

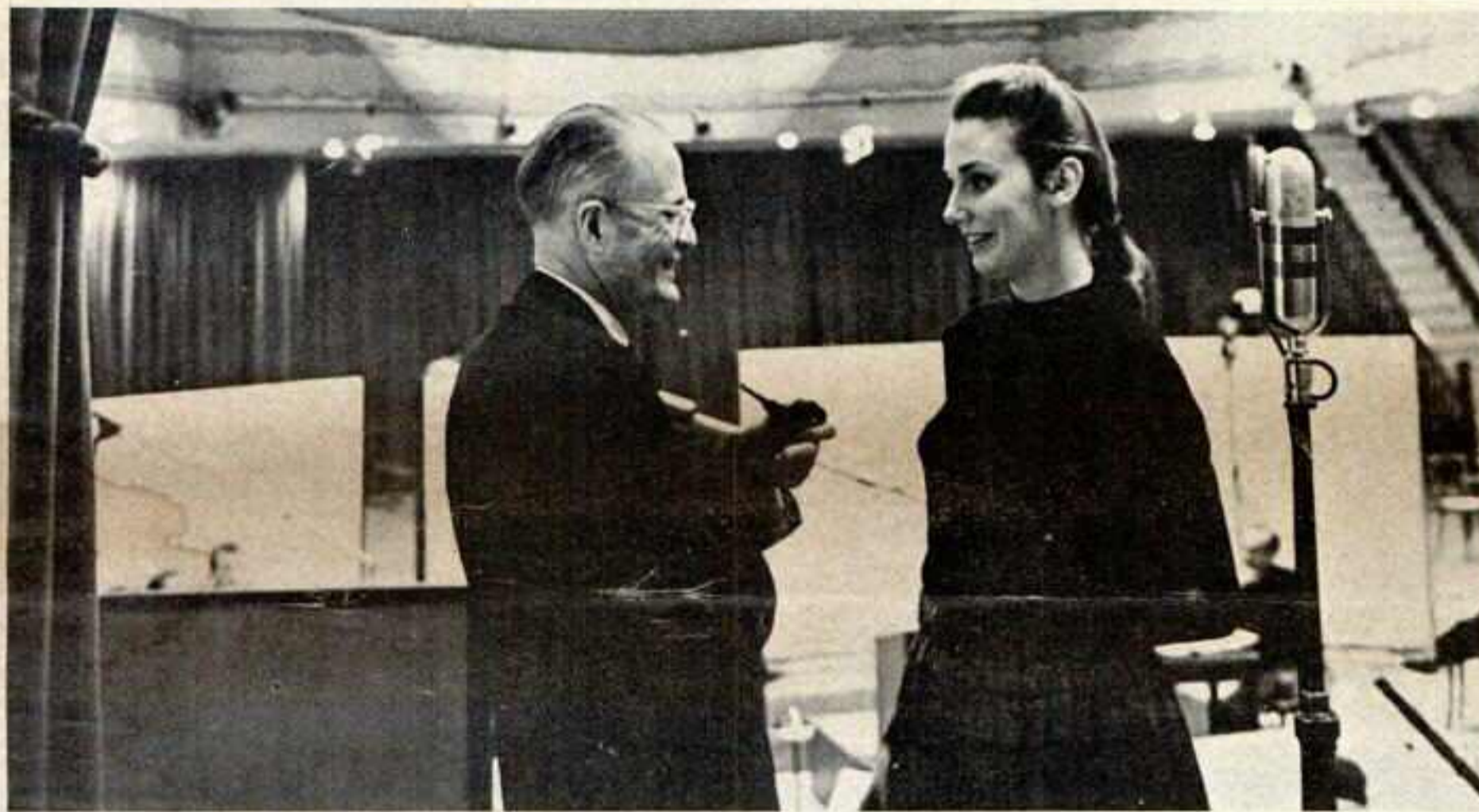
The music industry mourns the loss of the nation's leader, President John F. Kennedy: great statesman, humanitarian, patron of the cultural arts and devoted husband and father.

NOVEMBER 30, 1963 • SIXTY-NINTH YEAR • 50 CENTS

Billboard

The International Music-Record Newsweekly

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



BROADWAY NEWCOMER RAISES TEMPERATURES: Inga Swenson, star of the hit Broadway musical, "110 in the Shade," takes a breather during recording session of original cast album. RCA Victor's vice-president and general manager is obviously pleased as they discuss the proceedings.

IN NEW DRESS

Old Songs Singing on Charts

By REN GREVATT

NEW YORK—Veteran music publisher Jerry Vogel, whose slogan is "The old songs are the best songs," could get a lot of fuel to back up this statement on today's best selling singles charts. There are plenty of old songs making it in new dress on the charts and weekly new release lists are also sporting a number of what some traders might call "the better types of songs."

The hottest of the current revivals belongs to Epic's Bobby Vinton, with "There, I've Said It Again," Vaughn Monroe's old hit. The disk cracked into the Hot 100 its first week out at the 50 spot and it follows Vinton's earlier hit with another familiar oldie, "Blue Velvet."

Of the longer-standing chart items, "Deep Purple," first a hit for Larry Clinton and Ben Wain nearly a quarter century ago, has enjoyed a big run, including a week in the top spot in the version by Nino Tempo and April Stevens. The side remains in the top 10 this week.

Next in line is a really left-field version of another late 1930's hit (by Jimmy Dorsey), "Maria Elena," by a Brazilian

guitar duo known as Los Indios Tabajaras. This RCA Victor side reached the six position three weeks ago. Decca's Rick Nelson has had a solid success with "Fools Rush In," a side which reached the 12 spot on the Hot 100. The Duprees on Coed have

also shared in the oldie hit spotlight with "Have You Heard," on the Coed label.

Lloyd Price, whose chart entries have been rare for several years, broke back in, in big style recently with his live, "on-location" recording of the old Erroll

Rock-Ola Unveils Little LP's

CHICAGO—The Rock-Ola Manufacturing Corporation, a leading automatic phonograph manufacturer, this week made available through its distributor network 20 seven-inch, 33 stereo records for use in the company's latest model juke box.

The disks, three bands on a side, are abbreviated versions of top-selling stereo LP albums. Selection was made by Record Source International, a programming arm of The Billboard Publishing Company. RSI, which makes the product available, also administers the Music Operators Stereo Service, which provides five-pack stereo singles to distributors of leading music machine manufacturers and to one-stops.

Following the November release of 20 Little LP's, a monthly release of five records is planned.

Artists in the initial release are Roy Orbison; Peter, Paul and Mary; Jimmy Durante, the Highwaymen, Trini Lopez, Ray Charles, Frank Fontaine, Lawrence Welk, Andy Williams, Ray Coniff, Bill Pursell, Tony Bennett, the New Christy

Minstrels, Patti Page, Barbra Streisand, Al Hirt, John Gary, Floyd Cramer and Peter Nero.

Labels represented include Monument, Warner Bros., United Artists, Reprise, ABC-Paramount, Dot, Columbia and RCA Victor.

Rock-Ola's new programming allows operators to place two complete banks (20 records or 40 sides) of Little LP's on the Model 418-SA.

The first release of 20 LP's is being shipped automatically to Rock-Ola distributors—one set for each Model 418-SA ordered.

With the initial release of 20, and the subsequent releases of five new disks each month, operators of Rock-Ola equipment should be able to build up a Little LP library within a relatively short time. The records, of course, may be used in other equipment geared for Little LP pricing.

Programming emphasis is adult oriented, as it is in the MOSS stereo singles programming.

Special title strips are provided with each record order. Album jacket replicas for display on the programming panel are also provided.

YULE PRESENTS

Decca Puts Together Package for Stations

NEW YORK — Decca Records is presenting radio stations with three special Christmas programming presents.

In response to requests from many stations, Decca has packaged seven Christmas singles culled from its extensive catalog, plus new releases for pop music outlets. Country and western programmed stations will be receiving a package of three releases and for the first time this season the label has packaged four singles for r.&b. stations. In many instances pop stations will receive both the pop and r.&b. packages.

The Christmas fare is being released solely through Decca's distributor branches across the country.

"We realize that many stations have need to refurbish their libraries as far as Christmas singles are concerned and these three packages have been designed with this objective in mind," said Lenny Salidor, Decca's director of promotion.

The pop releases are packaged in a manila envelope emblazoned with the suggestion: "Open Now for Happy Holiday Programming," and contains Bing Crosby's "Silver Bells"; "Rockin' Around the Christmas Tree," by Brenda Lee; "Jingle Bell Rock," Bobby Helms, and "Dear Gesu Bambino," by Christian Morandio.

3 New Ones

Three new releases have been

added to the holiday prepack: "Silent Night" and "O Holy Night," as sung by Jackie Wilson. (Continued on page 37)

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RIAA Registers Beef Against Taiwan Piracy

NEW YORK—The piracy of American records on Taiwan and the export of such counterfeit merchandise throughout the Far East has been protested by the Record Industry Association of America. In a statement to the Senate Appropriations Committee—now considering aid appropriations for the Republic of China—RIAA states that 150,000 pirated disks are being exported monthly from Taiwan to Hong Kong, Saigon, Viet Nam,

Singapore, Burma, Ceylon, Indonesia, the Philippines, Thailand, Macoa and Cambodia.

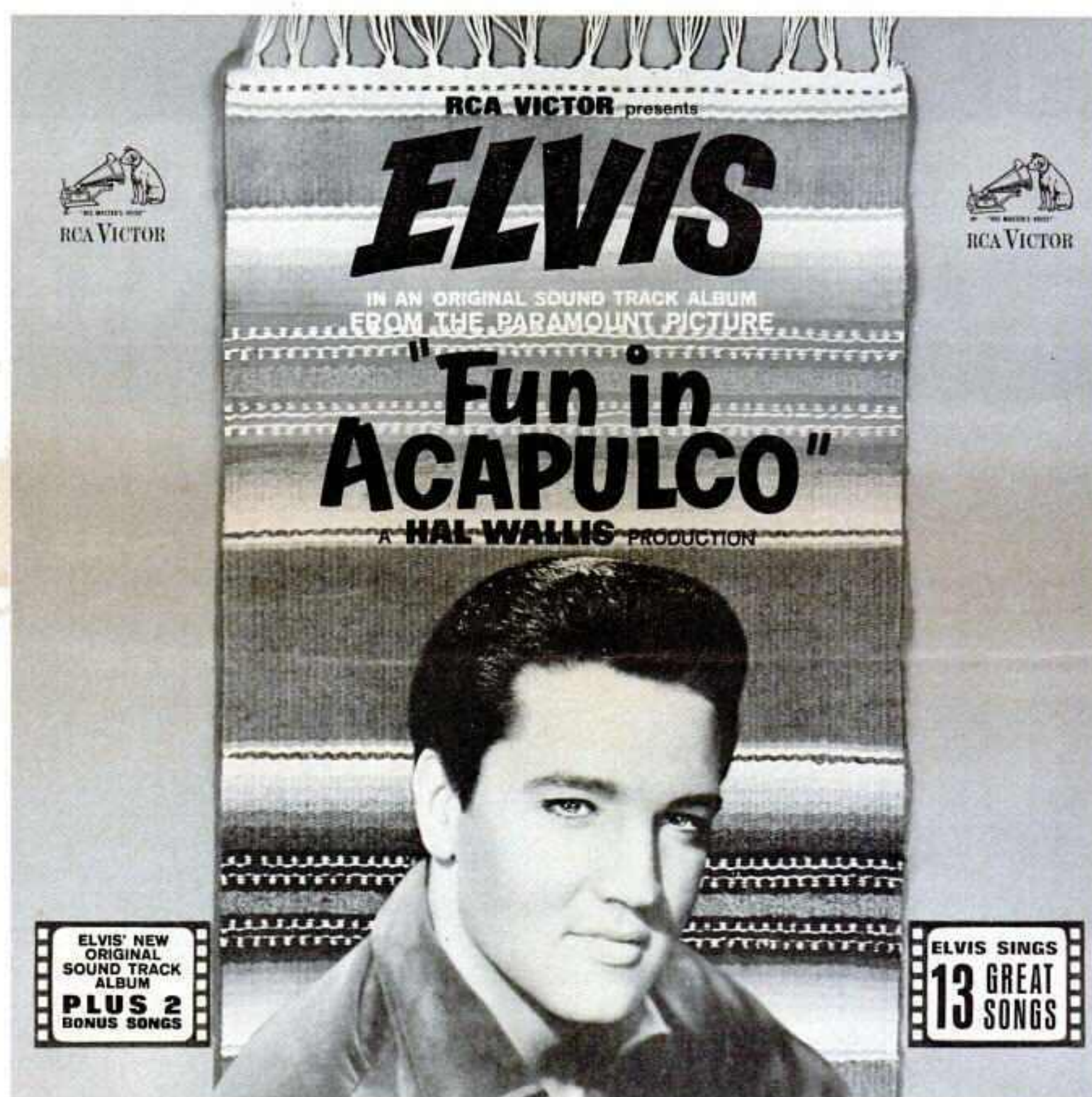
RIAA noted it has repeatedly brought the matter to the attention of the U. S. State Department and the Nationalist Chinese government, to no avail. The RIAA statement added:

"Because the Taiwanese counterfeiters pay no royalties or fees, they can drastically undersell the legitimate product. Moreover, these pirated recordings are of questionable quality. American manufacturers are thus not only being deprived of their legitimate business pursuits abroad but their reputations are being damaged by having these poor recordings foisted upon an unsuspecting consumer as the legitimate article."

RIAA stated that American manufacturers are not trying to diminish the potential of the Taiwan record industry; that most American manufacturers would be willing to negotiate pacts with reputable Taiwan manufacturers "if their products could be protected from the activities of predatory counterfeiters."

The statement, filed with Sen. Carl Hayden, chairman of the appropriations committee, was accompanied by newspaper clippings reporting seizure of pirated records in the Far East. The RIAA asked that the statement be incorporated into the record of the committee's hearings "in order not only to apprise members of Congress of this situation but forcefully to bring it to the attention of the Government of the Republic of China in the hope of securing prompt remedial action."

ELVIS





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EDITORIAL

The Playboy Case

It is just about one year since Commissioner Bernard O'Connell of the Department of Licenses of the City of New York denied a cabaret license to the Playboy Club—ostensibly because entertainment at the club, coupled with the presence of "Bunnies," would create a "wild" atmosphere.

Hugh Hefner, Playboy magazine's editor and publisher, in the November issue of the publication, persuasively presents the case for Playboy.

Hefner points out that the Playboy Clubs maintain strict supervision over personnel; that the clubs have entertained literally hundreds of thousands of guests at various show cases (Chicago, New Orleans, St. Louis, Miami and Phoenix) without a single incident of an unsavory nature occurring; that in cities other than New York the Playboy Club has been saluted by convention bureaus whereas in New York the club has been harrassed by official barriers and complications.

The issue is of serious concern to performers, whose employment opportunities are already severely limited. In denying a cabaret license in New York, at least 250 young artists whose talents might be showcased annually at Playboy's three show rooms in this city are refused this opportunity.

The issue is of concern to the record industry and the public—for the Playboy Club has introduced such exciting artists as Dick Gregory, Barbra Streisand, Jerry Van Dyke, the Kirby Stone Four and others.

We feel many people have been adversely affected by the Commissioner's decision; we feel it should be reviewed and a decision rendered in the best interests of the community and all involved.

Party Disk Man Found Slain

HOLLYWOOD—Controversial in everything he did, Bill Door, owner of Fax Records,

was found murdered Tuesday (19) along with his girl friend, Ellen Criss, in his Fountain Avenue home here. He was 46.

Door's Fax diskery revolved around party records, and his latest release was a de luxe package titled "Ballad of Fanny Hill."

A Los Angeles police spokesman, in seeking the murderer or murderers, said: "Door had so many enemies, it was almost impossible to guess who committed the murders."

Door had been in trouble with federal authorities for failure to report \$25,000 income for 1951-1952 from his photo-film-disk operation.

Blaine Sells Cosnat Biz

HOLLYWOOD—Jerry Blaine has sold his Cosnat branch here to General Manager Ray Shevin, who has changed the company's name to Cleff Distributors.

Remaining with Shevin is Gene Simmons, the new as well as the old sales promo manager. Outlet has added one new line, Stereoddities, to its established roster which includes Roulette, Gone-End, Jubilee, and Belart, a Spanish label.



RENEWING INTERNATIONAL TIE: In New York, Felix Faecq, director of Sogedi, the Belgian Mechanical Rights Association, signs a renewal agreement with the American Mechanical Rights Agency in the presence of Executive Secretary Rosalie Miller.

Reprise Leans on Magazine

HOLLYWOOD—Reprise Records is using Curtis Publishing Company to sell its much-heralded four-album repertory theater series.

Ads for the "South Pacific," "Kiss Me Kate," "Finian's Rain-

bow" and "Guys and Dolls" albums are scheduled for the Saturday Evening Post, Holiday magazine and Ladies' Home Journal and will run through February. The first ads have already appeared in the Post.

The ads are two full pages and tell the entire story behind the project while listing all the performers headed by Frank Sinatra, Bing Crosby, Dean Martin and Sammy Davis Jr. A mail-order coupon enables readers to select any or all of the albums. Prices are \$4.98 for the monaural and \$5.98 for stereo. The complete set sells for \$17.50 monaurally and \$19.50 stereophonically.

According to the label, the albums will be offered to dealers some time next year. The use of mail-order ad campaign to sell an album series is a first for Reprise, which brought the Frank Sinatra-inspired project to Curtis' attention.

The main thought behind offering the series exclusively to Curtis readers was the idea of merchandising the LP's in an unorthodox manner. "Through these ads, which will equal the \$500,000 appropriation," a diskery official stated: "We are exposing this unique product to millions of people in a rather special way."

It is understood that the publishing firm itself has picked up the tab for the ads and has the option of running them any way it chooses. In last week's issue of the Post, a one-page ad ran behind the regular double-truck layout, the one page being used as a filler ad repeating half of the two-page message.

DOT MAN SAYS:

European Fans Going For Their Own Artists

HOLLYWOOD — European musical nationalism should motivate changes in thinking on both the disk executive and artist levels, reports Jim Bailey, Dot's international sales chief just returned from a month on the Continent. To emphasize this point, Bailey compares the top hits on Billboard's American and European charts.

"There aren't as many American hits in these international markets," he says. "The Europeans are buying and supporting local performers, and this is helping the European labels to become more important in their own countries."

This musical nationalism should signal the American labels and their artists to: "spend more time in Europe doing concerts, radio and TV appearances; create activity on their own be-

half and record not only their American hits in foreign languages but also native material."

Bailey feels the CBS Records operation in over 40 markets is "a brilliant move in the right direction." While Dot has not scratched the international market through foreign language releases or affiliations with local labels—as is the case with CBS disks—he said this is the way for companies to move in the future.

"The question, I think, is whether a company wants to sink money into the foreign market or just shore up its American market." Bailey believes the industry is working toward a one-market philosophy. "Telstar satellites and supersonic planes will eliminate the barriers

(Continued on page 16)

NAACP SAYS:

Hire Philly Air Negroes—Or Else

PHILADELPHIA—A 15-day ultimatum, giving the station to the end of the month, was handed to station WIBG by the local branch of the NAACP to either hire Negro disk jockeys and/or news announcers, or face a boycott aimed at both station and advertisers. Station has for some years been the leader among record stations and is rated as the top plug outlet for records with emphasis on the rock and roll beat.

Joseph T. Conway, general manager of WIBG, which is part of the Storer Broadcasting chain, said he does not consider the station's hiring practices as prejudiced. "We have only a small announcing staff," Conway said. "We employ only 10 full-time air personalities and two on a part-time basis. We haven't had a vacancy for months. What are we expected to do? Fire someone to make room for a Negro?"

Making the ultimatum more explicit, George Woods, chairman of the NAACP Freedom Fund and a top deejay in his own right linked with Negro-oriented WDAS (see story in Radio Section) said that Conway must hire no less than three deejays and/or news announcers, or face an all-out boycott. He said the NAACP is prepared to begin picketing the studios (which are located in a rural suburban community) and Negroes will be urged to boycott any and all products advertised on the station. Woods further indicated that he did not care how Conway adds three Negroes to the WIBG staff when it was pointed out to him that it might mean firing three white mike men.

Success of the WIBG ultimatum will condition the NAACP's actions against the other radio and TV stations, all of whom have already been notified of the NAACP's intentions as far as hiring policy is concerned.

PHILADELPHIA — Though Lena Horne's waxing of "Now" is getting good play on local stations, the side isn't getting any spin at WCAU and WFIL. Both stations have labeled the pressing as "too controversial."

WCAU's Mike Grant explains that the record "conflicts with the station's over-all music policy." Also finds fault in the fact that "the beat is too raucous." WFIL's music librarian Toby DeLuca, says that "the material is too controversial."

The racial crisis is slated to hit all the local radio and TV stations on another front this week. Cecil Moore, fiery chief of the local chapter of the NAACP, which has taken a militant and picketing stand on many civil rights fronts in recent months here, has now directed its fire at the local broadcasting field. Moore, in a telegram signed jointly by WDAS disk jockey Georgie Woods, as chairman of the NAACP's Broadcasters Committee, has given all radio and TV stations a five-day ultimatum to come forward with figures on how many Negroes are employed as announcers and disk jockeys. (See story on Woods in Radio section.)

Save for WHAT and WDAS, which are characterized as "Negro stations," Negro voices are foreign to the mikes at all other stations. Some TV stations employ Negroes in production activities. NAACP's Moore is determined that every station employ at least one Negro as announcer or disk jockey, with threat of boycott against station and its advertisers implied.

proof that the clip or clips have been aired," said Allan.

Allan was talent co-ordinator last year for "TV Gospel Time," and is currently producing a syndicated gospel show being aired by TV stations across the country.

Disk Artists To Get Airings

NEW YORK—A new promotional avenue for record companies and their artists is being paved by Stan Allan of Integrated Communication Systems here.

Allan, widely known in artist management field (the 4 Seasons and Chiffons, among others) is offering record companies and their artists exposure in a minimum of 50 top television markets through syndicated video-taped segments scheduled to hit the air waves late next month.

Artists will tape live with backing provided by a seven to nine piece band, plus a four-voiced group. Professionalism will be the byword with an experienced director, producer and set designer being assigned to the project by Allan.

The two to three-minute video-taped clips will be used by the subscribing TV stations as part of existing shows being aired, fillers, and as a full 30-minute entry by using a strip of five clips of various artists.

"We expect that this will prove to be an important aid in supplementing the invaluable work of record and artist promotion for all record companies at token cost.

"There will be no taping charge to record companies until after the minimum guaranteed stations submit logged

Discounters Play With Beethoven

By BARRY KITTLESON
and ELIOT TIEGEL

NEW YORK—Discounters the country over are having a field day with what many industry sources feel might have been a golden opportunity to realize handsome profits from a prestige product. The case in question is Angel's recent release of the complete Piano Sonatas of Beethoven (13 LP's) by Artur Schnabel.

One of the largest sets ever released, the package carries a suggested list of \$77.98. Angel's introductory offer included one set free for every three purchased by retailers. Retailers have been noted to sell the set for as little as \$34.95. Jerry Prager, Angel's national sales manager told Billboard that "one of the biggest discounters that has outlets in many cities, is selling the set two dollars below its own cost." The situation has resulted in a virtual price war.

In New York, Sam Goody, who offered the album for one week at \$36.95 has since raised its price to \$39.95. The Record Hunter is getting

\$49.95, while Doubleday, which does not discount, happily reports "excellent sales at full list price."

On the West Coast the story is similar. Wallich's Music City, a non-discount operation, is running a "special" at \$47. Sherman Clay in San Francisco gets \$48.23 (they normally offer a flat 15 per cent off), while a Capitol sales executive reported that Berry and Grassmeuck in Pasadena has sold at least three LP's at the \$77.98 list price. "They were pre-sold orders," he noted. Lishon's in Chicago is selling the set for \$48, and indicated that "in the Chicago area, \$48 is pretty much the going price on the package."

While some dealers seemed content in a small margin of profit due to potential volume sales, especially with the holidays coming up, others were more concerned with what they referred to as "wasted opportunity." They pointed up that they felt the set would have definite, but limited appeal, whether priced at \$40 or \$77, and that a "unique product might better be treated with more respect."

SINGING NUN GOES ON; DOMINATES DISK SALES

CHICAGO — The Singing Nun continued to dominate record sales across the nation last week with her album going over the half-million mark and her "Dominique" single passing 600,000.

Lou Simon, Philips Records sales manager, estimated that the album is averaging about 100,000 copies per week and will become a million-seller by the end of the year.

If so, "The Singing Nun" LP would be in a class with such giants as Allan Sherman's "My Son the Folk Singer," and Vaughn Meader's "First Family," both of which dominated album sales last year, perhaps to an even greater extent than the Nun is doing now.

Interestingly, Simon feels that the Nun LP will continue selling right after Christmas, becoming a good catalog item for the firm, and eventually becoming the No. 1 album in the country for all time.

To do so, the Nun would have to outsell the estimated 5,000,000-plus copies sold by the "First Family," but as Simon said, "in this business, anything is possible."

Resurgence in Sales

The Nun's single, "Dominique," meanwhile, enjoyed a resurgence of sales after it had leveled off at 500,000. Simon said Philips sold close to 100,000 last week and he now feels the single could go as high as 800,000 or even 1,000,000.

Some of the key markets give an indication of the Nun's power: New York moved 60,000 singles, 50,000 LP's; Boston, 57,000 singles, 48,000 albums; Los Angeles, 30,000 singles, 45,000 albums; Chicago, 60,000 singles, 65,000 albums, and Cleveland, 45,000 singles, 35,000 albums.



SISTER LUC-GABRIELLE

Interesting is that while all the excitement is going on, the cause of it all is sitting unconcerned in Europe with nary a thought about the business she has set on its ear.

No Personals

Simon said that Philips has had numerous personal appearance requests from across the country, but the Nun wouldn't even consider coming here. In fact, Philips hasn't even been able to get a photo of the nun, and the shot of her recording (with this article) is the only shot the label has been able to get its hands on.

For the record, and for the thousands of deejays and dealers who have been besieged for information about the lady, Philips says the Singing Nun is actually Sister Luc-Gabrielle of Fichermont, 30 years old, with blue eyes and blond hair (the latter of course hidden by her habit).

She wears glasses, and has been in convent since late 1959. She is described as "timid yet independent," and is a talented artist as well as singer and guitarist. She cannot write music, composes entirely on the guitar, loves Bach, Beethoven and Yves Montand, and enjoys taking long walks.

So much for the young lady who very likely will be the No. 1 selling record artist of the year.

Another LP to Come

After the current album levels off, Philips will undoubtedly follow with another, since Simon says the label "has enough recorded material to do at least one other LP." This will be the same "class presentation" as the first, said Simon, and will probably be next spring.

Like most hot-sellers, the Nun has been subject to discounting, but Simon noted it has been by "only a few people in a few markets." Simon noted Philips had hoped it could prevent the extreme discounting in an effort to maintain the album's image, and he felt to date, he had been successful.

"The Singing Nun" is a prestige package selling for \$4.98-\$5.98 to consumers. Dealer cost is \$3.09 less the regular 12½ per cent deal giving a net cost of \$2.70 for mono, and \$3.71 less the same percentage for a \$3.25 net for stereo.

Ex-SORD Men Meet to Map Future Moves

NEW YORK — A meeting is scheduled here for Monday (25) of four key figures in the National Association of Retail Record Dealers (NARRD), formerly SORD. The meeting has been called to map plans for the next series of steps to be taken by the organization following the resignation last week of President Louis Shapiro.

In a statement explaining the move, Shapiro said he had resigned on the advice of his physician.

"An attack of nervous exhaustion, which has slightly affected my heart has made it absolutely necessary for me to cease all outside activities," he said.

"The record industry is in a state of chaos because of the constant threat of price wars and misleading advertising. No organization can function without proper leadership if it is to combat these conditions, and that is why I am stepping down to give new leadership a chance."

Just prior to the illness which forced his resignation, Shapiro had made an informal commitment to engage Ben L. Finn of Jenkintown, Pa., as the association's executive director. Finn is expected to be at the upcoming meeting, where he will confer with Mickey Gensler, secretary-treasurer, of Yonkers, N. Y.; Joe Goldberg, recording secretary, of Wheaton, Md., and Peter

Buddy Records just released Jim Hadley's "Blues of a Truck Driving Man" (written by Jim) b/w "The World's Most Adorable Baby." A big one to be ordered from Buddy Records, 500 Locust St., Marshall, Texas. Record #B-125.

(Advertisement)

CAMPUS BEAT

What Things Are About On the College Greens

NEW YORK — Billboard's College Bureau—a network of campus correspondents in key colleges and universities across the nation—is now functioning on a continuous basis. The project, which is intended to take cognizance of and develop this vital area of the music-record industry, entails the following functions:

(1) Review live shows playing the college circuit; (2) campus correspondents will alert record dealers, radio-TV stations and juke box operators to upcoming dates in order that proper merchandising and programming tie-ins may be scheduled. In this way, dealers will be able to stock and sell more merchandise and stations will be able to schedule specific recordings; (3) campus correspondents, following the college play date, will check dealers and broadcasting outlets to summarize results — that is, whether the artist's records had been programmed on the station, and whether this had an effect on dealer sales.

Campus correspondents also report on attendance figures, audience reaction, etc., and work closely with campus radio stations and college newspapers. Many of the latter co-operate with the project through publication of stories and Billboard chart listings.

Name the Cubs

Already appointed as Billboard campus correspondents are: Louis L. Rosenthal, University of North Carolina, Chapel Hill, N. C.; Art Berkeley, Cornell University, Ithaca, N. Y.; Richard Krain, University of Rochester, Rochester, N. Y.; Cadet Jerry Merges, U. S. Military Academy, West Point, N. Y.; Sandor Polster, Ohio State, Columbus, O.; Gloria Jean Williams, Central State College, Wilberforce, O.; Richard Gahagen, University of Houston, Houston, Tex.; Richard Ollham, University of Wisconsin, Madison, Wis.; Paul Koors, Pennsylvania State University, University Park, Pa.; David Freed, University of California, Berkeley, Calif.; R. T. Kehoe, San Francisco State College, San Francisco, Calif.; Bryan Grigsby, University of Florida, Gainesville, Fla.; Nathan Carmack, University of

Oppenheim, a member of the executive committee, of Lexington, Mass. The current vice-president of the association is Robert Coghil of Dallas.

London Gets Judgment

NEW YORK—London Records has obtained a judgment against Precision Radiation Instruments, Inc., parent firm of Tops Records, to prevent the use of the name Mantovani on any of its album covers.

According to D. H. Toller-Bond, executive vice-president London Records, the action was launched because Tops issued an LP titled "Mantovani's Big Band Sound Played by Dave Pell and His Band." Judgment declares that Tops must deliver up for destruction everything used in the creation of and promotion of the LP using the name of Mantovani.

Georgia, Athens, Ga.; John Carlisle, University of Illinois, Urbana, Ill.; Nancy Lewis, Michigan State University, East Lansing, Mich.; Robert Thomas and Richard Standish, Rutgers University, New Brunswick, N. J.; Dick Cook, University of Indiana, Bloomington, Ind.; Ray Liverzani, University of Dayton, Dayton, O.; Dave Lehr, Purdue University, Lafayette, Ind.; Jerry Chaskelson, University of Missouri, Columbia, Mo.; Bobby Joe Tipton, East Tennessee State University, Johnson City, Tenn.; Dick Asimus, Xavier University, Cincinnati, O.

Frank Luppino and Gerry Platt, who head up the project for Billboard, are currently expanding the network.

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Editor-in-Chief Lee Zhitto
Editors P. Ackerman, A. Sternfield
Associate Editor Ren Grevatt
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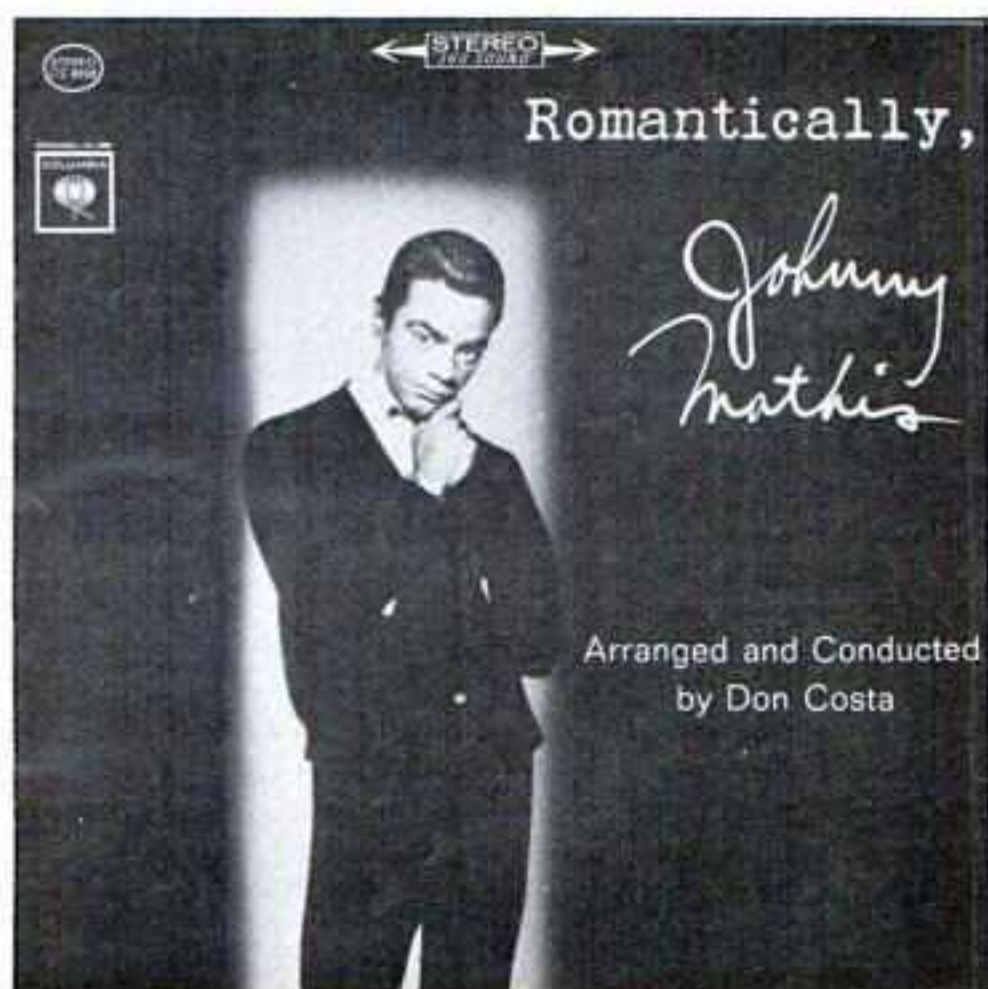
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COLUMBIA'S NEW RELEASES... ARE TOMORROW'S BIG BEST SELLERS



