercial departments are anticipated in the near future.

The second development was made known by Export Manager Jacques Kerner speaking for Eddie Barclay. It involves the creation of Barclay's first foreign distrib organization in Brussels. This firm, called Barclay Belge, will handle, starting next September, the exclusive distribution of all Barclay products for Belgium and Luxembourg.

Danish Metronome Records is now distributed in France by Festival Records.

The film "55 days in Peking" is slated for immediate release in France, coinciding with arrival of Andy Williams May 8. CBS is releasing Andy's record of pic title. . . . Sammy Davis Jr. will be in April 16-17. . . . The Brothers Four appeared successfully April 2. . . . Little Eva and the Tornados are playing the Olympia Theater for two weeks.

Pub News

Chappell has published the French versions of the following Billboard "Hot 100" disks whose French cover records are getting good airings: "Je pense a lui" (A Wonderful Dream) by Francoise Hardy (Vogue); "Portrait en couleurs" (My Coloring Book) by Nana Mouskouri (Philips); "Fait pour durer" (End of the World) by Arielle (Barclay); "Loop de Loop" by Richard Anthony (Columbia) and Les Fantomes (Vogue); "Hey Good Looking" by the Spotnicks (President); "T a s qu'aise ans" (You're Sixteen) by Johnny Hallyday (Philips); "Rhythm of the Rain" by the Cascades (Vogue).

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**HONOR ROLL OF HITS**  
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FOR WEEK ENDING MAY 4

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.

| This Week | Last Week | Tune                                | Composer-Publisher   | Weeks on Chart |
|-----------|-----------|-------------------------------------|--|----------------|
| 1         | 1         | I WILL FOLLOW HIM                   | By Altman-Gimbel-Stole-Roma—Published by Leeds (ASCAP)     | 5              |
| 2         | 2         | CAN'T GET USED TO LOSING YOU        | By Pomus-Shuman—Published by Brenner (BMI)                 | 6              |
| 3         | 4         | PUFF (The Magic Dragon)             | By Yarrow-Lipton—Published by Pepamar (BMI)                | 6              |
| 4         | 6         | PIPELINE                            | By Spickard-Carman—Published by Downey (BMI)               | 5              |
| 5         | 3         | HE'S SO FINE                        | By Mack—Published by Bright-Tunes (BMI)                    | 9              |
| 6         | 15        | IF YOU WANNA BE HAPPY               | By Guida-Royster—Published by Rockmasters (BMI)            | 2              |
| 7         | 12        | SURFIN' U. S. A.                    | By Wilson—Published by Arc (BMI)                           | 3              |
| 8         | 7         | DON'T SAY NOTHIN' BAD ABOUT MY BABY | By King-Goffin—Published by Aldon (BMI)                    | 6              |
| 9         | 5         | BABY WORKOUT                        | By Wilson-Tucker—Published by Merrimac (BMI)               | 7              |
| 10        | 11        | WATERMELON MAN                      | By Hancock—Published by Arles (BMI)                        | 3              |
| 11        | 9         | ON BROADWAY                         | By Weil-Mann-Leiber-Stoller—Published by Aldon (BMI)       | 4              |
| 12        | 19        | FOOLISH LITTLE GIRL                 | By Miller-Greenfield—Published by Aldon (BMI)              | 3              |
| 13        | 14        | MECCA                               | By Nader-Gluck Jr.—Published by January (BMI)              | 4              |
| 14        | 16        | REVEREND MR. BLACK                  | By Wheeler-Peters—Published by Quartet-Butterfield (BMI)   | 2              |
| 15        | 18        | CHARMS                              | By Greenfield-Miller—Published by Aldon (BMI)              | 3              |
| 16        | 17        | YOUNG AND IN LOVE                   | By St. John—Published by Odin (ASCAP)                      | 4              |
| 17        | 8         | YOUNG LOVERS                        | By Hildebrand-Jackson—Published by LeBill-Marbill (BMI)    | 6              |
| 18        | 24        | DAYS OF WINE AND ROSES              | By Mercer-Mancini—Published by Witmark (ASCAP)             | 2              |
| 19        | 28        | LOSING YOU                          | By Renard-Sigman—Published by BNP (ASCAP)                  | 2              |
| 20        | 29        | TAKE THESE CHAINS FROM MY HEART     | By Rose-Heath—Published by Milene (ASCAP)                  | 2              |
| 21        | 26        | TOM CAT                             | By Taylor-Ceraci-Darling-Svanoe—Published by Ryerson (BMI) | 2              |
| 22        | —         | HOT PASTRAMI                        | By Roziner   | 1              |
| 23        | 10        | SOUTH STREET                        | By Mann-Appell—Published by Kalmann (ASCAP)                | 9              |
| 24        | —         | TWO FACES HAVE I                    | By Herbert-Christie—Published by Painted Desert-RTD (BMI)  | 1              |
| 25        | 13        | THE END OF THE WORLD                | By Dee-Kent—Published by Summit (ASCAP)                    | 11             |
| 26        | —         | LITTLE BAND OF GOLD                 | By Gilreath—Published by Beak (BMI)                        | 1              |
| 27        | —         | LINDA                               | By Lawrence—Published by Warock (ASCAP)                    | 1              |
| 28        | —         | I LOVE YOU BECAUSE                  | By Payne—Published by Fred Rose (BMI)                      | 1              |
| 29        | —         | ANOTHER SATURDAY NIGHT              | By Cooke—Published by Kags (BMI)                           | 1              |
| 30        | —         | THIS LITTLE GIRL                    | By Goffin-King—Published by Aldon (BMI)                    | 1              |

**RECORDINGS AVAILABLE**  
 (Best Selling Record Listed in Bold Face)

- I WILL FOLLOW HIM**—Petula Clark, Laurie 3156; Rosemary Clooney, Reprise 20145; Betty Curtis, CGD 10903; Georgia Gibbs, Epic 9585; Jackie Kannon, Stage 518; Little Peggy March, RCA Victor 8139; Frank Pourcel, Capitol 4916; Clifford Scott, World Pacific 378; Joe Sentieri, Vesuvius 1068.
- CAN'T GET USED TO LOSING YOU**—Andy Williams, Columbia 42674.
- PUFF (The Magic Dragon)**—Peter Paul & Mary, Warner Bros. 5348.
- PIPELINE**—Chantays, Dot 16440.
- HE'S SO FINE**—Chiffons, Laurie 3152.
- IF YOU WANNA BE HAPPY**—Jimmy Soul, S.P.Q.R. 3305.
- SURFIN' U. S. A.**—Beach Boys, Capitol 4932.
- DON'T SAY NOTHING BAD ABOUT MY BABY**—Cookies, Dimension 1008.
- BABY WORKOUT**—Jackie Wilson, Brunswick 55239.
- WATERMELON MAN**—Xavier Cugat, Mercury 72108; Herbie Hancock, Blue Note 1862; Mongo Santamaria, Battle 45909.
- ON BROADWAY**—Drifters, Atlantic 2182.
- FOOLISH LITTLE GIRL**—Shirley, Scepter 1248.
- MECCA**—Gene Pitney, Musicor 1028.
- REVEREND MR. BLACK**—Kingston Trio, Capitol 4951.
- CHARMS**—Bobby Vee, Liberty 55530.
- YOUNG AND IN LOVE**—Dick and DeeDee, Warner Bros. 5342.
- YOUNG LOVERS**—Paul & Paula, Philips 40096.
- DAYS OF WINE AND ROSES**—Pat Boone, Dot 16439; Eddie Cano, Reprise 20147; Four Saints, Warner Bros. 5335; Wayne King, Decca 25593; Henry Mancini, RCA Victor 8126; Joe Pass, Pacific Jazz 367; Dick Roman, Harmon 1012; Andy Williams, Columbia 42674.
- LOSING YOU**—Don Costa, Columbia 42785; Brenda Lee, Decca 31478.
- TAKE THESE CHAINS FROM MY HEART**—Lloyd Arnold, Memphis 106; Ray Charles, ABC-Paramount 10435; Hank Williams, MGM 11479.
- TOM CAT**—Rooftop Singers, Vanguard 35019.
- HOT PASTRAMI**—Dartells, Dot 16453; Joey Dee, & the Starliners, Roulette 4488.
- SOUTH STREET**—Orions, Cameo 243.
- TWO FACES HAVE I**—Lou Christie, Roulette 4481.
- THE END OF THE WORLD**—Skeeter Davis, RCA Victor 8098; Mills Brothers, Dot 16451.
- LITTLE BAND OF GOLD**—James Gilreath, Joy 274.
- LINDA**—Dale Hawkins, Checker 962; Jan & Dean, Liberty 55531; Adam Wade, Coed 556.
- I LOVE YOU BECAUSE**—Al Martino, Capitol 4930.
- ANOTHER SATURDAY NIGHT**—Sam Cooke, RCA Victor 8164.
- THIS LITTLE GIRL**—Dion, Columbia 42776.

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**LOADED WITH HITS**  
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 by  
**ETTA JAMES**  
 Argo #5437

**"HOT CAKES"**  
 FIRST SERVING  
 by  
**DAVE "BABY" CORTEZ**  
 Chess #1850

**NEW RELEASE!**  
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**BILLY STEWART**  
 Chess 1852

**NEW RELEASE!**  
**"I'M TALKING ABOUT YOU"**  
**CHUCK BERRY**  
 Chess 1853

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 Exciting!  
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**ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS**





# Live Band and Singers Help Push WBBM as Chi Showcase

By NICK BIRO

CHICAGO—For a variety of reasons, the programming approach of WBBM here ranks it as one of the most novel in the Midwest.

It's one of the few stations to still maintain a studio band and a staff of vocalists. It airs an hour and a half of live music a day, making it the No. 1 station for this type fare in the nation.

- It airs more folk music than any other AM station in the city—another hour and a half a day.

- Like other top AM outlets, it airs a daily schedule of top-rated deejay shows, but its refusal to abide by a station playlist makes it one of the city's top showcases for new talent.

As a Columbia Broadcasting System station, it regularly pulls in portions of the network offerings. But the big emphasis is on local flavor.

## Mine Host

Perhaps the king-pin of the operation is Mal Bellairs. He hosts the hour-long live "Music Wagon" show every morning and teams with Joe Foss to present an extra half hour of live music each day.

Bellairs then doubles back to do a 2-4:30 daily deejay slot which is extended on Sundays to 12:30 to 5 p.m. On Saturdays WBBM goes almost solely with its deejay fare, featuring Bellairs, Pat Sheridan, Ollie Raymand and John Harrington.

The station also has its nightly "Music 'Til Dawn" show, an 11:30 to 5:30 segment of light classics.

Bellairs does all his own record auditioning and all his own programming. With close to 50 albums and almost 100 singles to listen to per week, Bellairs' chores are almost monumental, but his answer is just that "I've never found anyone else who could do it quite the way I wanted it."

Because of the loose format, Bellairs' show is also one frequently visited by out-of-town guests.

The majority of the music follows a typical center-of-the-road fare. A 20-minute segment listened to by this reporter several weeks ago featured: Felix Slatkin's "Hoodown," Nat King Cole's "All Over the World,"



CHICAGO'S WBBM stands as one of few stations in country still giving steady diet of live music. Here Mal Bellairs, deejay and host of "Music Wagon," goes over an arrangement with vocalists Carole March and Connie Mitchell.



MEMBERS OF THE SAM PORFIRIO BAND, the Skynoters, gather around as "Music Wagon" host Mal Bellairs breaks away from his announcing chores to join the band in a tune on the clavietta.

the Limelites' "Yerakina," and Helen O'Connell's "Sweetest Sounds."

## Stepping Up Folk

The increasing popularity of folk music caused WBBM to materially expand its offering. Bellairs' afternoon slot was expanded so he could devote a full half hour each day to folk.

A new show, "Folk Song With Ollie Raymand," was installed for 15 minutes each evening.

Professor Bob Cosby's award-winning "This Is Folk Music" (in its sixth year) was given a full hour every Saturday evening. A member of the Roosevelt University faculty, Cosby features only "pure" folk music, with each individual program built around one specific theme.

Another long-running folk program is Rudy Orisek's "Rhythms 'Round the World," heard every evening.

# Berkeley: New Sound in Town

BERKELEY, Calif. — Bay Area residents will hear new call letter April 29 and a new sound as KPAT AM-FM takes to the air.

KPAT, formerly KRE, brings on an entirely new program format (the station is under the management of the former owner of WPAT, Patterson, N. J.). Dickens J. Wright, vice-president and general manager of KPAT, has brought David Gordon and John Burt, former music director and advertising and public relations director respectively of WPAT to his new acquisition. They will serve in the same capacity.

Wright, who sold WPAT more than a year ago for more than \$5 million, purchased KRE AM-FM (now KPAT) in October of last year.

Wright described KPAT's programming concept as "primarily a music station."

The station's programming will be aimed at a "majority au-

dience." KPAT's repertory will range from pre-classic compositions to contemporary cabaret songs, ballets by Gluck to ballads by Gershwin. Included in it will be folk melodies and film scores, ethnic music, excerpts from symphonies and selections from current Broadway shows, bossa novas and jazz.

The music will be presented in uninterrupted segments, 24 hour each day, simulcast on AM and FM.

The station boasts "a sensitive and distinctly individual way with words and music."

KPAT's management stated that the station will not be programmed exclusively for either one or the other two minority "good music" audiences: neither for the Bach-Beethoven-Brahms nor for the "Student Prince" lovers. It will be programmed for an audience larger than either of these.

## NAB to Study Program Dep't Idea

WASHINGTON — LeRoy Collins, president of the National Association of Broadcasters, has announced the appointment of a six-man board committee to study the feasibility of establishing a program department within the NAB.

Governor Collins said the pro-

posed NAB program department would "develop studies and aids to improve the expertness of NAB's radio and television members and also would serve as a central source in an exchange of program information and ideas which have proved successful."

# Radio-TV PROGRAMMING

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

## programming newsletter

By BILL GAVIN •

Billboard Contributing Editor • Publisher, Bill Gavin's Record Report

(This concludes our three-part series of newsletters devoted to smaller market operation.)

**RADIO PEOPLE** who work with efficient libraries, where the records you want are always available, probably don't know how lucky they are. The utter chaos in some station libraries staggers the imagination.

**PICTURE THIS:** Records lying on the floor, stacked in corners, no dust jackets, packages of records lying unopened for days at a time. Add to the picture a sales manager who pulls a couple of the top hits from the play stack to take home to his daughter, the manager who "borrows" new albums for home listening—and forgets to return them. Complete the picture with each DJ rummaging through the piles of records to make up his show, or just grabbing an armful because it's almost air time, with no duplicate copies available for the next man's use. This is radio?



No, it isn't, but you'll find some, or all, of these conditions existing in a number of smaller stations.

If top 40 has done nothing else, it has compelled the station to keep track of its current playlist. And yet I know of several top 40 stations that have no record librarian—no system for holding new releases until their value can be known. How often do distributors get calls for records that they have already serviced—maybe even two or three times? Ask them, and the answer will amaze you.

**WHY BELABOR** the obvious? Because to some managers it is apparently not obvious that records—the right records—are the main stream of their program content. Therefore they fail to provide an adequate room, with shelf space for record storage; there is no filing system, no librarian, no centralized responsibility for organizing the record supply.

Since this is being written with the interest of smaller stations in mind, I point up the evils of negligence in record care to emphasize the need for a record library and a librarian in stations where every extra nickel of overhead is carefully scrutinized. I point it up, also, to shame those few big stations who abuse their importance by imposing on distributors for needless re-servicing.

It not only takes the right records for a successful operation—it takes the right people. A problem that is always with the smaller station is getting—and keeping—a good DJ staff. It's partly a matter of money. Staff salaries eat up the biggest share of billing income. Most smaller station managers that I've talked with say that they have to hold their DJ budget to something under 30 thousand a year—some of them considerably under. Many DJ's work 48-hour weeks and double in other jobs. The prevailing scale (non-AFTRA, of course) in many areas is around \$90 per week.

Some stations can well afford to pay more, but have found that just a little more isn't enough. It takes a lot (50 per cent at least) more to attract men with experience and ability. The most successful smaller operations that I know about—at least one of them AFTRA—set a DJ budget of \$50,000 a year. They have very good men and a low turnover.

**IT'S THIS PROBLEM** of turnover that bothers the small operator. Young men just out of school, or still going to college, can often be trained to become excellent DJ's. And then, when they have become valuable, they leave to accept a better offer elsewhere.

Shrewd managers employ various plans and policies for keeping the job attractive. Guaranteed raises, contract security, added authority and various other devices seem to work well. Apparently, in addition to the money and the security, it's important to the good young DJ to feel appreciated—needed—important. Of course, the same thing applies to almost any employee, but not in quite the same way as to the DJ. He's in show business. He's an entertainer who can't hear the applause from his audience. Applause from the boss is sometimes as much appreciated as a raise.

The smaller market station with low turnover in all probability has a proud and happy staff. It is also apt to be making a good and consistent profit.

