By MIKE GROSS

NEW YORK—With the Academy Award ceremonies only a week away (April 13), the record companies are again stirring to the motion picture beat. In the past few years the Oscar season has raised disk company fortunes for gold record crops and, in the past two seasons, Columbia has walked away with the Oscar tieup by scoring with Andy Williams’ albums, her “Moon River” and “Days of Wine and Roses.” Both LP’s received gold record awards.

With Broadway ablaze on the disk scene, Columbia is continuing its soundtrack invasion of the original Broadway cast albums moving into best selling position on the charts with a play call for a file unmatched since the days of “My Fair Lady” and “West Side Story.” Both albums are looking to Hollywood soundtrack sources in hopes that new importations into the market can again be added in that direction. They’re banking on the Academy Awards hoopla to build new consumer interest.

Columbia’s “Lady”

Columbia Records, which will release the soundtrack album of “The Fall of the Roman Empire,” is already gearing for next season’s Oscar tie-ins. The company has released the soundtrack scores, “The Fall of the Roman Empire” and the track from the documentary “Point of Order.” Goddard Lieberson, president of Columbia Records, also signed a pact this week with Samuel Goldwyn, Inc. to release, to the soundtrack score of “The Young Lovers.” The score for the film, which stars Natalie Wood, Skip Homeier and Nick Adams, was written by Sol Kaplan. Incidentally, it was only a few months ago that Lieberson presented Samuel Goldwyn Sr. with a gold record for the soundtrack of “Porgy and Bess.”

Another new Columbia LP from the films is the New Christy Minstrels’ “Today,” which features tunes from the MGM pic “Advance to the Rear.” Also in the Columbia orbit is “Lilies of the Field,” which is being released on Epic Records, Columbia’s subsidiary label. “Lilies of the Field,” incidentally, is an Academy Award contender in the “Best Picture” category this year.

By GILL FAGGEN

CHICAGO—The 42d Annual Convention of the National Association of Broadcasters, held at the Conrad Hilton, will be attended by radio and television executives from the United States and foreign countries in attendance. The foray to Chicago, the largest in NAB history, will be highlighted by speeches by NAB president Harry Conwell and FCC Chairman E. Henry, Chairman Oren Harris (D. Ark.) of the House Commerce Committee, and Evangelist Billy Graham.

In addition to the recording-breakout attendance, this year’s convention establishes another record, it will be the first time the radio record industry is being invited to take part officially, and the first time a discussion of record industry problems vis-a-vis radio programming will be part of the agenda. The Radio Assembly—9:30 a.m. to 12 noon—in the Grand Ballroom of the Conrad Hilton will spotlight Henry Brief of the Record Industry Association of America addressing the question of using personal appearances and blueprinting the package for overseas tour of 200,000 copies of 1962’s “Lilies of the Field,” is now ready to roll with Mancini’s latest pic effort, “The Secret Panther.” (Continued on page 8)

RCA Victor’s Overseas P.A. Drive

REF: RCA Victor”s Overseas P.A. Drive 2

NEW YORK—The technique of using personal appearances to promote a record’s sales on an international level is now being developed intensively by RCA Victor. From the standpoint of the label, that is the primary reason it released its soundtrack scores, “The Fall of the Roman Empire” and the track from the documentary “Point of Order.” Goddard Lieberson, president of Columbia Records, also signed a pact this week with Samuel Goldwyn, Inc. to release, to the soundtrack score of “The Young Lovers.” The score for the film, which stars Natalie Wood, Skip Homeier and Nick Adams, was written by Sol Kaplan. Incidentally, it was only a few months ago that Lieberson presented Samuel Goldwyn Sr. with a gold record for the soundtrack of “Porgy and Bess.”

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Victor to Europe

In the past 18-24 months, an increasing number of Victor artists have made the European scene, and have reaped heavy rewards in disk sales output from whatever income derives from personal appearances. Notable Victor artists who have been tilling this international field in this way include Paul Anka, Neil Sedaka, Irv Gersh and Peggy March, Henry Mancini and Del - la Reese.