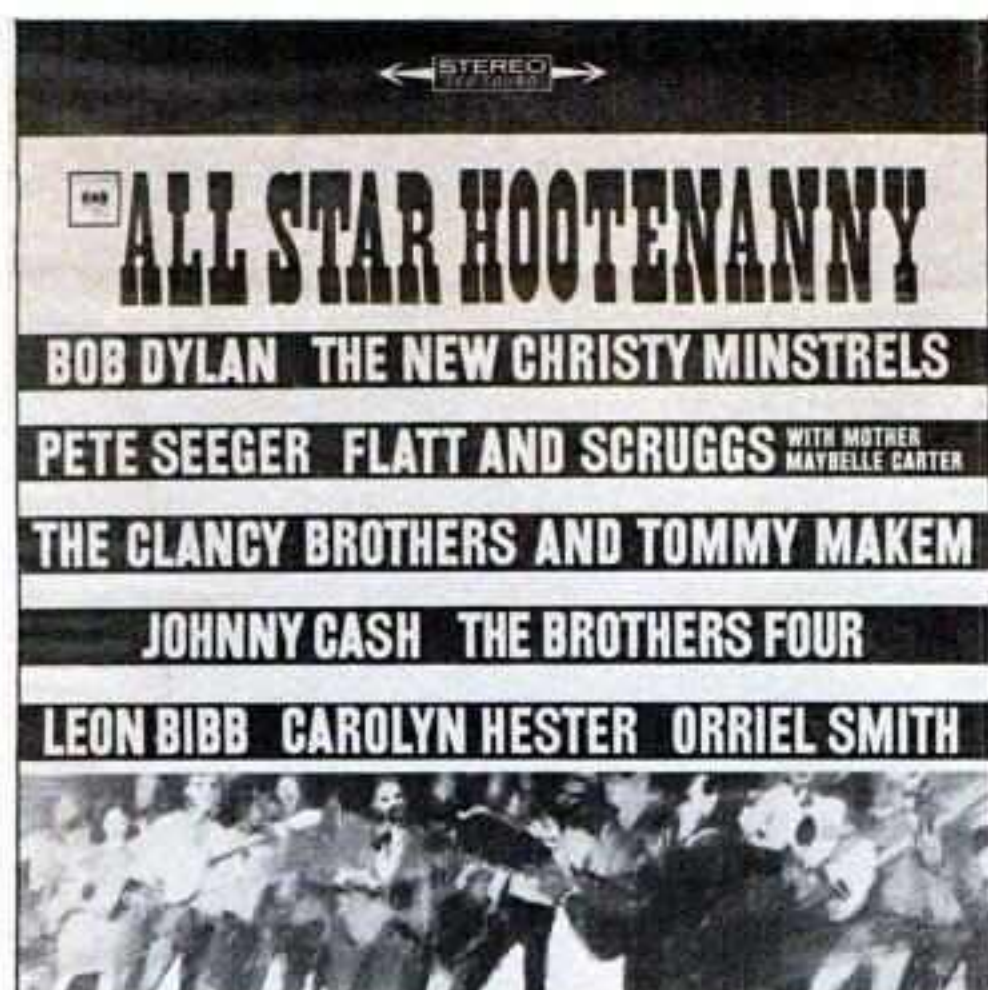
CL 2098/CS 8898



CL 2099/CS 8899



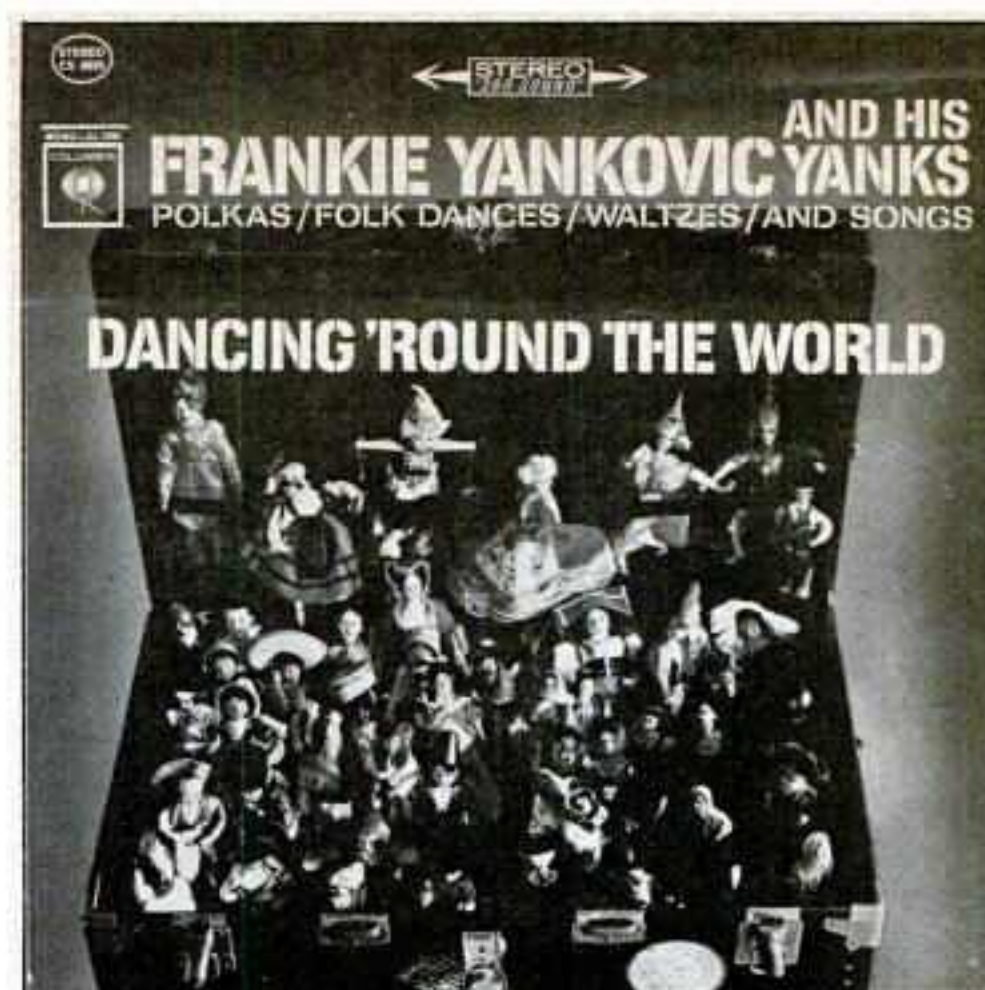
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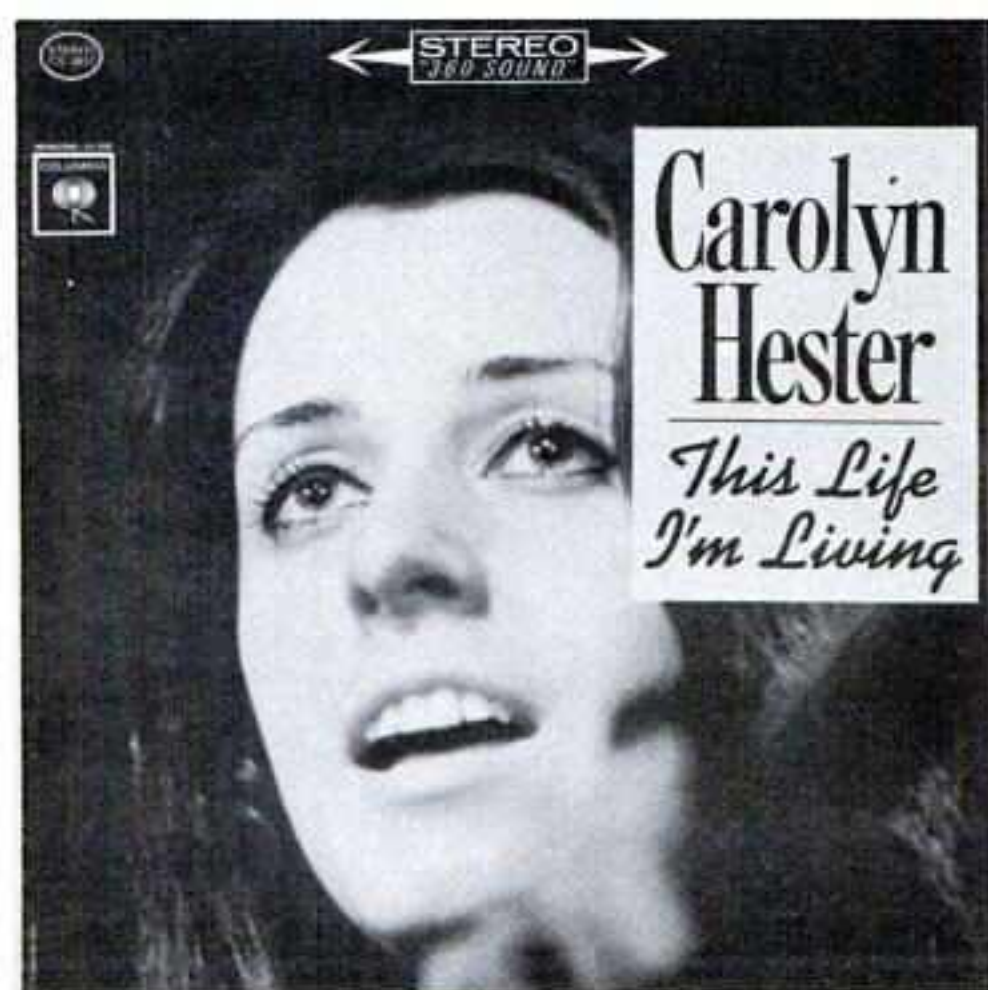
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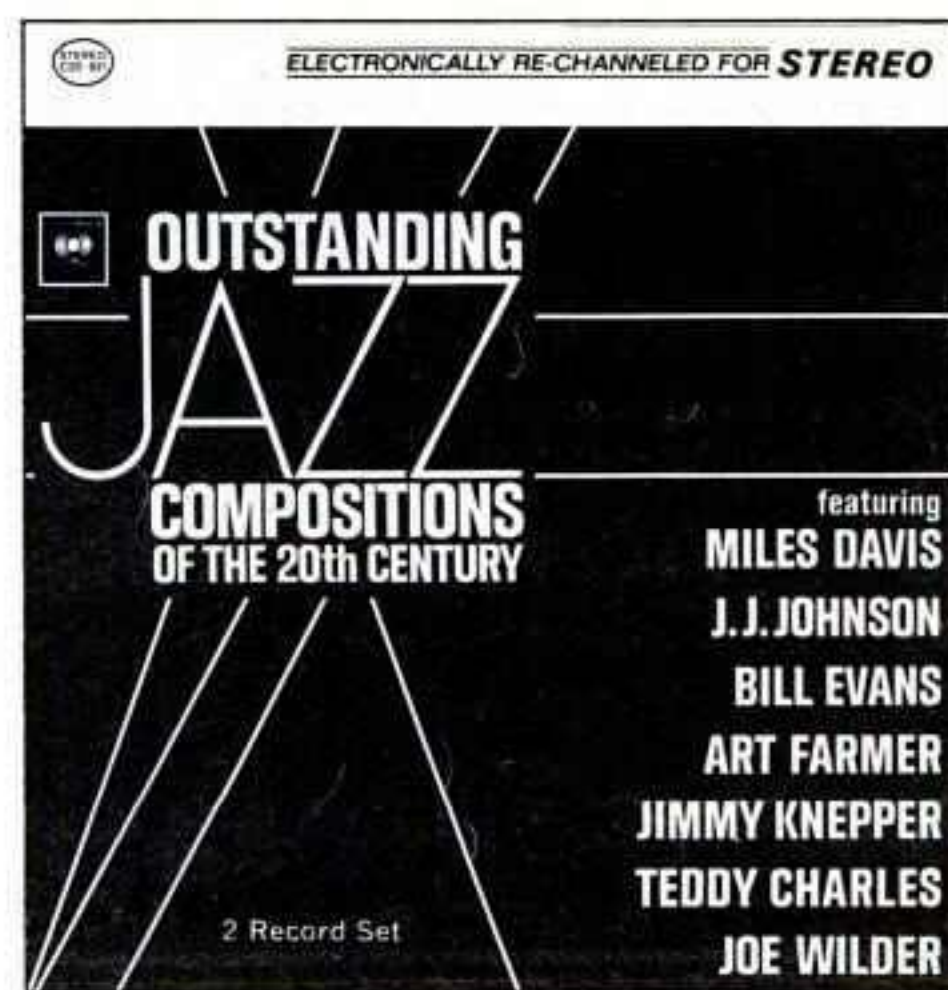
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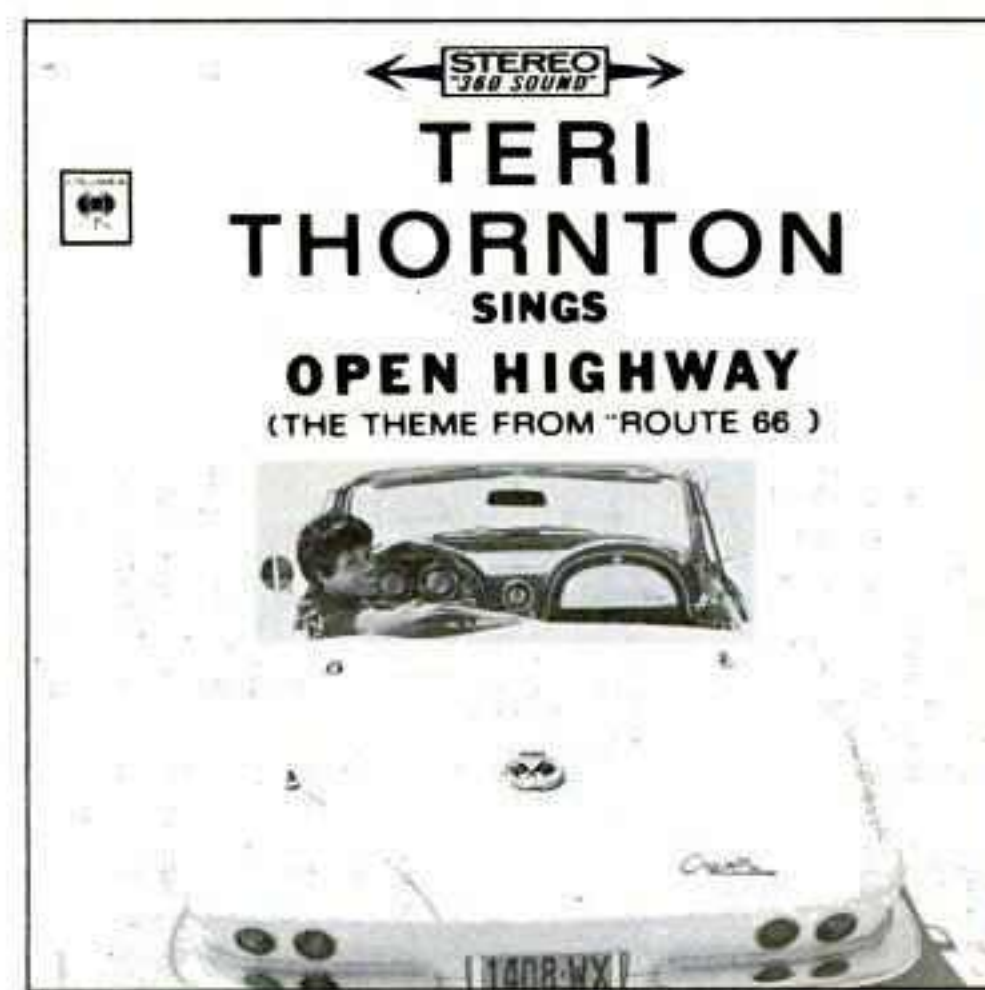
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C2L 31/C2S 31



CL 2094/CS 8894

COLUMBIA RECORDS

W. German Outfit Wants Distribution

By OMER ANDERSON

MUNICH — GEMA, West Germany's ASCAP organization, is opening a campaign to increase the distribution of German music abroad.

Dr. Erich Schulze, GEMA's general director, says the royalties GEMA receives from the playing of German music in foreign countries are entirely disproportionate to what GEMA is collecting and paying to foreign performing rights organ-

izations for foreign music played in this country.

Dr. Schulze called for greater effort to sell German music abroad. But he also accused foreign countries of battenning off West Germany's liberalized music import statutes while keeping their own bars high against German music exports.

GEMA's general director demanded reciprocity of treatment for German music exports, and he said, "We cannot continue to accept this situation in silence."

Dr. Schulze's statement is based on GEMA's just-released financial report for 1962 showing that while GEMA received DM 7 million (compared with DM 5.6 million in 1961) in royalties from abroad, GEMA paid out to foreign counterpart organizations a total of DM 18.6 million (compared with DM 16.2 million in 1961). Major payments went to royalty organizations in Britain, France, Italy, Austria, and the U. S., in that order.

For the year 1962, GEMA boosted royalties 6.6 per cent, to DM 98.5 million. This compared with a gain of 10.2 per cent in 1961 royalty payments over those for 1960. The gain for 1963 is expected to decline further—to around 5.5 per cent; 1963 royalties will exceed the DM 100 million mark for the first time.

GEMA reduced its administrative overhead proportionately in 1962, paying out DM 84 million to its members, compared with DM 78.3 million in 1961, or an increase in the payout of 6 per cent.

The percentage breakdown on royalty collections, with the 1961 figure in brackets, was: Radio and TV, 35.6 (33); domestic disk licenses, 22.2 (23.6); live music, 13.9 (14.9); mechanical rights, 11.9 (12.7); foreign, 7.2 (6.2); films, 4.9 (5.6).

Dr. Schulze attributed the shrinking of royalty collections from phonograph records to increasing production of LP's and the taping of music, mainly the latter. He criticized the Bonn government for dallying with introduction of a law in the Bundestag requiring all tape recorder owners to pay a mandatory license fee.

Dr. Schulze said 75 per cent of GEMA's membership receive under DM 10,000 in annual royalty payments.

MITCH TAKES ANOTHER ONE

NEW YORK—Mitch Miller and Columbia Records have been awarded a gold LP record for sales of \$1 million on the album, "Folk Song Sing Along With Mitch." The award marks the 11th presented to Miller for album sales and the 100th of its kind made by the Record Industry Association of America (RIAA). The total of 11 marks the highest number ever earned by any one artist. Of the 100 gold record awards so far made, 39 are the property of Columbia.

Don Blocker In Bennett Job



DON BLOCKER

HOLLYWOOD—Don Blocker, former assistant to Liberty's President Al Bennett, has been named a.&r. director by Phil Skaff, label's executive vice-president. Blocker had joined Liberty in 1958 as national promotion manager and became Bennett's assistant in 1960.

Skaff, recently named to the executive position himself, lauded Blocker's keen awareness of musical trends, stating this was the prime reason he'd been named to his new post.

Liberty began naming its new executive team several weeks ago when Bennett purchased the diskery back from Avnet Electronics. Blocker will not be a member of the board of directors, which includes Bennett, Skaff, Harold Linick, treasurer; Seymour Zucker, secretary; and Raymond Sandler, counsel.

In his new position, Blocker will be the administrative head of all a.&r. activities for the

What Makes a Folknik? He Appeals Only to Folk

CHICAGO—What constitutes "real" folk music? According to Prof. Robert Cosbey, Roosevelt College historian and host of his own "This Is Folk Song" show on WBBM (CBS) here, the folk art is broken into three categories.

The "authentic" folk song is sung by people for whom the particular type of song is traditional. It's the only way they know how to sing. They grew up hearing a particular type of music, and that's what they do. "Big" Bill Broonzy is a good example of this type artist. When asked whether his music was a folk song, Broonzy once replied, "Of course it's folk song—it's for folks, not animals."

A second category is made up of what Professor Cosbey calls "reporters or interpreters." These are people that may not have grown up in a certain tradition, but have made a great study of the period. They sing their songs in as close an approximation to the authentic as is possible. Frank Warner and Ewan MacColl are two good examples of this category.

The third group—by far the largest—is made up of professional performers to whom the folk song is merely the raw material of their performance. This category includes such as the Kingston Trio, Limelites, Peter, Paul and Mary et ad infinitum. According to Professor Cosbey, this group may or may not sing authentically, but its main purpose is not to give an authentic performance, but to entertain.

Professor Cosbey, whose regu-

lar Saturday evening folk show is a landmark in Chicago, feels it's unimportant to which group you belong or to which you care to listen, but he does feel it a point of pride to differentiate between the three.

Chapin Gets V.-P. Post at N. Y. Center

NEW YORK — Schuyler Chapin will assume the post of vice-president in charge of programming at Lincoln Center for the Performing Arts effective January 1. Chapin will resign his current post as vice-president in charge of creative services for Columbia Records on December 31, to assume his new position.

Prior to joining Columbia Records in October 1959, Chapin had been associated with Columbia Artists Management. Upon joining Columbia, he became executive co-ordinator of the Masterwork division. In June 1960, he became director of Masterwork and in March of this year he was named to his post as head of creative services, which incorporated advertising, sales promotion and merchandising. No replacement has been named for Chapin's Columbia post.

Yarbrough Leaves Trio

HOLLYWOOD — The oft-rumored departure of Glen Yarbrough from the Limelites has taken place, with the RCA folk singers selecting Ernie Sheldon—who replaced Leo Gottlieb in the Gateway Singers five years ago—as the new replacement.

The folk trio has been on a sabbatical from performing together. Yarbrough, who has been touring with a "Hootenanny U.S.A." package, is understood to have left the trio to develop solo performer. He has already been booked into the hungry i in San Francisco from December 30 to January 26 and is known to be talking with TV producers about national exposure spots.

RCA has already signed Yarbrough to an individual contract and completed his first solo LP titled, ironically, "Time to Move On."

BARBRA GIVES GIRL CONCERT

CHICAGO — With her two Columbia albums in the top 10 of this week's Billboard Top LP chart, Barbra Streisand is scheduled to give her first one-girl concert this Friday, November 29, at the large Arie Crown Theater. Her last appearance in Chicago was at Mr. Kelly's, last spring.

The performer, who has been getting unqualified rave notices for her club performances this past year, recently broke records at the Hollywood Bowl in a concert appearance with Sammy Davis Jr. Her next step will be to return to Broadway, where she opens in "Funny Girl," next February.

Robert Shaw Chorale LP Shipping Well

NEW YORK—In anticipation of the big push on Christmas album product expected to follow Thanksgiving, it has been learned that RCA Victor has shipped in excess of 100,000 copies (orders and reorders) of "The Many Moods of Christmas," featuring the Robert Shaw Chorale.

Advance sales indicate that this album could conceivably approach the sales standard established by another Christmas LP by the Shaw group, "Christmas Hymns and Carols, Vol. 1," which holds the position of the "second-best selling Red Seal album to date." In view of this, Victor intends an all-out promotional campaign on the album.

The album, incidentally, represents an interesting departure in the field of holiday album fare which could establish other precedents as well.

It was the decision of Shaw and arranger Robert Russell Bennett to experiment with the the 12 - tracks - to - an - album format, and they have created, in essence, four "secular cantatas," each running some 12 minutes, framing carols and hymns, familiar and obscure in lush orchestral setting with frequent purely orchestral interludes.

At the session, which was held in New York last July, everyone involved seemed to feel that they had hit upon something new which could alter holiday album concepts in the future.

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ALBUM REVIEWS

Billboard



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POP SPOTLIGHT
JOAN BAEZ IN CONCERT, PART 2
Vanguard VRS 9113 (M); VSD 2123 (S)

The high-priestess of folk song offers another superlative program on this disk, taken from performances on her recent tour. Her delicate soprano is heard in a finely balanced group of tunes, some old, some new. "We Shall Overcome," "Long Black Veil" and "Manha de Carnaval" (from "Black Orpheus") are among them. A bonus is a poetic liner note by Bob Dylan.



POP SPOTLIGHT
LESLEY GORE SINGS OF MIXED-UP HEARTS
Mercury SR 60849 (S); MG 20849 (M)

Lesley Gore is a good young artist who can really establish herself for keeps with this solid album job. With fine, current-style arrangements, she sings in addition to her current hit, "She's a Fool," others like "Run Bobby Run," "I Struck a Match," "The Old Crowd" and "Hello Young Lover." A lot of potential single hits here in an album that should get much action.



POP SPOTLIGHT
SALLY GO 'ROUND THE ROSES

The Jaynetts. Tuff LP 13 (M)

The Jaynetts have had a big one and their hit becomes the title of this, their first album. They mix this infectious hit ditty with a number of new items, much in the familiar groove of the Detroit and Philadelphia girl group sound. The titles include "One-Track Mind," "See-Saw," "Pick Up My Marbles" and "Dear Abby." Good pop wax that could register big.



POP SPOTLIGHT
WONDERFUL/WONDERFUL
Lawrence Welk. Dot DLP 25552 (S); DLP 3552 (M)

Once again maestro Welk takes a flock of recent and current hits, gives them his own typical ork stamp, retaining the basic feel of the original record and comes up with a listenable, danceable package that has the power to move. The hits represented include "Don't Think Twice," "Sugar Shack" and standards that are also current hits like "Blue Velvet," "Deep Purple," "Fools Rush In" and "Maria Elena."



POP SPOTLIGHT
MARIA ELENA
Los Indios Tabajaras
RCA Victor LSP 2822 (S); LPM 2822 (M)

Los Indios Tabajaras use their most recent hit as the title tune of this album. The set features a mixture of native South American and Spanish folk-type tunes, balanced by standards from the U. S., like "Maria Elena." Besides that tune "Moonlight Serenade" and "Star Dust" stack up as strong entries.



POP SPOTLIGHT
PICK HITS OF THE RADIO GOOD GUYS
Various Artists
Laurie LLP 2021

Here's a great group of oldies from the Laurie-LaGrande catalog, which can hardly miss. The first four items listed on the front cover would be enough to complete the sale in most cases. These include "He's So Fine," by the Chiffons; "Runaround Sue," by Dion; "Quarter to Three," by Gary (U.S.) Bonds, and "Denise," by Randy and the Rainbows. Eight other goodies.



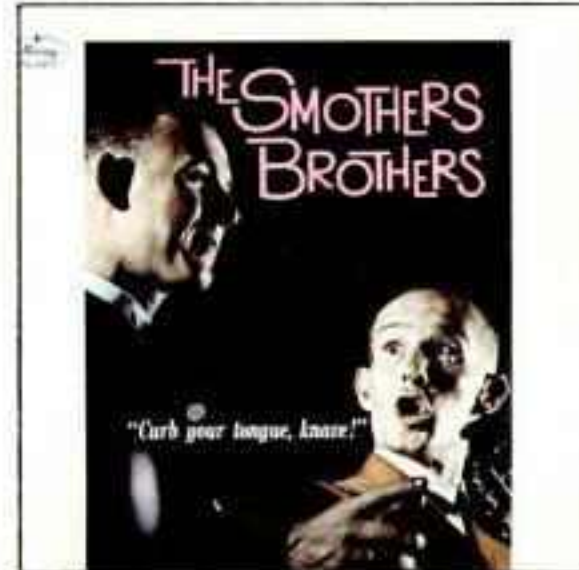
POP SPOTLIGHT
OLDIES DANCE PARTY, VOL. 1 AND 2
Various Artists
Oldies 33 OL 8001; OL 8002

Rock-pop fans can take their pick of the goodies on these two sets and many will probably want both. Covers are duplicates in the sense of artwork, with different color combinations and disk titles. Artists repped here include Joey Dee, the 4 Seasons, Maxine Brown, Jimmy Clanton, Jerry Butler and the Impressions, Wilbert Harrison, Don Gardner and Dee Dee Ford and many others.



POP SPOTLIGHT
KATE SMITH AT CARNEGIE HALL
RCA Victor LSP 2819 (S); LPM 2819 (M)

As long as veteran Kate Smith is willing to sing, it seems she'll have no difficulty in finding a large number of people to listen. Recent proof was the large attendance she managed for her first live concert held at Carnegie Hall. She's in big voice, warm humor and is excellently backed by a large orchestra under the direction of Skitch Henderson. Widespread appeal.

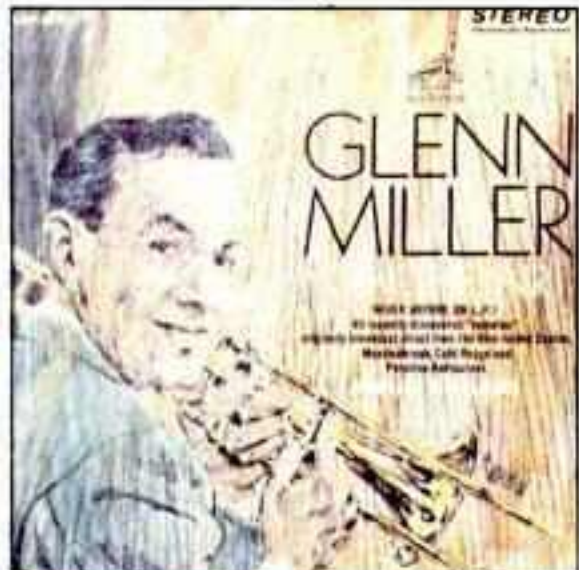


POP SPOTLIGHT
"CURB YOUR TONGUE, KNAVE"
The Smothers Brothers
Mercury SR 60862 (S); MG 20862 (M)

Another hilarious album from the folk-singing comedy team. This one should be a sure-fire follow-up to "Think Ethnic," and it has mighty funny dialog between the two brothers. The set was recorded live at Mr. Kelley's, Chicago, and just about every track is a winner.

POP SPOTLIGHT
GLENN MILLER ON THE AIR, VOLS. 1, 2, 3 (3-12")
RCA Victor LSP 6101 (e)

This three-LP set is composed of air checks never before released in album form. The tracks cover air shots taken between 1938 and 1941 from such places as the Paradise Lounge, Cafe Rouge and Glen Island Casino. Tex Beneke, Bob Eberly and the Modernaires are also featured. A fine memory lane package.



POP SPOTLIGHT
LADY IN THE DARK
Various Artists. Columbia OL 5990 (M); OS 2390 (S)

A cast album of this great 1941 musical comedy by Kurt Weill, with lyric by Ira Gershwin, has long been overdue. An excellent choice of soloists, headed by Rise Stevens, Adolph Green and John Reardon are heard with Weill's original orchestrations, conducted by Lehmann Engel. Memorable tunes from the show (which originally starred Gertrude Lawrence) are "My Ship" and "The Saga of Jenny."



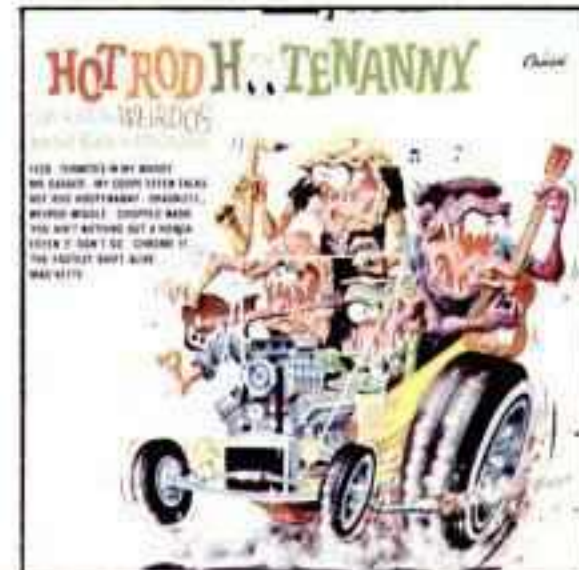
POP SPOTLIGHT
CHART BUSTERS, VOLUME 3
Various Artists. Capitol T 2006 (M); ST 2006 (S)

Fine hit packages from the Capitol listings, most of the tracks culled from singles that scored on the Hot 100. "Painted, Tainted Rose," Al Martino; "Danke Schoen," Wayne Newton; "I'm Confessin'," Frank Ifield, and "Little Deuce Coupe," the Beach Boys, are just a few.



POP SPOTLIGHT
HOT ROD HOOTENANNY
Weirdos & Mr. Gasser
Capitol T 2010 (M); ST 2010 (S)

Here's another in the growing catalog of hot rod-type albums. The set has the sound with tenor sax and guitars abounding and big vocal group. Side is also loaded with hot rod laughs and cover art of Ed (Big Daddy) Roth who has made hot rod sweat shirts popular on the West Coast. "Hot Rod Hootenanny," "Madvette" and an "efin hot rod track lead the set.



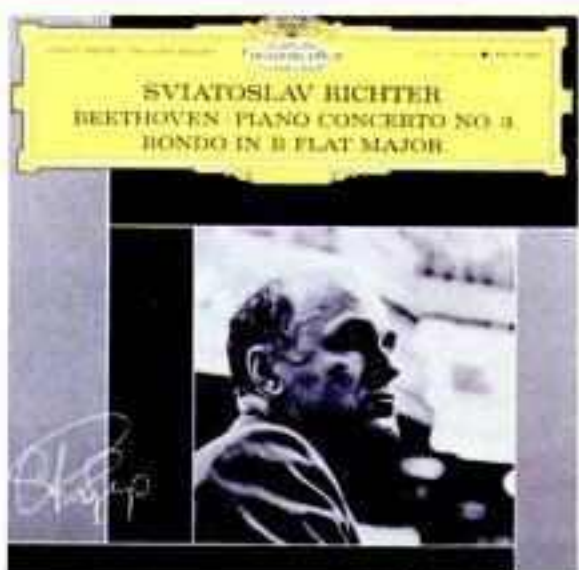
POP SPOTLIGHT
THE FUNNY SIDES OF MOMS MABLEY
Chess LP 1482 (M)

Moms Mabley has hit the album charts any number of times and this album should take her right back up to a good position on the list. Side should be a real winner in r.&b. circles like all the other sets. This one was recorded at the State Theater, Philadelphia.



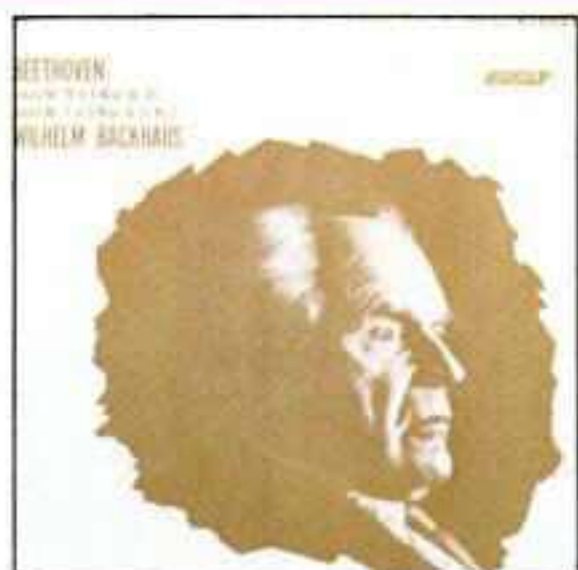
CLASSICAL SPOTLIGHT
A VERDI COLLABORATION
Anna Moffo & Franco Ferrara
RCA Victor LM 2685 (M); LSC 2685 (S)

A slightly new, and very exciting sound, from Anna Moffo as she performs arias from the "dramatic soprano" repertory. She displays some very rich, dark tones, well suited to arias from "Aida," "Otello," "Masked Ball," "Simon Boccanegra" and the rarely performed "Giovanna d'Arco." Franco Ferrara is a superlative interpreter of Verdi.



CLASSICAL SPOTLIGHT
BEETHOVEN: PIANO CONCERTO NO. 3; RONDO IN B FLAT MAJOR
Sviatoslav Richter. Deutsche Grammophon LPM 18 848 (M); SLPM 138 848 (S)

The dynamic Russian pianist's approach to this work is clean, spontaneous and yet unhurried. The concluding Rondo is a pure delight. The Vienna Symphony Orchestra is conducted by Kurt Sanderling.



CLASSICAL SPOTLIGHT
BEETHOVEN: SONATA NO. 28 IN A MAJOR, OP. 101/ SONATA NO. 17 IN D MINOR, OP. 31, NO. 2
Wilhelm Backhaus. London CM 9365 (M); CS 6365 (S)

A magnificent interpretation of each of the Beethoven sonatas. Backhaus is in rare form for these two extravagantly beautiful works. Each is handled with a deft touch, the quality that has made this pianist one of the leading Beethoven interpreters.



CHRISTMAS SPOTLIGHT
THE GLORY OF CHRISTMAS
The Eric Rogers Chorale and Orchestra
London SP 44027 (S)

Beautiful sound is the byword here in a handsomely produced Christmas album that should please the most discriminating, quality-conscious buyer. A big chorus, with a rich full sound is blended with the Eric Rogers ork. such familiar material as Handel's "Hallelujah Chorus," "Greensleeves," "Silent Night" and "Hark, the Herald Angels Sing." A Phase 4 treat.



CHRISTMAS SPOTLIGHT
CHRISTMAS GREETINGS FROM MANTOVANI AND HIS ORCHESTRA
London PS 338 (S); LL 3338 (M)

Mantovani's Christmas Volume 1 album has become a catalog item of substance for London, and this second set can be equally appealing. It has the rich string sound that's the maestro's familiar trade-mark applied neatly to such things as "Jingle Bells," "Deck the Halls," "12 Days of Christmas" and a new one by Mantovani himself, "Christmas Bells." A winner.

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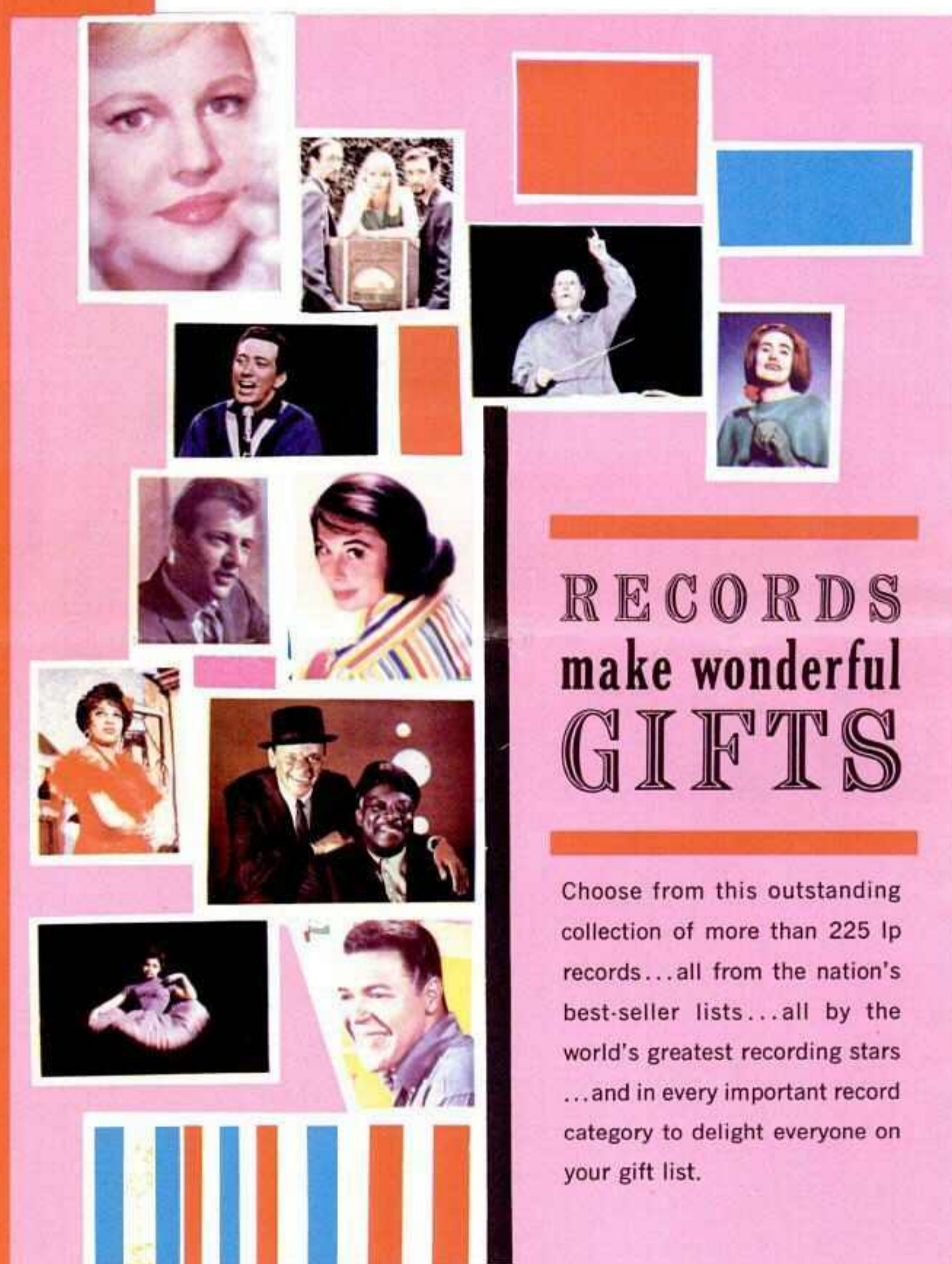
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What's 'Innocent' in Copyright Infringing?

WASHINGTON — A panel discussion of copyright infringement penalties here last week sizzled into some dramatic exchanges between music licensors and broadcasters on the subject of "innocent" infringement of copyright.

In the matter of injunction and seizure of illegal product, the panel of experts studying copyright revision toyed with the possibility that a whole pressing plant making bootleg records might be impounded under the suggested wording in the Copyright Office Report. If juke box performance exemption is ended, a juke box playing an infringing record might be similarly impounded at the court's discretion.

Abeles Takes Issue

Julian Abeles, veteran of hundreds of infringement suits brought for music publishers, took bitter issue with a clause that would let courts excuse innocent infringers altogether or exact only fines below the \$250 minimum damages per item. Maximum statutory damages (available without proof of amount of damage or money gained by infringer) have been raised from \$5,000 in the 1909 law to \$10,000 in the revision. But Counsel Abeles said the "innocents" clause would invite piracy and nobody would have to pay copyright owners.

"Everybody claims to be innocent in copyright infringement suits," said Abeles. The proposed wording makes it so easy to claim innocence that Abeles said it should either provide for a truth serum or truth-machine test—or come out pointblank and say there is no more infringement under the law.

On the other side, rooting for strong wording to protect innocent infringers, were broadcasters Harry Olsson for ABC, who attended the Library of Congress meeting, and Douglas Anello, National Association of Broadcasters, who sent a statement. Praise of the "innocence" clause by broadcasters and by spokes-

men for educators and book sellers touched off angry reports from Herman Finkelstein of ASCAP and John Koshel of SESAC.

Anello Gives Views

Anello said records played by broadcasters did not have to show copyright origin, so broadcasters must go to music licensors. He was easy on ASCAP and BMI, because under their consent decrees they issue network clearance at the source, thus freeing individual affiliate stations from danger of infringement. But Anello took off after SESAC and "any newcomers to music licensing" who were not under consent and not obliged to provide network licenses.

Anello said the smaller and newcomer organizations thus "have a bargaining wedge, and the license becomes an insurance factor, with broadcasters like sitting ducks."

SESAC spokesman Koshel immediately rose to say SESAC does give network clearance licensing at the source. He said his organization, without decree pressure, provides the same variety of licensing, blanket or individual, as the two major licensors. Koshel said an innocent infringer who is really innocent, simply takes out a license when told he's trespassing on copyrights. It's the bad boys who won't negotiate, Koshel says, and the softening clause in the Copyright revision proposal would be "an open door" to their piracy.

Herman Finkelstein gave broadcasters both copyright barrels: If this clause excusing innocent infringer is left in the act, "no broadcaster will ever have to worry about paying a copyright owner." He said broadcasters can look up licensor of copyrighted music on records easily enough. He accused them of profiting on programming records, then "hiding behind innocence" when it comes to paying royalties. If the revised wording goes through, Finkelstein said even the major licensor or-



JACK LINKLETTER, star of TV's "Hootenanny" show, presents his first "Folk Festival," a live concert LP, featuring Les Baxter's Balladeers, the Yachtsmen, Jim and Jean and Chloe, on his own Link label, distributed by GNP-Crescendo (GNP #95). Jack is currently on a national concert tour.

(Advertisement)

ganizations would be unable to win an action.

Put Users on Notice

The ASCAP attorney thinks the law should put users on notice that it is their duty to ascertain if music they use is copyrighted. On his side were also Philip Wattenberg, Music Publishers' Protective Association, who called the easy-off innocent infringer clause "dangerous"; Edward Sargoy, on the Committee for Revision of Copyright of the American Bar Association; John Schulman, veteran music copyright expert; Irwin Karp, Authors League of America, and others.

In the matter of injunctions against infringers, impounding and seizure of illegal copies of copyrighted works, Harold Orenstein, counsel for Cameo-Parkway Records and music publishing interests, said: "If we're going to impound, let's really impound!" He wondered, hopefully, if proposed wording indicated that court's right to order impounding or destruction of copies, plates, molds, machines and "other articles" used to make the bootleg copies might include a whole record pressing plant. Also if juke box performance exemption bill is passed, juke boxes playing infringing records could be seized.

Mrs. Bella Linden, speaking for Broadway producer, author and music publishing interests,

also wondered if perhaps a whole building might conceivably come under the court's impounding. Copyright Office Counsel Abe Goldman said dryly that court discretion was not likely to impound or destroy a whole plant or building. Registrar of Copyrights Abraham Kaminstein ended the conjecture with promise that the wording would be clarified.

A number of the blue ribbon panel, including Edward Sargoy and Philip Wattenberg, criticized the revised law for killing the element of surprise in seizure cases. Under the 1909 law, seizure and impounding can take place as soon as an action is brought. Under proposed revision there could be no seizure until an injunction was issued, giving the pirate time to get wind of it, sell the product and afterward say he sold copies before he was notified of injunction.

For a rarity, no discussion broke out on the subject of copyright for phonograph records, which has managed to get into previous panel meetings.

This heavily argued problem is now in the hands of a special subcommittee of the American Bar Association under Harold Orenstein. The group is studying the if's and how's of limited copyright for records, its duration and extent. Subcommittee findings will have to be passed on up through ABA's special Committee on Revision of Copyright and its top Copyright Committee before recommendations go back to the Copyright Office with ABA full approval.

Every attempt to discuss copyright for recordings has brought broadcasters to their feet in loud protest. The U. S. refrained from signing with 1961 Rome Convention on Neighboring Rights, which would grant members reciprocal rights—"neighboring on copyright" for performances, broadcasts and recordings. Broadcasters particularly objected to a clause that would require payment of performance royalty on records themselves, proceeds to be divided between manufacture and talent. Their objections and others' stood firm even though the Rome treaty would permit any member country to delete this particular clause if it wished.

Other very touchy and hard-

What Is Folk Music?

CHICAGO — "This Is Folk Song," an unusual hour-long program hosted by Roosevelt College's Prof. Robert Cosbey on CBS' WBBM here, took another step into authenticity last week by kicking off the first in a 12-week series dealing with American history as reflected in folk music. The first program was devoted to songs of the colonies and the American Revolution, ordinarily not a period that brings forth great bursts of song from memory, but Professor Cosbey managed to make the time completely pleasant as well as informative.