In these past three newsletters we've talked about some of the needs and problems of smaller market stations. There has been no attempt to imply that all these stations are in difficulties. Quite the reverse is often true. In many towns there are outstanding examples of progress. New ideas are frequently pioneered in smaller communities, filtering on through to the big operations later on.

The economic health of the smaller stations is essential to the prosperity of American radio in general. We wish them all continued success and prosperity.

## "BEST SIDE STORY"

Washington (Dean Griffith-WPGC): Coming Up: "Dear" (Toni Jones-Smash). Special report: "Im Saving My Love" (Skeeter Davis)

(Continued on page 42)

**MR. LLOYD JAMES,** Station Manager  
Radio Station **WDXE,** Lawrenceburg, Tennessee



is a **PLEASED PROGRAMMER**

"We, at WDXE, are extremely pleased with RSI. At the beginning, we felt that this was just another service that all radio stations received; but after six months, we are aware of the value of this service. It is our belief that this is the finest record service made available and recommend it to all radio stations."

Thank you, Mr. James. Though more than 1600 radio stations have turned to RSI to service their needs, there are still many who probably have programming problems with which RSI can help. This message is directed to them.

For details on the record programs available from RSI for broadcasters write

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General Manager

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**Focus on the  
Deejay Scene**



**SMILING FACE** above belongs to KTLN music director Jimmy Rowe, Johnny is the first to admit, however, that he can't always muster a smile considering the sometimes overwhelming competition in the Denver market (20 AM's over all). Rowe, one of the busiest guys in Denver radio, does two air shows daily and writes a column, "Records, Radio & Rowe," for The Aurora Times—plus his duties as KTLN's music director. The 25-year-old deejay broke into radio after trying his hand at reporting, promotion and acting stints around the country. Johnny has been instrumental, along with program manager Joe Finan, in making KTLN on outstanding exponent of "middle of the road" programming in the Denver area.

**DJ Sues Station  
For Blacking Out  
His Radio Show**

**SAN FRANCISCO** — Disk jockey Robert Colvig last week filed suit for \$250,000 against radio station KFRC and its parent company, RKO General.

Colvig, who is being paid a salary by the station, has charged that KFRC has deprived him of his "right to practice his profession" by refusing to broadcast his show.

The deejay was unsuccessful in a similar suit several months ago. At that time Superior Judge Byron Arnold ruled that the station had to pay Colvig, but did not have to broadcast his voice.

Colvig has a contract with the station for \$15,000 a year.

**Robert Q. Lewis  
Becomes Packager**

**NEW YORK** — Robert Q. Lewis, radio-TV personality and currently host of NBC's "Play our Hunch," has formed his own producing company. Called Quagga Productions, the enterprise will be primarily devoted to the packaging of television shows.

**DRAGON PUFF  
DRAWN TO LIFE**

**CHICAGO**—If you have any concern about the actual appearance of "Puff, the Magic Dragon," ask WLS here. Art Roberts, host of the 12:30 to 3 show, asked mothers to have their children submit an original drawing of their version of Puff. Over 8,000 entries were submitted. The station called in a panel of teachers and art critics, narrowed the field to 33 and sent them to New York for final judging by Peter, Paul and Mary. The trio announced four winners, each of whom were awarded a \$25 savings bond by WLS.

**READY-TO-GO  
PROGRAMMING**

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

**MIDDLE-ROAD SINGLES**

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

| This Week | Last Week | From this week's Hot 100   | Weeks on Hot 100 |
|-----------|-----------|--|------------------|
|           |           | TITLE, ARTIST, LABEL   |                  |
| 1         | 1         | CAN'T GET USED TO LOSING YOU, Andy Williams, Columbia 42674      | 10               |
| 2         | 2         | PUFF (The Magic Dragon), Peter, Paul and Mary, Warner Bros. 5348 | 8                |
| 3         | 4         | WATERMELON MAN, Mongo Santamaria, Battle 45909                   | 8                |
| 4         | 5         | MECCA, Gene Pitney, Musicor 1028                                 | 7                |
| 5         | 3         | YOUNG LOVERS, Paul and Paula, Philips 40096                      | 8                |
| 6         | 7         | YOUNG AND IN LOVE, Dick and Deedee, Warner Bros. 5342            | 8                |
| 7         | 10        | LOSING YOU, Brenda Lee, Decca 31478                              | 5                |
| 8         | 6         | THE END OF THE WORLD, Skeeter Davis, RCA Victor 8098             | 15               |
| 9         | 13        | DAYS OF WINE AND ROSES, Andy Williams, Columbia 42674            | 8                |
| 10        | 8         | OVER THE MOUNTAIN (Across the Sea), Bobby Vinton, Epic 9577      | 9                |
| 11        | 17        | I LOVE YOU BECAUSE, Al Martino, Capitol 4930                     | 5                |
| 12        | 16        | DAYS OF WINE AND ROSES, Henry Mancini, RCA Victor 8120           | 15               |
| 13        | 12        | DON'T BE AFRAID, LITTLE DARLIN', Steve Lawrence, Columbia 42699  | 9                |
| 14        | 15        | I GOT WHAT I WANTED, Brook Benton, Mercury 72099                 | 8                |
| 15        | 14        | OUT OF MY MIND, Johnny Tillotson, Cadence 1434                   | 10               |
| 16        | 9         | FOLLOW THE BOYS, Connie Francis, MGM 13127                       | 10               |
| 17        | —         | STILL, Bill Anderson, Decca 31458                                | 4                |
| 18        | 11        | IN DREAMS, Roy Orbison, Monument 806                             | 13               |
| 19        | 18        | OUR WINTER LOVE, Bill Pursell, Columbia 42619                    | 14               |
| 20        | —         | CALL ME IRRESPONSIBLE, Frank Sinatra, Reprise 20151              | 5                |

**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 the Billboard's chart at that time:

**POP—5 Years Ago  
May 5, 1958**

1. Witch Doctor, D. Seville, Liberty
2. All I Have to Do Is Dream, Everly Brothers, Cadence
3. Wear My Ring Around Your Neck, E. Presley, RCA Victor
4. Twilight Time, Platters, Mercury
5. He's Got the Whole World in His Hands, L. London, Capitol
6. Book of Love, Monotones, Argo
7. Oh, Lonesome Me, D. Gibson, RCA Victor
8. Tequila, Champs, Challenge
9. Return to Me, D. Martin, Capitol
10. A Wonderful Time Up There, P. Boone, Dot

**POP—10 Years Ago  
May 2, 1953**

1. Doggie in the Window, P. Page, Mercury
2. Song From Moulin Rouge, P. Faith, Columbia
3. I Believe, F. Laine, Columbia
4. Pretend, N. K. Cole, Capitol
5. Tell Me a Story, F. Laine-J. Boyd, Columbia
6. April in Portugal, L. Baxter, Capitol
7. Ruby, R. Hayman, Mercury
8. Till I Waltz Again With You, T. Brewer, Coral
9. Your Cheatin' Heart, J. James, MGM
10. Tell Me You're Mine, Gaylords, Mercury

**RHYTHM & BLUES—5 Years Ago—May 5, 1958**

- Twilight Time, Platters, Mercury  
Witch Doctor, D. Seville, Liberty  
All I Have to Do Is Dream, Everly Brothers, Cadence  
Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands, L. London, Capitol

- Looking Back, N. K. Cole, Capitol  
Tequila, Champs, Challenge  
Wear My Ring Around Your Neck, E. Presley, RCA Victor  
Don't You Just Know It, H. Smith, Aco  
Talk to Me, Talk to Me, L. W. John, King

**PROGRAMMING NEWSLETTER**

• Continued from page 41

RCA Victor). A repeat of a smash, looks like No. 1. Hottest record of the week: "It's My Party" (Lesley Gore-Mercury).

**Stockton, Calif.** (Ken Wing-KJOY): Good request action: "Calling All Cars" (Davey Summers-VIM) and "Do the Kangaroo" (Majorettes-Troy). "Pick: "Even Tan" (Paul Evans-Kapp) and "Us Kids" (Sonny Parks-Warner Bros.).

**Edmonton, Alberta** (Harry Boon-CJCA): Big: "Bo Diddley" (Ronnie Hawkins-Roulette). Gaining: "Summer Holiday" (Cliff Richard-Capitol of Canada). Pick: "Spring in Manhattan" (Tony Bennett-Columbia).

**St. Louis** (Bob Osborne-WIL): Preferred side: "Will You Be My Baby" (Bobby Rydell-Cameo). Most requested: "Hello Stranger" (Barbara Lewis-Atlantic). Taking off: "Last Leaf" (Cascades-Valinat). Pick: "It's Coming to Me" (Ed Bruce-Wand).

**Minneapolis** (Red Jones-WDGY): Big: "Gravy Waltz" (Steve Allen-Dot). Gaining: "Six Days on the Road" (Dave Dudley-Golden Wing). Starting well: "Don't Come Running Back" (Steve Lawrence-Columbia). Pick: "On Top of Spaghetti" (Tom Glazer-Kapp).

**Chattanooga** (Jay Daniels-WDXB): "Gaining fast: "Don't Make My Baby Blue" (Frankie Laine-Columbia). Starting: "Come and Get These Memories" (Martha and the Vandellas-Gordy). Pick: "Hobo Flats" (Jimmy Smith-Verve).

**Louisville** (Jim Brand-WAKY): Big: "This Old Heart" (Monarchs-Jam). Gaining: "Crazy Arms" (Marion Worth-Columbia). Pick: "Danger" (Vic Dana-Dolton).

**Los Angeles** (Don Anti-KFWB): Number one: "El Watusi" (Ray Barretto-Tico). Requests on Wink Martindale's show: "Ganny's Pad" (Viceroy-Dot), which is also selling well. Taking off: "Call Me Irresponsible" (Jack Jones-Kapp).



# VOX JOX

By GIL FAGGEN

**SEQUE:** Ed Dennehy, WNEW radio business manager, was married to Alyce Gioa, WNEW-TV sales, at St. Denis Church, Yonkers, N. Y., Sunday morning (28). Later in the day, Dennehy's secretary, Nancy De Vito, exchanged vows with WNEW radio personality Wally King at St. Patrick's, seems to be a case of internal security. Jack Kuney, producer of NBC's "1, 2, 3, Go!" series and others, moves to Westinghouse Broadcasting Company as executive producer. . . . Additions to staff of WITH, Baltimore, are Don Owens and Jay O'Shea, both are from WGH, Norfolk. . . . Dave Jordon to KCUL-FM, Houston. . . . Murray Seeger, former Cleveland newspaper reporter, joins KYW-TV that city as reporter and program host. . . . WOAI air personality, Charlie Dennis, takes over public information slot at San Antonio outlet. . . . Tom Joyner, formerly with WJAM, now heard on "Nitebeat," WGTM, Wilson, N. C. . . . Alan Grant, noted jazz enthusiast takes over the "Moondial Show" on all-stereo WTFM, N.Y.C.

**MORE SEQUING:** Gene Plumstead, former KYW program manager, moves into similar slot with WERE that city after stint with PAMS outfit, replacing Ed Stevens who moves to company's KFAC, Los Angeles. . . . KQV newsman Alan Boal appointed director of news and public affairs for the ABC o.&o. in Pittsburgh. . . . Jerry Jones to KRNO, Trigg-Vaughn station in San Bernardino. . . . Bill Lowery, from KPRC, Houston to WDAF, Kansas City, Mo. . . . Dick Lahm takes over program director slot at KILT, Houston, succeeding Chuck Benson, who moves to WGR, Buffalo. Bill Slater will also move from KILT to WGR. Jim Gordon, WINS news staffer, upped to host of soon to be expanded "Program PM" (May 13) on Westinghouse, N. Y. outlet. Gordon replaces recently resigned John Henry Faulk.

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## WCBS'S NOD TO JOE COOK

NEW YORK — Joe Cook, WCBS director of public information for the past two years, moves into the program director's slot at the Gotham outlet today (April 29).

Cook produced, directed and wrote a number of top network television shows prior to joining WCBS.

George Foster Peabody Awards at a special presentation April 24 were WJR, Detroit and KPIX, San Francisco. WJR was honored for its program "Adventures in Good Music" with pianist Karl Haas. KPIX, Westinghouse-owned, received kudos for its "San Francisco Pageant," a series of 12 locally produced TV programs devoted to the history of Northern California.

Haywood Vincent, host of WEEL-CBS Radio's two-hour adult discussion program "Conversation Piece," will receive annual merit award from Boston University Chapter of Alpha Epsilon Rho, national radio-TV fraternity. . . . Westinghouse Broadcasting Company honored by National Religious Publicity Council for TV series, "Legacy of Light"—a drama series on the Ten Commandments.

## Pitt Distrib 1st Mercury 'King'

PITTSBURGH — Bill Lawrence, Pittsburgh record distributor, has been named to receive Mercury Records' first "King for a Month" award established to honor outstanding distributors and their salesmen.

Lawrence was cited for his initiative in regards to a special Mercury Wing promotion for which he had placed a large order for albums. "The albums just had to be there on time," said Kenny S. Myers, Mercury vice-president in charge of sales, "and Bill didn't leave anything to chance. He actually rented a truck, drove it all the way from Pittsburgh to Mercury's Richmond, Ind., plant, loaded the truck himself, and drove it back to Pittsburgh."

The recipient of the "King for a Month" award receives not only an individual trophy, but a traveling plaque which the winner keeps one month and then passes on to the next individual so honored. In addition, the winner receives a shower of surprise gifts from Mercury for the month he is proclaimed king.

## Brandt to Open Berlin Festival

BERLIN—The 13th International Film Festival in Berlin from June 21 to July 2 will be inaugurated by Berlin's Governing Mayor Willy Brandt. As of now 32 countries will participate with feature films and shorts. The best films and the most valuable TV productions will be awarded prizes. The IFFB will organize an International Telefilm Show in cooperation with TV station "Sender Freis Berlin."



## TURNTABLE TIPS

By MIKE TURNTABLE

**THE RAY CHARLES STORY:** There have been a few words written about the fabulous career of Ray Charles. Words that go way back to the early days at Atlantic Records. However, nobody has taken time to evaluate how Ray Charles has grown as an organization and as an institution.

Charles is out again on his annual tour, which is for the most part a series of one-nighters. Since he had no big record going for him lately (until "Take These Chains"), his box-office success has been phenomenal. One-nighters have not been a great way to get rich overnight, but Ray has done substantially well for himself and promoters in Chicago, Cleveland, Detroit, Toronto, Rochester, Newark and Hartford—and just last night at Carnegie Hall.

**THE STORY BEHIND THE** Ray Charles Story that most people don't realize is that there are 29 people in his aggregation. They travel from date to date in Ray's \$500,000 airplane. The group is made up of his own pilot and co-pilot, a stage manager, a lighting director, Charles' personal attendants, a 16-piece band under the direction of Wallace Davenport, the four Raylettes and a new discovery of Ray's by name of Jean King. (She, by the way, is deserving of the attention of some record company. She has a fine pop-jazz-flavored voice with an excellent delivery.)

After finishing the Carnegie engagement, Ray will play a week of dates up in the Quebec Provinces. From there that big bird will take off for a month of engagements in Europe, starting in Brussels. From there he'll go to England (10 days), Geneva, Paris and Hamburg.

By now you get the message that Charles is BIG BUSINESS. When you talk in terms of feeding 29 people every day, along with a substantial weekly payroll, besides the usual road expenses—you have what we in show business affectionately call a big nut.

## Smash Gets New Memp's Master

CHICAGO — A hot new Memphis master, "Stormy Weather," by the Counts, was picked up by Smash last week. Smash topper Charles Fach said the record has already sold over 5,000 copies in Memphis alone.

The Counts are a group of students at Memphis State University. The territory seems a hot one for Fach. He picked up his first Dickey Lee master as well as his current "I'm Movin' On," by Matt Lucas, in Memphis.

## BRANDO TURNED US DOWN!

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**RAY'S NOT THE ONLY** one doing well. Other members of his group are paid well enough so that they have managed to make business investments. Doesn't this refute some of the stories concerning the decline and fall of modern show business? It may have changed its complexion but it still exists.

Show business today has become a little big bigger and perhaps a little bit better than it was.

And as an afterthought, let me add that Ray Charles, contrary to a lot of scuttlebutt, is in excellent health and is waiting better than ever.

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for Fine and Applied Arts

By Howard Walls

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ADVERTISING IN  
BUSINESS PAPERS  
MEANS BUSINESS

# Onward & Upward With Truth in Ads

• Continued from page 3

Well. The word "wonderful" bothers me. Has the FTC defined it? In connection with dishwashers, that is? How many dishes-per-second must a dishwasher wash before it can be classified wonderful? Must it liquefy soft particles? Must it have three-level washing action? At what point does the GE dishwasher qualify to be classified along with the great pyramid of Cheops and the Hanging Gardens of Babylon as a wonder? I wonder.