More RCA Victor acts are being scheduled for overseas tours. This week, for instance, will be overseas in May. Their schedule will include appearances in Paris, on May 13 and 14.

Heidt were among the big enter-

ment names applying for ownership of KRLA, Pasadena, Calif., at the Federal Communications Commission’s deadline last Thursday.

Other music industry notables reported seeking the frequency were National Tapes, Inc., and Fred Astaire.

(Continued on page 8)

C.W. MUSIC APPLAUDS DEAN SHOW RENEWAL

NEW YORK—Jimmy Dean’s country music show has been renewed for the next fall season on ABC-TV.

The renewal is of vital interest to the world of country music — all segments of which regard the program as the outstanding radio program for country acts. C.W. music talent, publishers, writers, songwriters who program c.w., and the Country Music Association have all been ardently advocating the renewal of the show.

During the program’s current second season, Dean has individually increased the show’s use of country music. This resulted in a dramatic upsurge of mail—and in recent weeks the mail has averaged 2,000 letters.

The program will be presented from New York City.

The show’s executive producer in Bob Banner. Producers and associate producer respectively are Julio Benedetto and Tom
WITH HIS LATEST FILM SCORE!
This time the score abounds with feline fun and joyous Mancini melody. A romping package that includes tunes like "It Had Better Be Tonight," "The Pink Panther Theme," "Something for Sellers," "The Tiber Twist" and "Champagne and Quail." So, stock the "Panther" as fast as you can!
It's a cat of a different color!

LPM/LSP-2795

THE PINK PANTHER
Music from the Film Score Composed and Conducted by HENRY MANCINI

RCA VICTOR
The most trusted name in sound
THE FAIREST LADY

Ninth Transliteration For Major Musical

NEW YORK—"My Fair Lady," the Alan Jay Lerner-Frederick Loewe musical, is going into its ninth foreign language treatment on records. The latest is a Hebrew rendition, released in Israel by CBS Records. The Hebrew version of George Bernard Shaw's "Pygmalion" has been successfully translated into the Hebrew language area of the world and is currently available on the CBS label, Telefunken, in Italy. In Brazil, Discos CBS has also recorded "My Fair Lady" in Portuguese. An album of the Japanese version of the show may eventually be brought out by CBS but it's not yet been set.

Among the other foreign language entries are the original cast album of the Berlin production, released in Argentina and Spain; and an album of the Hamburg production, also in German, on the Ariola label in West Germany. In Japan, a Danish treatment on Philips, a Dutch treatment on Philips, and a Danish treatment, also on Philips.

Columbia Records' original Broadway cast version has already appeared in several foreign countries. Included in these sales figures is the stereo re-recording made in 1956. Both albums were produced by Goddard Lieberson, president of Columbia Records. The report of the recording of the musical was published in Tel Aviv by Ettore Stratta, manager of International Artists and Repertoire and Creative Services for Columbia Records Interna- tional. Stratta also produced the Italian original cast album of the musical.

New Mapping

In another development, foreign original cast albums, Columbia is now mapping out plans for foreign language versions of the sound track of the Warner Bros. picture, "Paint Your Wagon," starring Rex Harrison, Allen
drey Hepburn and Stanley Holloway. Foreign language versions of the sound track in French, Italian, Spanish and German will be released overseas on the CBS label.

Everest Stops
Fontana Lynne Single Sales

HOLLYWOOD—Everest Records was granted an order to show cause and a temporary restraining order against Mercury Records, restoring Mercury's subsidiary, Fontana, from pressing and selling the Gloria Lynne single, "Big Boy, Ain't Nothin'." Hearing was set for April 22.

Everest contended that its contract with Miss Lynne is still valid and that the single was issued in a suit against Everest in New York in December, claiming that the record was made without its consent. Mercury, a month ago, Mer- cury's Smash label announced it had concluded an arrangement for Miss Lynne's material through a new merchandising program for the firm. Fontana, the Smash sister label, issued the Gloria Lynne single in question.