This reviewer, for example, was not aware that "The Battle of the Kegs" (by Oscar Brandt) was written after the Americans floated kegs of gunpowder down the river blowing up British battle ships, only to have the bewildered British fire their cannons into the water. Nor were we aware that the old standard "Yankee Doodle" (done by Wallace House) was originally sung by the English to lampoon the Americans, and was later picked up by the U. S. troops in one of the time's rare show of humor.

Professor Cosbey is a rare combination of historian and folk musician. His shows have been on WBBM for some five and one half years and have won numerous awards. The current sequence on history is an example of the originality they achieved. Future segments will be devoted to the War of 1812, the clipper ship and covered wagon eras, the Civil War (North and South), and periods featuring the American cowboy, lumberjacks, miners and the railroad.

NICK BIRO

fought issues in present U. S. copyright law revision proposals are the matter of abandoning, modifying or retaining the present compulsory licensing, which permits anyone to record copyrighted music after a first recording, on payment of a statutory fee, and the proposals to revert rights to authors who have made transfer of their copyrights.

CHRISTMAS RECORDS

CHRISTMAS SINGLES

While dealers still report that it is a little early for Christmas product sales, certain singles seem to be jumping out in front of others. Below is a list of the FIVE best selling to date. This chart will run for the next five issues, and as the sales of Christmas singles increase so, too, will the number of best selling Christmas singles reported in this special chart increase in number—all in accordance with sound research practices in terms of sufficient retailers reporting healthy sales on specific records. Heavy Christmas airplay expected after Thanksgiving.

Note: There is every possibility that all new Christmas product has not yet had the time required to be reflected.

LAST POS. WEEK	TITLE, ARTIST, LABEL, NUMBER
1.	— WHITE CHRISTMAS , Andy Williams, Columbia 42894
2.	— LITTLE DRUMMER BOY , Harry Simeone Chorale, 20th Century-Fox 429
3.	— YOU'RE ALL I WANT FOR CHRISTMAS , Brook Benton, Mercury 72214
4.	— JINGLEBELL ROCK , Bobby Helms, Decca 30513
5.	— PLEASE COME HOME FOR CHRISTMAS , Charles Brown, King 5405

CHRISTMAS ALBUMS

It appears that Christmas LP's do not require the radio exposure as do the Christmas singles and LP sales seem to be slightly ahead of single sales to date. Below is a list of FIVE best sellers with other prospects listed in alphabetical order. This chart will be expanded each week in accordance with the sales activity on Christmas LP's and will run for the next five issues as a buying and stocking guide for retailers during this rushed season.

Note: It is very possible that many new Christmas packages have not yet had the full opportunity to be reflected here.

LAST POS. WEEK	TITLE, ARTIST, LABEL, NUMBER
1.	— ANDY WILLIAMS CHRISTMAS ALBUM , Columbia CL 2087 (M); CS 8887 (S)
2.	— MERRY CHRISTMAS , Johnny Mathis, Columbia CL 1195 (M); SR 60837 (S)
3.	— SOUND OF CHRISTMAS , Johnny Mathis, Mercury MG 20837 (M); SR 60837 (S)
4.	— MERRY CHRISTMAS , Bing Crosby, Decca DL 8128 (M); DL 78128 (S)
5.	— LITTLE DRUMMER BOY , Harry Simeone Chorale, 20th Century-Fox TFM 3100 (M); TFL 4100 (S)

OTHER CHRISTMAS LP'S RECORDING SALES

(in alphabetical order)

- Christmas Song, Nat King Cole, Capitol W 1967 (M); SW 1967 (S)
- Christmas Wonderland, Bert Kaempfert, Decca DL 4441 (M); DL 74441 (S)
- Elvis' Christmas Album, Elvis Presley, RCA Victor LPM 1951 (M) and/or LOC 1035 (M); (No Stereo)
- Merry Christmas From Jackie Wilson, Brunswick BL 54112 (M); BL 754112 (S)
- Mormon Tabernacle Choir Sings Christmas Carols, Columbia ML 5222 (M); (No Stereo)
- Season's Greetings From Perry Como, RCA Victor LPM 2066 (M); LSP 2066 (S)
- This Christmas I Spend With You, Robert Goulet, Columbia CL 2076 (M); CS 8876 (S)

THE LONG, LONG, LONG, LONG GREEN

'Mad' Movie a Madcap Item

Record dealers and movie exhibitors had better reinforce their floors and oil their cash registers for the United Artists' film, "It's a Mad, Mad, Mad, Mad World," is gonna put a good deal of the long green in their pockets.

The picture had its world premiere at the Warner Theater in Manhattan Sunday (17) with all the glitter, the glamor, publicity pizzazz and big time personality parade that makes a big time opening. A good many of the show's stars and producer Stanley Kramer were on hand.

The picture has drawn generally favorable reviews and early impetus and promotion has driven the UA sound track onto the new action Top LP chart.

"Mad, Mad, Mad, Mad World" is a madcap three and a half hours that pulls out all the comic stops in the best keystone Kops tradition. It will probably rank as the longest chase sequence put on celluloid.

There's a bit more to the film than just slapstick. Kramer comes through with a grim touch now and then, just to show the tragic side of comedy, but for most of the evening the screen crackles with side-splitting laughter.

Ethel Merman as a domineering mother-in-law, Jonathan Winters as a poor soul-type truck driver with a psychotic touch, Milton Berle, Sid Caesar, Buddy Hackett, Terry Thomas and, of course, Spencer Tracy rank as the standouts from a

cast that includes some 40 top stars.

This mad-nificent group of comedians come through with

great acting performances and the picture must rank as one of the great comedy masterpieces.

JACK MAHER

TALENT TOPICS

SAN FRANCISCO

"The Sound of Music" plays a return engagement in San Francisco at the Curran Theater starting January 27. A different company played at the Opera House last year. . . . Other theater bookings include "Tchin Tchin" and "Seidman and Son," both at the Geary starting January 6 and January 27. . . . The hungry i has announced advance bookings for the next several months. Following its usual Christmas holiday, Limelights member Glenn Yarbrough appears in solo starting December 30, with sound effects specialist Wes Harrison and the Town Criers also on the bill. After four weeks he is to be followed by Sister Rosetta Tharpe and Vicki Frazer, from January 27 through February 23. Then come RCA recording star John Gary with a nine-piece orchestra, and jazz singer Helen Humes. House band at the i continues to be the Eddie Duran Quartet. . . . Saturday's Children, a new folk-singing group based on the San Francisco Peninsula, has recorded a new LP and a single for ABC-Paramount. . . . A new record firm, Cannery Row, has had cutting sessions with the Virgil Gonsalves group, now

playing at the Outrigger in Monterey. Singers are Bob Drough and Alicia Harby. . . . Mel Young opened for an engagement at The Den of the Red Lion in the Holiday Inn, Oakland. . . . Trini Lopez is spending two weeks entertaining at the Off Broadway. . . . Al Simon is playing big band music currently at the Claremont Hotel in Berkeley. . . . Rusty Warren begins an engagement at The Village on the 21st.

MEMPHIS

Julie London, Liberty Records star, and pianist-husband Bobby Troup, wowed them last week at a concert at the University of Mississippi at Oxford. . . . Mindy Carson, in the touring road show, "Mary, Mary," proves to be as outstanding an actress as she is a singer. It played Memphis last week.

Dickie Lee, Memphis State University grad who tried his hand at singing and made it, came back home last week to crown a queen at a department store fashion show and autograph copies of his latest single on Smash label, "The Day the Sawmill Closed Down."

Buddy Bair and his ork with vocalist Elaine Powell closes a successful three-week engagement tonight (30) at Hotel Peabody's Skyway. Don Reid and his ork move in next week for a four-week stay. His singer is his talented wife, Gwen Parke. . . . The Gateway Trio, a folk-singing group from New York, entertained at Memphis State University's homecoming festivities last week.

ELTON WHISENHUNT

HOUSTON

Ray Charles, top recording artist, and his 16-piece orchestra featuring the Raelets have been booked here at the Houston Coliseum for a one-night stand on December 15. . . . Singer Joanne Wheatley and Hal Kanner have opened an engagement at the Shamrock Hilton's International Club. . . . Gene Austin,

(Continued on page 16)

GARNER HITS MIDWEST

NEW YORK—Mercury Records has lined up a special two-week tour of the Midwest for Erroll Garner. The trek was arranged with Martha Glaser, Garner's manager, and will take in leading stations, stores and other appearances to promote the artists "New Kind of Love," LP.

Tour begins next month after Garner has returned on Thanksgiving from his current European tour. The pianist played concerts to packed audiences in London, did the Paladium TV show and as headliner in an Amsterdam benefit show put on especially by Philips. He also toured Italy, France and Benelux countries appearing on TV and radio.

The artist returns to Europe in October of next year and is being booked on a series of concerts in England by Harold Davison. He will tour the rest of the Continent in the fall of 1965. Garner will tour the Far East in Spring of next year. South American offers have also been received and are being discussed for summer of 1964.

TV GUEST APPEARANCES BY RECORD TALENT

NOVEMBER 25-DECEMBER 1
(All Times Eastern Standard)

- MONDAY 25—DELLA REESE
The popular entertainer will be seen on the Tonight Show, starring Johnny Carson (NBC-TV, 11-15-1 a.m.).
- MONDAY 25—JOE WILLIAMS
Blues singer will be featured on the Westinghouse tape-syndicated Steve Allen Show.
- TUESDAY 26—VI VELASCO
The glamorous artist will be featured on the Red Skelton Show (CBS-TV, 8-9 p.m.).
- TUESDAY 26—ROSEMARY CLOONEY
Garry Moore plays host to the talents of Rosemary Clooney (CBS-TV, 10-11 p.m.).
- TUESDAY 26—BARBARA McNAIR, TEDDI KING
Both will be heard from on the Steve Allen Show.
- TUESDAY 26—JAN PEECE
Mel Tenor is scheduled to perform on the Tonight Show. (NBC-TV, 11:15-1 a.m.).
- WEDNESDAY 27—MAHALIA JACKSON, NANCY WALKER
Danny Kaye plays host to the gospel singer and comedienne this week (CBS-TV, 10-11 p.m.).
- WEDNESDAY 27—DOROTHY KIRSTEN, LORNE GREEN
Both will be guests of Johnny Carson on the Tonight Show (NBC-TV, 11:15-1 a.m.).
- WEDNESDAY 27—MEL TORME
The hyper-musical Mel Torme pays one of his frequent visits to the Steve Allen Show.
- THURSDAY 28—McGUIRE SISTERS
Thanksgiving guests on the Jimmy Dean Show (ABC-TV, 9-10 p.m.) include the McGuire Sisters.
- THURSDAY 28—TONY BENNETT, CAROL LAWRENCE, LIZA MINNELLI
Big line-up of talent is scheduled for the Arthur Godfrey Thanksgiving special (NBC-TV, 10-11 p.m.).
- THURSDAY 28—ALAN SHERMAN, JOHN BUBBLES
Both will be seen on the Tonight Show (NBC-TV, 11:15-1 a.m.).
- FRIDAY 29—BARBRA STREISAND, JOHNNY PULEO AND HIS HARMONICA GANG
All will be featured on the Jack Paar program (NBC-TV, 10-11 p.m.).
- FRIDAY 29—PATACHOU
French chanteuse will make infrequent television appearance on the Tonight Show (NBC-TV, 11:15-1 a.m.).
- SATURDAY 30—PEARL BAILEY, PETER NERO
Both will perform on the Jerry Lewis Show (ABC-TV, 9:30-11:30 p.m.).
- SUNDAY 1—PEGGY LEE
Peggy is scheduled to make an appearance on this week's Judy Garland Show (CBS-TV, 9-10 p.m.).

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

ARTISTS' BIOGRAPHIES

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

JOEY POWERS (Amy)

PERSONAL MANAGER:

Artie Wayne, Nebula Enterprises. HOME TOWN: Little Washington, Pa. AGE: 24. Joey, who was born in the same town Perry Como was, was brought to New York four years ago by Como where he produced the John Hills Exercise Show for NBC Television. He had always been interested in singing and songwriting and decided at that time to pursue the business full time. Some of his songs were recorded by the Playmates and Dion DiMucci. Simultaneously, Joey gave instructions in wrestling at Ohio State University. Early this year, he teamed up with Artie Wayne, songwriter, and the result was his big hit single, "Midnight Mary," on Amy Records.

LATEST SINGLE: "Midnight Mary" has been on the Billboard Hot 100 for three weeks, and this week holds position No. 58.



TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

On Wednesday (27) at Philharmonic Hall, a jazz concert will feature Count Basie, Jimmy Rushing and Stan Getz. . . . The Chad Mitchell Trio plays Carnegie Hall for Thanksgiving (28). . . . Bill Monroe and Doc Watson will be on stage at Town Hall Friday (29). . . . Two shows will be given at Carnegie Hall on Saturday (30) of the Hootenanny U.S.A. company. . . . The Clancy Brothers and Tommy Makem play Listner Auditorium in Washington this Friday. . . . King Curtis opens a two-week engagement (27) at the Latin Casino, Camden, N. J. . . . Damito Jo heads up the

ater in Chicago. . . . The Four Freshmen will play the week at the Huddle Embers in Indianapolis. . . . The Angels can be seen at the National Guard at the Palmer House, Chicago, where she'll remain for three weeks.

WEST
Saxophonist Vi Redd opens up at the Sugar Hill in San Francisco (25) for a month-long engagement. . . . Stan Getz opens this Thursday (28) at Shelley's Manne Hole in L. A. for 10 days. . . . Edie Adams appearing in an expensive act

MIDWEST

A first for Barbra Streisand is her one-woman show this Friday (29) at the Arie Crown The-

at the Las Vegas Riviera. . . . Al Martino is at the Magic Inn in Seattle. . . . Anita O'Day in San Jose's Safari Room through December 5. . . . The Grandison Singers will be at the Exodus Club in Denver through Sunday. Pasadena's Ice House offers Paul Sykes for five weeks as of today. . . . Billy Eckstine opens on Thanksgiving at the Flamingo Hotel, Las Vegas, where he'll play through January 7.

CANADA

Headliner at Toronto's Savarin Club this week is Buddy Greco.

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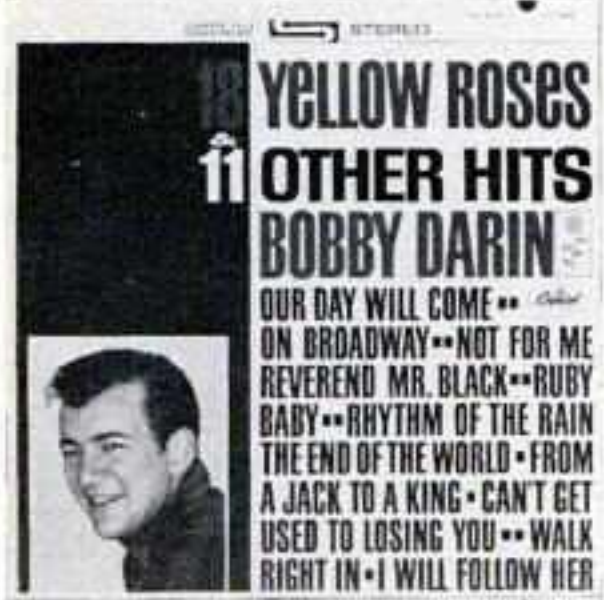
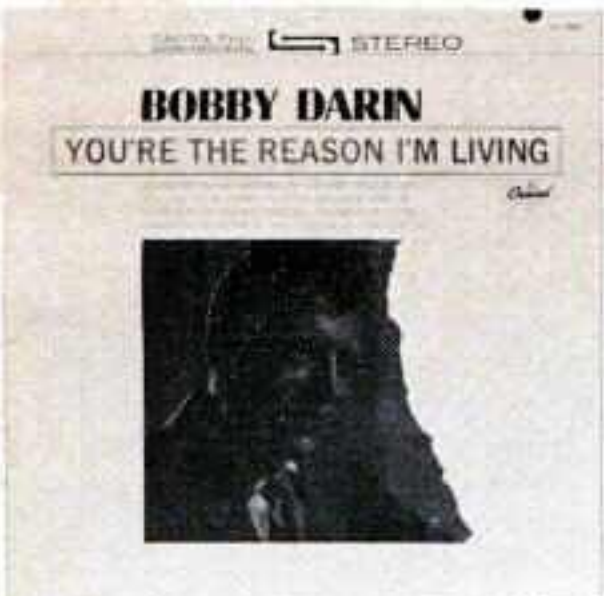
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Diskeries Showing Big Concern Over Role of Rack-Job Firms

By REN GREVATT

NEW YORK—Is the so-called "silent" one-stop or rack-jobbing firm becoming an intolerable facet of the record scene? Record manufacturers, more hard-pressed than ever to make profits hold up despite sales levels that compare well with other years, appear to be increasingly concerned with this factor. So do record retailers who do not have this device for obtaining product at a lower price.

Some retailers, it is known, have set up rack and one-stop structures simply to obtain a better price—the normal 10 per cent functional discount allowed to these entities. It is also known that some disk retailers, unable to crack the firm, year-round price recently established by Columbia, have resorted to purchases from certain rack elements who can afford to share their extra "functional" with a store that wants to make a substantial purchase.

This latter area is one of considerable worry to manufacturers. Even though one, Columbia,

has required from rack jobbers a form indicating the percentage of their business going actually into racks as against that which is strictly retail, it is pointed out that this is a difficult area to police closely. In another case of a big retail user, buying product of a specific label from a rack for his store, it is known that officials of the label declared they would "cut off" the rack jobber responsible. The store in question has now gone to full racking of that label's product.

'Silent' Rack

In connection with the "silent" rack, created specifically to obtain a better price, the saving of which can then be passed on to full retail outlets, one new tool has been developed to curb this kind of "swinging" activity. This is simply a limitation on credit. With many racks operating on a shaky financial position, this gambit can hurt.

While admitting that the rack jobber in his normal operation performs a function, manufacturers are known to be taking a more careful look at the one-stop and the function that he

may serve in order to qualify for the functional. Some find it difficult to determine the function served. It is known that at least two important manufacturing firms have entertained the idea of reducing or eliminating the functional to one-stops. This could well come about after the first of the year, it is predicted. Of particular annoyance is the fact that when a manufacturer or his distributor puts a retail account on a credit hold, the account can often get service from one-stop. This, they feel, must stop.

In general, retailers are doing their best to get a price wherever they can, and many are allowing themselves to be racked on certain lines and are buying direct from racks on others. On the other hand, manufacturers can be expected to take an increasingly hard look at these methods used to get a price. Elimination of functionals where there is seen to be less justification for them, and a crackdown on credit if that will accomplish greater manufacturer control, can be expected to increase.

Varied Reaction

Meanwhile, reaction to the Columbia one-price program continues to be varied, based on one's own vantage point. Racks bitterly attack it, claiming it has cut their business on Columbia way down. On the other hand, more dealers are reporting that they have increased prices on Columbia and have experienced no decrease in demand and sales. Carl Glaser, distributor-racker in Buffalo, says an increase on Columbia and Decca to \$3.25 has meant no loss in business. Graymat in Morristown, N. J., has raised Columbia to \$3.19 without any loss of sales, while Park Records, in Newark has put into effect selective raises in Columbia price, again without hurting.

The fact that more retailers are doing this, not only in the east, but throughout the nation, and are not losing business, is drawing considerable attention from competing manufacturers. Some have privately expressed the opinion that "if they really get away with this, then we'll all have to follow and soon. It will certainly help the profit picture and that needs help."

Fewer Distributions & Bigger Territories in Detroit

By HAVILAND F. REVES

DETROIT—Local area distributors appear agreed that there is a notable trend toward fewer distributors and larger territories. This was voiced, for instance, by John Kaplan, manager of Jay-Kay Distributing Company, now a division of Handleman Company, Kaplan said. "At the present rate the smaller or weaker ones, I feel, will be eliminated. The larger city areas such as Chicago and Detroit will cover more territory. The average manufacturer now has 30-35 distributors—in the next couple of years I think this will go down to 10-15."

Kaplan noted Cleveland experience, with that city becoming a major center for various labels, covering, variously, Buffalo, Pittsburgh, and Cincinnati from Cleveland. This in turn is likely, he says, to raise Cleveland from a 2½ per cent potential (of national distribution) to 5-7 per cent.

Planning Move

Cadet Distributing is planning to move in this direction soon, probably taking on Ohio and part of Indiana. Cadet is also considering Pittsburgh. Partner Harry Levin notes that "Detroit is a key city, and could not be readily handled from Chicago."

Merle Distributing Company, on the other hand, is planning to operate within their present Michigan and northwest Ohio territory, but this firm, which specializes in children's and budget records, is following a policy of seeking more intensive coverage, with more outlets in the same area. This has meant putting their disks in toy stores, children's apparel shops and bookstores.

Noting that various firms are doing well with expanding their territory, Marv Jacobs of Music Merchants, Inc., pointed to the smaller firm's headaches—"At

present we do not have the manpower or facilities to do it properly. It can be done more effectively by a large distributor."

Change of Pace

Diversification is another story, with just about everyone either doing it or contemplating it—but in very different ways.

"We have a distribution facility and could do anything we feel is related to the record industry," says Marv Jacobs. "Anything our men are familiar with and can sell with some enthusiasm," such as books and pre-recorded tapes. This company has tried paperbacks, chiefly in the musical instruction and folk music field, with good results—and in turn opened new outlets for their basic line by the placing of records in some of the stores that started with them as book outlets.

Merle has added the Golden Books (for children and the same salesmen sell both records and books very efficiently. This company is also considering going into such lines as toys and hobby items.

However, a reverse picture is seen by Kaplan, with the trend for record distributors to move out of the record business and into appliances or hard goods lines, for instance.

Cadet, which has a new suburban building and plenty of space allowed for expansion, is planning a move along different lines. "Diversification is a must for us," said Harry Levin. "We are looking for new fields to go into."

"But books, I understand, are even tougher than records."

"I think perhaps musical instruments would be the best—but it is a tough business to get into. The manufacturers protect their distributors in musical instruments—just as much as man-

(Continued on page 16)

SPOTTING DISTRIB TREND

Stories on this page from Detroit, Memphis and Pittsburgh outline the views of distributors in those areas with regard to current trends in the distribution phase of the record business. Distributors air their views on diversifying through rack jobbing and one-stop operations, and the possibility of expanding their territories. In previous issues views of Chicago and Los Angeles distributors were presented.

In Memphis: Expansion Distributions' Name of Game

By ELTON WHISENHUNT

MEMPHIS—Some record distributors are adding more territory and some are adding new labels as the industry appears to be headed in the direction of larger and fewer distributors covering greater geographic areas.

In the past year, for example, Stan Terry, general manager of Record Sales Corporation, said they have expanded into Alabama and west Tennessee as far as Kentucky; and he is working on covering all of Louisiana.

Previously, the company covered Arkansas, Mississippi and most of Tennessee. He has added several labels (a total of 22 now), but says the added territory and labels will not hamper efficiency in servicing accounts.

"Nashville, or Little Rock or Monroe, La., can place an order today and have it tomorrow," said Terry, who ships by bus and truck.

Big Boys

He said "we are carrying more major lines now than ever before. We have added Imperial and Reprise and a couple of minor ones in the past year."

His major labels are Liberty, United Artists, Warner Bros., Duke, Kapp, Atlantic, Imperial and Reprise, with 14 minor ones.

Roger Berkley, manager of Capitol Records factory distributorship (handling only the Capitol and Angel labels) said he sees the trend to fewer and larger distributors covering more territory.

"Capitol recently closed out the independent distributor in Louisville," he said. "They increased the Cincinnati and Memphis territory. I have just taken over 11 counties in Kentucky. Our territory also includes 90 per cent of Arkansas, the northern half of Mississippi, northern third of Alabama, all

of Tennessee except Chattanooga and Knoxville, one third of Kentucky and the tips of Illinois and Missouri."

Berkley sees a changing trend to fewer but larger distributors because:

"Some of the smaller distributors are being undercut by the record company shipping into their territory. Some independent record companies will sell direct to large volume dealers as cheap or cheaper as they will to their own distributor. They do it to make a big sale—anything to move the merchandise."

"This puts the distributors in competition with the record company they represent."

Travel a Lot

Berkley has only two men covering the large territory he has and says he is "equipped to handle" the expanded territory. He said his men travel a lot and they have to constantly check the map and re-route his salesmen frequently to see that every account is contacted.

He said it is "difficult to do because there is so much territory," but it gets done.

The spot check survey among several distributors disclosed that none are diversifying into the rack or one-stop fields and none are adding non-record lines, such as paperback books.

Leon McLemore, manager of Music Sales Company, has not expanded his territory, has not added new labels in the past year. He handles about 50 altogether. His major ones are ABC-Paramount, Command, Roulette, Vee Jay, Cadence and Disneyland.

He, too, thinks the trend is toward fewer distributors covering larger territories. He said he has noticed this is true primarily of the major labels.

Charles Smith, manager of record division sales of McDonald Bros., Inc., which handles RCA Victor, Mercury, London,

(Continued on page 16)

Pitt Distributions Decide to Stand Pat

By LEONARD MENDLOWITZ

PITTSBURGH—Record distributors in this area are not broadening their territories, according to Nick Cenci of Fenway Records. He declared "We have enough to handle accounts in our own area without moving into other spots."

They are also not entering the rack and one-stop fields generally, though Fenway, Hamburg Bros. (RCA Victor record distributors) and Bill Lawrence, Inc., are in that operation today. Fenway recently opened the Regal One-Stop since the Decca, Dot, Cosnat and Mercury branch offices have closed here, with service now stemming from Cleveland.

Though quite a few companies handle record accessories

in addition to phonographs, batteries, radios and transistors, only the National Record Marts, the largest dealer chain in this area, sell such items as paperback books. Sam Shapiro, head of the National Record Marts, has installed the books in a dozen of the company's stores, including its main store on Forbes Avenue.

Cenci and several others feel that they are more interested in satisfying their customers than in spreading their territories and adding diversions. Cenci asserted:

"I know a few dealers who feel they would rather run short on merchandise than call Cleveland and have to wait at least three days before delivery, especially in the small town markets. They know that by making a local call to us, they can ex-

pect delivery either the same day or at the most, the next day."

He placed many of the ills of the industry today directly at the feet of the manufacturers, citing that some labels only hurt themselves through no local representation.

Dick Bethel, Capitol branch manager, pointed out that his company still has faith in Pittsburgh's record distributorship and reversed the general trend by closing its Cleveland office. That territory is now being serviced out of the Pittsburgh branch.

Most local distributors are carrying about the same number of lines as they did a year ago, although the smaller labels often switch from one independent distributor to another.

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"SOMEWHERE"

P-891

THE BIG ONES ARE ON CAMEO/PARKWAY

Fewer Distributions & Bigger Territories in Detroit Area

• Continued from page 14

ufacturers do not protect them in the record business."

Moving into the fields of one-stops and rack jobbing is variously viewed also. "This is difficult for the smaller distributor," Jacobs believes. "It makes a great deal of sense, but the requirement of additional personnel and capital makes it easier for the established large distributor to weather the break-in period necessary in any new business."

"The distributor is qualified by experience to go into the rack and one-stop business more readily than someone who does not have record merchandising knowledge."

'Racks a Must'

"There is no alternative but for distributors to go into the rack business, with Handleman, a rack jobber, going into distributing," says Levin. "The same is true with the one stops—they definitely go with the rack business."

A quite divergent position is taken by Schneider—"I wouldn't be a rack jobber or a one-stop. Their days are numbered with the advent of Korvette-type operations."

"But we might buy a few established retail record stores. It's better to be a retailer than a distributor today if you know how to operate—the prices are better for the retailer today."

"We have also gone into 'cut-out' business from record undertakers as well as buying the stock of retail stores that go out of business. There is more money in the cut-out business than in distributing—but you

have to know where there are outlets."

Looking ahead, Kaplan predicts: "In the future I foresee a distributor will almost have to have rack jobbing. I think there will be mergers or combinations of the two fields."

"A distributor must have his own outlets today, or he will not be able to meet manufacturers' allocations. It is almost a must for a distributor to become a rack jobber or vice versa. It is happening in San Francisco and Seattle, for instance."

Generally, distributors feel, such broadening in several directions need not mean lowering the standards of service to retail outlets. "We are equipped to handle 10 times the amount of business we are doing and still give the same service. It is just a matter of good management planning," according to Levin.

"The distributor can always add more salesmen in an area where he is growing," Schneider noted, warning that "there is also such a thing as over-serving the dealers."

Jacobs analyzes it—"If you expanded in an intelligent manner, it would mean no decrease in service. If you are merely picking up additional volume by going into other markets with the same sales personnel, it would mean difficulty. In other words, it would require the addition of well-trained personnel."

Holding Line

While some firms have held their record labels to almost precisely the same number for about the past year, there appears to be a minor but significant trend toward diversification in labels as well. Merle Distributing Company, for instance, now has 40 lines—up from 25 a year ago. But these are mostly small lines producing only a small number of singles per year. Cadet, which has about 35 labels, has added two—Warner Brothers and Philips. Major lines have generally remained fairly unchanged here. Jay Kay is another firm that has added lines, but at the same time expanded the sales force, because, as Kaplan explains, "It means shorter gross profit but more volume to compensate."

IN LOS ANGELES

Oscar Brown Brings Down House

Oscar Brown Jr.'s main attributes are his bouyant animation and infectious humor. At the newly opened Hootenanny Club in Canoga Park, a suburb of Los Angeles, Brown literally brought a packed house down with his witty tunes and rambling stage antics.

And when he went into his signature tune, "Hallelujah," with the Floyd Morris Trio providing a gospelish backing, Oscar was happiness personified.

Drawing his material from his own bag of original tunes, Oscar bade a vocal tribute to his Chicago home town with "Call of the City" and "Summer in the City." Oscar has cleverly learned that to sock a song across in the most powerful manner, he must create a dramatic production for each tune, meaning that to hear Oscar Brown Jr. one also sees him in action. There isn't a movement when he stands still delivering lyrics. With his eyes glaring and his face spread wide with an impish grin, Oscar proves as loose and as attractive as a bouncing puppet on a string . . . with one exception, there

27 JAZZ FOLK HAIL CRYSTAL

NEW YORK—Twenty-seven top performers from the world of jazz will be on hand Sunday (8) for a jazz tribute to the late Jack Crystal.

The Musicians Aid Society is sponsoring the benefit with the Central Plaza, 11 2d Ave.

Among those slated to perform: Jonah Jones, Henry Red Allen Jr., Dukes of Dixieland, Eddie Condon, Max Kaminsky band, Charlie Shavers, Tyree Glenn, Conrad Janis, Ray Bryant, Teddy Wilson, Cozy Cole, the Village Stompers, Gene Krupa, Willie (The Lion) Smith, Wilbur De Paris band, Lou Metcalf Quartet, Wild Bill Davison, Jim and Marian McPartland.

Special guests will be the Southampton Dixie, Racing and Clambake Society Jazz band.

Old Songs Singing on Charts

• Continued from page 1

the Sunliners versions of "Rags to Riches" (No. 54 this week), a hit for Tony Bennett some years back. Also on an upward swing is the familiar "Unchained Melody," by Vito and the Salutations, a New York-styled rock version, incidentally, which bears no great resemblance to the song as it used to be performed in soulful, ballad fashion by Al Hibbler and others.

There is good, old song action on the Bubbling chart as well. For example, there is "Swanee River," perhaps as old a standard as can be found in the current pot, this time done by saxist Ace Cannon on the Hi label.

The prominent British diskier, Cliff Richard, is also in the pop grab-bag with a standard, "It's All in the Game," on Epic. This was a hit for Tommy Edwards on two different occasions. Fats Domino, now on ABC-Paramount, has a current release from the Imperial vaults, and it's getting action. This one is "I Can't Give You Anything But Love." Finally, on the Bubbling list, there is "Heartaches," done Dixie style by another Britisher, Kenny Ball, and his band. Only recently, a newer standard, "I Could Have Danced All Night,"

In Memphis: Expansion Distributions' Name of Game

• Continued from page 14

Smash, Colpix and Monument, used to carry RCA only.

Added Labels

The company has added the labels mentioned above in the past few years and also recently added in territory the Nashville area. Smith now covers Arkansas, the boot heel of Missouri, seven counties in Kentucky, north Mississippi and Tennessee up to Nashville on some labels.

Smith says he can serve the territory, even the additional accounts taken on, as efficiently as he did the territory before it was expanded.

"There is not much increase in overhead in handling the six labels we have now, compared to when we had only RCA Victor," he said. "We can handle all the accounts we do with the

six labels with about the same personnel."

Smith said he notes this trend in industry:

He used to service the big Sears, Roebuck & Co. store here. He doesn't any longer. Now Sears buys direct on a large volume basis from Chicago and Atlanta.

But Smith has taken on these new accounts, all stores of the discount house type: Dixiemart, Big M Stores, Zayres. Smith notes there are more outlets to sell to in the territory than a year ago.

Jane Friedmann CRI Manager

NEW YORK — Jane Friedmann has been promoted by CRI International to the post of manager, classical artists and repertoire, according to Harvey Schein, vice-president and general manager.

Miss Friedmann joined Columbia Records in 1954 in sales and later served as administrative assistant of Epic Records. Since 1958, she has been in charge of Epic classical a.&r. She will now be responsible to Schein for recommending classical material produced by CRI for use by overseas affiliates and by the same token, for recommending overseas product for release in the United States. She'll also be involved in CRI classical artists relations, liaison with creative services and servicing of subsidiaries and licensees and promotion and manufacturing materials.

Noel Coward Stuff In Ballard Act

NEW YORK — When Kaye Ballard opens at the Persian Room at the Plaza Hotel this Wednesday (27) she will include in her act two songs from the Noel Coward Musical, "The Girl Who Came to Supper." Coward has given Miss Ballard special permission to perform "Here and Now" and "I Remember Him," prior to the Broadway opening. In addition, she has already recorded both for Roulette Records.

NEW YORK — Don Gabor, president of Palace Records, who just released a 99-cent album called "The Singing Nun's Song," by Le Choeur des Enfants de Montmartre, reports that he couldn't "get the disks out fast enough."

MARKS MUSIC TAKES 'LILLI'

NEW YORK — "Lilli" Marlene, a popular song among the GI's of many nations during World War II, has become the exclusive property of E. B. Marks Music, for the United States and Mexico, according to Herbert Marks, president. Until recently, the song had been controlled by the Alien Property Custodian, who had licensed the composition to several publishers, including Marks. When the song, written by Hans Leip and Norbert Schultze, reverted to peacetime status, Joseph Aulander of Marks, during a trip to Berlin, concluded a deal with the publisher there, Apollo-Verlag for the U. S. Mexican rights.

Philips Gets Clanton

CHICAGO—Jimmy Clanton, perhaps best known for his 1960 million-seller, "Just a Dream," was signed by Philips Records last week. The artist is currently touring with the Dick Clark concert.

Clanton's first disk for Philips, "Red Don't Go With Blue," is due this week. Some past Clanton hits include "Venus in Blue Jeans," "Another Sleepless Night," "My Own True Love," "Letter to an Angel" and "Darkest Street in Town." Clanton also wrote "Just a Dream," and has written and recorded a number of his own tunes.

Dot Man Says:

• Continued from page 3

separating the U. S. from Europe," he says.

While Americans may just be discovering this musical chauvinism, Europeans are starting to worry about whether discounting will establish itself there. "While Europeans have their governments on their sides to control prices," Bailey said, he did note that the nearest thing to all out price cutting took place in Italy.

Typical prices in Europe are \$5 for an LP and over \$1 for a single. Album sales comprise only 15 per cent of the total European biz Bailey informed.

ELIOT TIEGEL

Robertino Bow

NEW YORK—Another Italian artist tries to dent the American concert market when Robertino makes his American singing debut at Carnegie Hall December 1. Robertino records are released on Kapp here and his album "Italiano" has been on the Top LP chart for some time. He will tour the U. S. and Canada for two weeks following the Carnegie Hall opener.

TALENT TOPICS

• Continued from page 12

whose 86 million record sales ranks him as the industry's all-time top artist, has opened a two-week engagement at the Tideland Club. Also on the bill is Marge Cameron. In addition to being a top recording star, Austin is also a noted composer.

Singing star Jane Powell will head a variety entertainment bill called "Just Twenty Plus Me" in the Music Hall on January 31. Laurindo Almeida will also appear on the program to play guitar background. The Top Twenty were once a fixture on the Ernie Ford show. . . . The Hamlet Cabaret Theater is shifting its emphasis to film screenings, with plans to stage its "Slices of Life" revue on Friday and Saturday nights only. The film "Lust for Life," which opened the theater's venture into the film business, is being shown five times daily starting at 1:30 p.m. with the last two performances omitted on the nights the revue is presented. The theater is using a 16-mm. projection system with a CinemaScope screen. . . . Fran Warren, a singer who has six million selling records to her credit, will make her first local appearance in the "Galaxy of Stars" show November 27 in the Coliseum. Glenn Miller orchestra with Ray McKinley and comedian Henny Youngman complete the bill.

Robert Clary has been signed for a two-week engagement at the Statler Hilton Hotel Empire Room opening November 21. . . . Folk song and country artist Johnny Cash, the recording star, has been booked for a November 23 appearance at the Sportatorium.

JUST TUNED MY CAR NOW SHE REALLY PEELS,
 A-LOOKIN' REAL TUFF WITH CHROME-REVERSED WHEELS;
 MY BLUE CORAL WAX-JOB SURE LOOKS PRETTY,
 GONNA GET MY CHICK AND MAKE IT OUT TO DRAG CITY.