**THE NEXT AD** was for a floor covering material, and called it beautiful. It looked pretty good, but I wouldn't call it beautiful. I'd call it sort of speckled. Does it meet FTC's authorized and officially approved standards of what is beautiful? If it does, why is that lady in the picture walking all over it?

Turning the page, we learn that the Hamilton 505s are the world's most advanced electric watches. How about a definition of "advanced," FTC? Does this mean these watches run fast? (My own watch, a 3-jewel Turtle, is the world's most retarded.)

Then we get to the greenish ad which says "Newport Filter Cigarettes refreshes while you smoke." Is the FTC going to sit idly by and watch syntax fractured in this way! Shouldn't it at least insist that they "refreshes while you smoke?" The manufacturer advertises that it is "first with the finest cigarettes." Does he mean he has 'em before anybody else gets 'em? In my opinion, Delicados (2¢ a pack at any Mexico City smoke shop) are the finest cigarettes. Did P. Lorillard have 'em first? Should I complain to the FTC?

The next ad says "Greatest Idea Ever in Lawn Mowers" and proceeds to explain about some gasoline-driven contraption. The use of the superlative is completely unwarranted, in my opinion. From my standpoint the greatest idea ever in lawnmowers is that little boy who comes around every Saturday and does the whole lawn for a buck. And I'm willing to sign an affidavit.

Parker Pens, we learn on the next page, are "unforgettable gifts." Mr. FTC, please send an examiner around. I got a Parker for Christmas, and by January 15 I had left it somewhere—I can't remember where. Good pen, but the most forgettable gift I ever owned.

**THEN WE COME TO A COLOR SPREAD** which proclaims that "Leroux Liqueurs have a true taste that does not cloy." Just to make sure, I looked up "cloy" in Merriam-Webster's Pocket, and found its common meaning is "glut." I'll buy this. But we don't



**CHANNEL-MASTER**, a firm closely identified with the radio and TV parts business, particularly antennas, has moved into the portable phono scene with this Swing-Along, Model 6550, radio-phonograph combination, which plays 45 r.p.m. disks seated flat, on end or even upside down. This is made possible by a tone arm which plays from underneath the record. The six-transistor set is said to have a radio with excellent fringe-area reception and a hefty output of audio volume. Power is supplied by four "D" batteries and storage for 12 disks is included. Suggested list is \$79.95.

## Firm Geared for Adaptable Tape

**DALLAS** — A new firm, Diamond Electronics, has been formed here to manufacture a new stereo tape music system suitable for auto or home use. Don Gilmore Jr., is president of the firm.

The unit is said to be adaptable to boats, planes, trailers and other vehicles with 12 volt dc or 100 volt ac power systems. Diamond also expects to produce and market stereo tape cartridges for use with the system. The sets will be marketed both here and aboard, according to Gilmore.

## TAPE RENEWS IN NEW EDITON

**NEW YORK** — Dealers who are asked to recommend the best pre-recorded tapes are now in a position to get expert advice—or to refer their customers to a top source. The 1963 edition of "Tapes in Review" has just been published by Wyeth Press, a division of High Fidelity Publishing House, Great Barrington, Mass.

Priced at \$1.95 per copy prior to May 1 (it will be \$2.50 thereafter), the volume contains about 500 reviews of pre-recorded tapes, as they appeared in High Fidelity during 1961 and 1962. The reviews all were written by R. D. Darell, contributing editor of "High Fidelity" and a pioneer reviewer of recorded music.

## Keep Displays Simple, Says Florida Dealer

**FORT LAUDERDALE, Fla.** — Cleanly separating every recorder model in stock has aided considerably in selling better priced models for Hi-Fi Associates here.

Ed Smith, veteran dealer, doesn't believe that "mass displays" are any advantage in promoting tape recorders, simply because customers become confused by the difference in appearance and the wide variance in features.

Therefore, he installed six separate shadow boxes, above a knee-high counter, in the tape recorder department. Concentrated in the wall boxes are

the top end of the line, all stereo recorders, all identified with signs which show the outstanding details of each model, call attention to features such as the number of speaker outlets, provision for stereo recording, etc.

Anyone already interested in the recorder can be depended upon to read the signs carefully and find most of their questions answered before a salesman approaches them. This is an effective shortcut toward sales, which has been proven time and time again in the fact that a customer who has been

(Continued on page 46)

## Don't Get Technical, Advises Coast Buyer

**EL CAJON, Calif.**—Does it require sales people with technical know-how to sell tape recorders? William Campbell, appliance buyer at Unimart here, says no, and he sells more than 400 tape recorders per year, priced at from \$108 to \$479, to prove the validity of the theory.

First, Campbell doesn't believe it's wise to bring up technical details anyhow, such as the decibel level or frequency response of a stereo set, its frequencies and its component. To make sure all salespeople are grounded in the few questions that the average customer will ask along these lines, he makes certain that every salesman sits down and reads the booklet which comes along with the tape recorder and gives them a mild "quiz."

From that point on, there is no technical aspect to tape recorder selling at the store. Instead, the California dealer uses

"catch questions" with every prospect who comes into the department, which lead directly to the fun and usefulness which a recorder can provide. Typically, when a woman comes in, a lead question would be "Do you have children in your home?" This leads directly to a discussion of the pleasure of recording children's voices, with a sample tape, made right in the department, used to demonstrate. This single point has often been enough to get a woman prospect started on the idea of a tape recorder for the family, bought as a gift for the husband.

### Versatility Stressed

Where a man is concerned, the lead question would be "Do you have a recorder or a friend who has one?" If the answer is no, the sales approach is immediately focused on the versatility of a tape recorder. Pointed out are its pleasure in both recording and listening to music, usefulness in business, for children's homework, diction improvement, party use and recording popular hits from the air or phonographs.

Where the prospect is obviously a businessman, the lead question would be "Do you do the kind of work which would be helped by a tape recorder?" The natural sequence in this presentation is to demonstrate the tape recorder as a dictation machine, with a foot switch, conference microphones, pointing out the permanent usefulness of the tape, as compared to business type dictating machines, and the time which can be saved by recording long reports, memos, suggestions, and writing business letters.

Once in a while there will be a prospect who is thoroughly up on electronics, and has direct questions to ask on each point. In that case, the store makes no bones about confessing unfa-

want to be half safe. How about an FTC-supervised cloy test? How many gluts can a liqueur glut and still be considered cloy-proof-Up and at 'em FTC!

Then Miles Sneakers are something else again. They don't cloy or glut, it's true, but they have a "magic arch." We suggest an appendix to the ad which reads: "Certified by the Federal Trade Commission to utilize genuine sorcery, witchcraft, apparently occult powers or sleight-of-hand." Anything less should not be entitled to use the word "magic." (The Switch-O-Matic Phonograph has no tubes, no transistors, no moving parts—changes and plays your records by magic. Approved by Houdini Institute.)

Kellogg's Sugar Frosted Flakes are "gr-r-reat." This word isn't in cheap dictionaries. Assuming they are great, who's to say that they deserve three r's instead of just one or two? Why should they have two more r's than that great patriot and father of our country, George Washington?

Ford Trucks have found a way to get around FTC's truth-in-advertising campaign. They advertise "more than a smooth ride." What's more than a smooth ride? Right—a rough ride. No trouble with this ad.

But General Tire leaves itself in a vulnerable position. It uses the word "good." In what sense? Virtuous? This word is used even more than "high fidelity." Isn't it time we had a definition? Is a good tire better than a good cigaret- Is it determined by how much rubber goes into it? How much rubber in a good cigaret?

Then we come to a classic. Wearing the Bulova Sunburst, we're told, is "like circling your wrist with a slice of sunset sky." You think hi-fi manufacturers exaggerate? (We can see it now: FTC vs. Bulova Watch Co. Testimony by leading meteorologists on what a slice of sunset sky is like, and what a Bulova Watch is like, and the similarities thereto, and the differences therefrom.)

**THERE ARE PLENTY MORE.** Like the Bell Telephone System, which advertises: "Friendly calling is one of the greatest values of your telephone." Actually, Mr. FTC, friendly calling is the bane of my existence. At home, my daughter does it half the night (particularly after drinking that soft whiskey). At work, my secretary's doing it. How can you get anything accomplished with all that friendly calling going on? As a result, my telephone is valueless, and I'm thinking of having it taken out and installing semaphore flags.

"High fidelity?" A mere bagatelle. (Official FTC definition of "bagatelle:" A trifle, larger than a truffle but smaller than a rifle.)

## Phono-Tape MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS  
• EQUIPMENT NEWSLETTER

miliarity with the details, but promises that these will be obtained.

### Finding Answers

A call to the distributor, or even the manufacturer is always made before the prospect is out of sight, to get all answers in full. Then, the customer is telephoned and his questions and answers (often taped on the spot) are read to him. This single bit of courtesy has had a surprisingly good effect in selling more expensive recorders in the \$350 to \$479 bracket, according to Campbell.

"People appreciate the fact that we have gone to some pains to please them," he said. "The results are always good."

With all sales people selling on a commission basis, Campbell has found it wise to "underplay" the sales approach, allowing the recorder to do most of the selling job itself. Permitting the customer to record his voice on his own, or surreptitiously recording the sales talk between prospect and salesman is a standard must.

Campbell disagrees with the (Continued on page 46)



**STORETTE TAPE STORAGE CABINETS** are being offered by the 3M Company to users of Scotch brand magnetic tapes. The units, each of which holds up to 36 reels of sound recording tape or 10 spot announcement video tape reels, may be hung on walls or stacked.

# Keep Displays Simple, Dealer Says

• Continued from page 45

browsing through the shadow boxes, usually has settled on one particular model, before talking to a salesman.

### Answer Queries

"The job of the display is to clear up customer's early questions on the subject such as price, whether or not it will handle stereo recording as well as reproduction, the use of accessories and similar points," Smith said. "If the customer is interested in spending only a budget amount, he will find these models separated, too."

On the broad platform below the shadow boxes are lower priced monaural models, which are more likely to be sold on a price basis only than stereo models.

Hi-Fi Associates makes no attempt to meet competitive prices such as those quoted by discount houses in the Fort Lauderdale area. Instead, the store sells steadily on a reliability basis, backing up every recorder with a unconditional guarantee, along with service efficiency, and willingness to spend as much time with each individual customer as necessary to help them

get the most from the recorder he buys.

### Few Walkouts

The highly separated display system, plus the courteous, low pressure approach which Smith uses has worked out so well that seldom does a customer "walk off" on a presentation. In fact, many sales have been made to customers who obviously had "shopped the competition" before arriving at Hi-Fi Associates.

The shop maintains a straight list markup on all tape recorder sales. "We don't oversell that point, however," Smith noted.

## Don't Get Technical

• Continued from page 45

fact that people are unpleasantly surprised when they hear their own voice, since in hearing the voice of the salesman standing right alongside of them, faithfully reproduced, they do realize that the recorder is doing exactly what it is supposed to do.

"We never get technical," Campbell summed up, "and we sell a lot more tape recorders in the process!"

## 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 \$61 AND \$80

| POSITION   |              |               | BRAND                | % OF TOTAL POINTS |
|------------|--------------|---------------|----------------------|-------------------|
| This Issue | 2/2/63 Issue | 11/3/62 Issue |                      |                   |
| 1          | 1            | 2             | Magnavox             | 29.1              |
| 2          | 2            | 1             | Decca                | 13.3              |
| 3          | 3            | 3             | Masterwork           | 11.6              |
| 4          | 6            | 8             | Webcor               | 8.5               |
| 5          | 4            | 4             | Voice of Music (V-M) | 6.7               |
| 6          | 5            | 5             | RCA Victor           | 6.0               |
| 7          | 9            | —             | General Electric     | 5.8               |
| 8          | 8            | 6             | Motorola             | 4.8               |
| 9          | —            | 7             | Phonola              | 4.2               |
|            |              |               | Others               | 10.0              |

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

2/2/63 Issue: Symphonic (7).

11/3/62 Issue: All brands represented in current chart.

## 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.

### CAPITOL—Expires April 30, 1963. Started March 4, 1963.

For dealers, one Kingston Trio album at 62 cents with one at regular price, as part of Greenback Dollar Days promotion, which applies to all Kingston Trio LP's.

### ANGEL—Expires April 30, 1963. Started March 1, 1963.

Entire Angel catalog of orchestral stereo LP's, one free album for every two purchased. Plan goes under title "Angel Spring Stereo Bonus."

### ATLANTIC—Expires April 30, 1963. Started April 1, 1963.

April is Ray Charles month. Dealers offered one free Ray Charles album for every two purchased, with 30-60-90-day delayed billing. Applies to 17 Charles albums.

### ATCO—Expires April 30, 1963. Started April 1, 1963.

April is Bobby Darin month. Dealer is offered one free Bobby Darin album for every two purchased, with 30-60-90-day delayed billing. Applies to 11 Darin albums.

### BLUESVILLE—Expires April 30, 1963. Started March 15, 1963.

On "Lightnin' Hopkins With Sonny Terry" album, \$3.98 for regular \$4.98 album, plus extra 10 per cent discount. Also special 15 per cent discount on a selection of Bluesville 45 r.p.m. singles.

### COLPIX—Expires May 10, 1963. Started March 20, 1963.

"Sing Along With Jack" plan. Special sales plan on four new releases and three recently released albums. Also separate special discount program on catalog. Contact distributors for details.

### MERCURY—Expires May 14, 1963. Started April 1, 1963.

On Perfect Presence Sound Series. Dealers get one album at 63 cents with one purchased at the regular price.

### COTTON TOWN JUBILEE—Expires May 15, 1963. Started April 1, 1963.

A 15 per cent discount on complete catalog plus all new releases.

### CAMEO-PARKWAY—Expires May 31, 1963. Started April 15, 1963.

A 12½ per cent discount on all LP's in catalog.

### LIBERTY—Expires May 31, 1963. Started April 15, 1963.

A 15 per cent cash discount on all April releases. A 100 per cent exchange privilege after September 1. One-third payments due first of July, August, September. Deal also covers all Bobby Vee LP's and all Ventures LP's on Dolton. Also 15 per cent discount and six-month deferred billing, with full exchange on three recent LP's by the Ventures. Dave Pell and repackaged Markets set.

### PRESTIGE—Expires May 31, 1963. Started April 1, 1963.

Special 15 per cent discount on the label's Top 10 national best sellers known as the Prestige Giants. Also 10 per cent discount on remainder of Prestige material.

### NEW JAZZ—Expires May 31, 1963. Started April 1, 1963.

A 15 per cent discount on catalog merchandise for duration of the period.

### EPIC—Expiration indefinite. Started April 1, 1963.

A 15 per cent discount on 11 new LP releases and 37 specially selected catalog LP's.

### CAPITOL—Expiration indefinite. Started April 1, 1963.

Capitol-of-the-World German-Austrian LP catalog of 27 LP's. One free album for each two purchased. Includes two new April releases.

### STARDAY—Expires May 31, 1963.

On the Music Industry Salutes Cowboy Copas and Bluegrass Album Sale, dealers get two free for each 10 purchased under both sales plans.

# TALENT TOPICS

• Continued from page 15

tion Center last week. Others on show included Boots Till, Lu Konda and Kirby Ladner.

Eddy Arnold ignited uproar at Opry last week. Eddy made first appearance in three years . . . fans went berserk, calling him back for five encores . . . a fine tribute to one of the real pros. Incidentally rumors persist Eddy will run for governor of the Volunteer State.

## SAN FRANCISCO

June Chirsty will make her debut at the Off Broadway in San Francisco starting May 3, following the current engagement by Nancy Wilson. She will be followed in turn by the Mary Kaye Trio starting June 7. . . . Buddy DeFranco and Tommy Gumina are sharing their clarinet and accordion at Sugar Hill. . . . Virgil Gonsalves and his instrumental group are playing on weekends at the Colony Club down in Monterey, with Webster Young on the trumpet. . . . Vince Guaraldi, who made such fame with his Fantasy album, comes up from Los Angeles to open at The Trident. . . . Vaughn Meader returns to the hungry i for a slightly higher salary starting May 2, just in time to miss his erstwhile anti-pathetic opponent, Buddy Greco, who closes an engagement a few days before at the Safari Room in San Jose. . . . Frank Gorshin returns to San Francisco where he made such a hit a few months ago, and will be once again at New Fack's.

ABC newsman Carlton Cordell is taking a flyer at recording and composing. The KGO-TV news reporter has formed his own company, Million Seller, and is aiming at living up to the title with his first release, "Twice That I'm Sure of."

Ted Lewis, the indomitable, at 71 years of age is helping to celebrate the birthday of a San Francisco institution less than half his age. Bimbo's 365 Theatre Restaurant is marking its 32d birthday this month, and Ted is there with his battered top hat, clarinet, shadow, and entire company with such stars as John Bubbles and Josie O'Donnell and others. . . . Les McCann will follow the John Coltrane Quartet at the Jazz Workshop in San Francisco again. . . . A new comedy team has been born in San Francisco at the incubator for young talent, the hungry i. Names are Fred Willard and Vic Greco.