Last week's court action here was the aftermath of a prelimi- nary injunction granted Everest against Mercury merchandising during the previous week. Merc- ury sought to block this, con- tending that the record was not copyrighted by the California court over that firm. The filing technicality was squared-up and was held a gaining a restraining order and order

(Continued on page 8)

GLASER CLAIMS LOUIS LP SOON

NEW YORK—Joe Glaser, head of Associated Booking Corpor- ation, last week checked the report that he did not want Louis Armstrong, whom he han- dled during the "Dinah" single smash with an album.

"Not true," states Glaser. "I wasn't opposed to doing it because I wanted to prove a point; namely, that Louis could convey the audience if he had the right material. No- body put it to me to sign with him. So Jack Lee (of E. H. Morris) and I talked to Dave Kapp about it and got the single. Kapp is to be commended. He helped us prove our point."

Glaser expressed the belief that an Armstrong album fol- low-up would be released within one month.

Coral Begins Instrumental Disk Program

NEW YORK—Riding on the heels of instrumental breakthroughs by Robert Maxwell ("Shanghai-Li") and S a m i m k a y "Charade," Decca and Coral have initiated a dealer program on their instrumental artists.

Highlighted by the release of 10 records in six categories, the program also encompasses each of the artist's entire Decca and Coral catalogue, a total of 166 pop instrumental sets.

The program, which includes such artists as Carmen Cavallaro, Geo von Stock, Edison Grant, Earl Grant, Ethel Smith, Robert Maxwell and Pete Fountain, has been running since April through 87.
New York—Dick Biondi on Monday, April 13, becomes the first disc jockey in the nation to have his own network radio show.

Biondi’s pop record show will be aired on the Mutual Network for 27 minutes each Monday through Friday. So far more than 45 stations will carry the show.

Biondi, who first received national attention while spinning records on ABC’s 50,000-watt WLS in Chicago, was the city’s top-rated nighttime disc jockey until he left to join Victor in Los Angeles, until a few months ago. In a turn of irony, Biondi’s Motown show—scheduled for Saturday nights on WFLF, a 5,000-watt rival of WLS in the Windy City—has been replaced by his own.

Among the stations that have signed up for the show are WEEP, Pittsburgh; WMXJ, Philadelphia; WADS, New Haven; WJAX, Jacksonville, Tenn.; WPRO, Providence, R.I., and WADS, New Haven.

Arrangements for record artist and guests and records are being handled by Bob Neuwirth, Woody Hunger, who will manage the show, and Harry Fox office, and visited locations of the company, Ltd.

The company also has high disk talent and also has high hopes for another artist, Pilata Cortes. He will prepare syndication of her English and Spanish recordage in the near future.

In Miami, Weiss won all associated areas to the music scene. He brought Reak in a new number of copyrights, including a tune that is the current rage in the Philippines, "I Love You." This record was recorded by a Victor sideman and released on the Victor label. He has planned to bring back other masters of past Philippine hits which he expects to lease to record firms globally. Weiss believes that Pilata has the potential to be a very big pop and Latin market disk talent and also has high hopes for another artist, Pilata Cortes. He will prepare syndication of her English and Spanish recordage in the near future.

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THE TOWERING HIT OF 1964!

ROBERT GOULET
MANHATTAN TOWER
Composed and Conducted by
GORDON JENKINS

NOW FOR THE FIRST TIME... "MANHATTAN TOWER" RECORDED IN STEREO!

NOW FOR THE FIRST TIME... GORDON JENKINS' BRILLIANT SEQUEL TO "MANHATTAN TOWER" — "THE MAN WHO LOVES MANHATTAN" — PERFORMED BY JENKINS AND ROBERT GOULET!

NOW STOCK THIS ENTERTAINMENT BLOCKBUSTER... A TIMELY, SALES-SLANTED SALUTE TO THE WORLD'S FAIR CITY.