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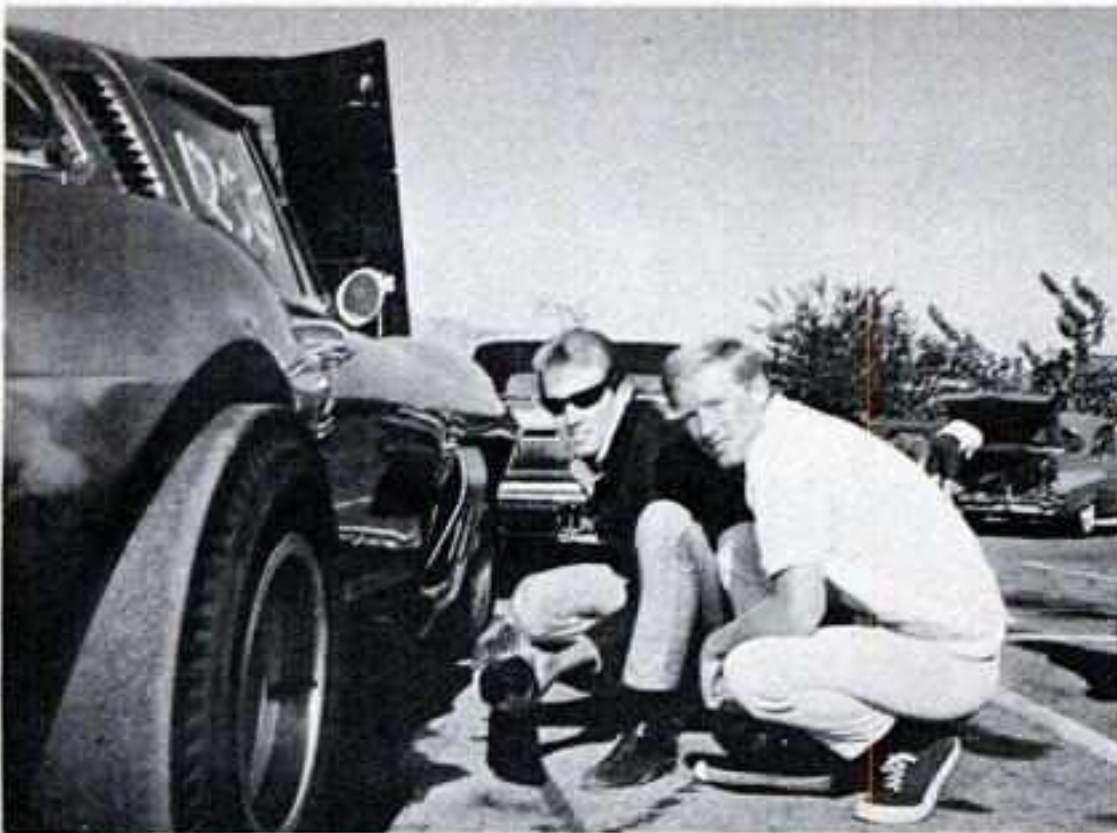
DRAG CITY

b/w SCHLOCK ROD

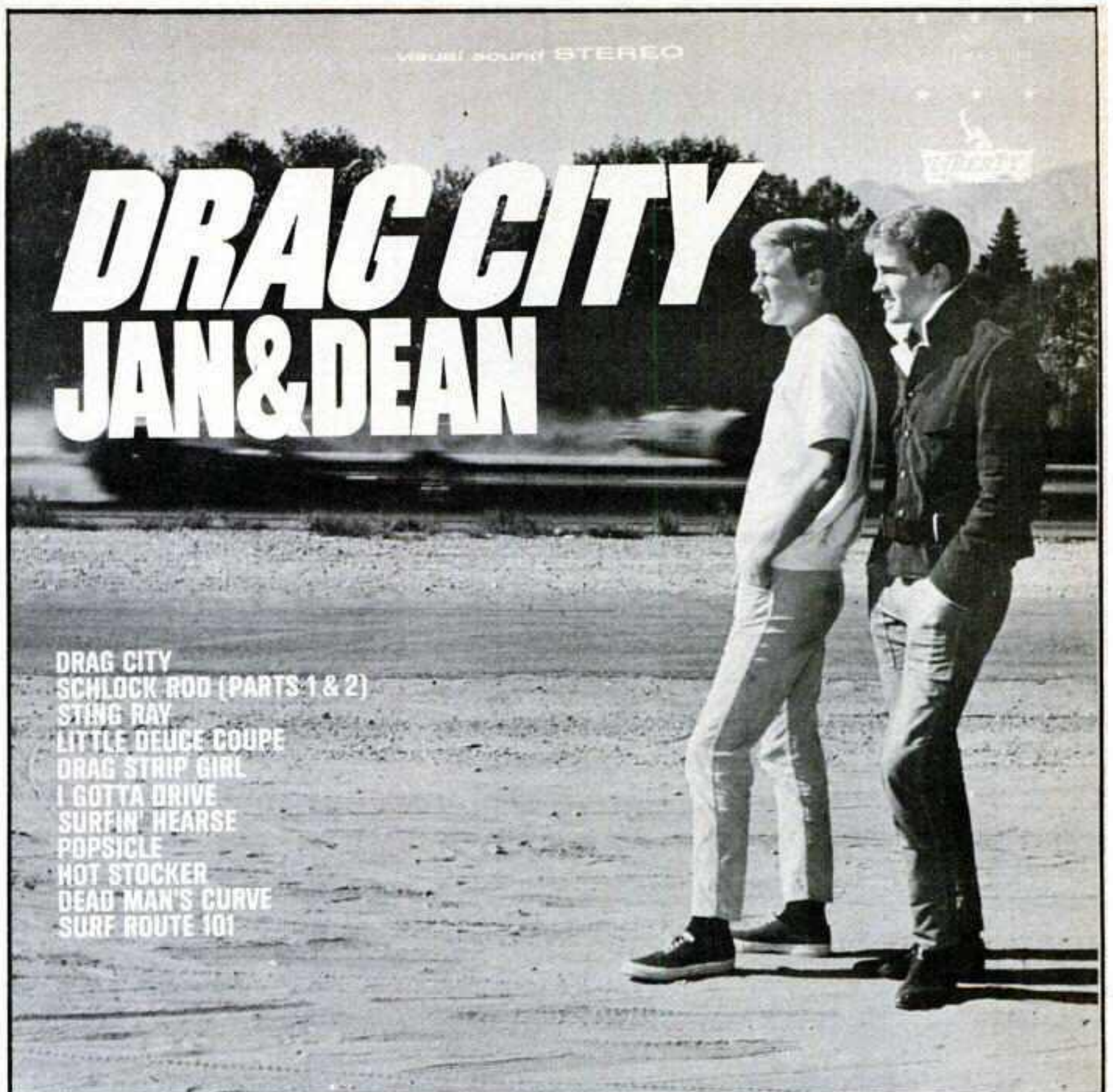
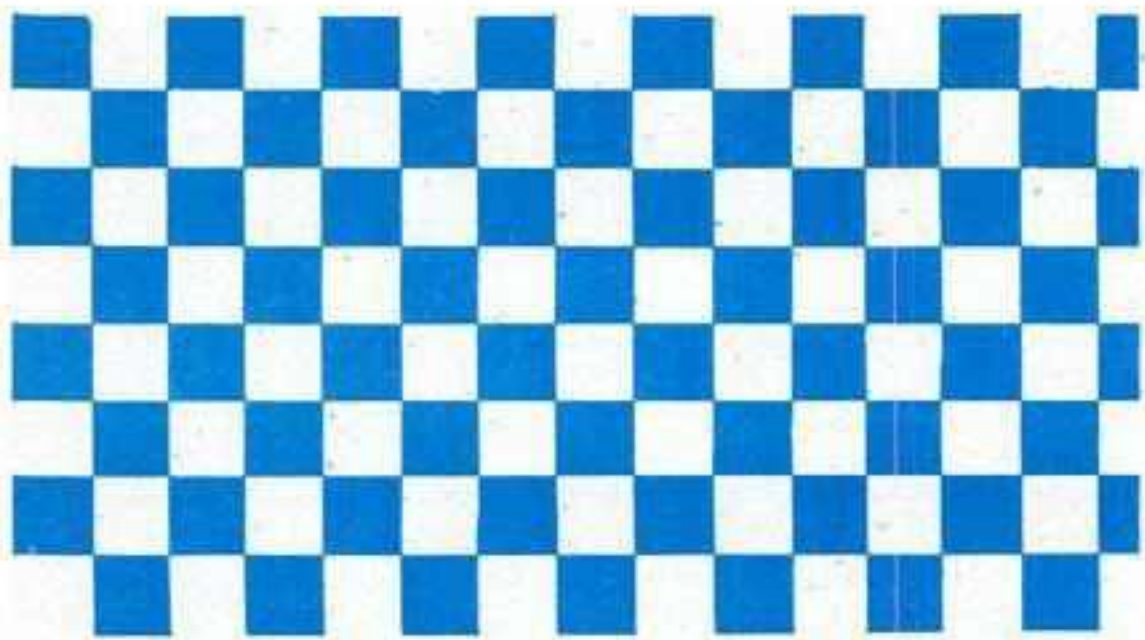
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DRAG CITY
 SCHLOCK ROD (PARTS 1 & 2)
 STING RAY
 LITTLE DEUCE COUPE
 DRAG STRIP GIRL
 I GOTTA DRIVE
 SURFIN' HEARSE
 POPSICLE
 HOT STOCKER
 DEAD MAN'S CURVE
 SURF ROUTE 101

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SEASON'S BIGGEST CHRISTMAS SINGLE



Christmas Picks

"DO YOU HEAR WHAT I HEAR" (2:54)
[Valleydale BMI—Regney, Shayne]

"THE LITTLE BELL" (2:35) [Valleydale BMI—Regney, Shayne]
THE VALLEY YOUTH CHORALE (Felsted 8693)

The Felsted label could have the leading Xmas deck this year with a wonderful reading by a kiddie chorus of a charming song, "Do You Hear What I Hear," comparable in its distinctiveness to "Little Drummer Boy," the established Yuletide number. Boys deftly make chimes sound on the flip portion.

The Valley Youth Chorus

DO YOU HEAR WHAT I HEAR

B/W

The Little Bell

FELSTED - 8693

Hot from

THE AMERICAN
LONDON GROUP

The Ran-Dells

SOUND OF THE SUN

CHAIRMAN — 4407

Jimmy Soul

I HATE YOU BABY

B/W

Change Partners

S.P.Q.R. -3314

The Good Girls

I'M IN THE MOOD FOR LOVE

COUNSEL — 1300

Hot from LONDON
RECORDS

The Bachelors

WHISPERING

9623

Mantovani

THE BOWERY

B/W

Take The "A" Train

9626

From the hit musical "Ballad For Bimshire"

Jimmy Randolph

SILVER EARRING

B/W

My Love Will Come By 5204

COUNTRY MUSIC



GETTING THEIR FIRST GLIMPSE OF HOLLAND upon their arrival at Schiphol Airport in Amsterdam is Connie B. Gay's "Town and Country" show cast, presently fulfilling an 18-day stand at the U. S. Food and Agriculture Exhibition there. Left to right: Benny Simpson, Flip Bacher, Dub Howington, Bobbi Staff, Katherine Comas Gay, Obrey Wilson, Connie B. Gay, W. E. (Lucky) Moeller, Guy Willis, Vic Willis, Skeeter Willis, Don West, Fuzzy Groves, Fred Benko and Marvin West.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Willard L. Earle, who spins the wax on WELD, full-time country station at Fisher, W. Va., puts in a plea for programming material. . . WTID Radio, Norfolk, Va., has acquired the services of a fem country deejay in the person of Ann Smith, who airs her show from 9-11 each morning. Ann formerly had her own pop programs on WWIL, Fort Lauderdale, Fla., and WNOR, Norfolk. . . Rocky and Hal are spinning c.&w. wax from 10:30 a.m. to 4:30 p.m., six days a week, over KOQT, Bellingham, Wash. In addition, the lads are taping their deejay seg, "The Rocky and Hal Show," for syndication in the U. S. and Canada. The boys assure that any records sent them will receive boucoup air play.

Hill (Windy Hill) Mathis type-writes from Juneau, Alaska: "I'm writing you for some good c.&w. material. I have the only c.&w. show in Southeastern Alaska (the Panhandle), and we need material badly. And don't think we can't do anything with it, either! Juneau is the capital of Alaska and the population in the immediate area is about 15,000 people. We also have a large listening audience in the various Indian and fishing villages nearby. The show is heard every Saturday night from 6:30 to midnight. I've had similar c.&w. shows on stations in Sitka and Anchorage and this type of music is popular everywhere in Alaska. This is from the boy who escorted Ray Price to a fish hole on the edge of town where he caught his first king salmon in 1958, while Johnny Cash and the Tennessee Two took an expensive plane ride, overturned their boat and didn't do so well."

Marty Martin, of Station KATN, Boise, Idaho, offers deejays a copy of his new Anvil release, "Hootenanny Santa" b.w. "All I Got for Christmas Was a Broken Heart." Write Marty on your station letterhead to Ustick, Idaho.

Country deejays needing spinning material are invited to write to the following for jock samples: Slim Williamson, Yonah Music, Inc., P. O. Box 425, Louisville, Ga.; Del Reeves, P. O. Box 73, Nashville, and George Frank Jr., Novart Records, 202 Kent Street, Rochester, N. Y. Williamson and Reeves have an assortment of new releases, and Frank is plugging a new platter by the Catalinas. When writing use your station's letterhead.

David Olsen, now in his third year of monitoring the country turntable at WNWC, Arlington Heights, Ill., phones in to say that the station, which currently is sending out four hours of c.&w. music daily, boosted its country music time to 12 hours daily, beginning November 18. The added time, Olsen says, will put a strain on his country library, and he asks for aid from the artists and diskeries to build the station's country repertoire. Incidentally, WNWC, which covers a vast Chicago area, is owned by Bob Atcher, of "National Barn Dance" fame.

Bill Franklin, of WKWS, Rocky Mount, Va., writes: "We have trouble getting records to play on our country music outlet. It's up to the guys and gals of country music to get their copies to me. I'll be more than glad to push them. However, I'm not asking them for a one. I can always return to my 'Precious Jewel' rendition by Roy Acuff. There are a lot of deejays riding in my boat. The station won't buy records, and I'm not going to, but if I can get them for free, I'll wear 'em out spinning them."

Bob Clark, of WEXL, Detroit, reports that the station is experiencing great success with its around-the-clock country music format. Currently there are over 23,000 members in the station's Country Club, Clark says, with more coming in each day. New addition to the WEXL air staff is Bill Mobely, formerly head of the station's promotion department. . . Jim Nesbitt has moved from Manning, S. C., to WJOT Radio, Lake City, S. C., where he's spinning five and a half hours of country music daily. Jim says he needs records badly. . . Will Shaner is now with KFTM Radio in Fort Morgan, Colo.

Jerry Howard, of WFIS Radio, Fountain Inn, S. C., programming three hours of country music daily, writes that the items keeping the phone board busy these days are Roy

(Continued on page 34)

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 11/30/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	LOVE'S GONNA LIVE HERE 11 Buck Owens, Capitol 5025	11
2	5	MOUNTAIN OF LOVE 7 David Houston, Epic 9625	7
3	3	COWBOY BOOTS 9 Dave Dudley, Golden Ring 3030	9
4	4	TALK BACK TREMBLING LIPS 24 Ernest Ashworth, Hickory 1214	24
5	2	8 X 10 15 Bill Anderson, Decca 31521	15
6	8	NINETY MILES AN HOUR (Down a Dead-End Street) 6 Hank Snow, RCA Victor 8239	6
7	7	THE MATADOR 4 Johnny Cash, Columbia 42880	4
8	11	500 MILES AWAY FROM HOME 6 Bobby Bare, RCA Victor 8238	6
9	9	THOSE WONDERFUL YEARS 4 Webb Pierce, Decca 31544	4
10	10	THANKS A LOT 10 Ernest Tubb, Decca 31526	10
11	6	MAKE THE WORLD GO AWAY 17 Ray Price, Columbia 42827	17
12	13	YOU COMB HER HAIR 21 George Jones, United Artists 578	21
13	17	TELL HER SO 11 Wilburn Brothers, Decca 31520	11
14	15	I CAN'T STAY MAD AT YOU 8 Skeeter Davis, RCA Victor 8219	8
15	18	WILD, WILD WIND 4 Stonewall Jackson, Columbia 42846	4
16	12	FADED LOVE 12 Patsy Cline, Decca 31522	12
17	14	CALL ME MR. BROWN 10 Skeets McDonald, Columbia 42807	10
18	20	SOMEBODY TOLD SOMEBODY 2 Rose Maddox, Capitol 5038	2
19	-	BEGGING TO YOU 1 Marty Robbins, Columbia 42890	1
20	21	RING OF FIRE 26 Johnny Cash, Columbia 42788	26
21	22	YOUR BEST FRIEND AND ME 8 Mac Wiseman, Capitol 5011	8
22	23	HAPPY TO BE UNHAPPY 16 Gary Buck, Petal 1011	16
23	26	HEART, BE CAREFUL 9 Billy Walker, Columbia 42794	9
24	-	IF THE BACK DOOR COULD TALK . . . 3 Webb Pierce, Decca 31544	3
25	25	BEFORE I'M OVER YOU 3 Loretta Lynn, Decca 31541	3
26	30	TROUBLE IN MY ARMS 4 Johnny & Jonie Masby, Columbia 42841	4
27	29	I WISH I WAS A SINGLE GIRL AGAIN . 3 Jan Howard, Capitol 5035	3
28	16	WE'VE GOT SOMETHING IN COMMON 6 Faron Young, Mercury 72167	6
29	-	LET ME OFF AT THE CORNER 1 Dottie West, RCA Victor 8225	1
30	-	WHAT'S IN OUR HEART 1 George Jones & Melba Montgomery, United Artists 635	1

COUNTRY MUSIC CORNER

By BILL SACHS

Liberty Records artist Joe Carson takes his new Western swing band into the Golden Nugget, Las Vegas, January 23. Carson will present his single turn in Baton Rouge, La., November 28, and Dallas, November 30, and will be joined by the band for a stand at Bandera, Tex., December 7. Hitt Attractions, Dallas, is doing the booking. . . Leon McAuliff and his swingin' Western band were in Nashville Monday (25) for another session for Capitol Records. New on the McAuliff roster is drummer Speedy Young, until recently, house drummer with Wynn Stewart at the Nashville-Nevada Club in Las Vegas. The McAuliff itinerary for the next two weeks takes the band to Western Way Club, Hattiesburg, Miss., November 26; Auditorium, Pensa-

cola, Fla., 27; Auditorium, Baton Rouge, La., 28; Bamboo Inn, Enid, Okla., 29; Cimarron Ballroom, Tulsa, Okla., 30; KRNT Theater, Des Moines, Ia., December 1; Golden Spur, Waukeet, Ia., 2; Farmer's Daughter, San Antonio, 6; Regan Ranch, Stafford, Tex., 7; Saddle Club, Chickashaw, Okla., 10; Cimarron Ballroom, Tulsa, Okla., 11; Maverick Club, Corpus Christi, Tex., 13, and the American Legion Club, Navasota, Tex., 14.

Jimmy Martin, Decca artist, is mourning the passing of his mother, Mrs. Sarah Johnson, who passed away following a heart attack in Sneadville, Tenn., November 17. . . December bookings for the Andy Doll band, regulars on Station KOEL,

(Continued on page 34)



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Joe Carson

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then

"SIX DAYS ON THE ROAD"

then

"COWBOY BOOTS"

and now . . .

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b/w
EVERYBODY LOVES SOMEBODY
Jamie 1265

A NEW RHYTHM 'N BLUES SMASH SINGLE

EXTRA



Guyden 2088

I Want Her to Love Me

The LARKS

J/S Jamle/Guyden Dist. Corp. Phila. 21, Pa.

Chi Goes All Out for 'The Victors'

NEW YORK—A major promotion and sales effort has been launched by Colpix Records on behalf of its latest sound track package, "The Victors," according to Walt Maguire, vice-president and general manager.

Colpix staffers, including national promotion manager, Danny Davis, and Bob Rosen, special projects director, will take to the road in visits to distributors, key retailers and deejays. Following earlier specially called sales meeting with East Coast and West Coast distributors, a Midwest distributor session is to occur shortly.

Part of the exploitation campaign involves a single by Jane Morgan, released last week, including two songs from the film. Later this month, an LP entitled "Jane Morgan Serenades the Victors," will be issued. Previously an extensive mailing was made promoting the sound track album. Special calendars and pocketbooks were also part of the campaign.

Bing on 3 Reprise LP's

HOLLYWOOD — Bing Crosby will be represented on three forthcoming Reprise LP's: "Bing's Polynesia" and two of the four Repertory Series packages, "Guys and Dolls" and "South Pacific."

Sonny Burke, a&r chief for Reprise, explained that Reprise

BREAKOUT ALBUMS

NO NATIONAL BREAKOUTS THIS WEEK

★ **NEW ACTION LP's**

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

MARIA ELENA . . .
The 50 Guitars of Tommy Garrett, Liberty LMM 13030 (M); LSS 14030 (S)

TODAY'S ROMANTIC HITS—FOR LOVERS ONLY . . .
Jackie Gleason, Capitol W 1978 (M); SW 1978 (S)

JOSE JIMENEZ IN JOLLYWOOD . . .
Bill Dana, Kapp KL 1332 (M); KS 3332 (S)

MAKE THE WORLD GO AWAY . . .
Timi Yuro, Liberty LRP 3319 (M); LST 7319 (S)

IT'S A MAD, MAD, MAD, MAD WORLD . . .
Sound Track, United Artists UAL 4110 (M); UAS 5110 (S)

BRANDENBURG GATE: REVISITED . . .
Dave Brubeck Quartet With Ork, Columbia CL 1963 (M); CS 8763 (S)

BLOWIN' IN THE WIND . . .
Arthur Lyman, Life 1014 (M); SL 1014 (S)

TAKE TEN . . .
Paul Desmond, RCA Victor LPM 2569 (M); LSP 2569 (S)

RETURN OF THE GUNFIGHTER . . .
Marty Robbins, Columbia CL 2072 (M); CS 8872 (S)

JUDY HENSKÉ . . .
Elektra EKL 231 (M); EKS 7231 (S)

MONGO AT THE VILLAGE GATE . . .
Mongo Santamaria, Battle BM 6129 (M); BS 96129 (S)

HOT ROD CITY . . .
Various Artists, Vault LP 104 (M); (No Stereo)

HERBIE MANN LIVE AT NEWPORT . . .
Atlantic 1413 (M); SD 1413 (S)

DONNA THE PRIMA DONNA . . .
Dion DiMuci, Columbia CL 2107 (M); CS 8907 (S)

THE V. I. P.'S . . .
Sound Track, MGM E 4152 (M); SE 4152 (S)

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

IT'S TOO LATE . . .
Wilson Pickett, Double L DL 2300 (M); SDL 8300 (S)

TREASURY OF GOLDEN HITS . . .
Sammy Davis Jr., Reprise R 6096 (M); R9-6096 (S)

was working with a flexible plan for Crosby releases in as much as Der Bingle was not under exclusive contract to the label. Crosby recently announced he would also actively cut for Capitol as part of a deal negotiated a while back.

• **ALBUM REVIEWS**

• *Continued from page 9*



SPOKEN WORD SPOTLIGHT
STRANGE INTERLUDE (5-12")
The Actors Studio Theater
Columbia DOL 288 (M); DOS 688 (S)

Here is Columbia's second major dramatic effort in recent months, following the earlier complete "Virginia Wolff" set. "Strange Interlude" is one of a planned program of recording the entire Eugene O'Neill repertoire, and certainly it's one of the most ambitious, considering the length, weight and scope of the play. This brilliant cast, directed by Jose Quintero, includes Betty Field, Jane Fonda, Ben Gazzara, Pat Hingle, Geoffrey Horne, Geraldine Page, William Prince, Franchot Tone and Richard Thomas.



SPECIALTY SPOTLIGHT
THE REGIMENTAL BAND AND MASSES PIPERS—THE BLACK WATCH
London-International TW 91325 (M); SW 99325 (S)

A brilliant excursion into cleanly executed sound here by an ensemble of bandmen and pipers that has been on tour here numerous times. At the moment, they're on another Hurok-sponsored tour, having played Madison Square Garden and the White House among other locales. There are many fans for these colorful, ceremonial band flourishes and the cover shot of the large group will aid sales.



LATIN SPOTLIGHT
TITO RODRIGUEZ AND HIS ORCHESTRA IN PUERTO AZUL, VENEZUELA
United Artists UAL 3308 (M); UAS 6308 (S)

Rodriguez has had a number of sets on the UA label, all of which have created a sales stir. This latest program is a duplication of that performed by the band last year in a Venezuelan competition of 16 prominent Latin orks, a competition won by this very group. Most selections are smooth and danceable, with vocals, and are nicely paced as to tempo. Mambos, pachangas, cha chas and boleros are included.



CHILDREN'S CHRISTMAS SPOTLIGHT
MERRY CHRISTMAS
Golden LP 102

A budget edition of Dickens' oft-recorded Christmas classic, "A Christmas Carol," occupying one complete side. It's done most appealingly by James Kenny, with sound effects, other voices and ork filling out the performance. Side 2 is composed of a grouping of nine different selections having to do with Christmas, all taken from the vast Disney catalog.

(Continued on page 35)

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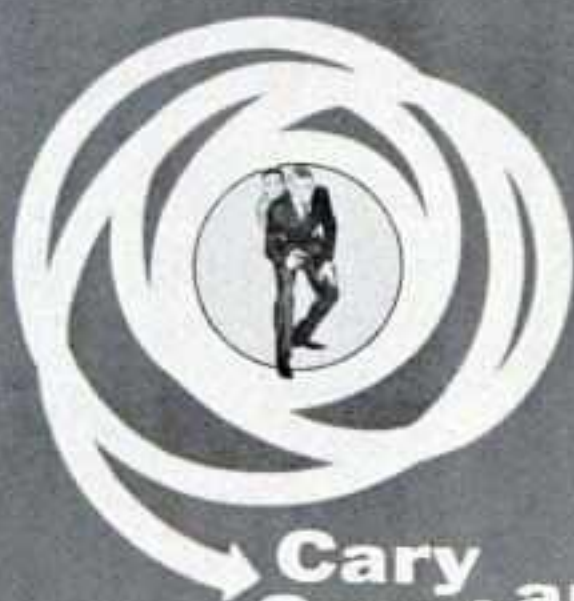
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TOP LP'S

STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

Record Industry Association of America seal of certification as million dollar LP's.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'IN THE WIND', 'THE SINGING NUN', 'THE SECOND BARBRA STREISAND ALBUM'.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'WIPE OUT', 'THE SOUND OF MUSIC', 'BIG FOLK HITS', 'MOON RIVER & OTHER GREAT MOVIE THEMES'.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'CRY BABY & 11 OTHER HITS', 'HEAVENLY', 'THE CLANCY BROTHERS & TOMMY MAKEM IN PERSON AT CARNEGIE HALL'.

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on **DECCA**  RECORDS naturally

HOT 100

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

Table with columns: WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Lists top 32 songs including 'I'm Leaving It Up To You', 'Dominique', 'Washington Square', etc.

Table with columns: WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Lists songs 33-66 including 'Wives and Lovers', 'I Can't Stay Mad at You', 'Mean Woman Blues', etc.

Table with columns: WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Lists songs 67-100 including 'Need to Belong', 'The Impossible Happened', 'Dawn', etc.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs from A to Z, including 'Ally, Ally Oxen Free', 'Any Other Way', 'As Long as I Know He's Mine', etc.

Table listing songs from A to Z, including 'Hey Lover', 'I Adore Him', 'I Am a Witness', etc.

BUBBLING UNDER THE HOT 100

Table listing songs bubbling under the hot 100, including 'Baby's Gone', 'What'cha Gonna Do About It', 'Swanee River', etc.

Dot RECORDS PROUDLY PRESENTS

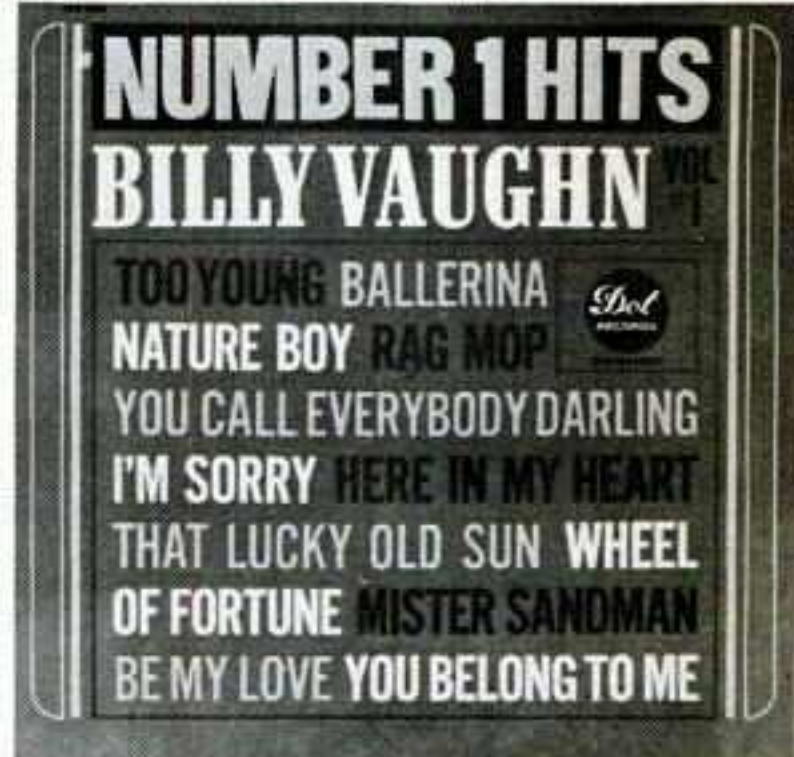
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DLP 3366 M S



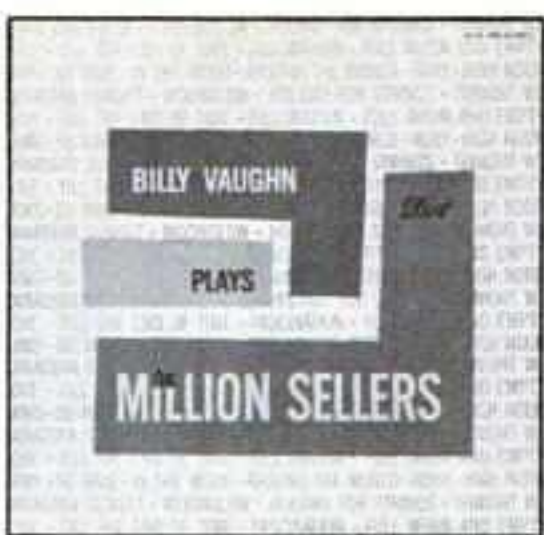
THEME FROM A SUMMER PLACE
DLP 3276 M S



BLUE HAWAII
DLP 3165 M S



CHRISTMAS CAROLS
DLP 3148 M S



BILLY VAUGHN PLAYS THE MILLION SELLERS
DLP 3119 M S



SAIL ALONG SILV'RY MOON
DLP 3100 M S



THE GOLDEN INSTRUMENTALS
DLP 3016 M S

		Mono	Stereo
SWEET MUSIC AND MEMORIES	DLP 3001		
INSTRUMENTAL SOUVENIRS	DLP 3045		
MELODIES IN GOLD	DLP 3064		
MUSIC FOR THE GOLDEN HOURS	DLP 3086		
LA PALOMA	DLP 3140		
BILLY VAUGHN PLAYS	DLP 3156		
GOLDEN HITS	DLP 3201		
GOLDEN SAXOPHONES	DLP 3205		
THE BIG 100	DLP 10500		
BILLY VAUGHN PLAYS STEPHEN FOSTER	DLP 3260		
LINGER AWHILE	DLP 3275		
GREAT GOLDEN HITS	DLP 3288		
LOOK FOR A STAR	DLP 3322		
THEME FROM THE SUNDOWNERS	DLP 3349		
BERLIN MELODY	DLP 3396		

		Mono	Stereo
GREATEST STRING BAND HITS	DLP 3409		
CHAPEL BY THE SEA	DLP 3424		
THE SHIFTING WHISPERING SANDS	DLP 3442		
GOLDEN WALTZES	DLP 3280		
EP's			
MELODIES OF LOVE—VOL. I	EP's 1021		
MELODIES OF LOVE—VOL. II	EP's 1022		
THE SHIFTING WHISPERING SANDS	EP's 1060		
FOUR BY BILLY VAUGHN	EP's 1066		
BILLY VAUGHN PLAYS THE MILLION SELLERS	EP's 1071		
SAIL ALONG SILV'RY MOON	EP's 1072		
BLUE HAWAII	EP's 1078		
I LOVE YOU TRULY	EP's 1084		
MORGEN	EP's 1089		
THEME FROM A SUMMER PLACE	EP's 1095		

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Dot Records Distributors—Seaway, 3142 Prospect Ave. Cleveland, Ohio (391-7300)
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 Microphone Music, 605 Coral St. Honolulu 13, Hawaii (502188)
 Music Service Co., 204 Fourth Ave. South Great Falls, Montana (761-2420)

SINGLES REVIEWS

Continued from page 19

POPULAR

RED HOLLOWAY
 ★★☆☆ Monkey Sho' Can Talk (Pres., BMI) (2:10) — ★★☆☆ Crib Theme No. 4 (Pres., BMI) (2:15). PRESTIGE 287

LOU MONTE
 ★★☆☆ Down Little Doggie (Romance-Sal., BMI) (2:43) — ★★☆☆ Luna Si Voule Sposare (Romance-Sal., BMI) (2:15). REPRISE 241

TEDDY REYNOLDS AND LALA WILSON
 ★★☆☆ I'm a Devil (Har-Bock, BMI) (1:47) — ★★☆☆ My Life All Over (Har-Bock, BMI) (2:16). AURA 400

CHRISTMAS

BEACH BOYS
 ★★☆☆ Little Saint Nick (Sea of Tunes, BMI) (2:00) — ★★☆☆ The Lord's Prayer (Schirmer, ASCAP) (2:31). CAPITOL 5096

PAT BOONE
 ★★☆☆ O Holy Night (Spoone, ASCAP) (2:13) — ★★☆☆ Santa's Coming in a Whirley-Bird (Scottsdale, BMI) (2:01). DOT 16547

JACKIE WILSON
 ★★☆☆ O Holy Night (BRC, BMI) (2:21) — ★★☆☆ Silent Night (BRC, BMI) (2:46). BRUNSWICK 55254

ROLF HARRIS
 ★★☆☆ Six White Boomers (Beechwood, BMI) (3:17) — ★★☆☆ Lost Little Boy (Beechwood, BMI) (2:44). EPIC 9641

JOHNNY KAYE
 ★★☆☆ A Christmas Love (Combination, ASCAP) (2:32) — ★★☆☆ Christmas in Paree (Combination, ASCAP) (2:23). LEGEND 127

WAYNE KING AND HIS ORK
 ★★☆☆ Winter Wonderland (Bregman, Vocco & Conn, ASCAP) (2:00) — ★★☆☆ Jing-a-Ling-a-Ling (Dorabet, ASCAP) (2:14). DECCA 25616

C.&W. CHRISTMAS

RANDY KING
 ★★☆☆ Merry Christmas (Val Jean, BMI) (1:50) — ★★☆☆ The Legend of Little Orphan Joe (Val Jean, BMI) (5:00) — ★★☆☆ Merry Christmas (Val Jean, BMI) (1:50). BAND BOX 340

JAZZ

SONNY STITT
 ★★☆☆ My Mother's Eyes (Feist, ASCAP) (2:46) — ★★☆☆ Summer Special (West Coast, ASCAP) (2:55). WORLD-PACIFIC 398

COUNTRY

BILLIE DEATON
 ★★☆☆ Is It Really Over (Tuckahoe, BMI) (2:16) — ★★☆☆ I Heard Jenny Singin' (On the Radio) (Acclaim, BMI) (2:02). SHANNON 777

CALIFORNIA FM STATION ALL ROCK & ROLL

LONG BEACH, Calif.—Another FMer reporting a rock and roll format is KLFM. Tom Milner (of the famous radio family, Gene and Cal), general manager, reports that the station has been programming "pop 40" for three months featuring 10 minutes of music without interruption.

"This makes KLFM Southern California's first and only, all rock, little-talk radio station," Milner said.

'Golden Sound' Brings on Suit

SAN ANTONIO, Tex.—Suit is being heard here in 57th District Court presided over by Judge Solomon Casseb, over the use of the term "The Golden Sound" between owners of two local radio stations.

KITE Broadcasting Company and Southwest States, Inc., brought the litigation against Texas State Broadcasting Company, owners of KBAT Radio station, seeking an injunction forbidding KBAT from using the phrase "The Golden Sound" or symbols deceptively similar.

The phrase was registered by KITE and Southwest States with the Texas Secretary of State on August 4, 1961 as a service mark.

GENE FREEMAN
 ★★☆☆ I Love You Most of All (Heads Up, BMI) (2:15) — ★★☆☆ Chapel in the Pines (Heads Up, BMI) (2:45). TOMCO 1067



AT LAST THE MILLENNIUM: Five Philadelphia record promoters were turned loose on WNEP-TV's (Scranton-Wilkes-Barre, Pa.) "Bandstand" show and given time by emcee Sid Friedman to sell his record to the live studio audience. The winner was granted three consecutive weekly plugs for his record on the Northeastern Pennsylvania dance show. Promo artists (seated left to right): Don Wright, Chips Distributing Company; Matty (The Humdinger) Singer, David Rosen, Inc., and Milt Malish, Saul Lampert, Inc., winner of the contest with a side titled "Old Bald Mountain." Standing (left to right): Ted (Who's Serious) Kellem, Columbia Records; Ray (I'm Not) Malanese, Decca Records, and Sid Friedman, "Bandstand" host.

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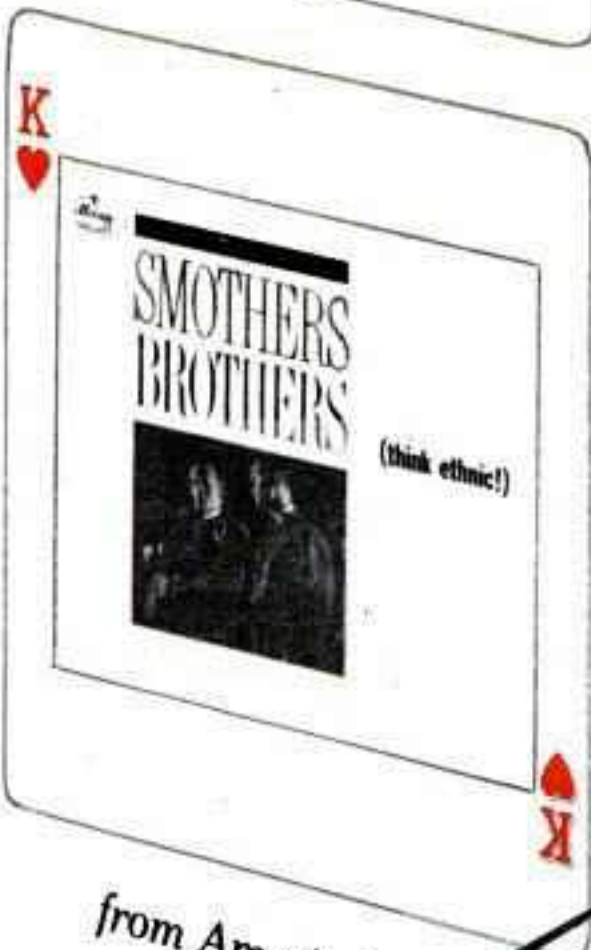
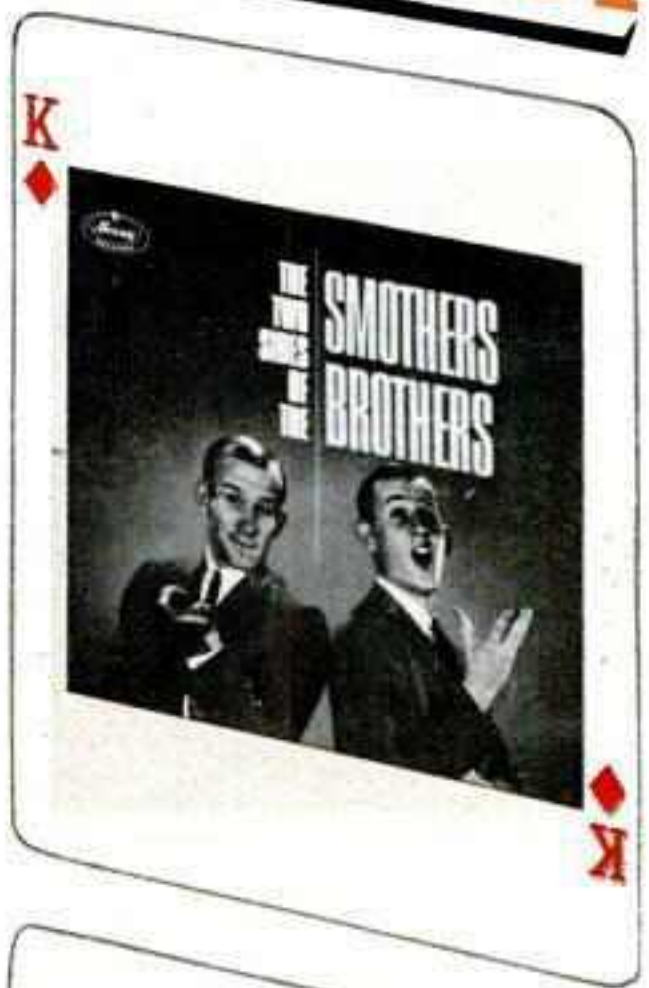
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HITS OF THE WORLD

BRITAIN

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

*Denotes local origin

Table listing British chart hits with columns for 'This Week', 'Last Week', song title, and origin.

CHILE

Table listing Chilean chart hits with columns for 'This Week', 'Last Week', song title, and origin.

EIRE

(Courtesy Irish Times, Ltd., Dublin)

Table listing Eire chart hits with columns for 'This Week', 'Last Week', song title, and origin.

FLEMISH BELGIUM

(Courtesy Juke Box Magazine) *Denotes local origin

Table listing Flemish Belgium chart hits with columns for 'This Week', 'Last Week', song title, and origin.

FRANCE

Table listing French chart hits with columns for 'This Week', 'Last Week', song title, and origin.

HOLLAND

Table listing Dutch chart hits with columns for 'This Week', 'Last Week', song title, and origin.

HONG KONG

Table listing Hong Kong chart hits with columns for 'This Week', 'Last Week', song title, and origin.

ISRAEL

(Courtesy Kol Israel Broadcasting) *Denotes local origin

Table listing Israeli chart hits with columns for 'This Week', 'Last Week', song title, and origin.

ITALY

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

Table listing Italian chart hits with columns for 'This Week', 'Last Week', song title, and origin.

JAPAN

(Courtesy Utamatic, Tokyo) *Denotes local origin

Table listing Japanese chart hits with columns for 'This Week', 'Last Week', song title, and origin.

Table listing Mexico chart hits with columns for 'This Week', 'Last Week', song title, and origin.

MEXICO

Table listing Mexican chart hits with columns for 'This Week', 'Last Week', song title, and origin.

NORWAY

Table listing Norwegian chart hits with columns for 'This Week', 'Last Week', song title, and origin.

PERU

Table listing Peruvian chart hits with columns for 'This Week', 'Last Week', song title, and origin.

PHILIPPINES

Table listing Philippine chart hits with columns for 'This Week', 'Last Week', song title, and origin.

Table listing South Africa chart hits with columns for 'This Week', 'Last Week', song title, and origin.

SOUTH AFRICA

Table listing South African chart hits with columns for 'This Week', 'Last Week', song title, and origin.

SPAIN

Table listing Spanish chart hits with columns for 'This Week', 'Last Week', song title, and origin.

YUGOSLAVIA

Table listing Yugoslavian chart hits with columns for 'This Week', 'Last Week', song title, and origin.

EIRE

Set Carrie On Road to B'way

By KEN STEWART Irish Times, Ltd., Dublin

Negotiations are in progress to stage the recent Dublin Theater Festival hit, "Carrie," on Broadway. Jack Hylton, the English impresario, bought musical rights, and a London production is expected in late spring.