## SAN ANTONIO

Recording artist Dick Contino and his accordion has opened at the Club Crescendo in Austin. He replaces recording artist and vocalist Julius La Rosa.

Song stylist and recording star Margaret Whiting will join the Bob Newhart show at the Southern Methodist University Coliseum in Dallas on May 18. Tony Pastor and his orchestra will also be featured in the show.

Billy Shepard and Judi Jourdon will headline the floor show at the Bali Hai in Dallas which is converting to a public room from a private club. The Glenn Burns Trio will continue to supply the music until May 15 when the Bill Tieber and his six piece orchestra move in. He will share billing with Peggy DeCastro.

## MEMPHIS

Sam Phillips of Sun Records has inked Linda Gail Lewis, 16, sister of Sun's top record star Jerry Lee Lewis. She sings with

PUBLISHED BY high fidelity MAGAZINE

# stereo

1963 EDITION

NEW STEREO EQUIPMENT  
From phono cartridges to speaker systems

STEREO ON THE AIR  
The new sound of FM multiples

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TAPE RECORDER

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BE SURE you see this fourth annual roundup of the latest developments in stereo components and systems . . . plus a glimpse of the stereo future.

Written by experts and lavishly illustrated, STEREO 1963 Edition, just published, generates ideas that help you achieve the best music reproducing system at the price you decide to invest. And it helps you get the most out of your present stereo system, if you are that far along. It's a blend of news and insight that answers such major questions as these:

- after five years of stereo where are we and where are we going?
- how can you make the stereo "rig" look so attractive ALL members of the family will approve? (many illustrations)
- what are some of the problems and promises of stereo broadcasting and reception?
- how can you improve reception in fringe areas?
- what are the trends in cartridges, arms, turntables?
- what's the best way to select a stereo amplifier?

- what's new in speaker systems?
- what's the future of tape?
- what's new in stereo kits?
- what are the year's outstanding stereo discs and tapes?

There's much more, of course, but this gives you an idea of the scope of this 128-page publication, same size as HIGH FIDELITY. For one dollar can you afford to be without the information and ideas this authoritative annual will generate for your home music system?

Fill in and mail the form today!

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Send me a copy of STEREO 1963 Edition for the dollar I enclose.

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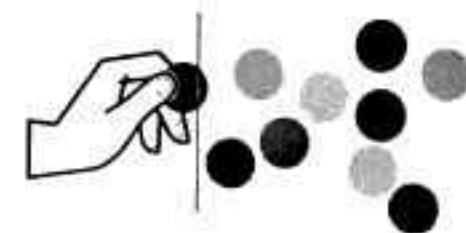
# NO EXTRA CHARGE

Why you get more for your money with a Rowe AMi phonograph.

- + You get Three-in-One programming. Change from 200 to 160 or 100 selections—or right back again—whatever the location needs. NO EXTRA CHARGE.
- + You get the orbital sound of Stereo Round\* without using additional remote speakers. NO EXTRA CHARGE.
- + You get a genuine diamond stylus good for 50,000 plays. NO EXTRA CHARGE.
- + You get tremendous location personalization. NO EXTRA CHARGE.
- + You get automix as standard equipment. Plays *both* 45's and 33 $\frac{1}{3}$ 's . . . intermixed. It's mechanical, too—no tubes to give out. NO EXTRA CHARGE.
- + You get an accumulator that holds up to \$3 in nickels, dimes, quarters and half dollars. NO EXTRA CHARGE.
- + You get a 5-year warranty on the search unit, a 2-year warranty on the mechanism. This is the *only* phonograph with such a money-making guarantee on moving parts. NO EXTRA CHARGE.
- + You get an easy changeover to play albums at 25¢ a side. NO EXTRA CHARGE.

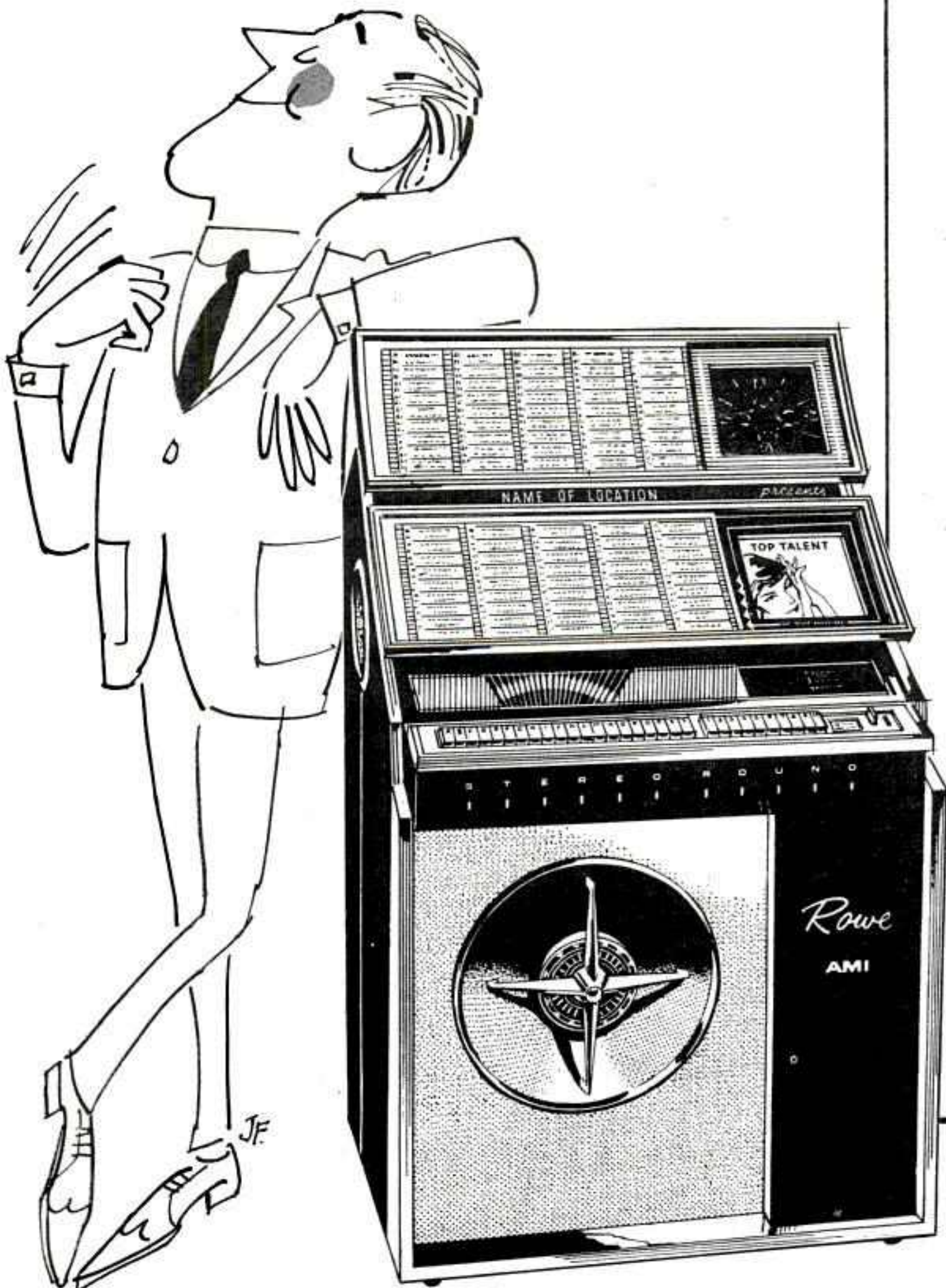
Add all these "NO EXTRA CHARGES" to the realistic low price of a Rowe AMi phonograph, and you've got yourself a deal. See your Rowe AC Services distributor today and let him tell you the full story.

\*Pat. pend.



## ROWE AC SERVICES

18 South Michigan Ave. Chicago 3, Ill.





# Are Gotham Ops Naive About Stereo?

By AARON STERNFIELD

NEW YORK—"Has stereo programming helped collections? I'm not sure; you'd have to ask my route men. They do all the programming."

This response, with slight variations, was the rule among major New York juke box operators in reply to a question about the role of stereo on the route.

Gotham operators, sophisticated in the techniques of getting and holding locations, seem incredibly naive in the mechanics of music programming.

While the smaller operators who service their own routes know pretty much what records they are buying, many of the larger music machine men take a casual view of programming.

An all-too-common attitude here is that the top hits—a dozen or so—bring in most of the revenue, and it doesn't make too much difference what it sounds like, as long as the name of a top artist is on the title strip.

But a check of route men indicates that intelligent programming—and that includes the use of stereo—has improved collections, though this information hasn't registered with many operators here.

It is difficult to say with certainty whether it's been the stereo or the material available on stereo which has accounted for the increase in collections.

But this much is certain: The use of adult stereo programming in sophisticated locations has made a difference. In many cases, the material available in various stereo packages is simply not available in monaural.

Little LP programming, here as in other sections of the country, has proved a shot in the arm when used intelligently. While most operators here feel that the Little LP programming might not make too much difference in a noisy neighborhood gin mill, they find that it will stimulate play in the better restaurants and cocktail lounges.

It is difficult to isolate stereo programming from programming as a whole. Generally, a location catering to an adult clientele with scotch rather than beer tastes requires a different musical menu than the corner tavern.

Programming from the albums of such artists as Frank Sinatra, Nat King Cole and Ray Charles is

generally the key in such locations. And if the product is available in stereo—so much the better.

Throwing a few stereo records in various locations throughout the route hasn't proved to be the answer. Juke box patrons don't make specific selections because they are stereo. They select on the basis of tune and artist. If the recording is stereo, and if the installation is set up properly, it should do better than the same disk in monaural.

While the number of juke box locations actually declining due to urban renewal and the population shift from urban centers to the suburbs, operators will have to open new location types merely to hold their own.

The establishment that has been classified as a "background music location" provides one solution. While many of these locations will have little truck with conventional juke box programming—the type that is suitable for the neighborhood tavern—a stereo programming concept based on best selling album selections might be acceptable.

This is the area that juke box operators have failed to explore adequately.



SLICK CHICK

## Players Chase Slick Chick in Gottlieb Game

CHICAGO — Players shoot to light the letters S-L-I-C-K C-H-I-C-K in Gottlieb's new single-player novelty pinball game of the same name.

Lighting the letters in rotation lights one rollover button and resets the game. Lighting all five rollover buttons lights the center hole for "specials."

Hitting the four numbered rollovers consecutively also awards "specials," and lights the rollovers for further bonus games.

Other features include: stain-  
(Continued on page 57)

### EDITORIAL

## Banning Is Foolish

We don't pretend to know the proper legal approach to the control of gambling in coin machine operations, but we do recognize the improper approach. And what is being proposed in Milwaukee (see separate story) is as improper as you can get.

Briefly, city authorities seem to have uncovered evidence of gambling in local taverns, with the pinball machine scores being used as the basis for payoffs.

The license committee chairman has warned tavern keepers and operators that unless this practice is halted, all amusement machines may be banned in the city.

Our attitude toward gambling is uncomplicated. Where the law allows the practice, we assume no moralistic airs. Where the law prohibits gambling, we feel the law should be enforced.

We do feel—and quite strongly—that banning a device because it may be used for gambling is foolish. Such a ban punishes the guilty along with the innocent. And if possible use is a criterion, than playing cards and scrabble sets should also be banned. A man can place a bet on most anything.

The Milwaukee games in question are straight pinball machines. Their primary use is for amusement, and an element of skill is required to attain a high score. In most cases, a couple of friends might play for a beer. This certainly is not gambling in the full sense of the term.

We don't know if the report of the license committee investigators is correct. If payoffs have been made in violation of municipal law, then the city authorities have the right and the duty to prosecute. Let each case be considered on its merits.

But the games in question are not intrinsically gambling devices. To ban them arbitrarily because some people are using them to violate the law is to penalize those people who are using them in a proper manner and not breaking the law.

It's a lot easier to punish the group because of the alleged transgressions of some of its members. But such an action violates the spirit of due process of law.

## Milwaukee Threatens Ban On Amusement Machines

MILWAUKEE — Ald. John Budzein, acting chairman of the Milwaukee Common Council's license committee, warned local tavern keepers and coin machine operators to halt all gambling operation or face a possible ban

on all amusement machines.

License committee investigators had charged that 85 per cent of the city's 2,000 pinball machines were used for gambling. The report added that the  
(Continued on page 57)

## Stereo Pays Off in LA Area

By SAM ABBOTT

LOS ANGELES—Stereo records on juke boxes are becoming more popular in this area and the operators who bought boxes capable of using them "just for protection" seem glad that they did.

The operator who has a route of beer taverns is not the one who is using stereo. He, generally, contends that the people patronizing them do not know stereo from any other kind of music.

Stereo, however, is making its greatest inroad with the operator who wants to upgrade his locations. And they give as the main reason for stereo is that it "opens doors."

### Increasing Demand

Stereo is being used "quite a bit" by Melody Music Company in Long Beach. A representative there said that now that the Seeburg Little LPs are available, there is an increasing demand for this type of music.

Norman Resnick of Crescendo Music in Los

Angeles was asked, "Do you find that you get music in stereo that you could not get any other way and that stereo is opening doors for you?" His answer was that this is why he has increased his output of stereo records. He uses at least two rows on each machine.

Resnick said that he turned to stereo to obtain a different type of music than that of the rock and roll available in singles. The stereo is used in the stops that are allergic to rock and roll, of course.

### Upped Collections

This operator has found that stereo has upped his collections from 30 to 40 per cent where it has been emphasized on the music machine. The main promotion that he uses is to urge bartenders and waitresses to play stereo when they are requested to select the music.

The supply of stereos seems to be catching up with the market. Operators contacted said that there were "quite a few."

## Coin Machine

### OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING



**WURLITZER GOES ARTY:** This panel created from rejected production components of juke boxes and electronic organs gives the appearance of a painting in depth. The work, entitled "The Wonderful World of Wurlitzer Music," was displayed at a Buffalo Art in Industry exhibition with entries from 70 other firms. It was conceived by A. D. Palmer Jr., the firm's advertising and sales promotion manager, and melded into a cohesive effect by William C. Kinsman, the company's art director. The shadow box is 34 by 42 inches and six inches deep.

## EUROPEAN NEWS BRIEFS

### U. S. Holds Swiss Lead

ZURICH—U. S. manufacturers continue to dominate the Swiss phonograph market, according to the latest Swiss trade survey.

Despite increasing competitive pressures generated by the European Common Market, U. S. boxes comprise 80 per cent of the approximately 9,000 phonographs in Switzerland.

U. S. phonographs have retained a steady 75 to 80 per cent of the Swiss new-box market despite the rise of the European domestic phonograph industry.

### Floating Location

PARIS—The French Line's luxury liner "France" has increased from 25 to 35 the number of coin machines it carries aboard as regular recreation equipment.

Juke boxes have been doubled—from seven to 14. Other machines include pinballs, soccer, baseball and target games.

French Line officials said a further increase in coin machines will be made late in the spring, with the liner due to carry about 100 machines of all categories by the end of the cruise season.

One plan calls for the establishment of an amusement arcade aboard for children and additional snack bars with phonographs for dancing.

### Eye Iron Curtain

HAMBURG—As a feature of its diversification program, Helmut Rehbock GmbH, the Automatic Canteen subsidiary in Hamburg, is distributing the Discopar coin-operated binoculars.

Rehbock, which has European distribution rights to Discopar, is developing a big market for the binoculars at vantage points along the Iron Curtain.

West Germany has 750 miles of Iron Curtain from the Baltic to the Danube, and there is a  
(Continued on page 53)

## Chi Easter Action Year's Best

CHICAGO—Easter generally signals an upturn in the juke box business and in this case a flood of hot new singles helped matters along.

Both Singer and Music Box one-spots reported the biggest listing of breakouts since the first of the year. Both reported operator collections ranging from "good to substantially up" and both noted a definite firming up of the record market.

Spring vacation with the public schools being off for a week was also expected to boost record sales and juke box play. For the first time in months, the business outlook was optimistic.

"Two Faces Have I," with Lou Christi on Roulette was far and away the hottest new record of the week followed closely by Tony Bennett's

"The Good Life" b/w "Spring in Manhattan" on Columbia.

The Bennett disk is a particular operator favorite because of the anticipated two-sided action, not to mention Bennett's traditional popularity on virtually every type of juke box.

Other hot sides, according to Fred Sipiora at Singer, were: "Surfin' USA," with the Beachboys on Capitol; "Hot Pastrami and Mashed Potatoes," with Joey Dee on Roulette, and "Here I Stand," with the Rip Chords on Columbia.

At Music Box, Russ DiAngelo cited: "What Now My Love," Buddy Greco on Epic; "Till We Meet Again," Roberta Sherwood on Decca, and three good teen-age records, "Da Doo Ron Ron," the Crystals on Phillies; "Memory Lane," Hippiess on Parkway, and "What a Guy," Raindrops on Jubilee.