ON COLUMBIA RECORDS®
JERRY LEE ENDS ENGLISH TOUR

MEMPHIS—Smash recording star Jerry Lee Lewis returns to Memphis April 8 from a four-week tour of England and Germany. Lewis is scheduled to tour Japan; and it is expected that RCA Victor artists will be scheduled to tour there.

A key RCA Victor executive pointed out that RCA’s overseas record markets are so extensive that some Victor artists now have to return after a tour to centers sometimes more—their record income from such overseas areas.

An interesting aspect of the Atkins-Reeves-Kert-Bare tour is the fact that most of the ap-

ppearances will be in opera houses and concert halls, rather than clubs. However, throughout there will be several of the latter. The schedule calls for one performance a day generally, but in several instances there will be two. The dates and locale are as follows: Hamburg, April 4-5; Frankfurt, 6-7; Han-

over, 9; Essen, 10; Berlin, 11; Copenhagen, 13; Stockholm, 14; Oslo, 15; Amsterdam, 17; Carlsruhe, 18-19; Brus-

sels, 20-21; and Munich, 22-23. The group had hoped to do some live recording sessions while on tour, but at the last minute this seemed doubtful in view of restrictions imposed by mu-

sicians’ union, Werner Muller’s ork, and a bilingual emcee will accompany the American artists.

“Progressive Hillbilly”

The artists indicated they would very likely perform much of their better-known recorded material. A reporter queried Chet Atkins as to whether he would play “Progressive Hillbilly.” Atkins operations manager for RCA Victor, who is a member of the n-

tion’s most sophisticated mu-

sicians, thoughtfully answered “progressive.”

RCA Victor’s publicity on this tour had an interesting facet. It stated that “The Nash-

ville Sound, bedrock of American popular music, is about to make the European scene in a big way.” This verbiage was carefully worded as to establish the point of view that Nashville, and the Nashville sound, is the big way.” This verbiage was carefully worded as to establish the point of view that Nashville, and the Nashville sound, is the world’s most popular new music.

With regard to remuneration for live performances, it is understood that the artists on this tour will receive one percent ap-

proximately.

Brenda Lee

Light & Staff to

Chicago Meeting

NEW YORK—Enoch Light, managing director of Command Records, Lorin Becker, national sales manager for Command, and Caryn Byrne, associate producer, will head for Chicago April 14 for a meeting of the label’s Midwest dealers and distributors. Plans for “Enoch Light Month,” which starts April 15, will also be un-

veiled at that time.

Hollywood—Capitol has stopped pressing the Four Preps’ single “New Orleans” because “New Orleans” is a hit that, apparently, re-

fused to give Capitol permission to cover a parody of an actual Beatles disk. Single had been a rush release February 25, and re-

portedly contained bare from the Beatles’ smash, “I Want to Hold Your Hand.”

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MFLOATPS TO 8 BMI’ERS

SALES BEHIND TOURS

The aforementioned sales results have been entered into the thinking behind the tours. The present one, of course, is a followup to the other one for an artist but four—all of them key talent.

Sonia, currently, is in the Far East. It is known that he is giving top priority to a study of the Far East, and it is expected that RCA Victor artists will be scheduled to tour there.

Jerry Lee Leaves English Tour

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veiled at that time.
It's Here!
It's on Capitol!!
and It's ALL Beatles!!

THE BEATLES' SECOND ALBUM
featuring
SHE LOVES YOU
and
ROLL OVER BEETHOVEN

For the first time on any album their smash, number one single "She Loves You" and "Roll Over Beethoven." PLUS other great tunes ALL by the fantastic Beatles. Their first Capitol Album broke all sales records everywhere. And this one's going to break even THOSE records. THE Beatles albums are on Capitol.

And THE Beatles singles are too. "Can't Buy Me Love" b/w "You Can't Do That" (5150) is an unprecedented hit, just released on Capitol. Within 2 weeks of release "Can't Buy Me Love" was #1 on the Billboard Chart — and your #1 money maker!