A few days after its release, Chuck Berry's "Memphis, Tennessee" enter the chart, largely because of a stockpile of advance orders. Pye also issued the singer's "On Stage" album, but initial reaction here was slow. . . . The Capitol Showband, which has a regular Radio Luxembourg program, made its first single in London for future release by Pye.

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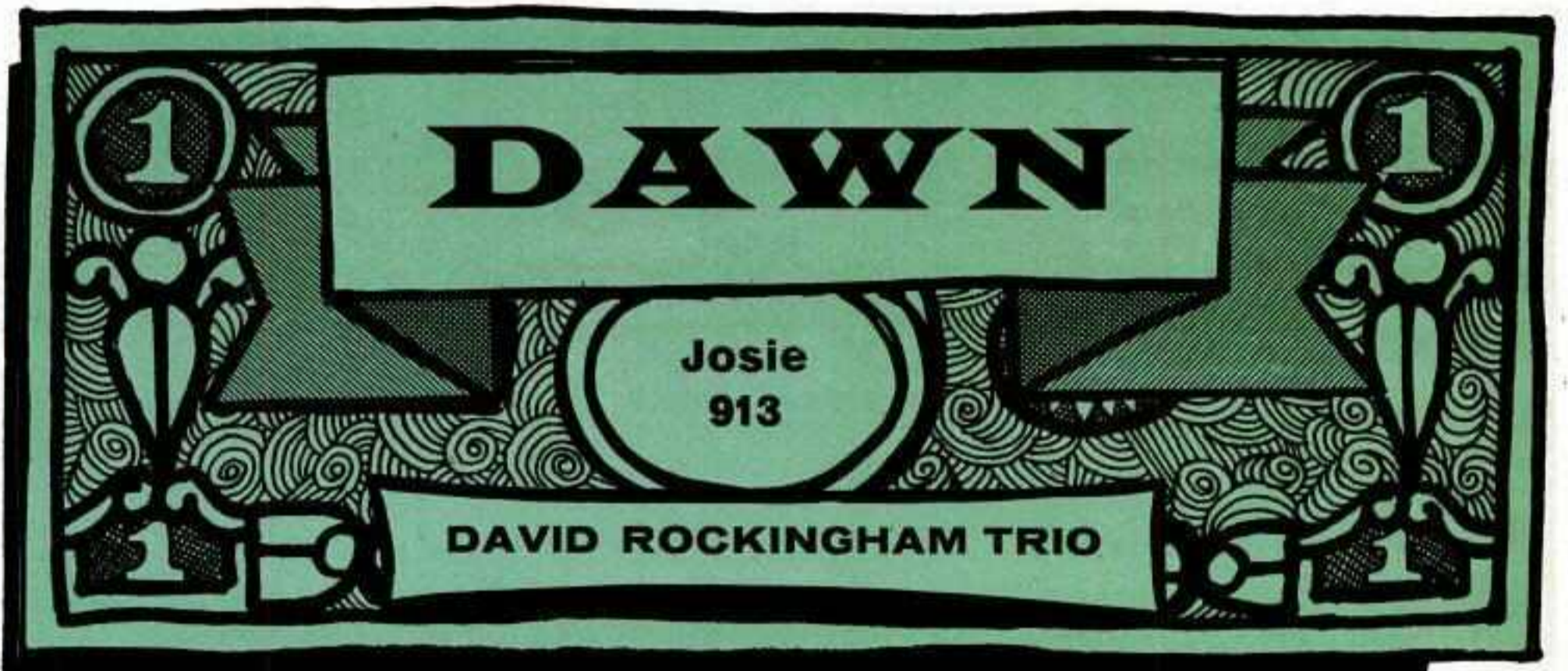
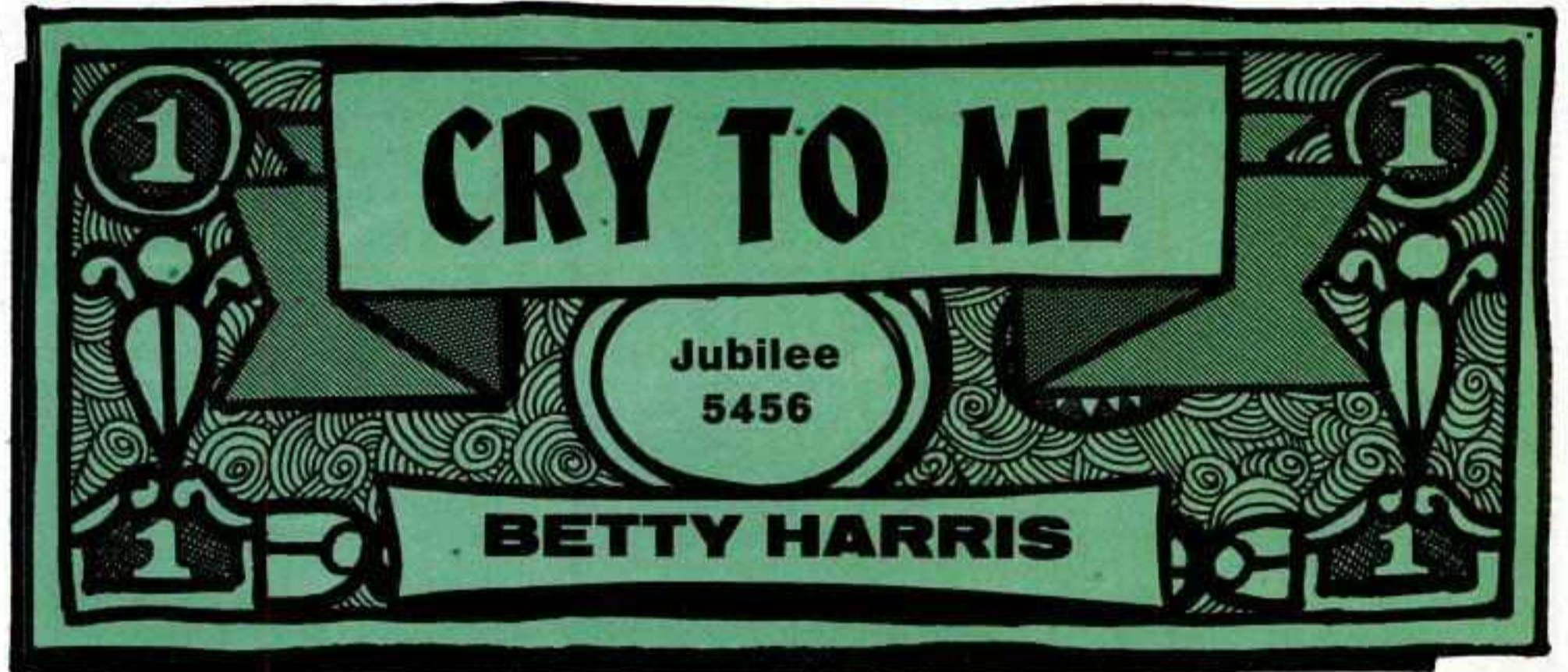
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RECORDS

The Sound of the 60's



Polish Company Sets Disk Trade Deal With Columbia

By ROMAN WASCHKO

WARSAW—After his return from the United States, Teodor Brachmanski, director general of Ars Polona, Poland's sole exporter and importer of records, sheet music and books, revealed a most important trade contract had been established between the firm with Columbia Records.

Co-operation between Ars Polona and Columbia Records will develop along two lines—Ars Polona will sell tapes with recordings for release on Columbia records and Columbia Records will provide its own recordings for disks cut in Poland. Columbia has shown an interest in Polish classical music, and also folk, all in stereo recordings.

Under the new agreement, Columbia's entire catalog has been placed at Ars Polona's disposal and the Polish firm may pick from it numbers which it considers best suited for the Polish market and press a freely chosen number of copies.

Columbia Records is to receive a fixed share from each record put out and sold in Poland. It has not been definitely established so far how many records will be put out in Poland under the new agreement. What is known for certain, however, is that initial release figures will reach some 250,000 EP's.

Of great help in arranging business with American firms is the United States Information Agency which provides foreign countries, including Poland, with assistance which makes it possible for them to import certain so-called cultural articles from the United States with payments made on USIA accounts in local currency transferable into dollars payable to American exporters.

In the current budget year the sum at Poland's disposal is \$1 million, though so far this did not extend to imports of records or tapes. There is every indication now that due to the efforts made by Brachmanski, in future purchases of tapes with American recordings will take up a permanent place on the IMG (International Media Guarantee Programme) lists.

An interest in Polish recordings has also been shown by America's Hurok Attractions.

Britain's Pye In Runaway

LONDON — Britain's Top 20 LP chart show's Pye Records with no less than 11 albums, and thereby commands 55 per cent of album sales of the country this week.

Top seller is "Meet the Searchers" which still holds the No. 2 spot after several weeks. Then come two Golden Guineaes series LP's "Kenny Ball's Golden Hits," at No. 6, and "Steptoe and Son," at No. 7. Recent popularity of rhythm and blues has resulted in big sales by Chuck Berry's "On Stage," No. 8, and "Chuck Berry" (No. 15) albums. "Bo Diddley" and "Bo Diddley Is a Gunslinger," are at No. 13 and No. 20. The latter LP was released two years ago. The Reprise-Pye affiliation here is represented by "Sinatra's Sinatra" and the "Concert Sinatra" LP's (No. 10 and No. 18). "Trini Lopez at PJ's," is in the No. 14 slot.



ON THE LINE: M. Wojewodka (left), of Polish Record Center, Chicago, and T. Brachmanski, of Ars Polona, Polish music agency, sign contract which will allow the Chicago firm to continue to sell Ars Polona material in the States.

In the future, Hurok will import disks from Poland with recorded music by Polish groups booked by them for appearances in the States and then arrange sales in all concert stops.

Permanent sales of Polish records in the States are handled by the Polish Record Center, Chicago. This firm was estab-

lished in 1962 by M. Wojewodka, owner of the Melodia Record label. The Polish Record Center also arranged sales of Polish records during this year's International World Fair in Seattle.

Export and import arrangements have also been discussed with such firms as RCA Victor, Mercury Records, Cardinal Export Corporation, Folkways and others.

In the field of sheet music Poland maintains contracts with Edward B. Marks—Music New York, the sole American and Canadian dealer of Chopin's works.

On the import side the main American supplier of sheet music to Poland is Consolidated Music Sales, New York. These are purchased within the already mentioned IMG program. Co-operation with this firm is developing satisfactorily and there are possibilities of improving deliveries.

Brachmanski has also established contacts on the Canadian market, mainly with Toronto Music Center, Toronto. This firm was the first to organize sales of Polish records and will represent Ars Polona on the Canadian record market.

Dua made "Alleen zonder jou and Ik wacht." Bob Benny has two Christmas singles and an LP entitled "Kerstmis in Vlaanderen." . . . Ardmore & Beechwood, Belgium, have the world rights for two songs of the new Adamo EP "Car je veux"/"Vous permettez Monsieur." The other two "Tombe la neige" and "Dans le vert de ses yeux" are published by Eds. Donfut. Ardmore & Beechwood also have Benelux rights for "My Boyfriend's Back" and "Diggedle boeing." . . . Philips cocktail parties held for Roland Kirk and Erroll Garner.

The first Polydor record of the Spotnicks will be "La Rosita" and "Space Party." An LP is to be prepared entitled "The Spotnicks in Spain." . . . Billy has just been inked by Polydor. . . . New Richard Anthony record out titled "Tchin Tchin."

Emile Garin of EMI met several EMI recording artists at the Gilbert Beaud Paris concert in the Olympia; Claude Nougaro, Alain Barriere, Dick Rivers, Richard Anthony and Beaud's writers: Maurice Vidalin, Louis Amade and Pierre Delanoi. He prepared the Belgian tour of Richard Anthony, Gilbert Beaud and Dick Rivers with Pathe-Marconi people in Paris and also hopes to bring Ria Bartok and Alice Donna before the Belgian TV-cameras.

ARGENTINA

ASCAP Rep Talks to Pubs

By RUBEN MACHADO
Lavalle 1783, Buenos Aires

The international representative of ASCAP, Gerard Della Chappelle, stayed in this country as part of a visit to South America. He held several interviews with publishing firms and the principal musical associations.

International artists who will present themselves in Buenos Aires shortly are Sonora Santanera, Lucho Gatica and, in February, 1964, for Carnival days, Bobby Rydell, Brian Hyland and Dion. The Mexican groups, Los Locos Del Ritmo and Los Teen Tops will be present. During the month of May Rita Pavone is expected, and in July, Johnny Tillotson. . . . CBS shows excellent sales on two local numbers: Jackie Y Los Ciclonos and Leo Dan. . . . Victor continues with its biggest hits by Italian artists, three sides by Rita Pavone and Eduardo Vianello. . . . Odeon has hits by the Wawanco with Peppino Di Capri and Ramona Galarza. . . . For Polydor, Bert Kaempfert LP's are leading sales. Music Hall's Julio Molina Cabral and Trini Lopez are best sellers.

BELGIUM

Anne Marie Takes CBS Job

By JAN TORFS
Stuivenbergvaart 37, Mechelen

Anne Marie, well known disk jockey at Radio Luxembourg, accepted a public relations job for CBS, Belgium. . . . Polydor artists John Larry and Pierre Marini and his orchestra have presented their latest songs during the first Teen-Age Festival in Ghent October 26. . . . Tony

International NEWS REPORTS

FRANCE

Trini Launches a Vogue in Paris

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

Trini Lopez' "If I Had a Hammer," issued locally by Vogue Records, has stirred much action and has been followed by many French versions but the best seller is undoubtedly the Vogue record, Bel Air issued Bobby Rydell's version.

Lee Pincus visited Paris this week assigning songs to various French publishers and acquiring songs for the Gil-Ambassador-Pincus international publishing firms. His latest titles to secure French recordings are "Hip Huggers" (Vogue), "Beyond the Shadow of a Doubt," "Week End" and "Still Waters Run Deep" (Philips). . . . "Le Chant du Monde" has marketed an inexpensive classical collection titled "Musique du Monde" featuring the important master works. These 12-inch LP's are selling at 9.95 francs which is one of the lowest LP prices of the French market. . . . Latest records of the "Cleopatra" musical score are by the Clebanoff Strings (Philips), Ferrante and Teicher (United Artists) while the original sound track is on the Bel Air label. . . . Philips marketed three new Audio Fidelity LP's: "The Brave Bulls," "Mandolino Italiano" and "Moscovy by Night."

Barclay issued Rita Pavone's first record in French on the occasion of her arrival in Paris. The Italian teen idol sings the French versions of "Heart," "Some King's Fun" and "Let's Turkey Trot." . . . Columbia simultaneously marketed "Sally Go Round the Roses" by The Jaynetts and Richard Anthony's French version titled "Rose." Philips followed with Nana Mouskouri's version. . . . Martine Jourdan has come out on Pathe with her first EP whose main title is "Un rien." . . . The Reader's Digest in conjunction with the RCA Record Club offer this month an album titled "Musique au fil des heures" comprised of ten LP's at the Club price of 135 francs. . . . Jimmy Smith and his trio will play Salle Pleyel November 30.

GERMANY

Switch Has Mina On Connie Hit

By JIMMY JUNGEMANN
102 Ismaninger St., Munich 27

Polydor producer Gerhard Mendelson recorded the new Connie Francis hit "Your Other Love" with Italian singer Mina instead of Connie herself. The German lyrics, "Mein Guter

Norse Sales 15% Over '62

OSLO—Compared to the first nine months of last year, sales of LP's have increased by 15 per cent in 1963. Some 81,500 LP's were sold in the country last year compared to 93,000 this year.

Even though the price of stereo disks were dropped to make them the same as mono a little over a year ago, stereo sales have shown no appreciable increase. Stereo product still is around 15 to 18 per cent of total sales. The price for both mono and stereo LP's is 36 kroner (\$5) for pop and jazz, and 40 kroner (a little under \$6) for classical 12-inch disks.

EP sales are slower than ever. The price at 14 kroner is probably too high. Singles sell for eight kroner (a little over \$1).

Stern," were written by Fini Busch. The second side is a new German version by Hans Bradtke of the U. S. standard "When the Saints Go Marching In"—"Ja, Die Liebe Lebe Hoch."

U. S. Columbia executive Nat Shapiro visited Frankfurt to meet Bernhard Mikulski of CBS. The U. S. Columbia label will open a publishing firm of their own in Germany. . . . The German CBS label has a new press manager. It's York Von Prittwitz Und Gaffron. . . . Joey Dee started a German tour in Frankfurt. There he recorded his two new German numbers, "Bitte, Bitte Baby" b.w. "Joey's Party." . . . RCA Argentina's General Manager C. Fredrich arrived in Munich to meet Ariola-Eurodisc boss Rolf Engleder. Starting in January, the Ariola-Eurodisc label will be released in Argentina by RCA-Argentina. . . . During a trip through Europe, U. S. publisher and editor David Gornston paid a visit to the boss of Peer Musikverlag, Theodor O. Seeger, to discuss business affairs.

ISRAEL

Calvert Cancels S. African Tour

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

Eddie Calvert, the English Trumpeteer (Golden Trumpet Eddie) is back in Israel. Calvert brought along his troupe, which he is taking to Australia. The performer canceled a scheduled tour of South Africa because of its apartheid anti-Negro policy.

Jacques Brel, whose previous visit here had been under the auspices of Musique De Champs Elisee (Europe's International Radio Variety Show), will be accompanied this time by pert singer Denise Lebrun and his regular Gerard Jouanest band.



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JAPAN
**Tokyo Record
Sales Booming**

By J. FUKUNISHI
108 Kakinokizaka, Meguroku,
Tokyo

Record sales have become quite brisk in downtown Tokyo. About 30 per cent more activity is expected during November.

Among the classical recordings Faure "Requiem" (Angel) is apparently a leader followed by Schubert's lieder albums by Fischer-Discou (Angel). Among pop LP's the original cast recording of "My Fair Lady" (Columbia) is selling well as a result of month-long performances of the Japanese version at the Toho Theater. The sale of "55 Days at Peking" (EP) (Columbia) is also a leader.

Albums of complete and abridged operas marketed by King Records (London) and Nippon Grammophon (Deutsche Grammophon) are also registering substantial consumption backed up by the visiting La Scala and Berlin Opera companies. Nippon Columbia six-month period total sales were \$31,019,444, which indicate an increase of 23.7 per cent over the same period last year. The net profit is \$2,222,222, which also shows a gain of 36.5 per cent over the same term of the preceding year.

Records account for 22 per cent of this total, television receivers 34 per cent, phonographs, radios and others, 44 per cent. The dividend is 16 per cent per annum.

Toshiba Records' sales chalked up during the same period were \$868,544, a decrease of 15.5 per cent from the preceding six months. Net profit was \$4,725, but indicated a decrease of 19 per cent. However, it is certain the extensive reshuffling of directors and staff members recently carried out, and a very positive sales policy established will improve the label's business for the coming period.

September record production in Japan was 5,450,477 records worth \$5,111,014, an increase of 7 per cent in quantity and 11 per cent in value (at manufacturers' prices) in comparison with August production.

Japan Phonograph and Record Association, the counterpart of RIAA, donated 8,000 records to approximately 700 social welfare establishments across the country. Y. Ando, president of the Association, made the presentation to I. Kishida, president of Japan People's Civilization Society November 5. Records donated consist of 5,000 LP's (stereo and monaural) and 3,000 singles, all out of the association's record library.

NORWAY
**Dynagroove
Drive, Part I**

By ESPEN ERIKSEN
Verdens Gang, Oslo

Nera is completing the first part of the RCA Victor Dynagroove campaign. First part involves coverage by local press and radio people. The second half of the drive will encompass advertising, displays and distri-



BOBBY WEISS, international director of Warner Bros. Records, arrived in the Philippines to launch sneak previews on radio and television to sell special merchandising programs for forthcoming LP's (especially "Palm Springs Weekend," which contains music from the sound track of the forthcoming Troy Donahue-Connie Stevens starrer of the same title). He also discussed possible bookings for WB recording artists in Manila; namely, Connie Stevens, Joanie Sommers; Peter, Paul and Mary, and others, following their June appearances in Hong Kong and Tokyo. He is shown here twisting it up with a young lady at special TV show presenting the disk.

bution of brochures in Norwegian describing the new technique. Norway is one of the few small countries where a brochure in the native language is issued.

Stanley Wright was in Oslo together with the Hungarian-born actor, **Thomas Felleghi**, who is to play the leading part in the forthcoming Norwegian film "Marengo," a story about displaced persons working at ships. Mr. Wright has written the score and the UNO is backing the project. . . . **Edith Piaf's** death recently has brought her LP "Les plus grands succes"—issued a little over a year ago by Iversen & Frogh on Columbia—onto the Norwegian LP chart. The platter is No. 13. The list is led by **Elvis Presley's** "Elvis' Golden Records, Volume 3" on RCA Victor. Runner-up in the LP parade is the sound track from "West Side Story" on Philips, followed by "Cliff's Hit Album" by **Cliff Richard** on Columbia and "Greatest Hits" by the **Shadows**, also on Columbia.

**Cameo-Parkway
Likes Teen Hit**

PHILADELPHIA — Cameo-Parkway Records reports enthusiastic dealer acceptance to the company's new "Teen Corner" album rack designed to centralize an area for the label's teen records.

The rack, which holds 60 albums, takes up only one square foot of floor space. Made of wire, it stands five feet high, with six slots holding 10 records each to display a variety of albums.



**Roulette Opens
Chicago Office**

NEW YORK—In an expansion move last week, Morris Levy, president of Roulette Records, announced the opening of a new office in Chicago. Ralph Bass, 35-year veteran of the music industry, has been named to head up the offices. His title will be a.&r. and promotional representative.

For the past three years, Bass served as a.&r. man for Chess, Checker and Argo. The previous five years were spent at King Records.

Levy further announced the appointment of Ron Resnick to the New York promotional staff, working both for Roulette and the company-owned branch, Adam Distributors.

Levy's announcement, made at a meeting of many of the company's key promotional representatives from around the country, emphasized an all-out effort for more effective promotional striking force. At the meeting, a new drive was launched on singles.

Bud Katzel, general sales manager for Roulette, is currently on a cross-country promotion trip covering distributors, racks and one-stops.

Oops!

NEW YORK — Gwendolyn Gremlin has done it again. In the special Kiddie Records section appearing in the November 9 issue of Billboard, she managed to sneak past the typographers and snarl up the listings on United Artists Records' Peter Penguin Series. Prices for the records were inadvertently listed as \$.99 when in fact they are really available at \$1.98 each.

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WITH THE COUNTRY JOCKEYS

• Continued from page 20

Drusky's "Peel Me a Nannee," Buck Owens' "Love's Gonna Live Here," Norma Jean's "Private Little World" and George Jones and Melba Montgomery's "Let's Invite Them Over." . . . Encouraging news comes from Guy Smith, production manager of KCMK-FM, Kansas City, Mo., who writes: "On January 17 next, we will have been on the air with a 2½-hour-day of strictly country and western music. The station has been on the air six years and since we started a country music format 10 months ago, the bill has risen over 95 per cent. To my knowledge, we were the first indie FM station to go all-country. The response has been tremendous. . . ."

Joe Penny, who recently vacated WBRO in Waynesboro,

Ga., is now putting out country music five hours a day on WTJH, East Point, Ga. Also new on WTJH is Bob Prather, formerly of WEAS, Savannah, Ga. Country Jim Howell and Johnny "K" round out the c.&w. staff there. Penny winged into Nashville recently to cut a session for Sims Records under the direction of Russell Sims. Backing Joe on the session were Autry Inman, rhythm guitar; pianist Bill Purcell, and the Anita Kerr Singers. . . . Former free-lance deejay Clair (Laramie) Musser is now permanently situated at all-country Station KRDR, Gresham, Ore.

Carolina Charlie, who holds down the noon to 3 p.m. shift at WCMS, Norfolk, Va., has a new release, "Shiney Red Cadillac"

lac" b.w. "Talk to Me," on the D'Arcy label. Both sides were penned by fellow deejay Jesse Travers. . . . Chuck Brigman has moved to Danville, Ill., to P.D. the all-country outlet, WPBI. "We're in the process of increasing power to 50,000 watts," Chuck writes, "and we can sure use disks and promos from all who care to contribute. C.&w. is going great up here and looking better every day, and we're certainly contributing our bit to it." . . . Charlie Walter, who hosts "Fort Wayne Country Style," 5:45-6:45 a.m., Monday through Friday, and 6-9 a.m. Saturdays, on WKJG, Fort Wayne, Ind., reports that Philip Atkinsons, a new 20-year-old country singer from Portland, Ind., has his first release on the Nashville label. Phillip wrote and recorded both sides, "Gonna Take a Walk" and "The Loneliest Night of the Week."

MUSIC AS WRITTEN

PHILADELPHIA

David Rosen, head of David Rosen, Inc., one of the largest independent record distributors in the area, was elected Chief Barker (president) of the Philadelphia Variety Club, Tent No. 13. . . . Jackie Lee, holding forth at Henry's at Cherry Hill on the Jersey side, cut an LP for Point Records, a Canadian label. . . . Chancellor Records added Joyce Tryano, local song stylist, to its talent roster. . . . Concert calendar crowds up for the Thanksgiving holiday week with Murray Roman making his bow as show promoter in showing the Smothers Brothers at the Academy of Music Monday (25), a newly formed Producers Guild staging a "Holiday Hootenanny" at Philadelphia Athletic Club Thursday (28) with Frank X., WIBG deejay, emceeding an offering with the New Hope Singers, Sandy Lessin and Doug Moore plus Eagles footballer Timmy Brown an extra added, and Friday (29), Nina Simone spotlights the Academy of Music stage, which two nights earlier, Wednesday (27), holds Mantovani.
MAURIE H. ORODENKER

handed over \$4,000 for church charities.

New England Conservatory Chorus for the second straight year won the award for the best classical performance for its RCA Victor recording of Berlioz "Romeo and Juliet." The award was given by the National Academy of Arts and Sciences. . . . Asher Snuffer, RCA Victor PR man here, got a record turnout for his party at the Touraine Hotel to introduce the firm's new instrumental group, The Page 7.

Fred Waring has an excellent advance for his "Magic of Music" date at Symphony Hall this week. . . . Si Spiegelman, local Dot manager and a member of the former Hilltoppers, is anxiously awaiting the release by his company of "Only You."
CAMERON DEWAR

HOLLYWOOD

Eddie Shaw, veepee at Sa-loun Songs pubbery, is in St. Johns Hospital, Santa Monica, recovering from a heart attack.

MIAMI

Ray Meinberg, who recently set up national distribution for Anthony Newley's chart LP, "Fool Britannia," has opened offices in Miami Beach with affiliate offices in Canada. The firm will be active in all phases of the business—a.&r., recording and releasing, publishing and national record distribution.

BOSTON

Kenny Rankin, Columbia recording artist, visited Hub deejays to promote his latest record, "Baby Goodbye." He visited WBZ. . . . Columbia PR man Roy Mollomo has his hands full with a sellout for Bob Dylan and the Clancy Brothers. He also handled things for the Brothers Four, who won a sales contest and were allowed to have their wish. They gave a concert in Somerville and

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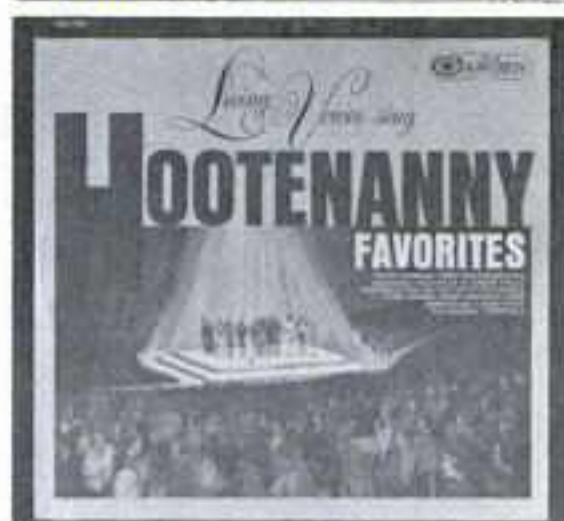
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• **ALBUM REVIEWS**

• *Continued from page 22*



LOW PRICE POP SPOTLIGHT

LIVING VOICES SING HOOTENANNY FAVORITES

RCA Camden CAL 786 (M); CAS 786 (S)

Here's a solid rack item. The voices once again display versatility and big-voiced style, this time on material that comes out of the folk repertoire. "John Henry," "Beautiful Brown Eyes," "Green Fields," "Venezuela" are a few of the old favorites, with more recent ones like "Walk Right In" and "Greenback Dollar" included as well.

ALBUM REVIEW POLICY

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

POP SPECIAL MERIT

FOLK MINDED SPIRITUALS FOR SPIRITUAL MINDED FOLK

Oak Ridge Boys

Warner Bros. W 1521 (M); WS 1521 (S)
 Here's a set that can have strong appeal in sacred and folk markets, yet it's so well done and it's given such a strongly commercial topical touch that it has a strong pop chance as well. The boys have a good, solid "Bible belt" revival quality in their singing of a group of sacred items like "When He Set Me Free," "Gloryland" and "Tearing Down the Kingdoms," and they're all done to a catchy backing, highlighting a 12-string guitar sound with banjos and rhythm guitar.

POP SPECIAL MERIT

HERE'S LOVE

Frank Chacksfield & His Ork
 London LL 3330 (M); PS 330 (S)

Here are the lovely Frank Chacksfield strings in interpretations of the score from the Meredith Willson smash musical "Here's Love." "Pine Cones and Holly Berries," "Here's Love," "Adestes Fidelis March" and "Dear Mr. Santa Claus" are a few of the titles, a good many of which fall right into the yuletide buying mood.

POP SPECIAL MERIT

TOGETHER WITH THE BUFFALO BILLS

Warner Bros. W 1520 (M); WS 1520 (S)

Here's the Bill's first on Warner Bros., a concert performance, cut live, in the Shoreham Hotel, Washington. Purists, of course, won't like the full ork accompaniment that comes through on many of the tunes, but the boys sound fine and unusually commercial with such selections as "Together Wherever We Go," "Lida Rose," "Climb Every Mountain" and a new one from "Jennie" called "Waitin' for the Evening Train." Fans will like and some air play is possible.

POP SPECIAL MERIT

HAVING A BALL

Al Grey. Argo LP 718

Trombonist Al Grey has come in with a highly acceptable set that shows his jazz roots in some strong outlinings on pop material. Much care has been taken in arranging and playing such tunes as "Stand by Me," "Something's Got a Hold of Me," "Rinky Dink" and "I Don't Want to Cry," which should make good change of pace programming for rock-oriented stations.

POP SPECIAL MERIT

THE BEST OF AL CAIOLA

United Artists UAL 3310 (M); UAS 6310 (S)

The big hits of Al Caiola are collected on this album from UA. The guitarist is featured playing hit versions of his own hits like "The Magnificent Seven" and "The Guns of Navarone," as well as other people's stunners like "Calcutta" and "Bonanza."

POP SPECIAL MERIT

THE KOOKY WORLD OF THE GEEZINSLAW BROTHERS

Columbia CL 2100 (M); CS 8900 (S)

Here's a new foursome who have a quality and style strongly reminiscent of Homer and Jethro (except there are four of them here). They have lots of fun in a folk-country-backwoods kind of way in clever parodies ("Cotton Fields," "Sally Was a Good Old Girl," "Unchained Melody," etc.), plus some really goofy originals like "Billy Sol Estes," "Glory Glory, New York Mets" and "They're Rioting in Africa." Crowd's appreciation at the live performance lends an added spark.

(Continued on page 41)

SPECIAL MERIT PICKS

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

POP SPECIAL MERIT

GEORGIA BROWN LOVES GERSHWIN

London PS 331 (S); LL 3331

Georgia Brown is always her best when given an opportunity to inject dramatic temperament into a performance. The first side of this album is given over exclusively to songs from "Porgy and Bess," with imaginative arrangements by Ian Fraser and excellent support from the Mike Sammes Singers. Side 2 offers a nice variety of mood numbers, including "Blah-Blah-Blah," "Fascinating Rhythm" and "But Not for Me."

POP SPECIAL MERIT

SIGNIFYIN'

Lou Donaldson. Argo LP 724

Lou Donaldson could make a big impression on the pop market with this package; his last for his former label did score for a short while. The album is jazz-oriented with strong blues blowing by the alto star against organ, guitar and small group sound. The title tune, "I Feel It in My Bones," "Time After Time" and "Don't Get Around Much Anymore" make good jazz-pop programming.

"WHY, WHY WON'T YOU BELIEVE ME"

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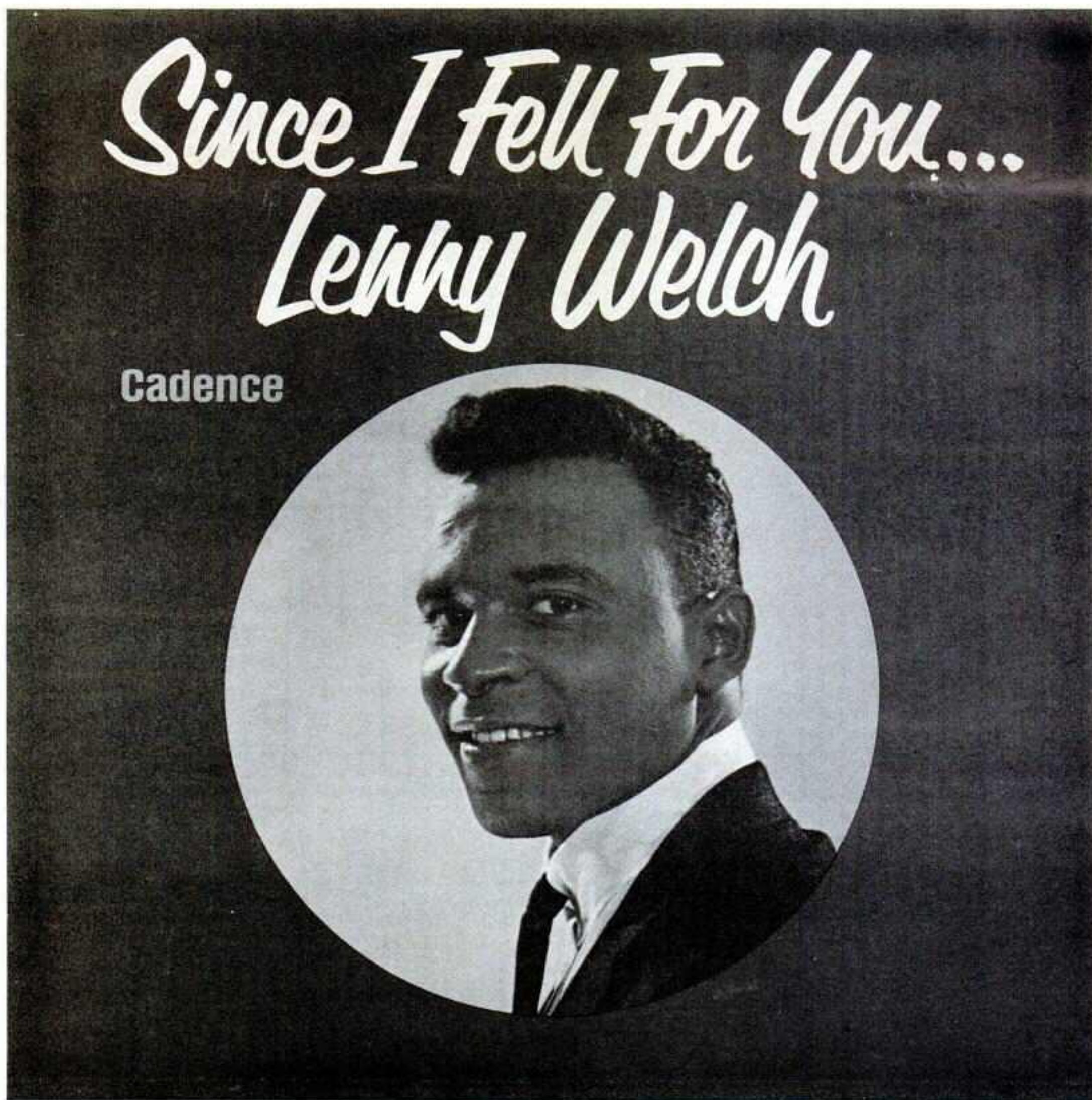
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YULE PRESENTS

Decca Puts Together Package for Stations

• Continued from page 1

son; "Winter Wonderland" and "Jing-a-Ling-a-Ling," instrumentals by Wayne King, and the Surfari's, with two songs in the spirit of the surfing crazy, holiday style, "A Surfer's Christmas List" and "Santa's Speed Shop."

The Christmas present for the country stations includes "Here Comes Santa Claus," "Our Christmas Waltz," "Christmas Island," "Christmas," "Christmas Ain't Like Christmas Anymore" and "Dasher." Three top country and western artists, Kitty Wells, Red Foley and Ernest Tubbs, do the vocals.

Spotlighted in Decca's holiday prepack being sent to r.&b. programmed stations are such songs as "Silent Night" and "O Holy Night," by Sister Rosetta Tharpe; "Merry Christmas" and "Happy New Year," by Lightnin' Hopkins, and "Good Morning Blues," by Count Basie. The Jackie Wilson single mentioned in the pop releases will also be included in this set.

The Problems of Freebies

Salidor, who co-ordinates Decca's nationwide promotional activities, emphasized that the packages will be delivered or

mailed only by the label's local distributors—not from the New York office.

"Decca, and most other record companies, fully understand the problems many of the smaller market stations face in obtaining current single and album releases," said Salidor. "We at Decca feel that the local distributor is best qualified to determine which stations should receive these Christmas packages or any free promotional disks."

"When we have a surplus on our promotion record allotment, these records are sent to the smaller stations that have requested free service. However, as a rule it would be impossible for Decca or any other record company to provide the some 4,000 radio stations on the air today with free promotional singles and LP's. It would be economically disastrous."

"The cost factor makes it necessary for Decca, and I'm sure all other record manufacturers, to discriminate with promotional freebies in favor of those stations in large, medium and small markets that have the power to influence the sale of record product," Salidor said.

FOCUS ON THE DEEJAY

Philly's Georgie Leans On Racial Agreement

Most people in the music business are aware of the influence Georgie Woods has on his listeners when it comes to laying out the loot for pop records and LPs. Woods, whose show is heard nightly from 6:30 to 10:30 on WDAS, Philadelphia, has also proved his ability to influence his loyal audience when it comes to racial understanding.

Woods joined WDAS in 1956 after doing an air stint for three years on neighboring WHAT. As the headlines have recently related, brotherly love has been in short supply in Philadelphia. Woods, who was elected to the executive board of the NAACP last year, has been outspoken on racial issues on his show with the complete backing of the WDAS management.

Though WDAS is a Negro-oriented station, Georgie has a large following of white teenagers. He urges non-violence to his followers with the same fervor used to introduce a new smash single. The reaction in many instances has been just as favorable.

This summer during an NAACP drive to implement integration of a school in an all Negro neighborhood, a large group of white teenagers, alerted through Wood's program showed up to participate.

Woods, who personally feels that his strong stand on integration has hurt him with his white listeners, estimates that at least half of his white audience has left him during the past two years. There are no figures available to either back-up or refute this feeling.

"I'm not at all concerned about this loss as they (white teenagers) represent only a bonus



GEORGIE WOODS

audience to me and the station. The Negro audience is still there and these are the people who buy the products we sell. All I can sell my white audience are records," said Woods.

Georgie's ability to sell records is not contested. He has a reputation of playing only what he likes. His ear for the right sound has enabled him to introduce many important records in the market which are soon picked up by other more powerful stations. Georgie has been credited with kicking off "I Want Her to Love Me," by Lou Johnson and Garnet Mimms' "Cry Baby," to name just a current few.

ALBANY, N. Y.—John J. Ryan has been designated regional membership executive for the Associated Press in New York State.

Ryan, who has been with The Albany Times-Union and Knickerbocker News for several years, will work especially with radio and television stations.

14 Chicagoans To Be Honored



E. H. SHOMO

CHICAGO—Ernest H. Shomo, vice-president and general manager of WBBM (CBS) radio here, who last week was named "Radio Man of the Year" by the American College of Radio Arts, Crafts and Sciences, will be honored along with 13 others at the association's third annual awards banquet at Chicago's Conrad Hilton Hotel, Thursday (5). More than 50 nominees will be competing for prizes covering all areas of radio.

Six Chicago deejays are finalists for the "Best on the Air Personality": Mal Bellairs, WBBM; Paul Gibson, WBBM; Wally (Continued on page 40)

Radio-TV PROGRAMMING

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

VOX JOX

By GIL FAGGEN



GREETINGS! KALL's Will Lucas is about to get a bang out of a birthday cake presented him by the Bacchus Herculites (local power company) of St. Lake City. Lucas, now 31, holds down the morning slot on KALL and has been credited for many "firsts" in radio promotion. He received international acclaim with the world's first hippo banquet

at the Hotel Utah, helping Uganda promote their new export, hippo meat. I'm hip, man, I'm hip.