## SAN FRANCISCO PLEA:

### Need Greater Stereo Selectivity

By GODFREY LEHMAN

SAN FRANCISCO — The success of stereo programming apparently depends principally on how it is used by the operators, according to a survey of music operators in the San Francisco area. Where some companies do not like stereo, or see it as a passing gimmick, others are most enthusiastic—and the difference seems to be in the way such programming is handled and how aggressive is the promotion.

Take Henry Leyser, president of Associated Coin Amusement Company, Oakland. His only complaint is that neither the selection of stereo nor the number of records and albums are broad enough or available in sufficient quantity.

He would like to use stereo in 100 per cent of the boxes adapted to these records, and is limited only by selection. Leyser reports that 40 per cent of the records are 33 stereo, and an

additional 20 per cent are 45 stereo. The balance is monaural 45.

#### Better Sound

Reaction at locations is excellent because the sound is better. The popularity depends upon the popularity of the artist and selection. Income is up as much as 20 to 30 per cent in the better cocktail lounges and medium bracket income areas, but it is about the same in the more common beer and wine locations.

Leyser changes the selections at least once monthly, but flips the display albums more frequently—every other week. The album cover on display receives 60 to 70 per cent of the play, he reports, proving the value of promotion and advertising.

Another enthusiastic operator is Harrison Terry, also of Oakland. Terry insists upon three to five of the rows in an eight-row box be devoted to stereo. He agrees with Leyser regarding the need for frequent changes

in display—at least fortnightly. The popularity again depends less on location, more on selection. Western stereos go over well where western music is popular, just as better music does in the higher class lounges.

Terry reports better income, but cannot give a percentage increase. The only possible complaint is that some locations have "mentioned" that when a customer plays a 33 stereo LP, no one else can hear his selection until the six songs have been played. He feels there might be some consideration given to a 25-cent play for one side of three selections. His firm has recently appointed a program girl whose sole function is to buy records and select programs for the locations he serves.

#### Poor Selection

Several operators expressed little interest in stereo. One "uses them only occasionally. Never had much success." A

(Continued on page 56)

## Stereo Disks Make Slow But Steady Progress in Mid-South

By ELTON WHISENHUNT

MEMPHIS — Stereo records are making a slow but steady gain in juke box programming here, but the ultimate outcome in coming years apparently is in doubt, a survey among operators last week by Billboard disclosed.

Of the five operators interviewed, two use a pretty good percentage of stereo—25 per cent each—while two do not use

stereo and the fifth uses a limited amount, about 15 per cent.

There was disagreement among the five as to whether stereo increases collections and whether there is any public demand for it.

#### Split Vote

The two operators using stereo said they got increased revenue, the two who don't use it do not believe stereo is worthwhile and the fifth can't tell if his limited use brings in more money.

The Seeburg little LPs are used in limited numbers on the new, swank console type Seeburg juke boxes in the top locations, such as cocktail lounges.

Operators here are not promoting stereo, except a few who use it. They promote it by word of mouth. None are using stereo as a bargaining point for better commission deals with location owners.

Here are some significant quotes from the operators interviewed:

The two who use stereo:  
JOHN NOVARESE, Poplar Tunes Music Service:

**Better Locations**  
"I have 25 per cent of my records in stereo. I use the Seeburg little LPs. They are going good. I have these machines in the better locations.

"There is not enough demand, however, for stereo singles now. There is a problem getting them. There is even less demand for a record distributor to keep a supply on hand.

"My collections are up an average of 25 per cent where I have stereo."

JACK KAHN, Tri-State Amusement Company.

#### More Play

"I use 20 to 25 per cent stereo. I get more play with stereo and increased revenue. These records really are better if set up properly with speakers around the walls. I get all my records from George Sammons, president of Sammons-Pennington Company."

Sammons is the Seeburg distributor and supplies Kahn singles and the little LPs. Kahn said he does not buy any stereo singles from a one-stop.

The two who do not use stereo:

DREW J. CANALE, Canale Enterprises, Inc.

#### Not Accepted

"I don't think the public particularly wants stereo on juke boxes. It hasn't been accepted yet. People buying records still buy for the artist or music. They play on juke boxes what they want to hear with specific regard to the music or the artist

## Dallas Ops Decry Lack of Variety in Stereo Disks

By O. R. ALLEN

DALLAS—A survey of operators in the Dallas-Fort Worth area showed unanimous enthusiasm for stereo records, and most of them voiced this enthusiasm while, at the same time, bemoaning the lack of variety in selections.

None of the operators questioned had anything but praise for stereo and all saw it as becoming more popular in the future.

At present, it appears, stereo is going best in the more conservative spots, and in this type tavern it is getting good play.

Of the two Seeburg pro-

(Continued on page 56)

## 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.

### CAN'T GET USED TO LOSING YOU

ANDY WILLIAMS, COLUMBIA 42674

### DAYS OF WINE AND ROSES

### SURFIN' U. S. A.

BEACH BOYS, CAPITOL 4932

### SHUT DOWN

### FOOLISH LITTLE GIRL

SHIRELLES, SCEPTER 1248

### NOT FOR ALL THE MONEY IN THE WORLD

### LOSING YOU

BRENDA LEE, DECCA 31478

### HE'S SO HEAVENLY

### TAKE THESE CHAINS FROM MY HEART

RAY CHARLES, ABC-PARAMOUNT 10435

### NO LETTER TODAY

### ANOTHER SATURDAY NIGHT

SAM COOKE, RCA VICTOR 8164

### LOVE WILL FIND A WAY

### AIN'T THAT A SHAME

4 SEASONS, VEE JAY 512

### SOON (I'LL BE HOME AGAIN)

### LOCKING UP MY HEART

MARVELETTES, TAMLA 54077

### FOREVER

### SHY GIRL

CASCADES, VALIANT 6028

### THE LAST LEAF

#### Recent

## STEREO RELEASES

for Music Operators

### SEEBURG ARTIST OF THE WEEK

TONY BENNETT—I Wanna Be Around

Columbia (Pop Vocal)

The Good Life/If I Love Again • I Wanna Be Around/I've Got Your Number • Until I Met You/Let's Face the Music and Dance • Once Upon a Summertime/If You Were Mine • Someone to Love/Quiet Nights

All titles listed above are custom 33 $\frac{1}{3}$  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 36, N. Y.

and don't care about the frills of stereo.

"I buy all my 45-r.p.m. singles from Poplar Tunes Record Shop, a one-stop—the largest in the South. Frank Berretta, the manager, does a terrific job for us in helping select good singles and keeping us abreast of new tunes. I buy there 100 per cent."

WILLIAM V. FORSYTHE, Forsythe Amusement Company.

"I don't think stereo is worth paying for. As far as getting a stereo sound in a tavern, it

(Continued on page 56)

## Ill. House Passes Pinball Ban Law

CHICAGO — A bill outlawing "gambling type" pinball games was passed by the Illinois House and sent to the Senate last week.

The bill applies only to use of the machines in the State and does not apply to manufacture for export to other States or foreign countries.

Not involved are so-called "novelty" pinball games that do not offer multiple replays.

## Denver Coinmen Complain Of Stereo Disk Shortage

By BOB LATIMER

DENVER — Stereo records have had very little impact in the Denver area, report such music operators as Sam Keys, Glen Pierce, Johnny Knight and Frank Huber.

Most have experimented with the packets offered by Rowe-AMI and Seeburg, but complain that such "packages fall far short of providing a made-to-order music menu." The usual policy with stereo platters has been to fill in where the selection happens to fit the programming needs of the operator concerned. This, however, does not happen too often. Only a few operators in Colorado are hooking up both channels of stereo phonographs, first because of the inability of suppliers to provide enough 33-r.p.m. records to meet the need; second, because single-channel operation holds maintenance cost down, and third, because location owners by and large have been apathetic on the subject of stereo.

### Little Recognition

Several operators queried reported that only in a few top restaurants have any patrons shown any recognition whatsoever of the fact that stereo music is being provided. Normally in cocktail lounges stereo has provided only a minor flare-up of interest, even where intensive promotional programs have been carried out.

Needless to say, stereo has had little or no direct effect on col-

lections except in the aforementioned top restaurant spots where play is definitely better. There are less than a dozen such stops in all of Denver.

Operators of Seeburg equipment are reasonably enthusiastic about Seeburg's little LP 7-inch records since it has been in this bracket that the most money-making tunes have appeared. Once again, however, utilization of the little LP has been limited where the operators haven't taken the trouble to offer true *(Continued on page 58)*

## German Push Fails to Dislodge U. S. Juke Boxes on Continent

By OMER ANDERSON

HAMBURG — It has been a full decade since postwar birth of the West German phonograph industry and the German coin machine boom. But despite the challenge implicit in the German juke box boom, the end of the decade finds the U. S. phonograph more firmly entrenched than ever in the European market.

This fact has just been tacitly acknowledged by the ultimate authority, Al Adickes, the Rock-

Ola distributor and the Continent's supercharged super-salesman.

Adickes is credited with being the first to circumvent the ban on U. S. phonograph imports by getting the Bonn government to agree to the importation of Rock-Ola components. Adickes imported the mechanism and used locally procured materials to build the rest of the box.

### Shifts Gears

Whereas Adickes in the past has always stressed the Con-

tinental character of the Rock-Ola machine, he has now shifted gears and is stressing, instead, the "Made in U.S.A." quality guarantee.

Adickes' latest promotion for the Rhapsody and Capri models features a sketch of the Rock-Ola plant in the U. S., the advertising copy hammering at the theme that the phonographs sold on the European market originate in "this well-known," *(Continued on page 58)*

## Stereo Impact On Twin Cities Phonos Limited

By ROY WIRTZFELD

MINNEAPOLIS — The impact of stereo records on juke box operations in this area is limited. Though the Seeburg 33 LP package has made some headway in this market, it has not yet drastically changed listening habits or consumer preferences for music in such typical juke box locations as the average taverns.

One operator noted that it is generally difficult to set up a machine for true stereo effects in the average location, "and not always worth the effort since many patrons of taverns and other locations are not especially interested in the type of music provided, so long as music is available."

Proponents of the Seeburg merchandising package claim, however, that the public is much more sound-conscious today and that many stereo fans are among patrons of public places which have coin music.

One distributor doing business with several hundred operators called stereo of "no importance at all today." He said he had not had a stereo 45 in stock for some time and had no requests for it.

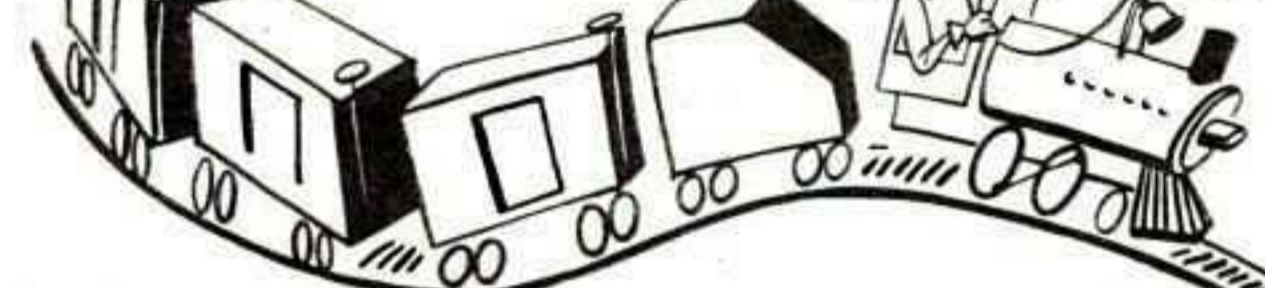
Many restaurants, in the opinion of one operator, have gone to background music and this move has obviously affected the juke box stereo market.

The only bright spot in the picture is that provided by the Seeburg console which has gone into some of the better taverns, among other outlets, and continued sales of this model could strengthen stereo's precarious footing here.

# Now 8 Ways to Score



## INCLUDING NEW THRILLING RAILROAD BONUS



Shave the shot close to miss a Strike and score a 7-10 Leave for a juicy 90 points! Either a 7 or 10 solo is good for 60, while a Strike chalks up only 30. New Railroad Bonus, plus 7 other popular ways to score, offer biggest play variety in shuffle-alley history, insure top earnings, extra long life on location.

- NEW EXTRA LARGE COIN BOX (DIME MODEL ONLY)
- FULL LENGTH STAINLESS STEEL CABINET RAILS
- HIGH SPEED TOTALIZERS
- ROTARY PLAYER & FRAME COUNTERS

8 ft. 8 in. by 25 in.

- OFFICIAL HANDICAP JUMBO WITH SPEED-CONTROL SKILL-APPEAL
- FLASH-MATIC MATCH-MATIC WITH SECOND-SHOT SCORE-SAVER
- ALL-STRIKE MYSTERY

# Bally SUPER 8 SHUFFLE

See your distributor.. BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**BULK VENDING**

# Folz' 25¢ Capsule Tests Show Promising Results

OCEANSIDE, L. I., N. Y.—Folz Vending, one of the largest bulk operations in the country,

\*\*\*  
**BUY EPPY CHARMS, CAPSULES & RINGS**  
 From Your Nearest EPPY Warehouse  
**SAVE FREIGHT—SAVE TIME**  
**SAVE MONEY**  
 at Low, Low Factory Prices

SEE OUR NEWEST 10c CAPSULES

- Per M Filled
- \* JUNGLE REPTILES—4 new exciting Reptiles ..... \$38.00
  - \* PLAYHOUSE PUPPETS—New Finger Play Puppet—2 Characters.... 38.00
  - \* CREEPY CHARACTERS—9 new, exciting, realistic, authentic creatures ..... 38.00
  - \* SKELETON HANDS — Sensational EPPY Novelty—for 6 to 60... 38.00

4 FREE Merchandise Displays with every thousand filled capsules.

15 NEW CHARMS—PLUS 20 CAPSULE ITEMS

AVAILABLE FOR IMMEDIATE DELIVERY



has been experimenting with 25-cent capsule vending during the last two months, and, according to Harold Folz, the results are encouraging.

Folz has been vending costume jewelry in machines designated for the female trade and such items as key chains, cuff links and tie clips in machines aimed at male patronage.

To date, the men's machines have been pulling in the highest collections.

Folz said that most of the 25-cent capsule locations have been in supermarkets and variety stores. Even though many variety stores sell items over the counter similar to those being vended in capsule machines, the vended items, bought on impulse, have not cut into regular store sales.

To date, information as to the age groups buying 25-cent items has not been compiled, though Folz said he should have a pretty good idea in the next month or so. He added that he would hold off on 50-cent items until 25-cent vending has become firmly established.

# Spray Does a Cleaning Job

TUCSON, Ariz.—A 40-pound paint spray air compressor, and ordinary hot water, has proven a simple and effective shortcut to cleaning penny vending machines for Albert Mogridge, bulk operator here.

Mogridge confines his fill entirely to ball gum, tab gum and peanuts, with most locations in service stations, garages, or automotive repair centers of the type. Wherever men are involved in hard work, there is always a demand for tasty, nourishing peanuts, Mogridge points out, and from remaining a "peanut specialist" his volume is considerably above average.

He vends three types of peanuts, and mixtures of peanuts, cashews, and other nuts in some top spots such as the service garages of large automobile dealerships, big used-car lots, etc.

### Spray Gun

Until two years ago, Mogridge paid the usual price for peanut operations in dealing with extremely greasy, hard-to-clean machines. In December, 1961, however, he had occasion to use a paint spray gun in doing some decorating around his own home, and the high pressure compressor which he rented for the purpose gave him an idea.

He had seen combinations of kerosene, gunk and cleaning

solvents, with high pressure air nozzles for cleaning greasy motors and automobile parts.

Why not, he asked himself, use hot water, in a spray gun, and in this way, wash the interiors of globes, operating mechanism of peanut venders, easily reaching sections difficult to contact with a rag or brush?

### More Than Adequate

Experimenting, Mogridge found that extremely hot water, plus a compressor which puts out 40-pounds per square inch at the nozzle, more than adequate to remove every vestige of peanut oil and salt, from the remotest recesses of the machines, as well as the heads. Moreover, he found that there was no danger to be anticipated from rust and corrosion, in using water since all he had to do was shut off the flow of water into the nozzle of the spray gun, blowing plain air, which swiftly dried up the same water which it had sprayed into the machine's interior.

On the strength of his ex-

periments, the Arizona operator bought a commercial-level spray gun, which now handles the entire job of cleaning as many as 10 peanut vending machines per day, in the space of time normally required for one, using old-fashioned elbow grease and rags.

Since he uses only water, there is no effect on flavor in the machines, and equally im-

(Continued on page 57)

# VENDORAMA® V2 25c & 50c Capsule Vendor

HOLDS 200 V2 CAPSULES



New V2 capsule shown above. (Actual size is 2 1/4" in diameter.)