HAVE YOUR BUYER CALL CRDC AND ORDER IMMEDIATELY.
Germans Scrap Singles for LP's

**Continued from page 1**

The unit formula is calculated to reflect more accurately the value of sales by weighing the LP proportionately a higher cost. The 1963 sales figures, compared with those for 1962, show clearly that the trend is toward the 12-inch LP and that singles are falling off. Some disc producers feel that their competitors who profess unshakable faith in the future of the single are blind to the unmitigated facts of the 1963 sales figures. Some trade analysts, too, link the sag in singles to the upsurge in tape recorder sales. Studies by GEMA, the West German performer's right society, show that taping is concentrated on singles, a number of which are re-recorded on the same tape, which is played while the tunes are on top of the chart and then erased.

There is less inclination to take an interest in the LP records that tend to have prestige value. Calculated by units, record sales are falling off between 10 LP's and 12 LP's in 1963 over the preceding year. Singles sagged 20.4 per cent while LP's gained 37 per cent. Therefore, in boosting LP production in 1964, the disc makers are merely following the 1963 sales trend.

**Teen-Agers Pick History of Easter R&R**

Shirrells, Johnny Tillotson, Dion & the Belmonts, the Chiffons, the Kingpins, Dick and Dee Dee, Bobby Goldsboro, Little Anthony and the Imperials, the Younger and the Earls, the Warrens, the Turtles, Kaufman has been booked for another rock and roll stand at the Fox Theater during Easter holidays.

"The Good Guys," a show at the New York Paramount, featured Sam Cooke, the 4 Seasons, the Rascals, the Beatles, Gene Pitney and the Beatles. Kaufman has been booked for another rock and roll stand at the Fox Theater during Easter holidays.

"The Good Guys" show at the New York Paramount featured Sam Cooke, the 4 Seasons, the Devotions, Ruby and the Romans, Diane Renay, the Supremes, Dean and Jean, Rusty, the Regents and the Wrecking Crew. The show billed "The Good Guys," who appeared alternately on the show, were Joe Oliva, Harry Harrison, Jack Spector, Dan Daniel, B. Mitchell and Sam Butcher. A side note to the "Good Guys" affair is that it received as top songwriting credit in The New York Times Tuesday (2) in The New York Times, an underground paper that jammed Times Square the previous day to get into the theatre. The show, called the Apollo, featured the Coasters, the Vibrations, the Standells, the Whispers and the Supremes and B. B. King's band.

**Red Foley to Emcee**

**Continued from page 3**

trants will attend cocktail parties hosted by MGM-Verve on Monday evening, Liberty on Tuesday, and Warner Bros. Reprint on Wednesday evening. Wives of registrants will be entertained each afternoon. On Monday, Dot Records will host a ladies' luncheon, featuring palm readings by Miss Frances. On Tuesday, RCA Victor will present a preview showing of "The Pink Panther," featuring Peter Sellers, David Niven, etc., the sound track to which, by "The Pink Panther," featuring Peter Sellers, David Niven, etc., will be given on RCA Victor.

Other current entries of importance are "Tom Jones" on the United Artists label and "It's a Mad, Mad, Mad, Mad World" also on UA. Both pictures are represented in this year's Oscar sweepstakes in one category or another. Decca is running in its now running with its "Rocky" soundtrack set. Future hot prospects include the film tracks of "The Sound of Music," Walt Disney's "Mary Poppins," and "Say It With Music," the Robert Goulet starter. All feature music by Irving Berlin.

At present, the all-time best-selling soundtrack LP is Columbia's "West Side Story," which has been running the charts for over three years and has registered over 3,000,000 album sales. It's recalled that "West Side Story" racked up a lot of Los Angeles the year it was running and the sales ruboff on its record counterpart is quite obvious.

**Red Foley to Emcee**

**Continued from page 3**

Victor also has a hot, strong soundtrack with Elvis Presley. The company is just getting off his last hot LP, "Fun in Acapulco" and is now going full steam on "Kissin' Cousins." Other current entries of importance are "Tom Jones" on the United Artists label and "It's a Mad, Mad, Mad, Mad World" also on UA. Both pictures are represented in this year's Oscar sweepstakes in one category or another. Decca is running in its now running with its "Rocky" soundtrack set. Future hot prospects include the film tracks of "The Sound of Music," Walt Disney's "Mary Poppins," and "Say It With Music," the Robert Goulet starter. All feature music by Irving Berlin.