IN THE ACT: Broadcasters are making news by turning the tables on the recording industry. Jim Hunter, 21-year-old deejay at KBZ (Salem, Ore.), has recorded "Just Being Young" on (Continued on page 38)

PROGRAMMING NEWSLETTER

Scouts' Oath for Promotion Men

By BILL GAVIN
(Contributing Editor)

Ask any radio man who are the best record promoters he knows. Ask him why. Put the answers together, and you'll have a composite picture of the ideal promo man.

I've been asking these questions of radio people. The result shows eight outstanding qualities were mentioned, but these eight were praised most frequently. They are listed below in the order of their relative importance to the radio people I questioned.



HONESTY: Of all the desirable attributes of a promotion man, honesty is rated highest. Repeatedly came the comment: "I don't want to be hyped!" Some promoters, unfortunately are prone to fabricate sales and play reports. Perhaps they think that if they distort the true situation in a city a thousand miles away, their untruths will not be detected. Sometimes they get away with it, but more often they don't. When they don't, their effectiveness is permanently impaired.

PERSONAL AWARENESS: One disk jockey sums it up: "I don't mind talking shop. I expect a promo man to talk about his records. But the ones I like the best are the ones who take an interest in me as a human being. I like fishing and hunting; I'm interested in sports—particularly pro football. It's easy to be friends with a record man if he has some interesting or at least some knowledge about the things I enjoy outside my work." Another disk jockey comments: "It makes me uncomfortable when somebody tries to make a good impression by agreeing with everything I say. I respect a man's opinions, provided he's man enough to have any."

HELPFUL INFORMATION: Almost every radio man in smaller cities agree: "I like a promo man to let me know what's going on. If the big jocks in the big towns are strong for his record, that is important." Most disk jockeys in outlying cities add: "The promo men that come through here are the best source of news I have about what other stations are doing. I get more news from record people about some of my old friends in the business than from any other source." Even in the large cities, disk jockeys rely on facts about record sales that come from reliable promoters.

SELECTIVITY: When a promo man from a big independent distributor brings in a dozen or more records at a time and has a "pitch" for every one of them, it doesn't do much good. Out of every armful of records there should be one, or perhaps two, that deserve special attention. To give a lot of releases equal emphasis is equivalent to downgrading the stronger ones to the lowest common denominator of the lot. The discriminating music director may find something worth while in the stack without any guidance, but it is still important to know the distributor's comparative evaluation of his product.

FAIRNESS: Radio people are generally sensitive to the importance accorded their station in terms of the service they receive from distributors. Good promo men play no favorites. Most disk jockeys agree: "We don't want exclusives. We just want a fair shake with the competition." In one large city, the timing on record service is so critical that two promo men will check their watches so that they can deliver the hot new single to the two competing stations at exactly the same second.

INTEREST: Perhaps this will surprise you, as it did me. Several disk jockeys remarked that they liked to see a promo man genuinely interested in his work. They feel little sympathy for the promoter who considers himself superior to his calling.

LOYALTY: In radio, one of the prime attributes of an employee is loyalty to his station. Radio people apply this same standard to the promotion men they deal with. Petty resentments and gripes against the boss are best left unsaid. The promoter who frankly admires and is devoted to his company can be sure of finding a sympathetic bond with the disk jockey.

CHEERFULNESS: This should be no surprise. The disk jockey knows that his listeners expect him to be good natured on the air. In turn, he appreciates it when the promo man's visit is a happy occasion.

To the above comments from radio people I would add this thought: It's pretty perfunctory to say, "Thanks for your help." It makes much more sense for the record man to say, "Your pics and plays helped a lot to make the record a hit." Many radio people agree with my contention that we don't play a record to help anybody except our stations.

Pitt FM Dialers Get a Treat

PITTSBURGH — Many innovations in radio broadcasting these days are being initiated by FM stations. FM dialers here are being treated to some fresh programming fare by way of the facilities of WYDD.

Headquarters in New Kensington, a community near by Pittsburgh, WYDD has recently expanded its "World of Sound," heard noon to 1 a.m., to include light and semi-classical music. The two-hour program called "Meridian" is an all-instrumental presentation. The station from 2 to 3 p.m. swings into "Overture," presenting the best of Broadway's shows. A "Behind-the-Scenes" has been incorporated into the show relating the news of the entertainment world from Broadway to Hollywood to the Cannes Film Festival.

Peace Talk

A new program segment called "Comment" is aired at 8:15 p.m., piloted by Dorothy Fleegler. Miss Fleegler interviews prominent Pittsburghers for their views on problems of world peace and disarmament. The series is sponsored by the Peace Information Center of Pittsburgh.

Miss Fleegler and Lois Martin, who both act as program consultants for WYDD, recently took off for Europe to collect material for the station's international format. The result: a new series "Reflections and Dining: In and Out." Each week WYDD features a different foreign country or city emphasizing its cuisine, restaurants, night spots, etc.

Among the other highlights

of WYDD's programming schedule are "World Theater," a 30-minute drama-mystery offering from the Caedmon Collection, BBC and CBC, and "Guilty Party," a BBC who-done-it series which involves the listener and a panel of guest celebrities in solving the mystery before the program ends.

Nelson Goldberg, general manager of WYDD and sister AM outlet, WKPA, is programming a hootenanny show on both outlets on Saturdays by popular demand. The show, hosted by Nick Corvello, is the only AM offering duplicated on the FM side.

Once nightly and twice daily,

Friday, Saturday and Sunday, WYDD airs direct ski condition reports from local ski areas, ski organization activities and on-location reports from national and international ski resorts.

The station is distributing a handsome program guide and promotion booklet which, among other things, makes mention of WYDD's newest sponsors. On the list are Kaufman's department store (one of Pittsburgh's largest), Savings & Loan League, Cadillac automobiles, First Federal Savings and Loan, BOAC, Iberia Airlines and Time, Inc. Time, Inc.? Who has time to read with WYDD around!

VOX JOX

• Continued from page 37

Corby Records. The tune was written by platter spinner **Bill Ballance** of KFWB (Hollywood). ... WBT's (Charlotte, N. C.) music director **Loonie McGloh** has completed an LP of his own arrangements and compositions entitled "Loonis McGlohon and the Trio Play." The LP, created as tribute to McGlohon, former big band arranger, by WBT, contains selections in swing and jazz on one side and easy dance music on the other. ... **Phil Davis**, WWSW (Pittsburgh) promotion manager, has had his tune "Polka Lilly" recorded on the Lee Label by **Eddie** and the **Slovenes** from Creekside, Pa.

GONE TO THE DOGS:

While in Cleveland two weeks

ago for Group W conference I learned that **John Wellman**, KYW operations manager, was nonplused by the devouring of 30 chocolate bars by his pet basset hound designed for trick or treat giveaway.

Colleague from my NBC days, **Bob K. Brown**, has put in a call for singles and LP's for his station in Hastings, Minn., KDWA. The 1,000-watter reaches into the Twin Cities, as well as covering three counties. Brown, former program manager of NBC-owned WMAQ (Chicago), is now general manager of KDWA.

Deejays the world over will be interested to learn that **George (Thanks) Jay** has moved out of his ivory tower into posh quarters in the new Sunset

CANADIANS EYE 78 CATALOG

EDMONTON, Alta. — Radio Station CFRN here, is establishing a collector's museum library of sound consisting mainly of old 78 recordings. The station, which has disks dating back almost 40 years, is seeking a catalog or reference book which lists valuable collector's records.

SESAC Puts Out Yule Series

NEW YORK — SESAC has released its "Sounds of Christmas" LP package, a special series of 13 five-minute programs, complete with music and scripts, and available to radio stations for \$19.95.

Five LP albums comprising over 60 selections of Christmas music highlight the package. The scripted shows included are geared for local or national advertising.

Vine Tower, 6290 Sunset, Hollywood, 90028.

ROUND 'N' ROUND: **Barry Candy** reports that a number of Houston deejays and TV personalities served as honorary ringmasters of the Arabia Shrine Circus. Whipping it up were **Eddie Stewart**, **KIKK**; **Avery Davis**, **KOYK**, and **Johnny Pettitt**, **KOCH**; **Chuck Adams**, **KNUZ**; **Bill Shupert**, **KXYZ**; **Larry Walton**, **KPRC**; **Tyler Stewart**, **KTHT**; **Mel Pennington**, **KODA**, and **Tommy Bacon** and **Dick Lamb**, **KILT**.

SEGUE

Sam Holman, former WABC program director-air personality, has taken over the program reins of **WKNR** (formerly **WKMH**) Dearborn-Detroit, from **Frank Marucca**. Holman will be programming the newly formatted pop music station against his former outfit. ABC-owned top-popper **WXYZ**.

I hear that **Alan Freed** reported back on the air at Gotham's **WWRL**.

I also heard from **Harry Fink** that former **WPEN** (Philadelphia) air personality **Art Raymond** is acting as host of two Yiddish music shows on **WEVD** (New York) Monday through Friday and **WHAT** (Philadelphia) on Sundays. Art does the dialog in English.

Rod Roddy, **WQXI** (Atlanta) deejay will soon depart the station. Roddy has done important air stints with **KQV** (Pittsburgh) and **KYW** (Cleveland).

Ed Ripley **WTIX** (New Orleans) staffer, resigns to join **WMBR** (Jacksonville, Fla.) as program director. He is joined by **WTIX** deejay and chief engineer **Bill Baker**.

Tom Looney, formerly of **WIOD** (Miami), joins **WBT** (Charlotte, N. C.) as host of "Nightwatch."

NEWSMAKERS: **Bill Hampton**, former **KEX** (Portland) and **KW** (Cleveland) newsman, appointed news director of **KBOX** (Dallas). I understand Hampton may be in the market for several writer-newsmen.

Bob Norman named news director for **Plough's** Boston outlet, **WCOP**.

DAVID CARROLL'S

UNIQUE...

instrumental version of...

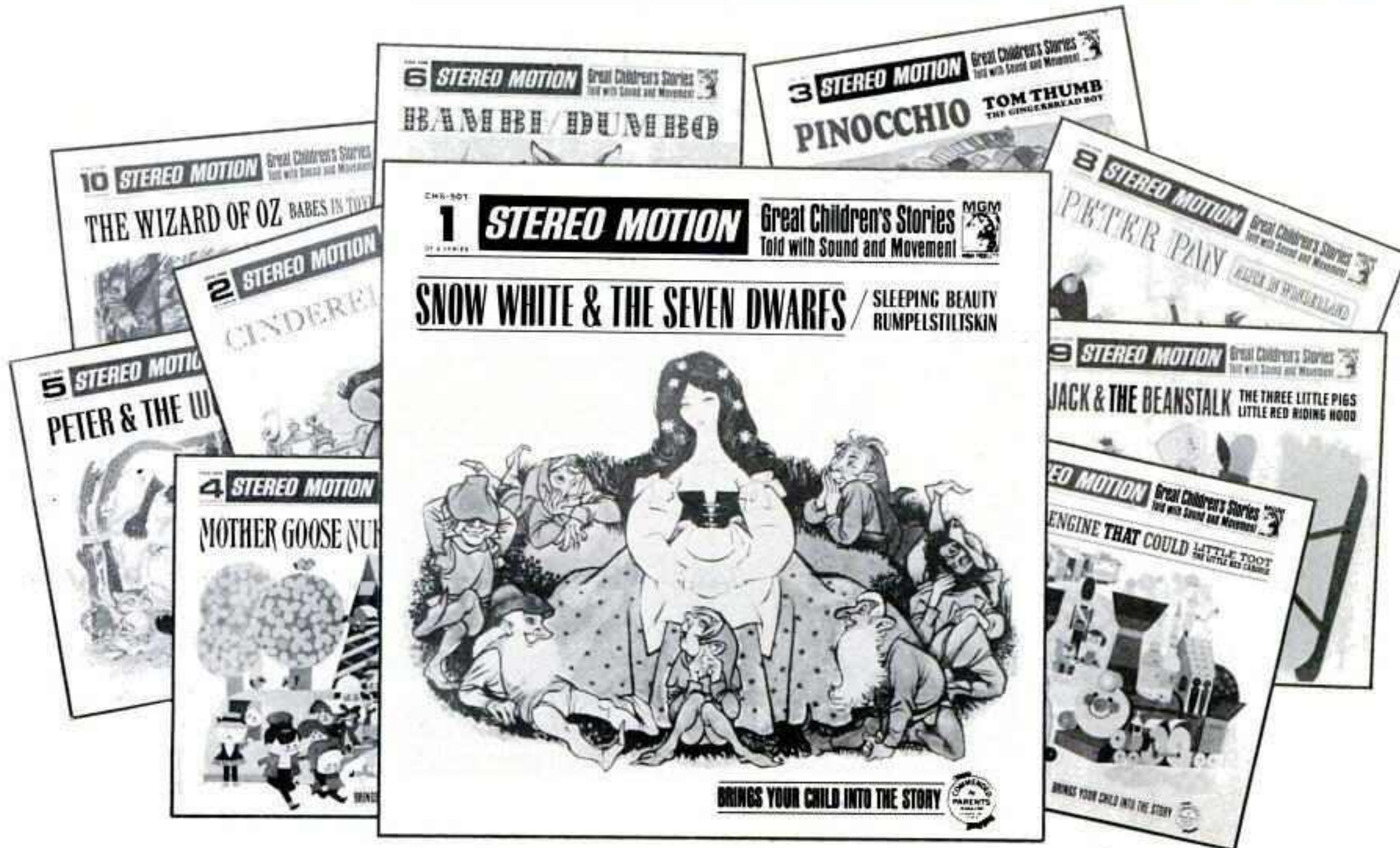
DOMINIQUE

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the great song that swept so fast to peak popularity

MGM's **DRAMATIC NEW STEREO-MOTION SERIES** IS THE FIRST REAL INNOVATION IN CHILDREN'S RECORDS IN YEARS!



THE MOST EXCITING INNOVATION IN CHILDREN'S RECORDS YOU HAVE EVER HEARD.

COMPARE THESE ALBUMS WITH ANY OTHER CHILDREN'S RECORDS ON ANY LABEL — AND HEAR THE DIFFERENCE.

Available Now! 10 New MGM Stereo-Motion Albums that bring every child into the story!



- Album No. 1: Snow White—Sleeping Beauty—Rumpelstiltskin—CHS/CH-501
- Album No. 2: Cinderella—Hansel & Gretel—CHS/CH-502
- Album No. 3: Pinocchio—Gingerbread Boy—Tom Thumb—CHS/CH-503
- Album No. 4: Mother Goose Nursery Rhymes—CHS/CH-504
- Album No. 5: Peter & The Wolf—Story Of Celeste—Tubby The Tuba—CHS/CH-505
- Album No. 6: Bambi—Dumbo—CHS/CH-506
- Album No. 7: Little Engine That Could—Little Toot—Little Red Caboose—CHS/CH-507
- Album No. 8: Peter Pan—Alice In Wonderland—CHS/CH-508
- Album No. 9: Jack & The Beanstalk—Three Little Pigs—Little Red Riding Hood—CHS/CH-509
- Album No. 10: Wizard Of Oz—Babes In Toyland—CHS/CH-510



MGM'S MULTI-USE CHILDREN'S ALBUM DISPENSER!

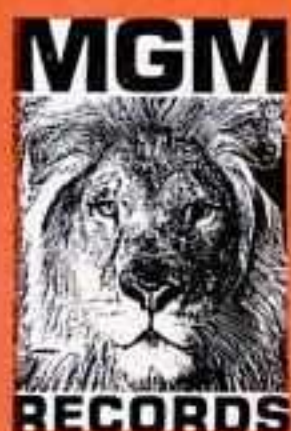
The most flexible merchandising display you've ever seen or used.



Place it on the floor, set it up on the counter, hang it on the wall, make it an island of pure SELL—here's MGM's new handsome, colorful merchandiser. Creates a business in itself!



DUAL FLOOR STAND



ISLAND DUAL FLOOR STAND DUAL FLOOR STAND WALL HANGING RACK
See Your MGM Distributor For Special Introductory Offer!

14 Chicagoans to Be Honored

• Continued from page 37

Phillips, WGN; Howard Miller, WIND; Henry Cook, WMAQ, and Jim Conway, WMAQ. Competing for best over-all news operation by a Chicago station are: WBBM, WGN, WIND, WLS and WMAQ.

Other categories and nominees are: Best series of community interest or documentary program: WBBM, Devil's Advocate; WBEZ, Crusade of Mercy;

WGN, The Sheriff Reports; WIND, Your Mayor Speaks, and WMAQ, Chicago, City of Giants.

Best individual community interest or documentary program: WBBM, More Than Stone Walls; WGN, The Tuf Guys; WLS, 1963 St. Jude Man of the Year; WMAQ, Love of Life. Best Cultural Contribution (series): WBBM, Summer Night at Ra-

vinia festival of bands and songs; WGN, Illinois Opera Guild auditions; WMAQ, Cavalcade of Freedom.

Best cultural contribution (single program): WBBM, Opening Night at the Lyric Opera; WLS, The Space Age Comes to Chicago; WMAQ, One More River. Best news personality: WBBM's Joe Foss, WGN's Lloyd Pettit, and WMAQ's Len O'Connor.

Other categories cover best news event, best single or series of editorials, best sports personality and sports program, and most creative commercials.

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.

BEST TRACKS FROM THE NEW SPOTLIGHT LP'S

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

POPULAR

LESLEY GORE SINGS OF MIXED-UP HEARTS—(Mercury SR 60849, SR 20849) "The Old Crowd" (Screen Gems-Columbia) (BMI) (2:27)

MARIA ELENA—Los Indios Tabajaras (RCA Victor LSP 2822, LPM 2822)

CURB YOUR TONGUE, KNAVE—The Smothers Brothers (Mercury SR 60862, MG 20862) "Church Bells" (4:25)

HOT ROD HOOTENANNY—Weirdos & Mr. Gasser (Capitol T 2010, ST 20103 "1320" (BMI) (2:37)

LOW PRICE POULAR

LIVING VOICES SING HOOTENANNY FAVORITES—(RCA Camden CAL 786, CAS 785) "Marianne" (BMI) (2:22)

MIDDLE-ROAD SINGLES

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

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
1	1	I'M LEAVING IT UP TO YOU, Dale & Grace, Montel-Michele 921	9
2	3	DOMINIQUE, Singing Nun, Philips 40152	4
3	2	WASHINGTON SQUARE, Village Stompers, Epic 9617	11
4	4	MARIA ELENA, Los Indios Tabajaras, RCA Victor 8216	11
5	6	SINCE I FELL FOR YOU, Lenny Welch, Cadence 1439	6
6	7	TWENTY-FOUR HOURS FROM TULSA, Gene Pitney, Musicor 1034	7
7	5	500 MILES AWAY FROM HOME, Bobby Bare, RCA Victor 8238	9
8	9	LIVING A LIE, Al Martino, Capitol 5060	6
9	—	HAVE YOU HEARD, Duprees, Coed	4
10	14	WIVES AND LOVERS, Jack Jones, Kapp 551	5
11	8	I CAN'T STAY MAD AT YOU, Skeeter Davis, RCA Victor 8219	13
12	10	YOUR OTHER LOVE, Connie Francis, MGM 13176	7
13	13	THE MATADOR, Johnny Cash, Columbia 42880	6
14	18	MIDNIGHT MARY, Joey Powers, Amy 892	4
15	15	YOUNG WINGS CAN FLY, Ruby & the Romantics, Kapp 557	6
16	—	THERE! I'VE SAID IT AGAIN, Bobby Vinton, Epic 9638	1
17	—	KANSAS CITY, Trini Lopez, Reprise 20236	3
18	19	SHIRL GIRL, Wayne Newton, Capitol 5058	6
19	—	POPSICLES AND ICICLES, Murmaids, Chatahoochee 628	2
20	—	TURN AROUND, Dick & Deede, Warner Bros. 5396	2

YESTERYEAR'S HITS

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

POP—5 Years Ago December 1, 1958

- To Know Him Is to Love Him, Teddy Bears, Dore
- Tom Dooley, Kingston Trio, Capitol
- It's Only Make Believe, C. Twitty, MGM
- Beep Beep, Playmates, Roulette
- One Night, E. Presley, RCA Victor
- Topsy II, C. Cole, Love
- Lonesome Town, R. Nelson, Imperial
- Problems, Everly Brothers, Cadence
- I Got Stung, E. Presley, RCA Victor
- It's All in the Game, T. Edwards, MGM

POP—10 Years Ago November 28, 1953

- Rags to Riches, T. Bonnett, Columbia
- Ebb Tide, F. Chacksfield, London
- Vaya Con Dios, L. Paul-M. Ford, Capitol
- Eh Cumpari, J. La Rosa, Cadence
- You, You, You, Ames Brothers, RCA Victor
- Ricochet, T. Brewer, Coral
- Many Times, E. Fisher, RCA Victor
- Oh, P. W. Hunt, Capitol
- That's Amore, D. Marlin, Capitol
- St. George & the Dragonet, S. Froberg, Capitol

RHYTHM & BLUES—5 Years Ago—December 1, 1958

- Topsy II, C. Cole, Love
- A Lover's Question, C. McPhatter, Atlantic
- Whole Lotta Loving, F. Domino, Imperial
- It's All in the Game, T. Edwards, MGM
- I'm Gonna Get My Baby, J. Reed, Vee Jay

- Nobody But You, D. Clark, Abner
- Lonely Teardrops, J. Wilson, Brunswick
- Rock-in' Robin, B. Day, Class
- Key to the Highway, Little Walter, Checker
- It Don't Hurt No More, N. Brown, Savoy

H'wood Station Leans on Teens

HOLLYWOOD—KMPC, 50,000-watter, is creating an interesting feature with the co-operation of Junior Achievement. Outlet is allotting 15 minutes on Sunday evening to 20 members of the Glendale-Burbank Junior Achievement center to create their own program, replete with commercials.

"We're working up a rate card for the kids," explained Steve Bailey, operations director. Participating students will be announced within the next two weeks as well as other details of the program.

Bailey said the station would suggest a news-interview format

to the youngsters. The high school students will elect their own officers, sell stock at 50 cents a share and liquidate their operation at the end of the school year.

Station, with Lloyd Sigmon as general manager, is reportedly the first major market outlet working with Junior Achievement in training teen-agers in all phases of radio.



*...IT'S BREAKING OUT
and rocketing to the
top of the charts*

**JIMMY
VELVET**

*and his
smash
single*

**"WE
BELONG
TOGETHER"**

B/W "The History of Love"
ABC-10486

ABC-PARAMOUNT
FULL COLOR FIDELITY

DISTRIBUTED IN CANADA BY
SPARTON OF CANADA, LTD.

ABC-PARAMOUNT

ALBUM REVIEWS

Continued from page 35

POP SPECIAL MERIT

GREAT GROUP OLDIES!!
Various Artists. Oldies 33 OL 8003

Another package of interesting oldies, this time going back to the heyday of the big rock 'n roll groups. Collectors of that era's highlights will find such groups as the Dells, the Spaniels, the Eldorados, the Moon-glows, the Flamingos, the Dubbs, the Quintones, the Magnificents, the Channels and the Capris. Strong wax for this market.

JAZZ SPECIAL MERIT

JAZZ CONCERT
George Shearing Quintet
Capitol T 1992 (M); ST 1992 (S)

The Shearing Quintet is caught live in concert at Santa Monica, Calif., on this collection of performances, and the audience is a decided advantage in keying up the sets. "Love Walked In," "There With You" and a 12-minute improvisation on "Love Is Just Around the Corner" are included here. Highlight is Shearing's solo performance of "I Cover the Waterfront," which is given a Debussy treatment.

CLASSICAL SPECIAL MERIT

RITA STREICH—FOLK SONGS OF THE WORLD
Deutsche Grammophon SLPEM 136376 (S)

Coloratura soprano Rita Streich is heard in a delightful program of traditional folk songs of the world. With consummate taste and artistic insight she performs such favorites as "Du, du, liegst mir im Herzen," "Frere Jacques" and "Drink to Me Only With Thine Eyes," plus Russian, Japanese, Jewish and Swiss songs. Her pure voice is nicely supported by fine orchestrations, under the direction of Carl Michalski.

CLASSICAL SPECIAL MERIT

GIOVANNI MARTINELLI
RCA Victor LM 2710 (M); (No Stereo)

On November 20, 1963, the Metropolitan Opera House offered a gala performance in celebration of the 50th anniversary of Martinelli's debut at that house. This great tenor of the "golden age" of opera was in attendance. RCA Victor has released

this album in commemoration of the event, and it includes memorable performances recorded by Martinelli between 1915 and 1939. He performs arias from "Fedora," "Trovatore," "Otello," "Andrea Chenier," "Pagliacci" and others.

CLASSICAL SPECIAL MERIT

TRIOS—RUBINSTEIN/HEIFETZ/FEUERMANN
RCA Victor Red Seal LM 7025 (M)

This is a handsomely repackaged set of the historic recordings of Beethoven's "Archduke," the Brahms, "Op. 8" and Schubert, "Op. 99," recorded in 1941, shortly before the death of Emanuel Feuermann. These are fine performances which display strong temperament and individuality by the three virtuosi. This set now brings together the only available recordings made by this combination of performers. It is a highly significant set.

COUNTRY SPECIAL MERIT

GEORGE JONES AND HIS COUNTRY COUSINS SALUTE THE GRAND OLE OPRY
United Artists UAL 3309 (M); UAS 6309 (S)

Here's a packaging of singles by various artists on the UA country roster. The names of George Jones and "Grand Ole Opry," prominently displayed on the cover, can account for sales. Jones is on but two of the tracks, once by himself ("Ain't It Funny What a Fool Will Do") and once with Melba Montgomery ("Out of Our Minds"). Miss Montgomery is also heard in solo with "What's Bad for You Is Good for Me," and Judy Lynn is here with "Oh Why Can't He Forget Her." A nice sampler type of set which can do business.

COUNTRY SPECIAL MERIT

COUNTRY MUSIC HOOTENANNY
Various Artists
Capitol T 2009 (M); ST 2009 (S)

This is a live show, recorded at Bakersfield, Calif., earlier this year. It's emceed by "Cousin" Herb Henson, country music TV personality, and he's helped by a raft of artists (making a single appearance each) including Buck Owens, Roy Clark, Tommy Collins, Jean Shepard, Rose Maddox, Glen Campbell, Merle Travis, Johnny Bond, Joe and Rose Maphis, Bob Morris, Roy Nichols and the Kentucky Colonels. A listenable show.

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

POPULAR

THE BANJO BARONS PLAY MUSIC FOR HAPPY TIMES
Columbia CL 2089 (M); CS 8889 (S)

THAT GRIFFIN SOUND
Kirb Griffin. Columbia CL 2083 (M); CS 8883 (S)

HOOTENANNY FOR ORCHESTRA
Walter Ralm. Liberty LRP 3332 (M); LST 7332 (S)

TRY A LITTLE TENDERNESS
Jerry Murad's Harmonicats. Columbia CL 2090 (M); CS 8890 (S)

ROMAN ACCORDION
Charles Magnante & His Ork. Command RS 852 (M); RS 852 SD (S)
SING OUT AMERICA
The Tell Tale Singers. Aravel AB 1001 (M)

BIG JAY McNEELEY
Warner Bros. W 1523 (M); WS 1523 (S)

STEVE ALLEN SINGS "12 BEAUTIFUL LOVE SONGS"
Dot DLP 25530 (S); DLP 3530 (M)

JAZZ

FRENCH COOKIN'
Budd Johnson. Argo LP 721

THE URBE GREEN 6-TET
Command RS 857 (M); RS 857 SD (S)

CLASSICAL

SCHUBERT: SCHWANENGESANG
Hermann Prey. London 5797 (M); OS 25797 (S)

EVENING BELLS
Nicolai Gedda. Capitol P 8597 (M); SP 8597 (S)

COUNTRY

COUNTRY HITS
Various Artists. Petal 2000 (M)

FOLK

HOOTENANNY
Various Artists. Aravel AB 1003 (M)

FOLK BLUES SONG FEST
Various Artists. Aravel AB 1004 (M)

RELIGIOUS

LIFE OF LOVE
The Jesus and Mary Choral Group. Columbia CL 2092 (M); CS 8892 (S)

EXPLOSIVE SALES GUARANTEED

on these new
DOOTO HOLIDAY RELEASES

DTL 835 ▶ a Redd Foxx blockbuster for the humor hungry market!

DTL 836 ◀ Redd Foxx vs. Hattie Noel in a sales-packed comedy blast!

DTL 837 ▶ A sales sizzling sexplosion by Ray Scott, bold new, comic star!

HIT SINGLE with the "Oldie" sound... #388 "LET ME GIVE YOU MONEY" The PIPES

DEALERS ORDER NOW!
5-PLUS-1 PLAN
on entire Dooto Catalog ends December 10th

DOOTO RECORDS
9512 SOUTH CENTRAL AVENUE LOS ANGELES 2, CALIFORNIA

NEW HOUSE IN TOWN

aravel records

... built on America's taste in music

How's this for a foundation:

SING OUT AMERICA (AB 1001) Folk Song Favorites, The Tell-Tale Singers.
GOSPEL FAVORITES (AB 1002) The Tell-Tale Singers.
HOOTENANNY (AB 1003) Pete Seeger, Jean Ritchie, David Sear, Oscar Brand, Jack Elliot, The Country Gentlemen.
FOLK BLUES SONG FEST (AB 1004) Memphis Slim, Arbee Stidham, Leadbelly, Big Bill Broonzy, Sonny Terry, Jack Dupree, Cisco Houston, Brownie McGhee, Sonny Terry Lightnin Hopkins, Woodie Guthrie.
SONGS OF THE NEW LOST CITY RAMBLERS (AB 1005) Tom Paley, Mike Seeger, John Cohen.
LIVE HOOTENANNY (AB 1006) Pete Seeger.

For the name of your distributor, write:
ARAVEL RECORDS, INC.
46-23 Crane Street, L. I. C., N. Y., EX 2-6442

Dealers Get 2d Shot at Tape

By NICK BIRO

CHICAGO — After getting their fingers burned on pre-recorded tape back in 1958, most record dealers figured it just wasn't the product for them. Now, however, many are starting to get second thoughts.

According to Merle Schirado of Musictapes, one of the nation's largest tape distributors, there has been a very substantial swing toward tape sales on the part of the record dealers.

Schirado estimates that currently, nearly 50 per cent of his firm's volume is done by record outlets. He said the figure used to be less than 10 per cent.

Out of 70 distributors, Musictapes has some 20 in the record field, 30 to 40 in the appliance and component field and some 10 in the photo category.

While the photo dealers used to account for some 40 per cent of Musictape's volume, they now account for less than 10 per cent. The biggest increase—and mostly in the past 12 months—has been among record dealers, Schirado says.

Spreading Out

He feels the reason is due primarily to record dealers recognizing tape as an excellent diversification product. Schirado noted that back in 1958, tapes were selling at \$12.95 but that the advent of stereo record virtually killed tape sales because of the big price differential.

When the tape industry came up with four-track tape and dropped the price to an average \$7.95, tape sales started coming back. This started in 1961, and tape sales have been climbing ever since, Schirado said.

Some typical record outlets where Musictapes is selling large quantities of tape include Rich's in Atlanta, Korvette's in all cities, and Lyon and Healy and Marshall Field's in Chicago.

Schirado said that the increase in percentage sales was not because the appliance and component parts sales were standing still, but because the record outlet sales were picking up. "Many of the dealers realize

they're already selling music—why not tapes," said Schirado.

Going Stereo

Interesting is the fact that today, virtually all tape sales are stereo. Musictapes doesn't even have a large portion of its catalog in monaural material.

Schirado said it's because tape is being bought primarily by the sophisticated buyer who has stereo equipment. He said the day of the small monaural tape recorder playing music is virtually gone.

Looking at the tape industry as a whole, estimates are that there are some 6,000 to 8,000 tape selections available. Musictapes predicts that with the advent of the fully automatic tape playback machines, tapes will be the dominant home entertainment medium within five years.

Schirado said that already several firms are marketing tape players for cars. He said it wasn't too farfetched to imagine tapes being sold from vending machines in filling stations.

The new stereo tape cartridge system put out by Minnesota Mining's Revere-Wollensak division was also cited as a

big step forward by Schirado. The system allows up to 15 hours of automatic play.

Dramatic Gain

Musictapes estimates total tape industry sales at \$10,000,000, still less than 5 per cent of the record industry's half-billion volume, but dramatic when compared with a near-zero tape figure in the 1958-1959 period.

Musictapes itself is in its second year of business and ranks itself fifth in industry sales—behind RCA Victor, Columbia, Capitol and UST (Ampex). Sales are expected to hit \$400,000 at the end of the current fiscal year, and the forecast is for a 50 per cent increase in 1964.

Musictapes now has the tape marketing rights to catalogs of United Artists, Everest, Eliktra, Vee-Jay, Monitor, Caedmon, Prestige, Starday, Seafair, Mahalo and Crescendo, besides its own line of tapes called Musictapes.

The firm produces mainly reel-to-reel, four-track pre-recorded stereo product at 7½ ips, but it also has a 3¾ ips line, cartridges for the new Minnesota Mining recorder, and fidelapacs for auto-stereo players.

EQUIPMENT NEWSLETTER

Trade at Doorway of New Era

By DAVID LACHENBRUCH

(Contributing Editor)

(Editorial Director, Television Digest)

LET'S LOOK INTO THE FUTURE. Not the far-ahead 1984-type future, but just a couple of years up the line. It's almost inescapable that a mammoth new home entertainment product will be either on the market or imminent. It will compete with the products you sell—or could be selling.



In the foreseeable future, people will still be spinning disks and recording and listening to audio tapes—probably in increasing numbers. But we can now sniff enough smoke in the air to know that we are at the doorway of a new era in home entertainment. In the big consumer product manufacturing establishments, you can almost feel the tenseness of expectation.

This new product is home video recording. Nobody can accurately evaluate its impact at this time—but that it's coming, and soon, is virtually a foregone conclusion. Two systems have already been announced as nearly ready for commercial evaluation as consumer products. The first is the British-developed Telcan system, being developed for the American market by Cinerama, Inc. The second is a home tape recording device which will be demonstrated to TV set manufacturers next January by Fairchild Camera & Instrument Company, based on military work conducted by Fairchild's subsidiary Winston Research Corporation.

Neither of these systems may ever reach the production stage. But that doesn't mean that no home TV recording system will. It's known that devices are in various stages of development by RCA, IIT Research Foundation (Illinois Institute of Technology) and Ampex in this country, in addition to Sony and Shiba Electric in Japan.

IT'S ALSO WIDELY RUMORED—but unverifiable—that Eastman Kodak is developing a system and it would be surprising if Minnesota Mining, CBS Laboratories and Machtronics, Inc. (which have been important factors in commercial video recording) weren't working on approaches of their own. There are undoubtedly companies we haven't mentioned which are recording and reproducing pictures from the air right now in the hopes of being first with this new consumer product.

There's some agreement on the requirements for a practical home TV recorder: It must be simple to operate. It must be at least fairly economical of tape. It must carry a list price of \$300 or under. (Above \$300 it becomes an investment of the magnitude of color TV.) And, incidentally, it must be easily adaptable to color operation.

I have talked with developers who believe they

have licked these problems. Whether they're correct or not, somebody will lick them—and soon.

WHAT WILL THE HOME VIDEO RECORDING age mean to the dealer who now sells phonos, tape recorders, records and tapes? First, I feel he will find himself locked in an all-out competitive battle with two other types of retailer—the appliance dealer and the camera store. Both will claim home video recording as their natural birthright—the camera store because it already sells tape recorders, tapes and movie film; the appliance dealer because he sells TV sets.

They'll be battling not only for the initial sale business, but for the enormously lucrative repeat sales—blank and pre-recorded video tape, plug-in replacement recording heads and pole-pieces, such as optional accessories as home TV cameras, lights, and so forth.

Does it sound fantastic? It's not really nearly so fantastic as the concept of 60 million television homes seemed just 20 years ago.

The public's reaction to home video recording—not the technical feasibility of its development—is the real puzzler. Some exponents figure that probably a million such units can be sold each year, after the first couple of years. They would be sold either in combination with TV sets, or as separate attachments.

NOBODY REALLY KNOWS what kind of medium home video tape will be. With the development of a low-priced home TV camera (not a major technical problem if substantial demand exists), it could be sort of a home-movie medium. But on the basis of audio tape-recorder experience, it might be a better bet that most consumers will use their recorders mainly to tape shows off the air and to view pre-recorded tapes.

The pre-recorded tape field may well be a rental market. Nonerasable tapes (I'm told they're possible to make) could be picked up at the corner record or photo dealer, then exchanged after viewing. The record club approach is a strong possibility here—i.e., the "Tape-of-the-Month Club."

A strong argument could be made that people won't pay for pre-recorded tapes as long as continuous free entertainment is available to them on the air. This may be true—but I can't help thinking how radio was supposed to be the death-knell of records.

I don't think home video recordings will cut into phonograph, record or audio tape recorder sales. It will, however, be competing for the consumer's disposable income and leisure time—along with automobiles, swimming pools, boats, vacation trips and the other necessities of modern life.

All of this presents some very richly hydrogenated food for thought. The home video recording age is coming, and anyone whose livelihood depends on the home entertainment industries would do well to give it some thought.

Phono-Tape

MERCHANDISING

BEST SELLING PHONOS • DISK DEALS
EQUIPMENT NEWSLETTER

Free Stereo Tests Way To Fill Up the Store

WASHINGTON — Offering free testing of stereo equipment on a Sunday afternoon has proven a remarkably efficient means of filling up the store with good stereo prospects at Myers-Emco, here.

Concentrating the offer at its main downtown outlet the store runs a two-column, four-inch newspaper ad announcing the event, whenever sales are slow. The headline across the top of the ad reads simply "Free Stereo Testing" and invites stereo-hi-fi fans to bring in their components, or complete sets, as they wish, for a thorough electrical and mechanical check. Set up

for the purpose is a test bench, for quick tracing of distortion, multiplex separation, hum, phase shifting, and similar problems. Operating a complete professional audio laboratory, Myers-Emco is one of the best qualified dealerships in the nation's capital along these lines, and can usually give an interested owner a clear picture of what it will take to put his

(Continued on page 43)

11 New Hoot LP's for Merc

CHICAGO — A collection of 11 new hootenanny albums plus a pop LP by Lesley Gore highlight Mercury's November release. The entire program is heavily backed by point-of-sale display material.

Besides the hootenanny and Gore LP's, the release includes three more pop albums, two jazz, four classical, and three in the firm's Curtain Up series.

The November sales plan runs through December 31 and offers a 10 per cent discount on all new product as well as catalog items. Dating is available for qualified dealers.

Of the new display pieces, two are designed for the folk collection. One is a new header titled "It's Hootenanny Time," for the firm's light and motion display introduced last fall, and a full set of covers from the folk collection. The second features the Smothers Brothers with their four albums (including a new November release).

For the holiday season, a Christmas header and Christmas album covers are provided. Also new is a winged-shaped window and counter display featuring a full size color cover

(Continued on page 43)

Stereo Survey Shows Switch

NEW YORK—Men have become increasingly conscious of styling and appearance of stereo equipment, while women have grown more aware of the technical aspects of an instrument. These are among the findings of a survey conducted among men and women visitors to its display by Pilot Radio Corporation at the recent New York High Fidelity Show.

Other data gleaned from the study include the fact that the high fidelity enthusiast doesn't mind spending a lot of money on his equipment, that he listens to his rig an average of two hours a day, and that he can't stand rock and roll music.

Classical and semi-classical music led by a wide margin as the prime preference for high fidelity enthusiasts. Jazz, in turn, led pop and folk music, while less than 2 per cent of the participants in the survey listed any interest in rock material.

The survey also disclosed that stereo is used as background for many activities, including reading, eating, cooking, parties and working at hobbies.



MERCURY'S LIGHT and motion display is trimmed for the holiday season with a new lantern and holly header plus a collection of Christmas album covers.

**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 \$201 and \$300

POSITION			BRAND	% OF TOTAL POINTS
This Issue	8/31/63 Issue	6/1/63 Issue		
1	1	1	Magnavox	43.6
2	2	3	Zenith	11.5
3	—	2	RCA Victor	8.2
4	—	4	Motorola	7.2
5	—	—	Delmonico	4.9
6	4	4	Curtis-Mathes	3.3
			Others	21.3

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

8/31/63 Issue: General Electric (2); Voice of Music (V-M) (5); Masterwork (6); Packard Bell (7).
6/1/63 Issue: General Electric (7); Voice of Music (V-M) (8); Masterwork (8).