Write today for full information on the Vendorama V2 Capsule Vendor and the new V2 capsule.®

**VICTOR VENDING CORP.**  
 5711 W. Grand Ave., Chicago 39, Ill.

## Northwestern HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

**PARKWAY MACHINE CORP.**  
 715 ENSOR ST. BALTIMORE 2, MD.

# HOLD-A-BALL GUM VENDOR

Lets Kids Have Fun With Every Ball of Gum

**FAST PLAY—BIG PROFITS**

Attractive front shows 20 American and National League ball clubs.

**Here's How This Revolutionary Vendor Works:**

1. Penny is inserted.
2. Lever is pulled. Up comes a ball of gum onto simulated baseball diamond.
3. Special shelf holds ball of gum in proper slot labeled double, single, home run, triple and out.
4. Depending on number of pennies inserted, player can complete one half inning or three outs.
5. One or more balls of gum can be released by player after each game is completed.

Player gets one ball of gum for each penny inserted

- Holds 10 lbs. of 210-count ball gum
- Vendor takes in \$21.00 when empty
- Display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 15" high, 8 3/4" wide, 7" deep

PRICE ONLY  
**\$29.50** each

Packed and Sold One Machine to the carton. F.O.B. Factory.

# KING & CO.

2700 W. Lake Street Chicago 12, Ill. Phone: KE 3-3302

## CITY DADS SAY: DO AS WE SAY, NOT AS WE DO

TORONTO—Over coffee and cookies, York township's general purpose committee voted to outlaw charitable machines to sell gum and peanuts to civic employees. Councillor Philip White argued that it would be poor public relations if taxpayers saw municipal workers chewing during coffee breaks. Councillor Charles Goodfellow said the machines—even though they raised nickels for welfare work—would take business from township merchants.

## Eppy Adds Three Factory Outlets

JAMAICA, L. I., N. Y.—Eppy Charms, Inc., this week named three more firms as factory warehouse outlets, bringing the total to 14.

Named were the Sidmore Vending Company, Pittsburgh; the Titan Vending Company, Omaha, and the Vendall Distributing Company, Minneapolis.

The factory warehouses are exclusive Eppy distributors for their areas. Eppy's policy is to have uniform prices for the charm items throughout the country, with a standard price per thousand, regardless of the size of the order.

## Guggenheim Has Shoe House Item

NEW YORK—Karl Guggenheim, Inc., is bringing out a Shoe House charm that opens to show the old lady and her entire family. There are three different kinds of families to draw the kiddies' interest.

Colorful blue and orange machine-front stickers are also furnished free. Machine-front "plasti-display" cards are also available.

**J. SCHOENBACH**  
 Distributor For  
 oak Manufacturing Co., Inc.  
 715 LINCOLN PLACE, BROOKLYN 16, N. Y.  
 PResident 2-2900  
 PHONE or WRITE FOR PRICES

## GOING STRONG!! Krush & Castro Skeletons

The skeletons everyone's been looking for! Realistic, lifelike heads of Khrushchev and Castro on skeletons. Loads of play value for young and old alike.

Labels available \* **ONLY \$36.00** per M Capsuled, assorted

**PAUL A. PRICE CO., INC.**  
 NEW ADDRESS  
 S. Skillman Street \* Roslyn, N. Y.  
 Phone: 516 MA 1-5500

## VENDING HEADQUARTERS for VICTOR

THE MOST COMPLETE and FINEST LINE of BULK VENDORS

New Victor 2000 Vendor, Large Capacity . . . Holds 2,000 Balls 100-Count Gum . . . or 600 10c Capsules . . . Also Available 3 Balls 100-Count Gum for 5c. \$24.50 ea.

Large Stock of Vendors—Parts and Merchandise. Write for Prices.

**H. B. HUTCHINSON, JR.**  
 1784 N. Decatur Rd., N.E. Atlanta 7, Ga.  
 Phone: DRake 7-4300

## Northwestern HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

**BIRMINGHAM VENDING CO.**  
 520 Second Avenue, North Birmingham, Alabama  
 Phone: FAirfax 4-7526

**EUROPEAN NEWS BRIEFS**

• Continued from page 49

potential market for 10,000 or more of the stationary-mounted binoculars at Iron Curtain sites, according to a recent trade study.

The Iron Curtain has become West Germany's major tourist

**MANDELL GUARANTEED USED MACHINES**

- N.W. Model 49, 1¢ or 5¢ ..... \$14.50
- N.W. Deluxe, 1¢ or 5¢ Comb. .... 12.00
- N.W. 10-Col. 1¢ Tab Gum Mach. 18.00
- N.W. Model #33, 1¢ Perc. Con-verted for 100 ct. B.G. .... 6.50
- ABT Guns ..... 30.00
- Milly 1¢ Tab ..... 12.00
- Acorn 8 lb. Globe ..... 10.50

**MERCHANDISE & SUPPLIES**

- Pistachio Nuts, Jumbo Queen, Red ..... \$ .74
- Pistachio Nuts, Jumbo Queen, White ..... .67
- Pistachio Nuts, Large Tulip ..... .72
- Pistachio Nuts, Vendor's Mix ..... .65
- Pistachio Nuts, Sheik, Red ..... .55
- Cashew, Whole ..... .64
- Cashew, Butts ..... .61
- Peanuts, Jumbo ..... .52
- Spanish, Jumbo ..... .52
- Mixed Nuts ..... .57
- Baby Chicks ..... .32
- Rainbow Peanuts ..... .32
- Bridge Mix ..... .32
- Boston Baked Beans ..... .32
- Jelly Beans ..... .32
- Licorice Gems ..... .28
- M & M, 500 ct. .... .47
- Hershey-ets ..... .47
- Rain-Blo Gum, 72 ct. .... \$ .32
- Malt-ette, 100 ct., per 100 ..... .35
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- 300 lb. minimum prepaid on all Rain-Blo Ball Gum.
- Adams Gum, all flavors, 100 ct. .45
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- Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

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World's Largest Selection of Miniature Charms



5c  
**ATLAS MASTER**  
Jumbo Charm  
Vender

attraction, creating a potentially important market for coin machines.

**Counsels Appeal**

ROME—Avv. Bruno Mancini, editor of "Automat," has consiled owners of locales whose machines have been sequestered because they included "games of chance" and "flippers" (pinball machines), both of which are prohibited under Article 110 of the governing law, to appeal to the Constitutional Court, Italy's leading court.

Mancini, a lawyer, expresses confidence in an editorial in the

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March issue that the existing law be upset because the police may not sequester all machines as they have been doing. He believes that the upset of the police actions by the court, which he predicts will come in an early decision, will also mark the beginning of the end for the law which bans the pinball machines.

**Airborne Juke Boxes**

HUELLHORST, W. Germany—The German Wurlitzer Corporation has begun air freight shipment of phonographs to England.

Wurlitzer is air-shipping both U. S. Wurlitzer models and the Lyric machine manufactured at its plant here to its British distributor, the Ditchburn organization.

Wurlitzer studies show that air freight is economically feasible. It is credited with helping to boost the big increase scored by Ditchburn in Wurlitzer sales in Britain.

Ditchburn is pitching its sales program to an "instant delivery" pledge. Not only has waiting been eliminated but Ditchburn is promising overnight delivery of equipment and parts from the Wurlitzer plant in West Germany.

**Schmidt Re-Elected**

WEST BERLIN—Werner Schmidt has been re-elected president of the West Berlin operators association. Schmidt is a veteran Berlin operator who has specialized in public relations work for the trade.

Elected vice-presidents were Georg Fitzke and Guenter Reckling. Heinz Goldman was named secretary, and Bruno Bartels, treasurer. Walter Westphal will represent vending interests in the association, and Gerold Roeckle, phonographs, games and gambling machines.

The membership has instructed the association to undertake a study of pending city legislation tightening coin machine operation. The city government proposes to treat coin machine operators as merchants and subject them to the same standards of performance and accountability.

**Coinmen at Fair**

MILAN—Some 32 coin machine exhibitors, new record number, were at the 41st Milan Fair April 12-25. Among the companies present were SIDAM, Riflip and M. A., Turin; Electra-Box, Novamatic, Novi, Brabomatic, Bruno Dragoni, Electro-phon and Bensa, Milan, and ARA, Alessandria, Quematic, Florence and Rockmatic, Rome.

SAPAR, Italian automatic vending association, put out its first special number of "Automat" in honor of the fair participation. The 60-page issue was the largest in its two-year history.

The Milan Fair, which is Europe's largest trade fair this year, had 4,500,000 visitors and 14,032 exhibitors of whom 3,640 were strangers. This represented an increase of 6.4 per cent over the previous year.

**New Cinebox Outfit**

MADRID—A new Spanish outlet for Cinebox has been announced by Cinevision Corporation of America, who has export rights to the Italian device controlled by SIF of Milan. The new Spanish agency is Sociedad Iberica de Fonovision, 44, Carrera de S. Jeronimo, Madrid 14. Cinevision is now guaranteeing distributors eight new song films every month.

**New Beaver Firm In L. I. Quarters**

WOODMERE, L. I., N. Y.—The newly organized Beaver Sales Corporation, formerly Buymore Sales, moved into new quarters at 999 Central Avenue, here. Beaver Sales, which handles the bulk vending machine line of the Beaver Vending & Casting Corporation, Toronto, is now the factory representative for the entire U. S. east of the Mississippi.

Manny and Saul Greenburg, who are partners in the venture, are appointing distributors for the territory. The new distributors will be named within two weeks.

**Keilson Puts in Molding Units**

DAYTON, Ohio—Keilson Vending, a local operation, has installed 20 Mold-A-Rama units in the Dayton area. The machine makes and vends plastic toys and trinkets on the insertion of a coin. It was introduced in the Seattle World's Fair last summer.

Other Mold-A-Rama units are on location in the Cincinnati area. Joe Concilla, Mold-A-Rama district manager, is assisting Keilson in setting up the installations.

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The Finest for Vending Flat Pack Products

10c, 25c and 50c Operation

Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

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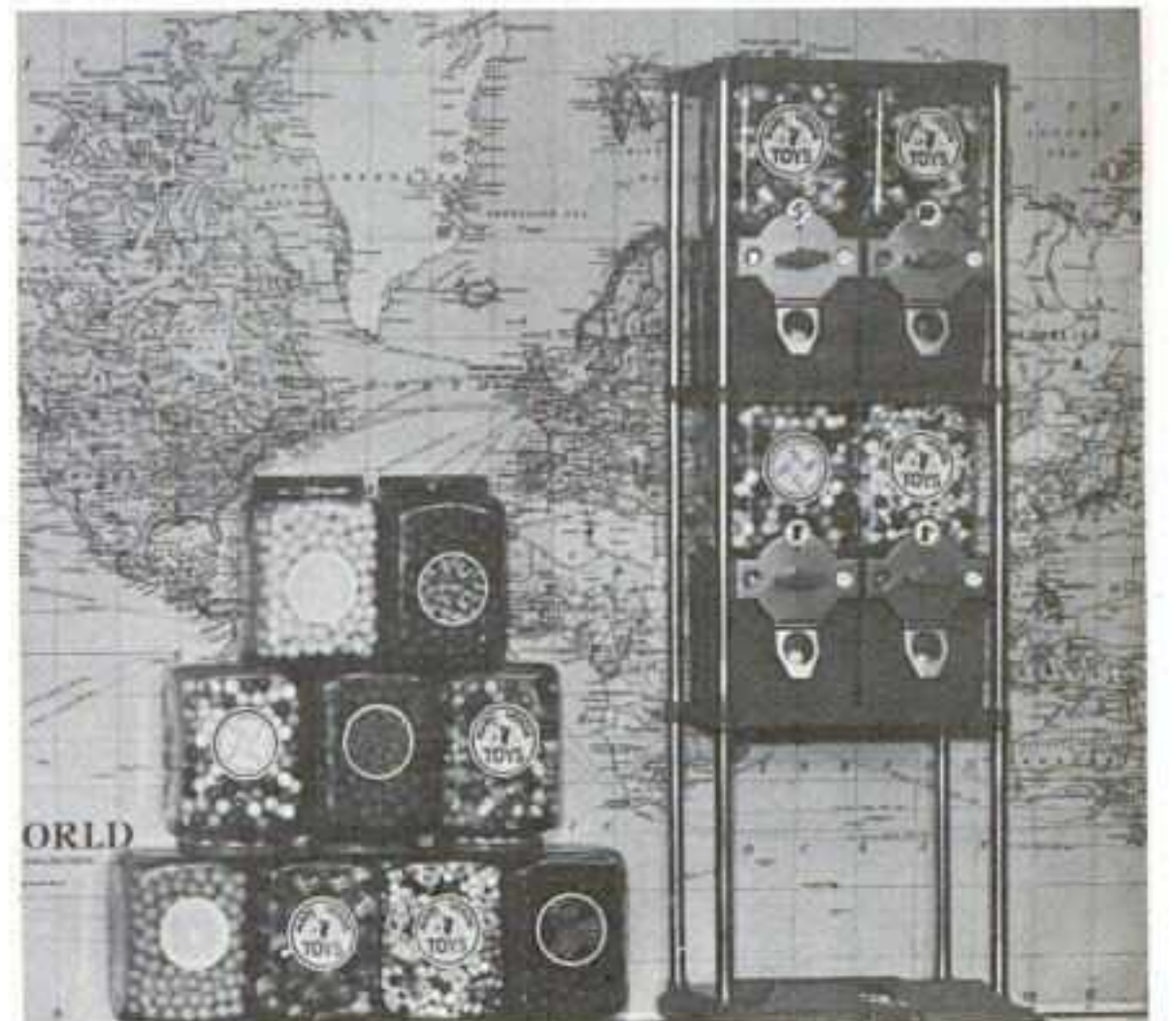
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LOWEST PRICE PER BALL IN U. S. A.

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# Ops 'Make' Hits, Blundred Tells Industry

OMAHA — Music Operators of America managing director Robert Blundred made his anticipated pitch for record industry support here last week, pointing out that operators were still one of the leading factors in promoting singles.

"The statement that 'operators buy only hits' is not true," Blundred said. "The typical operator buys records on the way up and helps to 'make' the artist."

"In fact, operators will take more of a chance with an unknown record than will many of the big format radio stations or rack jobbers," he said.

## 200 Attend

The MOA executive spoke before some 200 operators and guests at the annual five-State meeting hosted by the Music Guild of Nebraska here last weekend.

His talk was the opening gun in an expected all-out effort by MOA to get support from the record industry for its convention in Chicago next September.

A survey by Billboard last week indicated that MOA stands an even chance of doing so. Most of the independent labels said they would exhibit if the majors would. The majors, in turn, said they would be in-



ROBERT H. BLUNDRED

terested if MOA's convention program was attractive.

In his talk to the Midwestern group last week, Blundred also stressed:

### Standardization

- The need for record standardization leading to greater economy and efficiency for operators. MOA is willing and eager to sit down and discuss this situation with all segments, he said.

- An all-out effort needed in defeating the 1963 copyright bill (HR 5174) introduced by Rep. Emanuel Celler on March 28, which Blundred termed the "newest and most dangerous bill" to face operators.

- That work has already started on a number of projects that include: "a survey of location contract provisions; the investigation to determine the possibility of establishing a training school for mechanics and the development of a code of ethics for the industry and a tie-in program with local law enforcement officials and locations listing operators who subscribe to its provisions."

Blundred said that changes in the distribution pattern of the record industry must be analyzed to make sure the interests of the operator in the single field are being considered.

### Information Needed

"Let's face it, the rack jobber is primarily interested in selling albums and the one-stops must be advised on the size and type of their inventory to service adequately the needs of operators," said Blundred.

If the operators are not able to obtain the desired records when needed, the record industry's distribution pattern will break down, he said.

Blundred called for "re-establishing a direct relationship and a direct line of communications between MOA and the record manufacturers."

### Needs Help

He pointed out that the "fact that operators are now buying more and more of their records

from one-stops does not mean the operator is no longer a good customer. He still buys records and he still needs the help of the record manufacturer in programming and in making artist contacts."

He noted that the "diversity of the operators' locations with their own distinctive characteristics can only result in the operators being more diverse in their record purchases than any other market for the single record industry."

Blundred also urged operators to utilize the best re-investment practices and policies in order to provide the best possible rotation of equipment to service locations and the public.

### Raise Standards

The association and its members must work constantly to raise the standards of the industry. One specific area where concentrated work is needed is the relationship with locations and route men, said Blundred.

The MOA official repeatedly stressed the need for co-operation among all segments of the industry, noting that MOA was anxious and willing to work toward this end.

Discussing the new copyright bill, Blundred said that the one provision that sets it apart from previous measures was the requirement that the operator

*(Continued on page 58)*



JUMPIN' JACK'S

## Williams' New Game Features Clown Targets

CHICAGO — Williams' new Jumpin' Jack's two-player pinball game features a pair of clown drop targets, two 10-point bumpers (when lit) and a number of bonus scoring features.

The game is adjustable for three or five-ball play and has a number-match feature. Other scoring extras include three jet bumpers, five rollover lanes, two kickers and the traditional two flippers.