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**Disks Eye Oscar**

**Continued from page 1**

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While some of the enthusiasm for the LP seems improbable; lyrically, in fact, it has a solid 1963 sales basis. German diskmakers, in accenting the LP, are merely listening to the till. The German trade analyses are merely listening to the till. While some of the enthusiasm for the LP seems improbable; lyrically, in fact, it has a solid 1963 sales basis. German diskmakers, in accenting the LP, are merely listening to the till. The German trade analyses are merely listening to the till. While some of the enthusiasm for the LP seems improbable; lyrically, in fact, it has a solid 1963 sales basis. German diskmakers, in accenting the LP, are merely listening to the till.
SMASH FOLLOW-UP TO DUMBHEAD!

GINNY ARNELL

I WISH I KNEW WHAT DRESS TO WEAR

HE'S MY LITTLE DEVIL

B/W

K-13226

MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
Duke Ellington's Concert Shows New Areas Conquered

ANGELA LANSBURY opened a new role on Saturday (4) in the Arthur Laurents-Stephen Sondheim musical, "Anyone Can Whistle." She co-stars with Lee Remick and Harold Grodin. Columbia will record the original-cast album. (Continued on page 86)

New Areas Conquered

NEW YORK—There's a new audience being brought into Broadway's musical theater by performances that made their marks in other show business media. That's the contention of Ervin Drake, who currently represents on Broadway with his first music score, "What Makes Sammy Run?"

It's Drake's belief that his show has been building steadily at the box office because of the pull of the musical's star, Steve Lawrence. Even though it's also Lawrence's first try on Broadway he has a built-in audience, says Drake, from his work on records, night clubs and TV.

In Drake's view, it is the newcomer to the theater that will eventually pull it out of its economic doldrums. People who have seen and heard Lawrence in a cabaret and in night clubs, Drake says, "are now being drawn into the theater, and some perhaps for the first time."

Drake also points out that the vogue for theater newcomers is spreading through Shubert Al-ley, "Funny Girl," the new musical about Fanny Brice, is banking heavily on the marquee value of Barbra Streisand to keep its box-office attraction in gear. Although Miss Streisand scored on Broadway a few seasons ago with a small part in "The Odd Couple," she has a built-in audience, says Drake, from his work on records, night clubs and TV.

Drake's view of the box office build-up at the old Baker, returned to New York Tuesday (March 31) for a national network TV engagement. "The Old Baker" was bejeweled, bewigged, and a stockholder. He'll be busy batting out "America, Be Seated," as well as working on the personal management of a new singer, Al Ferrari, who's billed as "The Wild Man of Cooksville." Jane Morgan, in New York last week, hosted a party for Charles Aznavour and began work on her second album for Colpix. "I'll Remember April 29," "Tom Gayle is doing p.r. work for Rudy Vallee's Jubilee album..." (Continued on page 86)

Joe Cocker

NEW YORK—The bedridden, bejeweled, bewigged, interna-tional rock musician, Joe Cocker, returned to New York Tuesday (March 31) for a national network TV engagement at the Henry Miller Theater.

She struts and preens and dances through a variety of songs that range from very good to tired in an assortment of styles, usually labeled as "complications." The "complications" are always agreeable. The songs serve merely as musical accouterments. The entertainment does not entirely come off for a number of reasons. Miss Baker has been poorly served by the production. While everything about her is expensive and exotic, everything about the score comes a bit shoddily (possibly due to the contrast). The orchestrations are marvelous dance he has for so long done well.

So this Easter evening concert, where a returned musical's star, Steve Lawrence, growsl, snarled, sang, danced, cheered, and, in general, acted and played as if big trumpeters were coming back, was a resounding success because Duke had a new focus, and has new music and enthusiasm. So does his marvelous band.