DISK DEALS FOR DEALERS

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

- PRESTIGE**—Expires November 30, 1963. Started November 1, 1963. New 16000 jazz series. Suggested list \$3.98. A 10 per cent discount to dealers for the month.
- MERCURY-WING**—Expires December 15, 1963. Started October 15, 1963. Sales Power Program. One free with four purchased on classical only. Pop not included.
- CAPITOL**—Expires December 24, 1963. Started October 1, 1963. Christmas program: A 12½ per cent discount off invoice on all Christmas new releases and catalog items.
- LIBERTY**—Expires December 25, 1963. Started September 23, 1963. Christmas program: A 10 per cent cash discount off face of invoice on new albums and catalog items. A 100 per cent guarantee. Credit returns between January 1 and February 1. Payments: One-half each January 10 and February 10.
- VEE JAY**—Expires December 25, 1963. Started November 1, 1963. Christmas special promotion on 4 Seasons' "Season's Greetings" album. Buy five, get one free.
- PRESTIGE**—Expires December 31, 1963. Started October 1, 1963. On Prestige (7000 series), Prestige-Folklore, Lively Arts and Tru-Sound labels. A 10 per cent discount.
- MOODSVILLE**—Expires December 31, 1963. Started October 1, 1963. A 25 per cent plus 10 per cent on Moodsville, Swingville, New Jazz, Bluesville, Near East, Irish and Prestige International labels.
- RCA CAMDEN**—Expires December 31, 1963. Started October 15, 1963. A 12 per cent discount on new and catalog Camden Christmas record and tape product. A 100 per cent return privilege.
- 20th CENTURY-FOX**—Expires December 31, 1963. Started October 15, 1963. "Holiday on Wax" sales program. A 10 per cent discount on eight new and catalog Christmas albums.
- REQUEST**—Expires January 31, 1964. Started November 1, 1963. Buy 10, get one free on entire catalog and new releases.
- REPRISE**—Expiration indefinite. Started September 1, 1963. A 12½ per cent discount on new releases.
- DOOTO**—Expiration indefinite. Started May 1, 1963. On all Dooto album product—buy five, get one free.
- ORIGINAL SOUND**—Expiration indefinite. Started June 25, 1963. Entire LP catalog: Buy 10, get one free. One hundred per cent exchangeable.
- COMMAND**—Expiration indefinite. Started June 24, 1963. One-free-for-six-purchased deal on seven new releases and entire catalog.
- TAMLA-MOTOWN-GORDY**—Expiration indefinite. Started July 15, 1963. Buy six, get one free, on all new releases and entire catalog of all three labels.
- WORD**—Expiration indefinite. Started September 21, 1963. Package offer of 50 albums units selected from 24 best sellers. Free display rack and 90-day deferred billing and full refunds on unsold merchandise at end of 90-day period for dealers.
- ROULETTE**—Expiration indefinite. Started October 15, 1963. A 15 per cent discount in free merchandise on 11 new albums.

11 New Hoot LP's
• Continued from page 42

of Johnny Mathis' "Sounds of Christmas" in the center with four Mercury Christmas albums on the sides. The header is a die-cut roof-top, reading "Fill

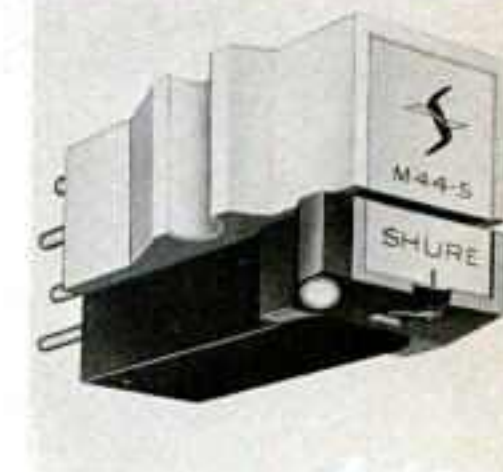
Your Home With the Music of Christmas." A similar header tops an attractive floor display, holding a total of 96 albums. These include Mercury's eight guaranteed Christmas LP's by Mathis, Harry Simeone, the Platters, the Chad Mitchell Trio and the Smothers Brothers.



A PAIR OF NEW SMOTHERS BROTHERS promotion pieces to tie in with the Mercury "Who's Hoot in Folk" plan: (1) Self standing window and in-store display piece done as a simulated playing card featuring the brothers' faces on the King of Hearts (with moving eyes yet), and full-color reproductions of the brothers' four albums. Also a deck of real playing cards with Tom and Dick Smothers substituting for the four kings. (2) A consumer folder, "Smothers Family Album," is a seven-inch folder containing candid photos of the boys with a complete story of their life. Space is provided on the back for dealer imprint.



Dynetic Cartridge



SHURE BROTHERS, INC., Evanston, Ill., has announced a new stereo dynetic cartridge, with a no-scratch, retractable stylus which tracks at an effective vertical angle of 15 degrees. The 15-degree stylus is especially set to track records at the vertical stylus angle many record firms now use in cutting records. The 15-degree angle has been proposed as the industry standard by the Record Industry Association and the Electronic Industries Association. The new cartridge-stylus assembly is available as Model M44-5 (shown above) at \$49.50 and M44-7 at \$44.50. Replacement stylus for the two cartridge types carry net prices of \$21.75 and \$16.75.

Send for Price List

**"45" RPM
SPINDLE
ADAPTORS**

Admiral • BSR-Monarch • Collaro
Crescent • Garrard • Glaser-Steers
PE Rex • Telefunken • V-M
Webcor

Genuine original manufacturers' equipment in all standard and shorty models

Write or call today for complete catalog and price schedule.

DIALTRONICS

240 Market St. • Paterson, N. J.
Lambert 5-2211

**Christmas Seals
mean happier homes
& healthier people**



Free Stereo Tests

• Continued from page 42

equipment in top-notch operating condition.

With four technicians on duty, the bench is more than adequate to give every component a complete test in a few minutes time, so there is virtually no waiting.

The unique free offer has brought in as many as 250 stereo owners in a few hours' time, from 1 p.m. to 6 p.m. on a Sunday afternoon. After learning that the necessary repairs will amount to a considerable expense, many decide to trade it in on new equipment, which is the ultimate goal of the service offer. Every visitor can be depended upon to spend plenty of time looking over Myers-Emco's complete line-up of components and cabinet sets, and in many instances, a repair visit which required only minor adjustments and testing on components has led to sales up into the \$500 bracket within a few weeks' time.

**NARAS MAILING
DISKERY FORMS**

HOLLYWOOD — NARAS is mailing recommendation forms to diskeries to compile a list of eligible records for its 1963 Grammy Awards. Once the labels select their eligible products, the membership will vote for the top disks. In order to qualify a disk must have been released between December 1, 1962 and November 30, 1963.

National President John Scott Trotter stated last week that any company not receiving form should contact the NARAS office here at 1741 Ivar Avenue.

*Performance
and Profits*

... in background music are yours with reliable VIKING cartridge players, in package or component form ... Cartridges ... Pre-recorded music.



Showing Vik-o-matic — completely self contained cartridge player. Consists of deck, 8 watt amplifier with microphone input and speaker. Also, reel-to-reel transports, recorders, amplifiers for every use and purpose.

Write Sales Manager For Information

IF IT'S USED WITH TAPE IT'S MADE BY VIKING



Your assurance of Quality in Tape Components
9600 Aldrich Avenue South, Minneapolis, Minnesota, 55420

Billboard Buyers & Sellers CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

HELP WANTED

RECORD SALESMEN WHO NOW CALL on retail outlets can increase commissions per call substantially by handling Square and Round Dance Records as well as present lines. Growing market. High mark-up. Get full details. Write: Heritage Distributing Corp., 6400 N. Leoti Ave., Chicago, Ill., 60646. Phone 763-8428.

PRODUCER TRAINEE for ad agency

In Radio-TV Department. Creative ability in A & R sound and visual direction desirable. Write

MARTIN THAU
BILLBOARD
165 W. 46th St.
New York 10036

SITUATIONS WANTED

ANNOUNCING a new low rate for SITUATIONS WANTED ADS

to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT

to make the right, best paying connections. THIS IS THE PERFECT MEDIA FOR SELLING YOURSELF TO PROSPECTIVE EMPLOYERS.

\$2.00 will do the trick for a 1/2" ad in one issue . . . maximum 15 words, plus name and address.

MAIL COPY AND PAYMENT TO: Martin Thau—BILLBOARD CLASSIFIED MART, 165 W. 46th St., New York, N. Y., 10036.

PROFESSIONAL SONGWRITER WISHES position as Copywriter with radio station. Western states preferred. Write: Billy Porter, 868 Harding Road, Des Moines, Iowa, 50312

SONGS—SONGS—SONGS—YOU NAME the artist and write me for professional material. P. O. Box 416, Canton 1, Ohio.

ANYONE INTERESTED IN EXTRA special talent and material in R.&B., Pop, C.&W. fields? Write P. O. Box 416, Canton, Ohio.

AMBITIOUS MAN SEEKS SALES MERCHANDISING or promotional position with record manufacturer or New York distributor. Top merchandising experience. Write Alan Kusa, 11 S. Howells Point Rd., Bellport, L. I., N. Y. Phone: Area Code 516; AT 6-8871.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

NEW 45'S, \$8 HUNDRED; FEW DUPLICATIONS. New \$3.98 to \$5.98 cut out and catalogue major LP's, including Christmas, \$1.25 ea. Sample order of 10 sent P.P.D. for \$12.95. Hal Faktor, 4143 W. Armitage, Chicago 39, Ill. CA 7-3722. de14

CHRISTMAS LP'S — NEW BUDGET-priced Mono and Stereo, such as Gene Autry, Little Drummer Boy, Christmas Sing Along, Ken Griffin Style, Organ and Chimes and others. 20 assorted sent P.P.D. for \$13.95. Hal Faktor, 4143 W. Armitage Ave., Chicago 39, Ill. de14

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

HAYDN SOCIETY RECORDS

ARE NOW AVAILABLE
TO QUALITY DEALERS
FROM COAST-TO-COAST

Send for current catalog

ESOTERIC, INCORPORATED
P. O. BOX 1799
HARTFORD, CONN.
National Distributors for
HAYDN SOCIETY RECORDS

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT

PRESSING, PLATING

CUSTOM QUALITY PRESSING, 45 & LP. Rapid service with satisfaction guaranteed. Write or call for cost schedule. Ph.: 415-533-2234. Mark Records Mfg. Co., 5212 E. 14th St., Oakland, Calif. de7

NO JOB TOO SMALL — QUALITY pressing. Low cost. Special bonus with this ad only. No charge for shipping anywhere in the U. S. or Canada. The House of Wax, 1733 Broadway, N. Y. C. CI 7-2159. np-ap18

RECORDING FACILITIES & SUPPLIES

PROFESSIONAL DEMO RECORDS

Finest Quality—Low Prices—Top Notch Talent.
8 Singers (male-female).
10 Instruments—Vocal Groups.
Best, Modern Tape and Disc Equip. (Ampex, Altec, RCA)
Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$13.00; two Songs, \$23.00 (45 or 78); add. Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar, Violin for \$5.00 each per song.
WRITE FOR FREE BROCHURE.

DEMONSTRATION RECORD COMPANY
(Our 10th Year)
Box 3404, Sta. C Lincoln, Nebraska

USED COIN MACHINE EQUIP- MENT, PARTS AND SUPPLIES

MISCELLANEOUS

For Your
Copy of
INTERNATIONAL
COIN MACHINE
DIRECTORY

Write to: Joe Pace
Dept. 525, Billboard
2160 Patterson St.
Cincinnati, Ohio, 45214

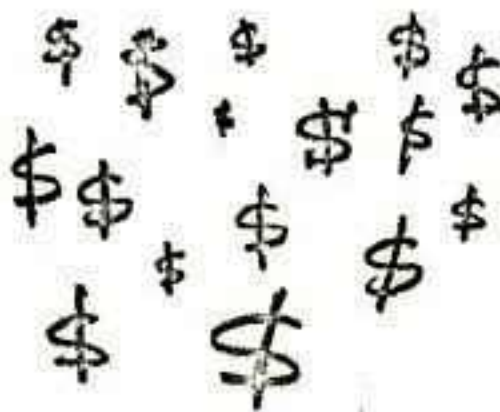
Price: \$1.00 per copy

MOSS PACK #10
ANDRE PREVIN
FARON YOUNG
FATS DOMINO
ANN MARGARET
VIC DAMONE

Look for the
MONEY-MAKING
Announcement in this issue, page #47

BUSINESS OPPORTUNITIES

ATTENTION, RECORD DEALERS,
RACK-JOBBERS AND
ONE-STOPPS:



SEE PAGE 10 for Your Late Fall
and Holiday Sales Promoter

THE COMPANY THAT REALLY GOES after more business can get more business. Consistent advertising in this Classified Mart is a proven economical way to arouse interest, make valuable contacts and increase sales and profits. Handy order form printed below for your convenience. ch-np

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

CLASSIFIED RATES Per Insertion

	1/2"	1"	2"	Each Additional Inch
Manufacturers Advertisers	\$9	\$15	\$25	\$9
Distributors & Employment Advertisers	\$5	\$9	\$15	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words. All rates are for EACH advertisement, EACH time. Advertisements 2" or larger set in boxed style.
- If box number is used, allow 10 words for number and address. Box number service charge, 50c per insertion.

USE THIS HANDY AD ORDER BLANK

Please insert the following ad for _____ consecutive issues.
Classification: _____ Size: _____
 Set regular classified style. Set boxed classified style.
 Amount enclosed _____
Copy: _____

Company Name _____ Authorized by _____
Address _____
City _____ Zone _____ State _____
Please enclose your payment. We do not bill for classified ads.

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART
165 W. 46th St. 1520 N. Gower St. 188 W. Randolph St.
New York, N. Y., 10036 Hollywood, Calif., 90028 Chicago, Ill., 60601

Billboard's "INTERNATIONAL MUSIC-RECORD DIRECTORY" & "BUYER'S GUIDE"

packed with
Pages & Pages of
Names and Addresses

of Leading U. S.

- Record Mfrs.
- Music Publishers
- Record Distributors
- One-Stops
- Rack-Jobbers
- Coin Machine Mfrs.
- Coin Machine Distrib.
- Parts Suppliers
- Special Services
- Importers & Exporters

Each listing arranged alpha-
betically and geographically
by State.

Only Few Copies Left . . . \$1.00 prepaid!
Send request and payment to:
Billboard
Joe Pace, Dept. B
2160 Patterson St.,
Cincinnati, Ohio 45214

MISCELLANEOUS

Attention, Radio Stations: Important Message.

If you need help in securing exactly the right records and albums for your music programming — YOU CAN GET IT FROM RSI.

Over 1800 satisfied station users — and the list grows with every mail. If you have any special record problems, call or write to find out how RSI can help you. No obligation, of course.

RSI

Record Source International
165 W. 46th St.
New York, N. Y., 10036 PL 7-2800

HEY! YOU ALMOST MISSED THREE editions of Jockey Joker! The funniest collection of disc jockey one-liners is published every other month at \$2.50 a copy. Lucky you read this ad! Send us \$6.50 and receive all three. Do it now! Show-Biz Comedy Service (Dept. BJ), 65 Parkway Court, Brooklyn, N. Y., 11235. de7

NATIONALLY KNOWN RECORD COMPANY interested in purchasing Master Tapes, Names, Semi Names, General, etc. For immediate release. Write Box 22, c/o Billboard, 165 W. 46th St., New York, N. Y. ch-np

SURPLUS LONG-PLAY ALBUMS wanted. Rush samples and offer to WOR Products, Room 506, 200 W. 57th St., New York, N. Y. Telephone: CO 5-4300.

TIMES SQUARE OFFICE SPACE

1560 Broadway
New York City
700 sq. ft. to 10,000 sq. ft.
Air-conditioned, fully modernized,
moderate rentals.
Renting office on premises.

Phone: H.G. SHEPHERD
at CI 5-8975

WANT RECORDS—45'S, SURPLUS RETURNS, overstocks, cut-outs, etc. Harry Warriner, Knickerbocker Music Distributors, 453 McLean Ave., Yonkers, N. Y. Phone: GReenleaf 8-7778. no16

OFFICE SPACE FOR RENT

Prime Midtown Location
8700 square feet
will divide
Centrally air-conditioned
Acoustical ceiling in parts
Asphalt tile flooring
Accessible to all modes of
transportation
Unusually Low Rental

Contact:

KENNETH D. LAUB
Collins Tuttle & Co.
261 Madison Avenue
N. Y. City 16, N. Y.
Tel.: MU 2-4020

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. mh28-64



The Company that
REALLY goes after
more business **CAN**
get more business . . .

by consistent
advertisements in
Billboard's

Buyers and Sellers'
**CLASSIFIED
MART**

It's a proven, economical way to arouse prospect interest, to make sales and to increase profits!!!

Check the Classified Mart in every issue of Billboard . . . see what others are doing . . . then see what you should do to meet and beat the competition.



U. S. Coin Machine Exports to West Germany at Record High

By OMER ANDERSON

FRANKFURT—U. S. coin machine exports to West Germany will establish a record in 1963, according to German trade sources.

A study of the latest import figures and a polling of trade distributors indicate that U. S. exports to this country for the final half of 1962 will substantially exceed sales to West Germany for the first six months of 1963.

Studies show that the preference for new U. S. equipment over reconditioned is even more pronounced in the last half of 1963 than it was for the first six months.

Sizzling Pace

West Germany is setting a sizzling pace for the buying of U. S. new equipment. In the 1963 first half, the Germans imported 3,360 new U. S. phonographs valued at \$2,059,147 as compared with 243 used phonographs valued at \$64,520.

The first-half trend in West Germany entirely vindicates the forecast of the German trade, whose leaders contend that there is no real sales rivalry between U. S. and German product.

Rather, the German trade takes the position that U. S. and

West German factories are producing basically different types of equipment, and that there is room for the two varying technical conceptions on the German market.

Carriage Trade

In essence, U. S. product is going to the carriage trade and German product is saturating the remainder of the market. On this premise, the German trade has taken a remarkably enlightened attitude toward trade barriers, in effect, rejecting high tariff walls and advocating world free trade in coin machine equipment.

This attitude is in sharp contradiction to the European attitude toward poultry and—recently—toward steel, which apparently will receive further tariff protection.

The German trade's basic premise is confirmed by the fact that while U. S. new equipment sales soar in Germany, sales of used equipment is plummeting even faster. Estimates put U. S. used phonograph exports to this country for the last half of 1963 at around 200 units or well under the 243 units in the first half.

Plainly, the once-booming German market for U. S. used

equipment is vanishing under competition with new German product offering good quality at economy prices.

The prospective U. S. export
(Continued on page 54)

Coin Machine OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

Disk Reps, MOA Talk

NEW YORK—About 20 record company representatives, headed by Henry Brief, executive director of the Record Industry Association of America, met with leaders of the Music Operators of America at the New York Hilton Wednesday (20) to discuss the Celler Bill, which would remove the performance royalty exemption from coin phonographs.

MOA executives said that while they are trying to enlist the support of the record companies in their fight against the ASCAP-sponsored legislation, they made no attempt to obtain any commitment from the members of the record industry who attended.

Lou Casola, Rockford, Ill., operator and MOA president, said that the group merely explained its position. This position, according to Casola, is that if the measure is passed, operators will be forced to give up marginal locations and that the sale of records to operators will be affected adversely.

In for the meeting to explain the MOA position were Nick Allen, Washington, legislative counsel, and George Miller, Oakland, Calif., legislative director.

Both agreed that the record company people—representing most of the major labels and some of the stronger independents—were sympathetic to the MOA viewpoint, but that they "mostly listened."

Bob Blundred, MOA executive director, said that the New York meeting was "exploratory," mainly to set up machinery for inter-industry cooperation.

Coast Meeting

He added that a second meeting—dealing with more specific subject matter—will probably be held on the West Coast early in 1964.

Other top MOA brass at the meeting were Al Denver, president of the Music Operators of New York and MOA vice-president; John (Red) Wallace, Oak Hill, W. Va., veteran MOA director; Carl Pavesi, MOA director and president of the Westchester Operators Guild; Mrs. Millie McCarthy, president of the New York State Coin Machine Association; and Bill Cannon, president of the South Jersey Coin Machine Association.

Casola said that MOA is stepping up its drive to kill the Celler Bill and has launched a fund raising campaign aimed at individual operators.

Belgian Operators Meet in Brussels



ANDRE DE VEKEY, Billboard's European director, thanks members of the Union Belge de l'Automatique for inviting him to the recent UBA meeting. On the left is Marcel Goldwasser of Max Lobo & Company, Antwerp. H. de Vroey, UBA president, is on the left.



THE TRIO discusses trade problems at the Brussels meeting. UBA, a strong national organization, represents all facets of the coin machine industry and is particularly active in the legislative field.



PRESIDENT H. DE VROEY addresses the Belgian operators.



UBA MEMBERS take Senator Joseph Wiard, a member of the Belgian Government Finance Committee, to visit the Brussels Food Fair where they looked over equipment made by Automatic Canteen. Left to right are H. de Vroey; Dick Morales, Automatic Canteen; Andre de Vekey; Senator Wiard; Omer de Munck, UBA secretary, and Marcel P. Brion, commercial director, l'Omnium de l'Automatique, Brussels.

Holyoke Man Heads New England Op Unit

BOSTON—Russell Maudsley, Holyoke, Mass., operator, was elected president of a newly formed New England coin machine operator group. The meeting, held here Monday (18), was set up by Bob Blundred, MOA executive director, and Lou Casola, MOA president.

The effort is part of the MOA campaign to organize State and local groups affiliated with the national organization.

The New England group, as yet unnamed, will cover Maine, New Hampshire, Vermont, Massachusetts and Rhode Island. Connecticut, which already has an active association, is not included.

New Jersey Meeting

Blundred and Casola also helped set up a New Jersey group in Newark last week, as Bill Cannon, Haddonfield operator, was named president of a council of local associations.

The New Jersey group embraces the four State local associations and will act as a congress of local associations rather than as a State association.

Other officers are Dick Stein-

berg, secretary-treasurer, and Dan Sylvester, Rudy Lietgeg and Allan Waldor, all vice-presidents. Each man represents a local organization.

Also attending the Newark meeting were Bert Betti, Joe Lederman, Irv Morris, Clio Rosazzo, George Rose and Irv Pearl.

MOA Representation

MOA was represented by Blundred and by Millie McCarthy, president of the New York State Coin Machine Association.

The council will act as liaison between the local groups and MOA and will concern itself primarily with legislative matters and finance.

The group meets next at the Essex House here December 5.

Joe Greco in Rome

ROME—Joe Greco, up-State New York Rock-Ola distributor, is a member of the Rock-Ola distributor group traveling Europe as guests of the factory. Brothers Tom, Frank and Jack Greco are back in Glasco, N. Y., minding the store.

See 6,000 Showing Up At 45th Chi Park Show

CHICAGO—The 45th annual Park show is expected to draw some 6,000 patrons when it kicks off at the Sherman Hotel here next Sunday (1), but it'll be merely a shadow of its former self as far as the coin machine industry is concerned.

The International Association of Amusement Parks, Pools & Beaches conclave used to be one of the coin machine industry's prime shows with virtually every major game manufacturer showing equipment of one kind or another.

Through the years, however, the convention has diminished in

importance to the coin machine industry, and this year less than a dozen firms will be showing equipment, all aimed at the arcade trade rather than the traditional juke box and game operators.

Among the 100 exhibitors will be J. F. Frantz Company, Gold Medal Products Company, International Mutoscope Company, Johnson Fare Box Company, Mike Munves Corporation, Philadelphia Toboggan Company, Southland Engineering Corporation, Standard Harvard Metal Typer, Inc., Victor Products and Urban Industries.

OPERATORS!

Here Are the One-Stops Throughout the Nation Who Are Now MOSS Pack Suppliers:

- Ed Burgess
Flash Distributor
2047 N. 16th Street
Phoenix, Ariz.
- Ted Fullmer
Western One-Stop, Inc.
1461 Park Avenue
Emeryville, Calif.
- Kings Distributing Co.
315 N. Thorne Avenue
Fresno 6, Calif.
- G. Arland
California Music Co.
2933 W. Pico Blvd.
Los Angeles 6, Calif.
- Luenhagen Record Bar, Inc.
2277 W. Pico Blvd.
Los Angeles 6, Calif.
- Western One-Stop
224 Sixth Street
San Francisco, Calif.
- Kings Distributing Co.
114 E. Oak Street
Visalia, Calif.
- Mountain Distributors
3630 Downey Street
Denver 5, Colo.
- Music Box One-Stop Record Service
1043 Broadway
Denver, Colo.
- Gene Gottfeld
Globe Record One-Stop
308 Tolland Street
East Hartford 8, Conn.
- Fred Maroon
Jet One-Stop, Inc.
4928 N.W. Seventh Avenue
Miami, Fla.
- Budisco Record Sales
1723 West Cypress
Tampa, Fla.
- Gallop Records
1416 E. Broadway
Tampa, Fla.
- Russ Di Angels
Music Box One-Stop
1301 W. 79th Street
Chicago, Ill.
- Fred Sipiara
Singer One-Stop
1812 W. Chicago Avenue
Chicago, Ill.
- Western Automatic Music, Inc.
4206 N. Western Avenue
Chicago 18, Ill.
- E. F. Van Goon
Van Goon's One-Stop, Inc.
1715-1717 2d Avenue
Rock Island, Ill.
- Bird Music Distributors
124-126 Poyntz Avenue
Manhattan, Kan.
- Stan Lewis
Stan's Record Service
728 Texas
Shreveport, La.
- Milton Pereson
Music Sales One-Stop
140 W. Mount Royal Avenue
Baltimore 1, Md.
- Bob Levin
Boston Record Distributors, Inc.
150 Vernon Street
Boston 20, Mass.
- Dick's Record Co., Inc.
1355A Washington Street
Boston, Mass., 02118
- Ed Ochel
One-Stop Record Service
2721 Pine
St. Louis 3, Mo.
- Harry Brochman
Uptown Music Shop
617 N. Kingshighway
St. Louis 8, Mo.
- Ed Zorinsky
H.Z. Vending & Sales Co.
1205 Douglas Street
Omaha, Neb.
- Ralph Schetman
Service One-Stop
382 Clinton Place
Newark, N. J.
- Schon's
2602 Tilden Avenue
Brooklyn, N. Y.
- Steve Brodie
Buffalo One-Stop Division of
Transcontinent Record Sales
959 Main Street
Buffalo, N. Y.
- Otto Wilkinson
A-1 Record Sales
659 10th Avenue
New York, N. Y., 10036
- Vernon Hawk
Ambat
1111 Vine
Cincinnati, Ohio
- George F. Litzberg
Keller Melody Sales, Inc.
904 W. Delaware
Toledo, Ohio
- I. M. Novelty Co.
5555 Mahoning Avenue
Youngstown, Ohio
- David Press
D. & H. Dist. Co., Inc.
2525 N. Seventh Street
Harrisburg, Pa.
- James J. Gincher
1641 N. Broad Street
Philadelphia 22, Pa.
- Mr. Rosen
I. J. Morgan Co.
511 N. Broad Street
Philadelphia 23, Pa.
- Mobile Record Service Co.
P. O. Box 2879
Pittsburgh 30, Pa.
- Pat Cohen
Pat's One-Stop
216 E. Main Street
Richmond, Va.
- Lew Choate
Seattle Record One-Stop
125 1st Avenue, N.
Seattle 9, Wash.
- Dale Distributing (B. C.), Ltd.
1110 Homer Street
Vancouver 3, B. C.

British Ops View New Rock-Ola



LEONARD CULLUM, works manager of Ruffler & Walker, explains the new Rock-Ola mechanism to British operators at a London showing.



TOP RUFFLER & WALKER EXECUTIVES at the showing were, left to right, Ron Murray, Roy Ruffler, Leonard Cullum, Fred Walker and F. Gordon Walker.



BILL RUFFLER, director of Ruffler & Walker, sale Rock-Ola distributor for the United Kingdom, makes a sight and sound test of the new Rock-Ola. British operators saw the new machine at a pre-view luncheon.

Memphis Assoc. Working On Southern to Get It Back In

By ELTON WHISENHUNT
MEMPHIS—Memphis Music Association appointed a committee of three to call on Charles V. McDowell, vice-president and general manager of Southern Amusement Company, to try to persuade Southern to rejoin the association.
Southern resigned recently and no one in the association knows why.
The association, at its regular monthly meeting last week, appointed its president, Edward Bodenheimer, Shelby Amusement Company, to head a committee composed of himself and Edward H. Newell, owner of

Or-Matt Amusement Company, and Luther Dickens, owner of Dickens Music Company.
Seek Answer
The three are to meet with McDowell, find out why he wrote the letter of resignation and try to smooth out any grievance he may have and get Southern back in the association.
Southern, one of the largest operators and distributors in the South, was one of the founders of the association, is one of the oldest firms in the business and one of the leaders.
Memphis Music Association has in the past worked to keep

the industry clean and continue the good name and good public relations it has always enjoyed.
Cite Rumor
Drew Canale, president of Canale Enterprises, Inc., said he heard a rumor to the effect that one operator had tried to entice a location away from Southern, which angered Southern management and resulted in the resignation.
Southern officials have given a statement saying the resignation was because many locations had been lost because of the expressway program and the
(Continued on page 54)

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD.

MUSIC OPERATORS STEREO SERVICE (MOSS)—PRE-PACK OF 5 STEREO 33 1/3 SINGLES AS ANNOUNCED ON OPPOSITE PAGE

Now... a regular operator service for 33 1/3 stereo singles . . . especially produced from Best Selling LP's.
TOP ARTISTS . . . TOP SONGS . . . ALL LEADING LABELS

Contact your regular Juke Box Distributor or One-Stop . . . or USE THIS CONVENIENT ORDER FORM TODAY. (Operators: price per pack—\$3.50)

To: RSI, MOSS Division
165 W. 46th St.
New York, N. Y., 10036

Please send _____ MOSS
pre-packs (5 singles each)
at \$3.50 per pack.
My check in the amount of \$ _____
is enclosed. (PAYMENT MUST
ACCOMPANY ORDER)

Company Name _____
Address _____
City _____ Zone _____ State _____
Signature _____ Title _____

*NOTE: Orders from countries outside the U. S. must be accompanied by payment in U. S. funds—and the additional postage charges for shipment will be billed to you.

ALL PURCHASES ARE FINAL. THERE IS NO RETURN PRIVILEGE.

SELECTIONS	ARTIST	LABEL	ALBUM TITLE
(1) Fascination	Andre Previn	Columbia	Andre Previn in Hollywood
(2) The Last Time I Saw Paris			
(1) Rawhide	Faron Young	Mercury	Faron Young Aims at the West
(2) New Mexico			
(1) Bye Baby, Bye Bye	Fats Domino	ABC-Par.	Here Comes Fats Domino
(2) Forever, Forever			
(1) Paradise	Ann Margaret	RCA	Bachelors' Paradise
(2) Mr. Wonderful			
(1) At Long Last Love	Vic Damone	Capitol	The Liveliest
(2) You're Nobody 'Til Somebody Loves You			

JUKE BOX DISTRIBUTORS ... ONE-STOPS

Your operators will be contacting you about the new MOSS Pre-Packs. For full details and price schedule, write immediately to RSI, MOSS Division, 165 W. 46th St., New York, N. Y., 10036.

- Each stereo single in the MOSS Pre-Pack contains the 2 best tracks from a current top-selling LP—as selected by Billboard's Program Director.
- Each record sleeve in the MOSS Pack contains 5 title strips and a miniature 4-color transparency of the original album cover for display.
- Distribution will be handled through Record Source International (RSI)—a division of Billboard.
- Every two weeks a new MOSS Pre-Pack of 5 stereo 33 1/3 singles will be announced in these pages.

Fascination

RSI • ANDRE PREVIN IN HOLLYWOOD • COLUMBIA • STEREO
The Last Time I Saw Paris

Rawhide

RSI • FARON YOUNG AIMS AT THE WEST • MERCURY • STEREO
New Mexico

Bye Baby, Bye Bye

RSI • HERE COMES FATS DOMINO • ABC-PARAMOUNT • STEREO
Forever, Forever

Paradise

RSI • BACHELORS' PARADISE • ANN-MARGRET • RCA • STEREO
Mr. Wonderful

At Long Last Love

RSI • THE LIVELIEST • VIC DAMONE • CAPITOL • STEREO
You're Nobody 'Til Somebody Loves You

Here is Wurlitzer-RSI MOSS PACK No 10

Step up
adult
listening
and up go
your
profits



THE BEST FROM THE ALBUMS
Selected music for a program of
PLEASURABLE LISTENING



These Album Tunes will do it

Another five pack — picked by the experts from top LP albums to attract more adult play. Get it working for you NOW. Watch it multiply your earnings. Keep those earnings on the rise by subscribing to the Music Operators Stereo Service delivered to you every two weeks at one-stop rates. See your Wurlitzer Distributor for full information on how to develop a high profit library which will continue to please patrons for years to come.

WURLITZER 2700 Music's Big Money-Maker

THE WURLITZER COMPANY • 107 YEARS OF MUSICAL EXPERIENCE • NORTH TONAWANDA, N. Y.

THE NEW ROWE AMI TROPICANA

brings you
SMART, PLAY-INVITING
STYLING
IN A GREAT NEW
MUSIC-MAKER!

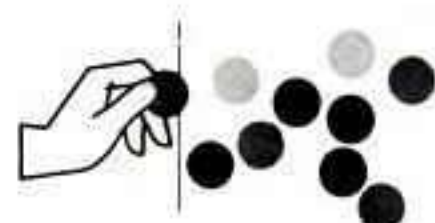
Your Rowe AMI distributor invites you to stop in and see this beautiful new phonograph today. It's not only the greatest music-maker you've ever heard, but an unexcelled money-maker, too.



**LISTEN TO THE SOUND
OF MONEY AS YOU'VE NEVER
HEARD IT BEFORE!**

- Room-filling Stereo Round*
- Versatile "Three-in-One" Programming
- Exclusive Self-Contained Speakers
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

*Pat. pending



ROWE AC
MANUFACTURING

The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems

In Norfolk, Servicing Comes 30 Minutes After the 1st Call

By ALBERT S. KESHEN
 NORFOLK, Va. — A closely knit organization keyed around a servicing facility which assures locators of prompt attention within 30 minutes after call comes in during normal working hours has been largely instrumental for the rapid growth of Cavalier Coin Machine Company, Inc., here.
 "If you can't sell service you

might as well go out of business," points out Chris Christiansen, president.
 This company handles approximately 1,000 pieces of equipment, of which about 97 per cent is games, the remainder music machines. In the local district, extending over a radius of about 18 miles, only games are handled, but with the acquisition of a new music

route early this year this merchandising set-up was extended to an area extending about 55 miles throughout the Tidewater region.
 A distributor subsidiary Diamond Coin Machine Exchange, Inc., sells wholesale to the trade throughout all of Virginia and 11 North Carolina counties.

'Watch Dogs'

The prompt servicing facility is built around a truck-to-office radio communication system which is co-ordinated with an organizational set-up of collectors, termed the company's "watch dogs" who maintain close periodic check of equipment.

These three super-mechanics are in reality preventive maintenance men who are trained for close inspection of units to detect incipient signs of malfunctioning and stop the damage, wherever possible, before it can go further.

The 19 service vehicles are all radio equipped under a wave length issued by the FCC. Calls can be dispatched and received by a radio set-up in every office scattered throughout the headquarters building, so that any department can be reached immediately. Thus servicing routing is expedited and vehicles on the road can be immediately sent to the trouble spots.

Aerial Tower

This communications system is facilitated through the choice location of an aerial tower next door belonging to WVEC-TV. The Cavalier mike is set up 290 feet high on this mast and each company vehicle has a unit call assigned to it. Because of this adjacency to the radio broadcasting station, Diamond has been enabled to have prominent visitors stop in the building such as Jayne Mansfield and other personalities well-known to the public and to serve as the setting for March

of Dimes and other civic stage events.

"We invested about \$11,000 in this radio set-up and it has more than repaid itself in expanded locations and intensification of service to our accounts," said Jim Donnelly, general manager of Cavalier. "Now it is considered a business necessity and we couldn't get along without it."

Servicing Shifts

Cavalier is able to provide servicing 'round the clock through three shifts, seven days a week throughout the year, except Christmas Day. The three crews of four men each have three working the street, one on the vehicle's radio. The crew leader has his radio transmitter at his desk in the headquarters building, and is responsible for answering the phone and dispatching calls to his assigned vehicle.

The servicemen's schedule starts at 9 a.m., ends at 11 p.m. Under a rotation system, crews will work the full day's route every third day and night and with days off are enabled to keep within a normal work schedule throughout the entire week. If a call comes in after 11 p.m., it is taken by an answering service which relays it on to the crew leader's home and if the emergency warrants a crew will be dispatched to the spot immediately, otherwise the call will be made the next day.

The three collectors who make periodic visits to locations are trained to watch for appearance and need for change of machines as well as mechanical defects, some of which can be repaired on the spot. They fill out pink slips which are turned in to the shop man. He determines from his own records whether or not to go along with the collector's recommendation that a machine change is in order.

Replacement Policy

Company policy is to replace units about every two years. Used equipment is reconditioned if necessary, and then resold through ads in the trade magazines. The shop changes an average of 60 pieces of equip-

ment a week. These are not necessarily new, but procedure is to upgrade, wherever possible, better than he had, and thus upping his revenue.

All trucks are painted light blue and with their large lettering on the panels serve as eye-catching mobile ads as they travel around the area. They are traded in for new vehicles about every year and a half. Maintenance service for these vans, station wagons and cars is leased out under contract.

The Cavalier story began about five years ago, (1958), when Christiansen purchased the company which had only 148 game pieces then. Donnelly then joined the firm and helped lay out the plans which led to its expansion.

Three years later the distributorship was set up with a wholesale operation of Valley billiard tables, Chicago Coin games, American Shuffleboard, Urban rides and Du Grenier vending machines handled throughout both States. Last February a music route of 42 pieces was purchased and this branch of the business consolidated and expanded.

Market

The sales market includes locations at restaurants, hotels, taverns, confectionery stores and four to five teen-age recreation clubs. New home pool tables and used pinball machines and phonographs are sold direct to the public, leads coming from display ads in the Norfolk and Richmond newspapers. This merchandise is finding a ready response from folks who want them for playrooms, recreation rooms, dens, etc.

As a result of this expanding customer listing and the need for improved operating facilities, the company constructed a brick building headquarters about two and a half years ago at 609 Woodis Avenue which is parallel to a major highway, but only a short distance from downtown. Encompassing about 20,000 square feet, it has a frontage of 135 feet, depth of 150 feet with red brick exterior. About one-third of this space is used for offices, the remainder for serv-

(Continued on page 52)

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.

BOSSA NOVA BABY ELVIS PRESLEY, RCA VICTOR 8243
WITCHCRAFT
BE TRUE TO YOUR SCHOOL BEACH BOYS, CAPITOL 5069
IN MY ROOM
BABY DON'T YOU WEEP GARNET MIMMS & THE ENCHANTERS, UNITED ARTISTS 658
FOR YOUR PRECIOUS LOVE
BABY, WHAT'S WRONG LONNIE MACK, FRATERNITY 918
WHERE THERE'S A WILL
31 FLAVORS SHIRELLES, SCEPTER 1260
IT'S A MAD, MAD, MAD, MAD WORLD
BABY YOU'VE GOT IT MADE BROOK BENTON & DAMITA JO, MERCURY 72207
STOP FOOLIN'

Recent

STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Pop Vocal

TRINI LOPEZ—At P.J.'s.....Reprise

Pop Instrumental

CY COLEMAN—Piano Witchcraft.....Capitol

Jazz/Rhythm & Blues

PETE FOUNTAIN—South Rampart Street Parade
.....Coral

BILLY MITCHELL—This Is Billy Mitchell.....Smash

Country & Western

EDDY ARNOLD—Cattle Call.....RCA Victor

SEEBURG ARTIST OF THE WEEK

JIMMY McGRIFF—I've Got a Woman

Sue (R.&B. Vocal)

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

MUSIC OPERATORS STEREO SERVICE

FASCINATION RSI • ANDRE PREVIN • STEREO THE LAST TIME I SAW PARIS From Columbia Album "Andre Previn in Hollywood"
RAWHIDE RSI • FARON YOUNG • STEREO NEW MEXICO From Mercury Album "Faron Young Aims at the West"
BYE BABY, BYE BYE RSI • FATS DOMINO • STEREO FOREVER, FOREVER From ABC-Paramount Album "Here Comes Fats Domino"
PARADISE RSI • ANN-MARGRET • STEREO MR. WONDERFUL From RCA Album "Bachelor's Paradise"
AT LONG LAST LOVE RSI • VIC DAMONE • STEREO YOU'RE NOBODY 'TILL SOMEBODY LOVES YOU From Capitol Album "The Liveliest"

Get On The **BANK WAGON** with **UNITED'S New Hit**



Loads of MONEY in it for YOU!
 See Your Distributor
 United Manufacturing Co., Chicago, Ill. 60618

SILVER SPOTLIGHT SERIES

Designed Exclusively for **JUKE BOX PROGRAMMING**



UNITED ARTISTS RECORDS

BULK VENDING

Cafeteria Line a Natural

DENVER — Wherever it is possible to install vending machines along a slow-moving cafeteria line, there is every opportunity for breaking sales records, according to Frank Thorwald, major bulk operator here.

Thorwald has done just that with an installation of six machines on a single stand at Go-Lo Discount Department Store in suburban Denver here. The opportunity to make the installation came when this oldest of Denver discount houses did away with a sit-down counter type of snack bar in favor

of a small, 10-foot cafeteria line, at which customers order a variety of food items, and then take them to a stool and counter area, immediately to the right, for consumption.