The game also comes equipped with single or twin chutes and Williams' Plasticote finish for long wear. Backglass is attractively decorated with a bevy of lively bunny-type Jumpin' Jacks.

**NEW for '63!**

**DELUXE 6-POCKETS**

**POOL TABLES by VALLEY BUMPER POOL®**

NEW DESIGN! NEW MECHANISMS! At your distributor or write—

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333 Morton St. Bay City, Michigan

## U. Kingdom Juke Box Ops Lean to Rentals

BLACKPOOL, England — More and more juke box operators in the United Kingdom prefer to rent out equipment to location owners, following the example of Ditchburn Equipment, Ltd.

This is the view of Norman Lever, managing director of Ditchburn.

The firm, which is sole distributor of Wurlitzer in Britain, refutes thus a persistent rumor that Ditchburn policy is toward "getting out of the juke box distribution business," to quote one of London's largest operators, which deals on split-take basis.

Concludes Lever: "We distribute machines to an ever-increasing body of operators. It would seem to me that we are very much in the distribution business."

Ditchburn is a major also in vending equipment in the U.K. Lever recently returned from a five-day business trip to New York.

He described his visit as "background music business," and reports certain negotiations as highly successful.



HENRY LEYSER, left, president of the Associated Coin Amusement Company, Oakland, Calif., is greeted in Berlin by Mayor Willy Brandt. Leyser was in Germany for talks with German coin machine trade association officials.

## MOA Nominations Open—Fall Convention Election

CHICAGO—Music Operators of America is asking members to submit nominations for the association's election of officers and board members to be held at the 1963 convention next fall.

MOA president J. Harry Snodgrass has already indicated he will not stand for re-election (Billboard, April 20). The final slate of officers will be picked by the MOA nominating committee and sent to members well in advance of the convention.

Election will be on the convention floor. It is the first such to be conducted since MOA's by-laws were revised last fall. Major changes now permit an operator to be elected president and require the entire membership to take a more active part in voicing its opinions on candidates.

John A. Wallace (W. Va.), chairman of the organization's nominating committee, said "we decided to ask each board member if he wanted to stand for re-election, to ask all local and State associations for their nominee suggestions to the board, and to ask each member either to stand for election or suggest names of fellow operators."

Wallace said mailings to these groups would be made shortly. "After the suggested names have been sent to the MOA office in Chicago, the nominating committee will meet to prepare the final slate," he said.

The nominating committee recently held its first meeting. Attending were Wallace, chairman; Jack Bess (Va.), Bob Lindelof (Ill.), Lou Casola (Ill.), Jimmy Tolisano (Fla.), C. C. Bishop (N. C.), and Lou Ptacek (Kan.).

Wallace said he "urged every operator in the U. S. to participate in organizing the strongest possible board of directors. A trade association to do the best possible job for its industry must have the participation of the greatest number of members. One way operators can do this for MOA is send in their suggestions for board and officer material for 1964."

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| Playtime Bowler, 16 Ft.  | \$425.00 |
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# London Bingo Table Supply Fading

By JOHN THOMPSON

LONDON—An early dearth of pay-out pin table of the bingo type is foreseen, with dismay, by coin-amusement firms in the United Kingdom.

None is made in Britain; few are made in Europe. Coin-traders in the U. K. were surprised by the recent U. S. legislation extending the Johnson Act.

"We never dreamed that America would outlaw bingos as well as fruits, or that we should have begun to make them here," a major London distributor said.

Bingo inventories still exist in the country. Peter Simper & Company, Ltd., of Bath, Somerset; Mar-Matic Sales, Ltd., London, and Ruffler & Walker, Ltd., are currently advertising bingos from stock. And a number of remanufactured bingos are available.

But the trade is looking to West German manufacturers to breach the gap in supplies that most British coinmen fear will become shortly a chasm. Cyril Shack of Phonographic Equipment, Ltd.,

London, returned recently from Chicago "disappointed," he said, at the decline in bingo production.

The recent flow of coinmen from Britain to the U. S. on equipment-buying trips is now directed toward Europe.

A British national newspaper, with fairground and coin-amusement policy, announces its intention to survey West Germany first-hand in the search for sources of bingo pin tables, fruit and other machines lumped internationally under the classification of "gambling machines."

One notable large operator in Berkshire, whose territory is Reading and the west country, found it "ludicrous," he said this week, that British firms had failed to supply a substantial quatum of native-made bingo pin tables.

With casinos and amusement arcades sprouting up in Britain like spring bulbs and as numerous, "the trade here is guilty of a lack of foresight, and poor initiative, in letting this American situation take us by surprise," he told Billboard.

## Report From Britain

### Zoo a Bonanza

LONDON—The London Zoo management reports a substantial take from a juke box installed in the Zoo auditorium. Players get, instead of pop artists, plays of disks describing the menagerie populace, with sounds of the cries, growls and other hullabaloo common to each specie.

Topping the animal-solo parade is the lion.

Zoo officials have extended the gimmick to animal enclosures where, for a six-penny slot, rubbernecks can hear biographies of the nearby beasts.

### Never on Sunday

LONDON—Coin amusements on Sunday, but no juke box play, is the gist of a permit granted to five amusement arcades in Douglas recently.

They have never been permitted Sabbath operation before. Permit limits trading to eight hours, from 2-10 p.m., with no music to be played.

In granting permissions, town fathers point out that Sabbath opening still contravenes the Shop Hours Act.

The move is being made by authorities to exclude coin-amusement centers from the act's references. Isle of Man Governor, Sir Ronald Garvey, will issue a mandate to this effect, it is understood.

### 8 Vans Added

LONDON—Ruffler & Walker, Ltd., has added eight new minivans to its sales-service fleet.

The firm is also building a large garage to house the ex-  
*(Continued on page 58)*

## Symplay Begins Sales Offensive On Mobile Unit

LONDON — The springtime sales offensive of Symplay, Ltd., began in Bridgewater, Somerset county, last week, on wheels. The distributor's sales force, headed by Rae Higgins, utilizes a 20-foot house trailer, pulled by a Landrover. And the mobile showroom features the Symphonie juke box in console and wall installations. Coin-amusement machines are also displayed within.

Symplay's purpose in rural Bridgewater was the promotion campaign for new area operators, Washer and Hall, Higgins said. Tavernkeepers and cafe owners are entertained within the mobile showroom and "they are quite impressed," he concluded. The firm is thus working the entire UK market.

## Juke Boxes of 3 Nations on Milan Display

MILAN—Three juke boxes—American, French and German—were displayed at the recent Milan Fair.

See-Tome, the Italian See-burg subsidiary, displayed the firm's LP Console, the cold drink vender and the Bally hot drink machine. Giuseppe Pasquini, See-Rome general manager, and his staff of five, reported heavy sales at the exhibition.

Electra Box of Milan displayed the French Jupiter. The German entry, Faema, is made by a leading espresso coffee equipment manufacturer. The company will try to sell a juke box wherever it sells a coffee machine.

**WURLITZER**  
**2700**  
Greatest Money-Maker of Them All



MILT'S SPECIALS OF THE MONTH  
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Counter Game  
5-ball play. 14-54-104 play. Size 12"x17"x9". In line scoring, high scoring. All natural wood cabinet.  
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Coin operated. 15, 21 and/or 50 points (Horseshollar). Overhead double-faced model on chrome stands, complete with coin box.  
**\$159.50**

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**POOL SUPPLIES**  
5-Oz. Bumper Pool Balls (10) \$ 9.00  
2 1/2" Balls, 1-15 w/Cue Ball.. 12.50  
2 1/2" Balls, 1-15 w/Cue Ball.. 14.00  
48" Cues ..... \$ 1.50 ea.  
52" Cues ..... \$1.95 ea.; 25 1.50 ea.  
57" Cues ..... \$2.95 ea.; 32.00 dz.  
52" Plastic Cues. 3.00 ea.; 32.00 dz.  
Plastic Triangles, 2 1/4" ..... 1.00  
We carry complete line of Pool Supplies—Write for list.

**PHONOGRAPH PLASTICS**  
We carry replacement plastics for Wurlitzer, Seeburg & A.M.I. Write for literature.

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Completely Reconditioned  
Bally LUCKY S.A. .... \$145  
United CAPITOL S.A. .... 125  
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Bally 14' LUCKY Bowler .... 145

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BIG 3 FOR  
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With Full Dimensional Stereo  
Model 404  
DeLuxe Stereo  
Monaural  
Phonograph



Capri 100  
Model 404  
DeLuxe Stereo  
Monaural  
Phonograph

**Phono, Game Showings  
Hit of Neb. Guild Meet**

OMAHA—Some 200 operators and guests from a five-State Midwestern area were treated to two days of business and pleasure as the Music Guild of Nebraska hosted its big quarterly meeting here last weekend.

A wide selection of juke boxes and games were on exhibit. Operators also attended a series of business and trade meetings and had a swingin' time socially to boot.

The group held its smorgasbord dinner and cocktails Saturday (20) evening and its banquet and floorshow Sunday (21). Entertainment included the Crewcuts.

Robert H. Blundred, Music Operators of America managing director, was the featured

speaker, giving a strong pitch for record industry support for MOA's fall convention in Chicago (see separate story).

Ted Nichols, Norman Gefke and Johnny Trucano discussed the tobacco-health controversy and its application to cigaret vending operators. The Cornhusker Investment Club held a meeting and H-Z Vending hosted a school on the new Rock-Ola phonograph.

Iowa operators in attendance requested help from both Blundred and Music Guild of Nebraska officials in helping them organize a State association.

Exhibitors included Central Distributing (Bally and Wurdlitzer), Wico, American Shuffleboard, Fisher Sales, United, Rock-Ola, Gottlieb and Midway.

**Need Greater Stereo Selectivity**

• Continued from page 50

second is "discouraged with stereo" because it is too difficult to get the selections desired from the supplier. Stereo is "over-rated," he believes, and selection is poor.

A third does not program very widely and uses stereo only upon

special request. "Why use them if you can get the regular 45's and no one asks for them?" he asked. "We put on our boxes the tunes that are hot—using Billboard's Hot 100 as a guide. That's what counts with us."

**Too Long to Play**

Still another operator is discouraged in part because it takes too long to play an album, and all other customers are impatient to play their own selections. The albums are good for home use, but not for commercial spots, he says.

Another operator limits his LP stereo selections to about 10 per cent, and believes the location is important. Stereo gets better play in the finer cocktail lounges; does not go over well in neighborhood gin mills. Despite moderate success, the singles still carry it, he believes. The selection is not so good on LP's, and this hampers success.

Seeburg's Northern California distributor was enthusiastic. The operators are going for the albums and LP's in a big way, and average about two rows out of eight. Stereo has proved itself to be an effective tool for getting more business, according to Advance Sales of San Francisco.

**Stereo Progress**

• Continued from page 50

is like trying to swim the Mississippi River with a log chain around your neck.

**Don't Care**

"Stereo is all right in the home. But it can't be properly set up in a tavern or restaurant. The people there don't care whether the music is stereo or not."

CHARLES V. McDOWELL, general manager of Southern Amusement Distributing Company.

"Since we distribute Rowe AMI phonographs, we use the album singles Rowe AMI put out. These are the only stereo records we use. About 15 per cent of our route is stereo.

**Not Available**

"The type of records we use—the whole range, rock 'n' roll, rhythm and blues, popular, country and western—are not readily available in stereo.

"I don't think operators want stereo very badly. I cannot tell if it has increased collections for us. Stereo seems not to have made too much of an impact in this area."

**ADVERTISING IN  
BUSINESS PAPERS  
MEANS BUSINESS**

**UK Operators Embark on  
Equipment Buying Spree**

By JOHN THOMPSON

LONDON — Britain went coin-amusement mad during the week preceding the Easter holiday, by all accounts from London traders.

Practically every available machine in the metropolis was sold by Saturday night (13). Juke boxes, bingos, fruit machines and uprights were snapped up to fill the sudden surge of operators with access to new locations.

Said an official of Phonographic Equipment, Ltd., one of London's largest coin-amusement firms, "It was terrific action all week." From Wednesday through Saturday, PEL staff worked through nights on deliveries from the south coast up to South Yorkshire," he said.

PEL only immediate source of stock is the remanufacture of trade-in machines in its Ladbroke Grove factory, he indicated.

Although Easter always brings a hike in business, no trader polled by Billboard could account for this month's huge demand, or the sudden access of locations.

One manufacture of disk tokens for fruits sold more than a million in the week preceding the holiday.

Ruffler & Walker, Ltd., another London distributor, was frantically busy trying to meet amusement game deliveries for Easter.

Symplay, Ltd., with a few juke boxes and pintables left in stock, is anxiously awaiting new supplies from Th. Bergmann, Germany, and expects a similar

bonanza business at Whitsuntide in June.

Location owners are buying their equipment in preference to renting or operating on split-take, according to trend shown by this poll. Many of these are independent tavern keepers, to whom most of the disk tokens go, to comply with liquor license restraints.

Said one major distributor: "We hit our own trade jackpot." Consensus of the trade is that the two consecutive expositions, Amusement Trades Exhibition in January, and Licensed Vicuallers' Trade Fair in March, primed the field strongly.

In Ruffler and Walker's case, a follow-up direct mail campaign appears to have produced their virtual SRO for Easter.

**Dallas Ops Decry**

• Continued from page 50

gramming services available—Little LP's and Artist of the Week—the latter seems to be making the most progress.

According to Harvey Logsdon, a local operator, Texas coinmen are taking full advantage of the display area on the juke box and the patrons are buying by artist.

Little LP collections, he added, have been slowed somewhat by the fact that minimum play is 25 cents for the three tunes on a side, Logsdon said.

However, the three-for-a-quarter structure holds true on mono 45's, so this objection doesn't seem too valid.

**WORLD WIDE • WORLD WIDE • WORLD WIDE • WORLD WIDE**

**SEEBURG** 201-DH ..... \$575  
222-SH ..... 645

We carry the Most Complete Line of Phonographs, Games, Arcade and Vending Equipment. Write for Complete List!

**WORLD WIDE DISTRIBUTORS**

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Terms: 1/3 Dep. Bal. Sight Draft or C.O.D.

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Occupation \_\_\_\_\_

**Billboard International Coin Machine Directory**  
WHO'S WHO IN THE COIN MACHINE WORLD  
1963-1964

PRICE \$1.00

Date of Issue: May 20, 1963

**FINAL ADVERTISING DEADLINE: MAY 1, 1963**

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NEW YORK HOLLYWOOD CHICAGO ST. LOUIS NASHVILLE LONDON RIO DE JANEIRO BUENOS AIRES



## UJA Coinmen To Set Goal

NEW YORK—Members of the United Jewish Appeal's Coin Machine Division will meet 6 p.m. Tuesday (30) at UJA headquarters here to set the 1963 campaign goal.

The drive will culminate with the Victory Dinner to be held at the Americana Hotel June 4. Guest of honor will be William Cahn, Nassau County district attorney, and New York State Attorney-General Louis Lefkowitz will be principal speaker.

Irving Holzman, United East Coast Corporation, has been named general chairman for the second straight year.

## Milwaukee Threat

Continued from page 49

locations were getting from 40 to 50 per cent of the take after deductions for high score. Pay-offs ranging from 50 cents to \$3 were allegedly made surreptitiously by bartenders of tavern owners.

Meanwhile, a 24-count John Doe warrant has been issued against Police Capt. Harry R. Kuszewski, deposed head of the vice squad. He is accused of releasing six pinball machines as contraband after policemen allegedly received payoffs for high scores without presenting the cases to the city attorney or district attorney. Kuszewski has denied the charges.

According to Budzien, tavern keepers who allowed gambling did a lot more business than tavern keepers who didn't.

## Freak Crash Hospitalizes Mrs. McCarthy

LIBERTY, N. Y. — Millie McCarthy, president of the New York State Coin Machine Association, is in Maimonides Hospital here following a freak accident on Route 17 Monday (22).

Mrs. McCarthy was driving from Binghamton to Hurlville, where she operates, when a bee flew through the open window of her automobile and bit her on the hand.

While attempting to ward off the attack, she lost control of the automobile. The car was wrecked and Mrs. McCarthy broke several ribs, had a concussion, and suffered shock.

Hospital officials report her condition as "fair," and she is expected to be in the hospital for several weeks.

## Spray Cleaning

Continued from page 52

portant, the expense of the cleaning operation is limited only to the power consumed by the motor on the compressor.

### Double Dividends

The spray gun pays double dividends, of course, in the matter of refinishing vending machines, which Mogridge buys from time to time from various sources. He refinishes all elderly machines with bright red enamel, waiting until he has four or five accumulated, before hooking up the spray gun, and going into mass production on the work load.

Using extremely fast-drying synthetic auto enamel, Mogridge can clean, dry, spray, and re-assemble the machines all within the space of an hour or so, ready for rushing to location, during the height of the tourist season, for example.

Becoming rather adept with the use of a spray gun, the Phoenix operator, a railroad employee by profession, has refinished his truck himself, painted numerous signs, and plans to once a year repaint all bases and machines, to present a clean, attractive appearance.