It was evident from the very beginning when Cocker emerged through a much changed "Crazy Love." He preens and the tenor, or, perhaps the trumpet and orchestra of the "Funfey girls" (Continued on page 86)

Duke Ellington's Concert Shows New Areas Conquered

ANGELA LANSBURY opened a new role on Saturday (4) in the Arthur Laurents-Stephen Sondheim musical, "Anyone Can Whistle." She co-stars with Lee Remick and Harold Grodin. Columbia will record the original-cast album. (Continued on page 86)

TV GUEST APPEARANCES BY RECORD TALENT

MOLLY BEE-Jimmy Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

BROTHERS FOUR-"Michelin Man" (NBC-TV, 7-8:30 p.m., Thursday, 11)

DINO GIACCA-Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

FURCHENLOHEL-"The nine O'Clock" (NBC-TV, 9:30-10:30 p.m., Thursday 9)

GERRY LEWIS-"The nine O'Clock" (NBC-TV, 9:30-10:30 p.m., Thursday 9)

JACKIE JONES-Jimmy Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

Lefty LEAVESON-Mike Todd Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

MANNY MACHADO-Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

MAYA-Country Life (ABC-TV, 9-10 p.m., Saturday 11)

PAM PROCTOR-Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

SAM SMITH-Perry Como's Kraft Music Hall (NBC-TV, 9-10 p.m., Thursday 9)

RAPHAEL-"The nine O'Clock" (NBC-TV, 9:30-10:30 p.m., Thursday 9)

ROBERTA FLACK-"The nine O'Clock" (NBC-TV, 9:30-10:30 p.m., Thursday 9)

SILAS KELLY-Perry Como's Kraft Music Hall (NBC-TV, 9-10 p.m., Thursday 9)

THOMPSON, RICK-Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

WILLIAMS, ANSPERRY CEEF Show Special (NBC-TV, 9:30-10:30 p.m., Friday 10)

WINTERS, JONATHAN-Jack Paar Show (NBC-TV, 10-11 p.m., Friday 10)

THOMPSON, HANK-Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)

JEFFRIES, FRAN-Hollywood Palace (ABC-TV, 9:30-10:30 p.m., Saturday 11)

JONES, JACK-Joey Bishop Show (NBC-TV, 8:30-9 p.m., Saturday 11)

WILLIAMS, ANDY-Tennessee Ernie Ford Special (NBC-TV, 8:30-9 p.m., Friday 10)

NERO, PETER-Perry Como's Kraft Music Hall (NBC-TV, 10-11 p.m., Thursday 9)

MOSIER, ENID AND ALFONSO-Hootenanny (ABC-TV, 10-11 p.m., Saturday 12)

NEW CHRISTY MINSTRELS-Tennessee Ernie Ford Show (ABC-TV, 12:30-1 p.m., Saturday 11)

KELLY, THE-Ellington Hour (NBC-TV, 9-10 p.m., Saturday 11)

KENNEDY, THE-Ellington Hour (NBC-TV, 9-10 p.m., Saturday 11)

WINTERS, JONATHAN-Jack Paar Show (NBC-TV, 10-11 p.m., Friday 10)

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KELLY, THE-Ellington Hour (NBC-TV, 9-10 p.m., Saturday 11)

Thais, which has a built-in audience, says Drake, from his work on records, night clubs and TV.

In Drake's view, it is the newcomer to the theater that will eventually pull it out of its economic doldrums. People who have seen and heard Lawrence in a cabaret and in night clubs, Drake says, "are now being drawn into the theater, and some perhaps for the first time."

Drake also points out that the vogue for theater newcomers is spreading through Shubert Al-ley, "Funny Girl," the new musical about Fanny Brice, is banking heavily on the marquee value of Barbra Streisand to keep its box-office attraction in gear. Although Miss Streisand scored on Broadway a few seasons ago with a small part in "The Odd Couple," she has a built-in audience, says Drake, from his work on records, night clubs and TV.