Because the short cafeteria line provides only space for two people behind the counter, it isn't surprising that customers pile up, and must stand in line for minutes at a time, before they can give their orders, and carry them over to the eating area.

Easy Reach

This indicated a perfect opportunity to place six machines within easy reach of the line, where it would appeal to youngsters, perforce waiting in line with their parents.

Consequently, Thorwald has slanted the machines primarily to the youngsters, with a 10-cent weird-o machine, 5-cent capsule unit, a 10-cent metal-jewelry-and-ring machine, a 1-cent weird-o machine, a penny baseball gum vender, and fi-

nally, a 5-cent novelty machine.

Heavy emphasis is laid on sparkling, unusual novelty items all the way through, except for the ball gum, on the theory that customers who normally will not take the time to examine all of the merchandise offered in bulk vending machines will have plenty of time to do just that, while standing in the cafeteria line.

Best Prospect

Experience has proven that the ideal prospect is the mother who has two or three small children with her while shopping, joins the cafeteria line with the idea of relaxing over a cup of coffee or a Coca-Cola, plus some refreshments for her youngsters. While waiting in line, and looking over the bulk machines and their contents, they are far more likely to invest in a novelty for each youngster, if for no other reason than to do away with impatience of the children. In its first few weeks at this location, the machines broke all records for their type.

**AMCO
SANITARY
VENDOR**

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.

For Details and Prices Write, Wire, Phone Today.

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-2900

Dayton Bulk Op Has a Switch

CINCINNATI — Back-to-school bulk route operations have been considerably simplified by Bruce Blaylock, general vending operator with some 200 locations between Dayton and Cincinnati.

During the entire school term, even in adult locations, Blaylock vends nothing but jellybeans in every stop (except where location owners have specifically demanded ball gum). Thus, the changeover from summer merchandising to winter is just about as simple as it can be, substituting jellybeans at every stop.

Hot weather, of course, is one reason why Blaylock doesn't

vend jellybeans in the summertime. Another is the fact that his area is definitely not a tourist center, with many more people likely to be cooling off in the Western mountains, the

Paul A. Price Offers 2 New Capsule Units

ROSYLN, N. Y.—Two new series are being offered by the Paul A. Price Company here.

The first is a Two-Rings-for-five-cents capsule item. Each capsule contains two rings, one plated, the other unplated with one ring having a stone setting. The series comprises a large variety of rings, with an unlimited number of different combinations available. The Two-Rings-for-5-cents series is available with colorful display labels.

Another series being offered by Price is an assortment of large gimmicks, and novelties. Known as the Surprise Mix, the assortment vends one-at-a-time or may be mixed with ball gum for vending. Fifteen different items are available in the assortment.

Leaf Brands Out With 2 Items

CHICAGO—Leaf Brands last week introduced a pair of new items: Bowl-A-Ball century gum and Wise Crack Century gum, both in multi-colors and priced \$6.30 per case.

Bowl-A-Ball is available in blue and white lots, and contains black printing along with pictures of actual bowling situations such as spare, railroad, spare score, perfect game and gutter ball.

Wise Crack gum comes in four colors and contains such sayings as: "When it rains, I think of you . . . drip, drip, drip"; "What did mama germ say to papa germ? If you can't write, virus." "You're like steam, all wet and full of hot air.

Sales-O-Matic Brings Out New Vending Unit Stand

FREEMONT, N.Y.—A newly designed vending machine stand, The Console, is being introduced by Sales-O-Matic Vending Corporation here.

Designers and patent-holders on the stand are Sales-O-Matic executives, Manny Greenberg and Bill Falk.

According to the firm, the stand accepts any bulk vending machine currently being manufactured and holds four machines in banks of two. A sliding shelf feature enables the operator to refill the two bottom machines quickly and efficiently. Wheels, mounted on the rear of the stand's base, may be detached to permit the placement of machines flush against a wall.

Floor displacement of the stand is 14 inches wide by 12 1/2 inches deep. Colored red with bright chrome supports, the stand is available for immediate shipment from local Sale-O-Matic distributors.



SALE-O-MATIC Vending Corporation's new Console Vending Machine Stand is now available through local distributors.

Scripto Pen
VENDORAMA

**CABINET NOW AVAILABLE
IN METAL OR SOLID OAK**

Improved mechanism

Write for Beautiful Illustrated
Circular and Prices.

PARKWAY MACHINE CORP.
715 Ensor Street
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Northwestern SUPER SIXTY Capsule Vender*

The ultimate in quality Capsule Merchandising.
Vends any item which can be placed in a capsule.
5c, 10c and 25c.
*With QUICK-TACH at slight extra cost.



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ACORN HOT NUT VENDOR



Fail Safe Mechanism
Coin Control Interchangeable
1c, 5c, 10c, & 25c Or Foreign Coins
One Year Unconditional Guarantee
Easy Portion Adjustment
All Materials Approved By Health Authorities

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THE OAK TREE—6



Will Take All Size Acorn Machines
No Need to Disassemble Upper Row of Machines to Service Bottom Machines
Stand Takes Up Only 1 1/4 Square Feet of Floor Space
Cast Iron Base Weighs 30 Pounds
Base Measures 13x16 Inches
Overall Height of Stand Including Machines is 50 Inches
Wheels Mounted on Rear of Base for Easy Moving
Stand Can Be Assembled and Ready for Use Within 5 Minutes
Assembly Instructions Packed in Each Carton
Shipping Weight 45 Pounds

Time payments available on OAK machines to all distributors



MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Culver City, Calif.

Write for the name of your nearest OAK distributor

Penny King Has New Capsule Mix and Rings

PITTSBURGH—A new capsule mix and ring series were introduced this week by the Penny King Company.

The Eureka Capsule Mix comes complete with four free display fronts and includes such items as folding fan, capsule puzzles, table lamps, jeweled rings, horseshoe sets, dice, skeletons and cigaret holders. They are available in bags of 250 with one display front, or in thousand-unit bags which include four displays.

The new series includes the head and ring series which offers assorted head replicas of Indians, knights, swamis, horses, eagles, rocket ships, astronauts and ray guns.

A cowboy and Indian series of rings is also available with copies of Indian signs, horses, saddles, etc., highlighted among the 10 different designs available.

Both ring series come color plated in several colors.

EARN HIGH PROFITS IN BULK VENDING!

Complete package deal starts you off right. Here's what you get—

- 10 World famous ACORN Vendors consisting of:
 - 2—5c Capsule Machines
 - 2—10c Capsule Machines
 - 2—1c Ball Gum and Charm Machines
 - 2—1c Jumbo Ball Gum Machines
 - 2—5c Cashew Nut Machines.
- and the merchandise to stock them:
 - 1M—5c Assorted Novelty Capsules
 - 1M—10c Assorted Capsules
 - 36 lbs. Assorted Jumbo Ball Gum
 - 10 lbs. Cashews
 - 25 lbs. Ball Gum
 - 1M—Assorted Penny Charms

COMPLETE DEAL ONLY \$259.95

shipped prepaid. Complete instructions on how to get started in this highly profitable business included. 1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange
609 A Spring Garden St.
Philadelphia 23, Pa. WAlnut 5-2676

Eppy Display for Penny Items



EPPEY DISPLAY

JAMAICA, N. Y.—The first merchandiser display for a penny item has been prepared by Eppy Charms here.

The penny items are mounted on a two-color printed card highlighting feature items in the mix, and copy suggests that purchaser may collect charms for addition to a charm bracelet. Each fill has two displays supplied free of charge.

Bulk Banter

Jane Mason, Leaf Brands sales manager and executive secretary of National Vendors Association, celebrated her birthday here last October, but she wouldn't go into anymore detail than that. . . . Congratulations to Tom King, still acting like a honeymooner after his recent marriage. . . . Congratulations, too, to Mr. and Mrs. Allan Blum of Erie Gum Company, Cleveland, on the recent birth of a boy, their first child. . . . Among Chicago visitors were Bernie Bitterman, of Kansas City, Mo., in town visiting friends and relatives; Irwin Katz, of St. Louis, in town on a sales junket; Les Hardman, Pittsburgh, stopping over on his way to Texas and later to Puerto Rico, where Hardman has a plant. . . . Congratulations to Milton (Ted) Raynor on the marriage last week of his son.

Oak Negotiates For Site for New Valley Plant

CULVER CITY, Calif.—The Oak Manufacturing Company is negotiating for a site for a new plant in San Fernando Valley to accommodate an anticipated increase in production, Sid Bloom and Sam Weitzman, company executives jointly announced here Wednesday (20). They said that Oak has several new items scheduled for production.

The site covers approximately 250,000 square feet and preliminary architectural drawings of the new manufacturing plant are being prepared. The new plant will have its own railroad siding and a large conference room for periodic distributor meetings.

Target date for the new plant is the fall of 1964. In the meantime, the company will continue uninterrupted production at its plant here.



A FOUR-COLOR merchandising display card has been prepared by Plastic Processes. The card blister packs the items featured in the machine and may be displayed in the front of the display globe. Four displays are offered with every 8,000 charm units sold.

APPLICATIONS OUT FOR 14TH NVA MEETING

CHICAGO—Exhibit applications went out last week for Nation Vendors Association's 14th annual convention to be held April 16-19 at Miami Beach's Deauville Hotel. Jane Mason, executive secretary, said that she hoped to exceed last year's figure of 30 exhibitors. Paul Crisman, King & Company, Chicago, has been named exhibit chairman, and Bob Guggenheim, Earl Guggenheim & Company, New York, has been named program chairman. Additional chairmanships will be announced later. Preceding NVA's regular convention will be the association's board meeting, April 15.

Nickel Nut Units Leading the Way

DENVER — A sharp trend toward 5-cent nut venders in place of the usual penny variety is demonstrating itself everywhere through the service station locations here.

The major change which has been made by such operators as Charles Floers, Jay's Vending Service, has been installation of 5-cent cashew machines, where penny peanut machines were standard before.

Returns, in almost every case, are considerably better, as much as 25 per cent to 35 per cent, even though it is, of course, more difficult to sell the customer on dropping in nickels instead of pennies.

In some locations, however, particularly where time-consuming operations such as lubrication, car washing, etc., are concerned, the "transaction count" has been close on nickel machines to the number of vending sales made through penny machines.

Denver Officials Hit Out at Bingo

DENVER — Totally unexpected activity against bingo machines in the four surrounding counties of Arapahoe, Jefferson, Adams, and parts of Denver county is worrying amusement machine operators here.

Numerous bingos have been removed. They had been operating in a state of quasi-legality for the past four years. There have been no announcements, no court-directed drives against bingo machines, but in each of the counties mentioned, operators have received notices, usually from sheriffs' offices, to remove the machines, or "to cease and desist" types of orders.

The net result has been removal of at least 75 per cent of bingo games still operating in the suburban areas surrounding Denver.

Herman Perin Dies of Attack

BALTIMORE — Herman Perin, 60, salesman for the General Vending Company, died here Wednesday (20) as a result of a heart attack.

Perin, who had covered Virginia 11 years for General, had previously worked for Runyon Sales in Newark, N. J. He leaves a widow; a daughter, and three grandchildren.

Funeral services were held here Friday (22), with burial in Newark, N. J., Sunday (24).

Hidden Ball Trick Item at Eppy Charms

JAMAICA, N. Y.—A magic ball trick is the new capsule item being offered by Eppy Charms, Inc., this week.

Available with five da-glo labels for every thousand capsules purchased, the hidden ball trick utilizes a small goblet-like container which holds the small ball. When a top is put on the goblet, the ball can disappear if the instructions enclosed with the capsule are followed.

Items are available from any Eppy warehouse or from the New York office.

Northwestern MODEL 60

Try one! You'll quickly agree. It's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.



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Northwestern CORPORATION

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MANDELL GUARANTEED USED MACHINES	
N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Porc. Converter for 100 ct. B.G.	6.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorn & lb. Globe	10.50
MERCHANDISE & SUPPLIES	
Pistachio Nuts, Jumbo Queen, Red	.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.58
Cashew, Whole	.46
Cashew, Butts	.43
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.32
Bridge Mix	.34
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.55
Hershey-ets	.47
Rain-Blo Gum, 72 ct.	.32
Mell-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Frisley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
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.	

IMMEDIATE DELIVERY VICTOR VENDORAMA

ALL PURPOSE VENDOR
1c, 5c, 10c or 25c Mechanisms



All parts interchangeable in seconds.
Vends bulk candy, peanuts, ball gum, charms and capsules. Many new time-saving features, including removable cash box and no top lock.

Unique in beauty and design.

Stamp Folders, Lowest Prices, Write

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LOngmead 4-6367

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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.



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520 Second Avenue, North, Birmingham, Alabama
Phone: FAirfax 4-7526
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the Newest and Best in ROCKET CHARMS

Three Big assortments . . . all items specially designed, plus rings with inserts, for 5c Rocket Vending.

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Company

2534 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms



**5c
ATLAS MASTER
ROCKET VENDOR**

Domestic & Imported Ring Asst. for 5c Capsule Vending

\$18.50 per 1000 capsules

At your nearest warehouse or direct from . . .

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HOLDS 200 V2 CAPSULES

Write today for full information on the Vendorama V2 Capsule Vendor and the new V2 capsule.

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5711 W. Grand Ave.
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New V2 Capsule shown actual size.

HOLD EVERYTHING!



UNITED HAS Something BIG up its Sleeve

YOU CAN BANK ON IT!

See Your Distributor
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AMERICA'S LEADING EXPORTER

HAS NEW PRICE LIST AVAILABLE

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Send us your name and requirements

SPECIALS OF THE WEEK

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ROCK-OLA 1468 & 1475 375.00 ea.

All completely reconditioned

SCOTT CROSSE CO.

1732 Fairmount Ave., Philadelphia, Pa.

Center 6-4444

Cable Address: INAMCOM, PHILADELPHIA

In Norfolk, Servicing Comes 30 Minutes After the 1st Call

Continued from page 49

icing and two showrooms. In addition, there are two 150 x 60 ft. warehouses close by.

Display Room

The smaller show room in the reception lobby has a few choice units which stand out well because of the modernistic surroundings. The larger display room shows 60 to 80 pieces of equipment in an area 105 by 28 feet, rows of game machines lined along both walls. These stand out prominently against walls of concrete block in contrasting colors of yellow, pink and brown with concrete flooring in pink.

Driveways with manually operated doors at each end of this room help facilitate moving in and out of equipment.

"These showrooms have been invaluable in helping swing over undecided locator prospectors who may be on the fence. They are invited to come in and make their own selections," commented Christiansen. "It's much more effective than sample or catalog selling."

Open House

An advantageous public relations technique is that of holding an "open house" party in the building at least once a year. It's usually scheduled for the second or third week in

January and goes on for two days. Locators are invited to look around, partake of bar and buffet and chat with manufacturers' representatives who put out sales literature and explain latest lines.

This affair is followed by a service school for operators and their mechanics. It's arranged for twice a year, usually in January and September, and is of two to three days' duration. Everything is set up in the shop with machines stripped down and getting a good going-over. Instruction is by the company's and manufacturers' engineers. Some operators will even send their men in for repeat attendance to intensify their knowledge or backgrounds of latest products.

An integral section of the building is the parts department with over-the-counter facilities to sell from an inventory of about \$20,000 in parts for games and music. This adjunct supplements a delivery service to operators in five nearby States.

Parts Department

The parts department was expanded recently with the addition of two maroon-painted step vans. The interiors were set up with drawers and racks holding parts and each vehicle is manned by a combination driver-salesman-mechanic. One is assigned to Virginia and Maryland, the other to the Carolinas. They are opening up new routes and reaching hitherto inaccessible operators under an expanded schedule which the company management contends "is revolutionizing the industry."

With a personnel of about 200, of which three persons are in the office, the combined companies have set up a bonus system to encourage initiative in the staff and which is working out satisfactorily. Cash bonuses are paid monthly for the man with the cleanest uniform, cleanest vehicle or who has shown the most enterprise in getting a location. In addition, everybody gets a cash bonus at Christmas, and a profit-sharing system is in the beginning stages.

Each serviceman has his own vehicle with the company furnishing uniforms and meals. About three men a year are trained for servicing.

Little Promotion

Christiansen and Donnelly do virtually all of the selling. There is comparatively little promotion or soliciting. Main reason for this is Christiansen's life-long familiarity with the area as he was born and raised in Norfolk and belongs to all of the major clubs and civic organizations. In addition, the collectors help cement local contacts.

Advertising specialties are used to some extent with personalized Christmas gifts distributed annually by the collectors to each location. Last

year it consisted of a cheese basket valued at \$12, and in previous years has been a cigarette case and lighter or other choice item.

The company is negotiating with two game manufacturers for distribution of their equipment. To provide further room for this merchandise and increased facilities, an expansion of the building is planned, probably the putting up of an annex across the street. This further space is needed to provide extra room for operating a music route recently purchased in Suffolk, Va., and for the expected inflow of area business with the opening of the world's largest bridge-tunnel across 17 miles of Chesapeake Bay some time next year (1964).

The company executives are members of the Music Operators of Virginia and the Music Operators of America.

BARGAINS FOR THE WEEK

BOWLERS

- Un. Jumbo or Royal, 16' \$ 75.00
- Un. Bonus, 16' 125.00
- Un. Playtime, 16' 150.00
- Un. Duplex, 16' 175.00
- Un. Advance, 16' 200.00
- Bally ABC Tournament... 75.00

These Bowlers are as is... all parts intact.

Above prices preferably in quantity. Prices do not include delivery or crating. Crating, if desired, \$35.00 to \$50.00 extra.

Write or Call Us Collect.
MAIn 1-3511

Write for Our Price List on Full Line of Coin-Operated Machines.

Central
DISTRIBUTORS, Inc.

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- Rowe 20-700 \$245.00
- Continental APCO 30 275.00
- Corsair 30 195.00
- Corsair 20 175.00
- DuGrenier LB 20 195.00
- Seeburg E1 125.00
- Smokeshop V-36 245.00
- Rowe 14 Col. Ambassador 150.00
- Rowe 520 95.00
- National 9M 90.00
- Cigaromats 65.00

PHONOGRAPHS

- AMI LB Write
- AMI JAL \$795.00
- AMI Continental 2-200 695.00
- AMI Continental 2-100 595.00
- AMI Continental 1-200 545.00
- AMI K 100 Halfback 545.00
- Wurlitzer 24105 525.00

SPECIAL

AC Bill Changer M5 \$495.00

MONROE COIN MACHINE EXCHANGE, INC.

2423 Payne Avenue
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Superior 1-4600

LOOK TO ROSEN FOR MORE IN 1964

Order These Specials Today From the World's Largest Inventory

Complete and Ready to Go

PIN GAMES

	Each
3 Atlas	\$175.00
5 Big Deals	325.00
5 Carnival	400.00
2 Coquette	325.00
4 Caravello	250.00
2 Dancing Dolls	150.00
5 Darts	135.00
3 Fiesta	160.00
6 4 Roses	285.00
3 Hi Diver	135.00
7 Hiways	165.00
5 Hollywood	250.00
6 Jumping Jacks	400.00
4 Jungle	150.00
5 Magic Clocks	235.00
2 Melody Lanes	225.00
3 Miss Annabelle	140.00
5 Music Man	235.00
2 Metro	275.00
3 Nags	150.00
3 Queen Diamonds	150.00
4 Race Time	165.00
3 Reserve	250.00
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2 Sea Wolves	95.00
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4 Spot-A-Card	160.00
2 Spot Pools	75.00
2 Swing Along	475.00
5 3 Coins	265.00
3 Target Gal. 1 Pl.	250.00
3 Target Gal. 2 Pl.	275.00
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5 Ten Spot	235.00
2 Tic Tac Toe	100.00
3 21	125.00
2 Tradewinds	275.00
2 Universe	135.00
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3 Viking	225.00
2 Wagon Train	175.00
3 World Beauty	150.00
2 All Star Baseball	400.00
2 Four Bagger	100.00
2 Official Baseball	195.00
2 Mid. Baseball	250.00
2 Wm's World Series 62	375.00
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All Prices Quoted Crated F.O.B. Phila.

WIRE—PHONE—WRITE TODAY

Send for Complete Lists From World's Largest Inventory

ARCADE—GAMES—BINGOS
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We are proud to add to our exclusive territory the states of

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... originators and world's leading manufacturer of coin operated bowling games.

DO BUSINESS with America's fastest growing distributor... Call any office — we'll come to you!

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STANDARD METAL TYPERS

Serial Nos. Up to 900 and Over 1500. Used as is, WE OFFER \$75.00
Operating Condition, All Parts Complete.

Please Advise Quantity, Serial Nos., Condition.

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You're Going To Do Some **REAL BANKING SOON!** with **UNITED'S NEW GAME** Watch for It! See Your Distributor United Manufacturing Co., Chicago, Ill. 60618



versatile new **ROCK-OLA Rhapsody II** 160 play deluxe stereo-monaural phonograph now with new 7" LP Feature




Plus—these big new top profit features:

- New plastic laminate "Conolite" finish.
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PUT THIS PROFIT PRODUCER TO WORK FOR YOU NOW

Look to **ROCK-OLA** for advanced products for profit

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800 N. Kedzie Ave., Chicago 51, Illinois

EUROPEAN NEWS BRIEFS

Film Box Hot

HAMBURG—Helmut Rehbock, GmbH, the Scopitone general importer for West Germany, is pressing the importance of new high-quality films to the success of the French-made film juke box, which is scoring impressive success in German testing.

Rehbock seeks to serve up a steady supply of color films with international artists, under the slogan, "Your Scopitone is only as good as YOU make it with NEW films, in color with top stars."

Suiting act to advice, Rehbock is offering five new films: "Schult war nur der Bossa Nova" — Manuela; "Die Dolly aus den Folies Bergeres" — Harold Juhnke; "Wini Wini" — Tahiti Tamoures; "Ich kann den Pulli von der Lilli nicht mehr seh'n" — Billy Mo; "Eine Rose aus Santa Monica" — Carmela Corren.

Phono Boosts Sales

COPENHAGEN — Frants Thorsen, proprietor of a Copenhagen food market, reports that his sales have increased 11 per cent since he put in a phonograph on the store premises.

"My customers spend more time in the store listening to the music, and in the process they are buying more," he reports. The music is also attracting new customers."

Copenhagen markets generally intend experimenting with phonographs, and city authorities have been asked for an opinion on the legal position. Thorsen says that the store management can regulate effectively the volume by various technical means and that strict programming should be exercised for propriety.

Gala Opening

PARIS—NSM, the German coin machine manufacturer of Bingen, has introduced its new

Serenade phonographs at a gala showing in the French capital. Along with the Serenade, NSM displayed its new Minibox and its console model trio — Twen, Senator and Consul, which have a Fanfare mechanism in a variety of elegant cabinets.

NSM is now displaying the Serenade and other new equipment in a series of regional showings throughout West Germany. NSM's slogan for Serenade is "A European Box—Music for the World."

New Models Out

WEST BERLIN—Eltec, the West Berlin phonograph manufacturer, is introducing its 1964 models, the Eltec 100-selection console and the M-100.

The M-100, smaller than the console, is designed for compact locations where space is at a premium. The console is a prestige box for luxury locations.

The two new models feature a series of technical improvements. Disk switching has been speeded up, the amplifier is of special design with output of 35 watts, and the box has a new credit unit permitting selection of up to 60 records for prepaid play, the number of records pre-selected being adjustable.

Eltec has introduced the new models in Belgium and will show them next in Britain.

Seek to Merge

HAMBURG — West Germany's Organization of Coin Machine Operators (ZOA) is negotiating with the Spielhallenverband, representing arcades, for what would be, in effect, a merger of the two organizations.

Under the proposal being negotiated, ZOA would become the official representative of arcade operators. The fusion is designed to eliminate dual organizations and strengthen the operator trade by making a single organization the voice for the entire trade.

ZOA is represented in the negotiations by its chairman, Hasso Loeffler, and the arcade operators by their president, Lars Skriver.

OPERATE
Williams MERRY WIDOW
FOUR PLAYER GAME
ADJUSTABLE 3 or 5 BALL PLAY
Exclusive Williams Features
• New Drum Units
• New Coin Switch
• New Latch-lock Playfield




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Say You Saw It in **Billboard**

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ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Philadelphia 30, Pa. P.O. Box 9-4495
1101 Pittston Ave., Scranton 5, Pa. Write or wire for prices

You can ALWAYS depend on **JOE ASH** ALL WAYS

FOR SINGLE PLAYER (and crowds of kibitzers)

Sensational action built into new **Bally HOOTENANNY**



Fast and furious action insured by clever HOOTENANNY playfield layout and brand new actionizing features. New Spark-Plug Button triggers plain Rubber Rebound into explosive action of a Sling-Shot Kicker, blasting ball directly into nest of 3 Thumper-Bumpers. New Scoring-Post scores like a Bumper in half the space of a Bumper, keeping front field open for exciting criss-cross ball action. HOOTENANNY crams more action, suspense and "came-close" repeat play appeal into a single colorful playfield than any game in recent years.

2 Carry-Over Features

Ball shot through new Progressive-Scoring Lane scores 10 with both Gates closed... 30 when top Gate is opened by skill. Extra skill opens both Gates, which remain open until Free Ball escapes through Lane, ringing up 100 on the way.

Each Free Ball lights next letter of HOOTENANNY. Lit letters remain lit from game to game until Specials are scored by lighting complete name. Double carry-overs keep players coming back.

powerful punch of 50 VOLTS

Exclusive Bally 50 Volts circuit peeps up playfield action, cuts down switch-point arcing, insures extra long switch and relay life with less point cleaning service cost. Get Ballygames for top earnings, lowest operating cost, top re-sale value. Get Bally HOOTENANNY today.

NEW ALL-METAL BACK DOOR TUFF-KOTE FINISH MATCH FEATURE

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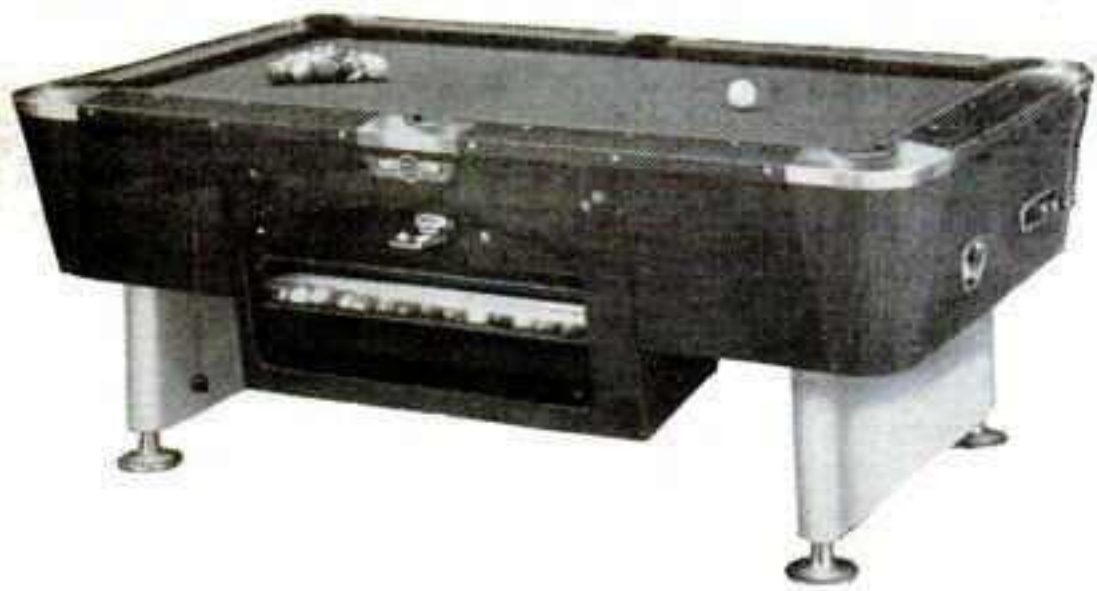
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ABT Challengers, Pitch-em, Basketball, Pop-Up, Zipper Skill, Whirl a Ball, Scramball, Fortune Theater, Love Meters, Spit Fire, Pikes Peak, Mercury Grippers, Got. Grippers, ABT Gun Totalizer, S. K. Duck Hunters, Acme Shocker — \$35.00 each, 3 for \$100.00.	C.C. World's Fair ... \$450 C.C. Long Range ... 425 C.C. Ray Gun ... 295 Pony Express ... 325 Desert Hunter, new ... 395 Genco Circus Gun ... 225 Vanguard ... 195 Mid. Rifle Range ... 295 Deluxe Shooting Gallery ... 225 Shooting Gallery ... 195 Titan ... 250	Hebel Coffee & Choc. \$145 Stoner 500 w/choc. ... 195 Vendo Hot Food, 5 sel. 195 Rowe Refrigerated Sandwich ... 295 25 Stoner 4-Sel. Tab Gum ... 10 10 DuGrenier 4-Sel. Tab Gum ... 8.50
SPECIAL BALLY BOWLERS, 14' United Bowl-a-Ramas, 20' Write for special prices.	CIGARETTE VENDORS Rowe 20-700 Elec. ... \$195 Corsair 20 ... 185 DuGrenier 11 ... 125 National 9 M ... 95 National 9 ML ... 125 National 113 ... 210 Smokeshop V-27 ... 225	CANDY VENDORS Shipman, 6 col. ... \$ 75 U-Select-It Mod. 188. 125 DuGrenier KY, 8 col. 165 Stoner, 11 col. ... 245 Rowe, 7 col., /w Gum & Mint ... 95 Stoner, 6 col. ... 110 Stoner, 8 col. ... 165

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NEW DESIGN—
Invites play—stimulates earnings!

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PLASTIC COVERED RAILS
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U. S. Exports to W. Germany Soar

• Continued from page 45

of over 7,000 new phonographs to West Germany in 1963 should be viewed against the total German operating scene, consisting of between 50,000 and 60,000 (most trade sources strike a medium estimate of 55,000) machines on location.

SEE DITCHBURN GOING PUBLIC

LONDON — G. Norman Ditchburn is expected to make the stock of the Ditchburn Organization available to the public. The Ditchburn Organization makes, sells and operates juke boxes. It also manufactures vending machines. The Standard Industrial Trust will offer some 2,500,000 shares of common stock at between 70 and 84 cents a share. This would place the value of the company at about \$2,000,000.

Memphis Assn.

• Continued from page 46

"restrictive by-laws" of the association.

This correspondent talked to several operators and all said they did not know what was referred to be "restrictive by-laws." Some said the group did not have by-laws—that it did at one time but no longer does.

Most who read the statement issued by Southern's president, Mrs. Celia G. Hodge, interpreted it as meaning Southern may move in on other operators' locations.

Bodenheimer said his committee had not yet talked to McDowell, that it was difficult to get everyone together at the same time but he hoped to soon.

SPRINGFIELD, N. J.—Morris Rood, sales manager of Runyon Sales here, reports that sales of the new Rowe-AMI Tropicana are coming along nicely and that some operators are asking for an extra bank of little LP records.

The machine plays 20 little LP selections without conversion. In most cases, Rood said, this is enough. But, he added, several operators have asked for 20 LP selections.

The German market is no longer in the throes of feverish expansion, as between 1953 and 1961. However, it is basically sound and is showing steady, if unspectacular, growth. Most important to U. S. phonograph manufacturers, German operators are using the present consolidation phase to upgrade equipment.

This is clearly reflected in any polling of German operators. Seven of 10 operators polled said that their major effort in 1963 had gone into upgrading equipment.

In Frankfurt, a larger operator summarized, "Phonograph operation is getting to be just like the automobile business—you are expected to have the latest and best models. All other things being equal, the operator with the newest equipment has the largest collections." Surveys among German operators establish that, as forecast by the German trade, a remarkable compatibility is being established between U. S. and German equipment. Operators agree with German manufacturers there is no real competition involved, and that availability of U. S. product permits the German operator to achieve a better "equipment blend" and, hence, to boost collections.

Fly Up To Higher Earnings with GOTTLIEB'S NEW 2-PLAYER

FLYING CHARIOTS

WE'RE DELIVERING—ORDER NOW!

WEEKLY SPECIAL!
Completely Reconditioned
Gottlieb SLICK CHICK... \$295

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Completely Reconditioned

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QUEEN OF DIAMONDS	\$150
LIGHTNING BALL	165
UNIVERSE	165
WAGON TRAIN	185
FOTO FINISH	250
SHOWBOAT	250
BIG CASINO	265
EGG HEAD	275

2-Player

DOUBLE ACTION	\$150
RACE TIME	160
AROUND THE WORLD	195
CAPT. KIDD	215
MELODY LANE	225
ALOHA	375
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Say You Saw It
In Billboard

SHAFFER YEAR END CLEARANCE

PHONOGRAPHS

SEEBURG		ROCK-OLA	
AY 160 SH	\$895.00	1465	\$425.00
AQ 160 SH	750.00	1455	195.00
222 SH	625.00	1438	135.00
KD-200	325.00		
VL-200	295.00		
HF100R	325.00		
HF100G	295.00		
100C	225.00		
100B	165.00		
WURLITZER		AMI "1963"	
2500	\$695.00	JAL	\$769.50
2410	495.00	100-120-200	
2310	395.00	J-120	\$395.00
2100	250.00	I-120	325.00
2000	225.00	H-120	250.00
2150	225.00	F-120	129.50
		E-80	79.50
		Seeburg 200 LU- Library Units	\$199.50

WALLBOXES

SEEBURG		AMI	
D-3WA (200 Sel.)	\$39.50	W-120	\$14.50
3-W1 (100 Sel.)	19.50	W-80	12.50
WURLITZER		ROCK-OLA	
5210	\$22.50	1548	\$14.50
5250 (50c)	59.50		

CIGARETTES

SEEBURG		GAMES	
Seeburg 800-E-1	\$149.50	Keeney 2 Gun Fun	\$174.50
Rowe "700"	169.50	United Shuffle Baseball	
Corsair "30"	179.50	(floor sample)	395.00
Corsair "20"	149.50		
Eastern Mark II	99.50		
National 9 col.	69.50		
Stoner/Natl. 7 col.	49.50		
Stoner 11 column	89.50		

COFFEE

SEEBURG		COLD DRINK	
Seeburg SFB510	\$99.50	Seeburg 4SCD-210 Ice	
Seeburg OB-3	69.50	Maker	\$1250.00
Rock IVI 1400S	899.50	Rowe L1000	399.50
Rock IVI-TRLB	279.50	Apco MSS-D	159.50
Apco "MIAMI"	199.50	Cole-Spa CD/TM	69.50
Apco BC-6SL (FB)	249.50	Cole-Spa MF1200	69.50
Bev-O-Matic	149.50		

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Slugger is sturdily built—natural wood cabinet with polished chrome fittings. Precision-built scoring unit and fool-proof mechanism.

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ARROW ON
PLAYFIELD
"LIGHTS-UP"

"SWING-AWAY"
CABINET
Provides
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SERVICING

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Bally Target	165.00
Bally Congress Shuffle	75.00
United Chief Shuffle	65.00
C.C. Championship Shuffle	65.00
United Mercury Shuffle	75.00
CC Player's Choice	135.00
Un. Playtime	195.00
CC King Bowler	195.00
CC Queen Bowler	265.00
CC Red Pen Shuffle	165.00
Wms. Pinch Hitter	195.00

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Wurlitzer 2400, 2404, 2410	\$545.00
Wurlitzer 2500, 2504, 2510	645.00
Wurlitzer 2300	445.00
Sreburg 200 Sel. WB	39.50
Wurlitzer 5210 WB	49.50
Wurlitzer 5207 WB	25.00
Seeburg 3W1 WB	18.50
AMI Bar Brackets	2.70
AMI G 200	150.00
AMI E 80	75.00
AMI 80 Sel. Wall Box	12.50
Seeburg C.	95.00
Seeburg G	165.00
Seeburg V-200	125.00
Seeburg R	285.00

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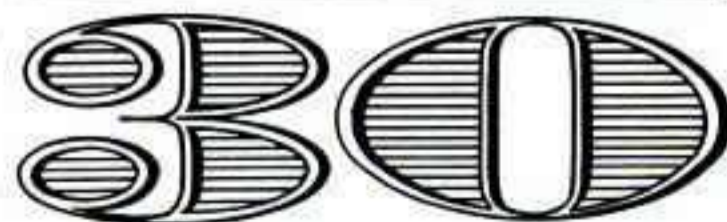
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Every package includes a full-color album cover, 3 miniatures, 5 title strips...and the unsurpassed album stereo record originated by Seeburg for high-profit 50¢ play. There are 420 of these records, on 45 labels, in the newest Seeburg Catalog. And more coming every day.



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POP VOCAL/INSTRUMENTAL

- | | |
|---|---------------|
| TONY BENNETT
This Is All I Ask | COLUMBIA |
| FATS DOMINO
Here Comes Fats Domino | ABC-PARAMOUNT |
| FRANK SINATRA/COUNT BASIE
Sinatra-Basie | REPRISE |
| BARBRA STREISAND
The Barbra Streisand Album | COLUMBIA |
| JACKIE GLEASON
Champagne, Candlelight and Kisses | CAPITOL |
| ANDY WILLIAMS
Moon River | COLUMBIA |
| FRANK SINATRA
The Great Years | CAPITOL |
| HUGO & LUIGI CHORUS
The Cascading Voices of the Hugo & Luigi Chorus | RCA VICTOR |
| GUY LOMBARDO
The Best Songs Are the Old Songs | DECCA |
| EDDIE LAYTON/BUDDY MORROW
All-Time Dance Favorites | MERCURY |

JAZZ/RHYTHM & BLUES

- | | |
|--|---------------|
| JONAH JONES
Jazz Bonus | CAPITOL |
| STAN GETZ/CHARLIE BYRD
Jazz Samba | VERVE |
| RAY CHARLES
Ingredients in a Recipe for Soul | ABC-PARAMOUNT |
| BILLIE HOLIDAY
Lady in Satin | COLUMBIA |
| STAN KENTON
Adventures in Jazz | CAPITOL |
| B. B. KING
Mr. Blue | ABC-PARAMOUNT |
| MILES DAVIS
Miles Davis at Carnegie Hall | COLUMBIA |
| PETE FOUNTAIN
Plenty of Pete | CORAL |
| ZOOT SIMS
Down Home | BETHEHEM |
| COUNT BASIE
This Time By Basie | REPRISE |

FOLK/COUNTRY & WESTERN

- | | |
|---|--------------|
| RED FOLEY
The Red Foley Show | DECCA |
| EDDY ARNOLD
Let's Make Memories Tonight | RCA VICTOR |
| WANDA JACKSON
Wonderful Wanda | CAPITOL |
| BOB KAMES
Bob Kames Goes Western | KING |
| PETER, PAUL, AND MARY
Moving | WARNER BROS. |
| KITTY WELLS
The Kitty Wells Story | DECCA |
| MARTY ROBBINS
Devil Woman | COLUMBIA |
| ERNEST TUBB AND HIS TEXAS TROUBADORS
Golden Favorites | DECCA |
| PATSY CLINE
Patsy Cline's Golden Hits | EVEREST |
| KITTY WELLS
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Billboard Photo Gallery OF NEWSMAKERS



BACKSTAGE at National Press Club in Washington, at annual Press Club event sponsored by BMI, are (left to right) Kathy Keegan, Dave Brubeck, the Clancy Brothers, Tommy Makem and BMI public relations director Russ Sanjek.



CONTRACT RENEWAL: Andre Kostelanetz, one of Columbia Record's all-time best selling artists, signs long-term new contract in presence of firm President Goddard Lieberman.

GRECO WITH PRINCESS: Epic Records' Buddy Greco was honored by a royal command performance recently, after which he spoke with Princess Margaret Rose. Lord Snowden is seen in background.



MEETING THE PRESS: British Decca chairman Sir Edward Lewis (right) personally greets members of press at opening of new, luxurious premises in London. Left is promotion manager Tony Hall.



LEONETTI LUNCHEON: RCA Victor artist Tommy Leonetti is hosted by the label at Gotham restaurant. Shown here are Victor's new pop a.&r. Vice-President Steve Sholes (second from left), Tommy, and Ellie Moore and Johnny Dark, both of WMCA.



BEHIND EVERY GREAT ARTIST: At Hollywood party honoring Tennessee Ernie Ford, Ernie chatted with (left to right) Merle Travis (composer of "16 Tons"), Cliffie Stone (who discovered Ernie), and Capitol's Lee Gillette, producer of Ernie's LP's, including "Hymns," which has become the largest selling album ever produced by a Capitol artist.

EPIC SEEKS STRATIS: Recent acquisition of Epic Records is Greek orchestra leader George Stratis (left). At signing were Sol Robinowitz, Ettore Stratta and (seated) Epic General Manager Len Levy.



BENNETT GETS DODSON LANDSCAPE: On opening night of Tony Bennett's engagement at the Cherry Hill in Camden, N. J., Billboard staff artist Jerry Dodson presented him with a watercolor of San Francisco landscape. The work was commissioned by Billboard.





ANOTHER ROLF HARRIS HIT!

"Lost Little Boy"

5-9641




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