## Slick Chick

Continued from page 49

less cabinet trim, match feature, new playboard auto-clamp, re-styled front door and front moulding clamp, and double-size cash box. Gottlieb's "Hard-Cote" playboard is also standard.

## 'PERFORMER'S CONSENT' STATUTE PUZZLES UK OPS

LONDON — A new British statute is perplexing juke box operators. The law might have outlawed their use of certain foreign-made disks on routes. It all depends upon what is meant by "performer's consent" for

play in public; which is now mandatory under the new law.

The new statute is a Performers' Protection Bill. It reinforces the protection act of 1958 which gives recording artists, home-grown and alien, power of veto

over performances of their diskings.

Even disks made abroad and used here under bootleg arrangements are proscribed, if the country of origin has laws similarly protecting artists' rights.

Tradesters, using many foreign-language singles of Europe and Mediterranean countries by popular demand (reported in Billboard recently), are taking a second look at the labels, and pondering the import of the new statute.

Williams

DOUBLE ACTION PROFIT!

BOTH IN FULL PRODUCTION



Jumpin' Jack's

BIGGER SCORES for 1 or 2 players ... TWO DROP TARGETS

with

- 2 Ten-point when lit Bumpers
- BONUS SCORES
- 3 Jet Bumpers
- 5 Rollover Lanes
- 2 Kickers
- 2 Flippers
- Number Match Feature
- Adjustable 3 or 5 ball play



and

1963 MAJOR LEAGUE

by the Original Designers of Authentic Baseball Games

- Replay Model with EXTRA Inning Feature and Over-the-Fence Home Runs
- Players actually run Bases with Williams' Patented Base Running Unit
- Mystery Pitcher throws Fast Ball—Slow Ball inside—outside Pitches
- Official Baseball Scoring

SEE YOUR WILLIAMS DISTRIBUTOR TODAY!



Williams ELECTRONIC MANUFACTURING CORP. 4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

BUY THE BEST—BUY WILLIAMS

## FOR SALE GAMES & BOWLERS

|                       |          |
|-----------------------|----------|
| United Classic Bowler | \$595.00 |
| Hercules Gun          | 195.00   |
| CC Triple Gold Pin    | 545.00   |
| Tic-Tac-Toe           | 95.00    |
| Keeney Sportsmen      | 125.00   |
| Bally Target          | 195.00   |
| Bally Star Shuffle    | 145.00   |

### Phonos—Wall Boxes

|                            |          |
|----------------------------|----------|
| Wurlitzer 2400, 2404, 2410 | \$545.00 |
| Wurlitzer 2500, 2504, 2510 | 645.00   |
| Wurlitzer 2300             | 445.00   |
| Wurlitzer 2100             | 295.00   |
| Rock-Ola Hide-A-Way 1440   | 75.00    |
| AMI E 120                  | 75.00    |
| Seeburg 200 Sel. WB        | 59.50    |
| Seeburg DS 160             | 895.00   |
| Seeburg 100 R              | 295.00   |
| AMI H 200                  | 245.00   |
| AMI K 120                  | 395.00   |
| AMI 120 WB                 | 35.00    |
| Wurlitzer 5210 WB          | 59.50    |
| Wurlitzer 5207 WB          | 37.50    |
| Seeburg 3W1 WB             | 29.50    |
| AMI Lyric 100              | 425.00   |

### CIGARETTE VENDORS

Eastern, 22 column \$45.00

Call, Write or Cable. Cable: LEWJO

We are now distributors for Smokeshops and Gottlieb.

Lew Jones Distributing Co.

Exclusive Wurlitzer Distributor

1301 N. Capitol Ave. 329 W. Ninth St.

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Tel.: ME1950-5-1593 Tel.: AX 1-6969

### SPECIALS

|                            |       |
|----------------------------|-------|
| 4 Latest Phil. Toboggans   | \$595 |
| 4 26' Bally DeLuxe Bowlers | 850   |

### BALLY SPINNERS

New and used. Call us for Special Price.

### WALLBOXES

|                       |         |
|-----------------------|---------|
| Seeburg 100 Selection | \$25.00 |
| Seeburg 200 Selection | 54.50   |

### SHUFFLE ALLEYS

|                     |       |
|---------------------|-------|
| 4 Bowlmasters       | \$250 |
| 1 Red Pin           | 210   |
| 3 C. C. 4 Games     | 300   |
| 5 C. C. 6 Games     | 400   |
| 3 C. C. Pro Shuffle | 460   |
| 2 Sure Fire         | 350   |
| 4 Eagles            | 200   |
| 10 Six Star Regu-   |       |
| lation              | 185   |
| 4 Atlas             | 200   |
| 1 Crystal           | 675   |
| 1 Star Dust         | 635   |
| 1 Zenith            | 235   |
| 6 Avalon            | 695   |
| 3 Niagara           | 200   |
| 2 Bally DeLuxe Club | 235   |
| 2 Bally Monarch     | 225   |
| 2 Bally Official    |       |
| Jumbo               | 225   |
| 2 Bally DeLuxe      |       |
| Jumbo               | 275   |
| 1 Red Dot           | 425   |
| 1 Triple Gold Pin   | 475   |

### KIDDIE RIDES

|                     |       |
|---------------------|-------|
| Bally Little Champ  |       |
| Horse               | \$295 |
| Bally Fire Engine   | 395   |
| Hot Rod             | 395   |
| Western Express     | 425   |
| Speed Boat          | 395   |
| Donald Duck         | 250   |
| Meteor Hot Rod      | 225   |
| Miss America Boat   | 295   |
| Old Smokey          | 275   |
| Sandy Horse         | 250   |
| Toonerville Trolley | 275   |
| Tusko Elephant      | 475   |
| King Choo-Choo      | 295   |
| Pony Express        | 175   |
| Junior Jet          | 175   |
| Red Nose Reindeer   | 225   |
| Bally Space Ship    | 275   |
| Indian Scout        | Write |
| Highway Patrol      | Write |
| Fire Engine         | Write |

WRITE US FOR OUR NEW PRICE BULLETIN ON GAMES, SHUFFLES, ARCADE & KIDDIE RIDES.

CLEVELAND COIN

MACHINE EXCHANGE

2029 PROSPECT AVE. CLEVELAND 15, OHIO

All Phones: Tower 1-6715



M. S. GISSER Sales Manager

# U. S. Jukes Stay on Continent

• Continued from page 51

great plant which is still privately owned."

This is not happenstance but, rather, a tribute to the success scored by Seeburg in refusing all compromise with a Continental-oriented sales psychology, and the success scored by Wurlitzer in promoting its German-produced machine under the Wurlitzer U.S.A. flag.

### Product Superiority

Extensive experience by Adickes, Seeburg, Wurlitzer and AMI in the European market established U. S. product superiority and —just as important— the superiority of U. S. sales and promotional methods and techniques.

By and large, U. S. phonograph distributors in Europe are discarding what the local trade calls the "chameleon formula," in which the U. S. phonograph is "blended into the local background" through adoption of Continental sales and distribution procedures. In some cases there has even been experimen-

tation with promoting U. S. boxes as "modified" for the Continental market.

Alone of major U. S. producers, Seeburg steadfastly has eschewed all compromise, and has sold "hard—the American way" from the outset. This has been conspicuously the case in West Germany, where Seeburg, after experimenting unsuccessfully with a local distributor, established its own German subsidiary, Seevend, and instituted the U. S. sales and distribution system for the German market.

### U. S. Promotion

Seeburg gave a similarly spectacular demonstration of its faith in "Made in U.S.A." salesmanship and promotion as well as product with introduction of its new LP Console line last autumn. Seeburg transported its U. S. promotion vehicle to Europe virtually intact and dazzled distributors everywhere.

Even AMI, in some respects the most solidly entrenched U. S. firm in West Germany, has made relatively little effort

to publicize its pre-eminent manufacturing position in this country. The AMI is sold solely on the basis of its U. S. quality reputation, and the fact the machine is assembled in West Germany at Automatic Canteen's Tonomat subsidiary plays no role in its promotion.

The Wurlitzer story is similar. Wurlitzer apprehensively eyed the Continental market in the fear that European producers might succeed in capturing a dominant share of this market with a "compact" box stressing economy and Continental styling. To hedge against this possibility, Wurlitzer established a German subsidiary, Deutsche Wurlitzer GmbH and build production facilities for an economy box tailored to the European market—the Lyric.

### Lyric Sells Well

The Lyric is selling well—but not because it is prized as a "European" machine. Rather, experience dictated that promotion be angled to the Wurlitzer name, and the Lyric is being promoted on the basis of the Wurlitzer world reputation. The Lyric sells well because of the Wurlitzer name; not because of its operating economy.

The U. S. firms have switched their sales psychology and tactics in the Continental market simply because sales figures demonstrate overwhelmingly that European operators buy U. S. equipment because they want just that, and not a watered-down or camouflaged version of the real thing.

This is proved by U. S. export figures for 1962 and by the sales figures of the four U. S. firms in the German market.

On the other hand, the long-heralded threat from European producers to "build the Volkswagen juke box" has failed to come off.

# Ops Make Hits, Blundred Says

• Continued from page 54

pay his annual \$5 per machine fee directly to the Copyright office in the Library of Congress rather than to the licensing agencies.

He noted that this provision eliminates one of the major arguments MOA has advance against earlier measures.

### Urges Action

He urged the five-State convention to adopt a resolution opposing the bill and to have operators contact their representatives in Congress stating their opposition, prior to subcommittee hearings May 2-3.

He noted that MOA's testimony will be presented by the association's law firm in Washington, and that George Miller, now legislative representative, and Clint Pierce, board chairman, will be present during the hearings.

Blundred said his talk to the Omaha gathering represented the tenth time in the past seven

months he had spoken to such a gathering.

He said his talk departs radically from previous ones in that "I have now talked to enough people and listened to enough people during the past seven months to have formulated some definite ideas on what the industry requires and how MOA can be used to bring these requirements to reality."

# Report From Britain

• Continued from page 55

panded fleet on a site adjacent to Lavender Hill.

The move is part of an expansion program begun two years ago with new showrooms, parts department and administrative building. Additional showrooms were built in Battersea some six months ago.

BRITISH BRIEFS: Alan Kursey, formerly a hydraulics engineer, has joined Symplay, Ltd., London, as technical sales manager. . . . Amusement Company, Ltd., has moved to new quarters at Ameco House at Exhibition Hall, Wembley, Middlesex. . . . Jim Cherry, European sales executive for Mar-Matic, is back in the U. S. after setting up several European distributors. He will return to the U. K. soon. . . . Michael Elliot has left his job as account executive for Ruffler & Walker to join a London film production company.

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

# Denver Coinmen

• Continued from page 51

stereo with both channels in operation.

Stereo alone has not proved a valid basis for affecting better commission arrangements with location owners—who are uniformly against all such arrangements, taking cost off the top, leases, front money or any of the profit splits of the past.

Denver distributors stirred up quite a bit of interest for 33 stereo last year, but seemed to feel that the bonanza of profitable 33's failed to materialize. No aggressive push has been developed since.

|                         |       |
|-------------------------|-------|
| 6-POCKET POOL TABLE, 6' | \$185 |
| 6-POCKET POOL TABLE, 7' | 315   |

| BIG BALL BOWLERS |       |
|------------------|-------|
| United Royal     | \$195 |
| Bally Trophy     | 195   |
| Bally Lucky      | 185   |
| Bally Challenger | 225   |
| United Holiday   | 745   |

| MUTOSCOPE             |       |
|-----------------------|-------|
| Drivemobile           | \$125 |
| Jet Pilot             | 195   |
| Pollard Football      | 125   |
| Field Goal            | 95    |
| 7' Am. Basketball     | 145   |
| Shot                  | 145   |
| Wms. '62 World Series | 375   |
| Keeney Sportsman      | 145   |
| Exhibit Rifle Gallery | 85    |

| PUCK BOWLERS  |       |
|---------------|-------|
| Bally Monarch | \$295 |

| BALLY DE LUXE CLUB    |     |
|-----------------------|-----|
| Bally ABC             | 145 |
| Bally Congress, Reg.  | 150 |
| Bally Lucky           | 145 |
| United Handicap       | 175 |
| Keeney Diamond        | 95  |
| Keeney Bonus          | 95  |
| United Mars           | 125 |
| Chicago Coin Blinker  | 125 |
| Chicago Coin Venus    | 125 |
| Keeney Palisades      | 145 |
| Chicago Score Line    | 125 |
| United Shooting Stars | 75  |

**PURVEYOR** Better Buys DISTRIBUTING CO. 4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814



**S L I C K C H I C K**

**GOTTLIEB'S**

**Featuring New Playboard Auto-Clamp!**

**New Maximum Security Door Lock!**

**New Double-Size Cash Box!**

- Completing S-L-I-C-K C-H-I-C-K in rotation lights one rollover button and resets.
- Lighting all 5 rollover buttons lights center hole for special.
- Hitting 4 numbered rollovers consecutively awards special; lights all 4 for further specials.
- Hitting rollovers determines special value of hole.
- Stainless cabinet trim. ◀ Match feature.

**SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION!**



1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

**1<sup>ST</sup> PRICING  
BREAKTHROUGH  
SINCE  
DIME PLAY:  
THE  
STEREO  
LITTLE LP  
FOR 50 CENTS**



***And the music-hungry public loves it! Never before has a half-dollar delivered such tip-top entertainment . . . a best-selling 33 $\frac{1}{3}$  stereo album equal to one complete side of a 12-inch stereo LP. And it's music not available on singles. Only Seeburg's exclusive new 'Little LP' records give you 50c play that's truly worth it to the public. On the revolutionary new Seeburg LP Console***

FRANCIS C LAUDA  
 118 MIDDLENECK RD  
 PORT WASHINGTON L I N Y  
 1135 621020 32KR 67801206

# Billboard PHOTO GALLERY OF Newsmakers



**ACQUISITION:** Columbia Pictures and Screen Gems President Abe Schneider (right) complete agreement with Don Kirshner (seated left) for sale of Aldon-Dimension combine. Looking on (left) are Jerome Hyams (Screen Gems) and Leo Jaffe (Columbia).



**BRAVO MAESTRO:** Claudio Abbado (right), of Italy, is congratulated by Joseph F. Cullman III, president of Philip Morris, Inc., who presented \$5,000 first prize to Abbado for winning the Dimitri Mitropoulos Competition for Conductors.



**WITH THIS RING:** Rick Nelson and bride, Kris, leaving Brentwood church. Kris is daughter of Tom Harmon, of football fame, and actress Elyse Knox.

**TONY'S BIGGEST FAN:** In Nevada, Little Bertha pushes her weight around to promote singer's engagement at Nugget Casino, with trainer Jenda Smaha.



**THIS SURE BEATS "BUGS":** At Miami's International Airport, actor George Peppard is greeted by sundry Bunnies as he arrives for premiere of "How the West Was Won."



**HERE'S HOW:** Herman Steiger, sales manager of Robbins-Feist-Miller, publishers of score to "How the West Was Won," in front of MGM window at New York's G. Schirmer.



**GRAND OPENING GUEST:** Special guest at New Orleans opening of Canal Record Center is Coral's Pete Fountain. Out front are (left to right): Al Font and R. N. McCormick (Coral), Pete, and Frank Mancuso, manager of Canal.



**SWINGIN' HIGH:** Aretha Franklin rehearses chorus at singles session in Columbia's Hollywood studio, while Bob Mersey, a.&r., taps tempo.



**GENTLEMAN OF THE BOARD:** Bert Corri, with England's Francis Day & Hunter Music some 35 years, was recently promoted to board member.

**BON VOYAGE:** Verve comic Jackie Mason promises TWA hostesses he won't stay away too long. He's off to Europe to promote latest comedy LP.



**IN MEMORIAM:** Commemorating 10th anniversary of the death of composer Peter De Rose was procession to his home town led by (left to right) Gloria Stoesser (Miss New Rochelle), Rudy Vallee, Mrs. De Rose, Vincent Lopez and Dick Roman.

**HOT STUFF!**

**4**

FOUR RED-HOT EPIC ALBUMS!

The Greatest Hits of the Golden Groups  
**Bobby Vinton**  
When the Goodbye...  
 The Ballad of the Sad Cat  
 The Ballad of the Sad Cat  
 The Ballad of the Sad Cat

THE ORIGINAL  
**SUN ARISE**  
**ROLF HARRIS**  
WITH Accompaniment directed by Johnnie Spence  
 ORIGINAL CAST: IN THE WEST - LYNN DE LUCA - MURRAY CLOSE  
 RARE OLD 5000 5000 - 5000 5000 5000 - 5000 5000

**SURFIN' USA**  
Bertie G.B. Pipitone Bertie G.B. Pipitone Bertie G.B. Pipitone  
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LN 24049/BN 26049\*

LA 16037/BA 17037\*

LN 24053/BN 26053\*

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\*Stereo