Drake's view of the box office build-up at the old Baker, returned to New York Tuesday (March 31) for a national network TV engagement. "The Old Baker" was bejeweled, bewigged, and a stockholder. He'll be busy batting out "America, Be Seated," as well as working on the personal management of a new singer, Al Ferrari, who's billed as "The Wild Man of Cooksville." Jane Morgan, in New York last week, hosted a party for Charles Aznavour and began work on her second album for Colpix. "I'll Remember April 29," "Tom Gayle is doing p.r. work for Rudy Vallee's Jubilee album..." (Continued on page 86)

Joe Cocker

NEW YORK—The bedridden, bejeweled, bewigged, interna-tional rock musician, Joe Cocker, returned to New York Tuesday (March 31) for a national network TV engagement at the Henry Miller Theater.

She struts and preens and dances through a variety of songs that range from very good to tired in an assortment of styles, usually labeled as "complications." The "complications" are always agreeable. The songs serve merely as musical accouterments. The entertainment does not entirely come off for a number of reasons. Miss Baker has been poorly served by the production. While everything about her is expensive and exotic, everything about the score comes a bit shoddily (possibly due to the contrast). The orchestrations are marvelous dance he has for so long done well.

So this Easter evening concert, where a returned musical's star, Steve Lawrence, growsl, snarled, sang, danced, cheered, and, in general, acted and played as if big trumpeters were coming back, was a resounding success because Duke had a new focus, and has new music and enthusiasm. So does his marvelous band.

It was evident from the very beginning when Cocker emerged through a much changed "Crazy Love." He preens and the tenor, or, perhaps the trumpet and orchestra of the "Funfey girls" (Continued on page 86)
A hit instrumental becomes a great new vocal

DONNA LYNN
JAVA
JONES

#5156
FOCUS ON DEEJAY... Chicago's Top Deejay: 18th Year at WIND

It's probably only coincidence that the Windy City has produced one of the nation's top deejays, as Times magazine, a few years ago, acknowledged a "highly articulate member of that naturally loquacious craft." His name, for the benefit of those who have never got within listening range of Chicago, is Howard Miller.

Now exclusively on WIND, Howard holds some 20th of record for one being heard on no less than six leading Chicago radio stations at varying periods during the day. He continues to wear the mantle of most-listened-to, whether you measure it by that distinction by professional rating service's results, the long list of advertisers waiting in line to buy his commercials or an awareness that "Howard said this morning..." is a sell-out for commercial gambit among Chicagoans.

Miller's once exhausting work load which yielded his annual income to $35,000, has been selectively pruned and he now holds forth solely on WIND, the station where he started his Chicago radio career 18 years ago. As custodian of the Group W station's strategic morning slot, 6 to 10 a.m., he retains control of Chicago's biggest radio audience and manages time for his recently acquired enthusiasm for the racing of thoroughbreds.

Born and raised in Chicago, Howard Miller was graduated (Continued on page 82)

NAB Tastes WQXR Hip on Liquor

WASHINGTON—New York FM Station WQXR's break with the no-whisky advertising agreement will be a big buzz at the NAB convention this week in Chicago. WQXR's decision to take $70,000 in hard liquor advertising is so strong, the deal was closed by a bill to bar such advertising on the air, co-sponsored by Sen. Walter J. Mondale, chairman of the Senate Commerce Committee, on the Senate's past. Jack Pastore, chairman of its Communications Subcommittee.

New's featured speaker, Rep. Oren Harris, chairman of the House Commerce Committee, has condemned WQXR that such a failure in self-regulation by a broadcaster who acepts whisky advertising is sure to bring down government regulation. Harris indicated that the same goes for any broadcast failure to tone down cigarette advertising.

Senators Magnuson and Pastore, in 1961, refrained from this idea of the National Association of Broadcasters and the Distilled Spirits Industry agreed among Chicagoans. This pact limited the distillers who were holding back for broadcast time. Current failure of the industry to live up to its word means that the "plan" to please WQXR to change its mind, decided the legislators to act upon the problem.

The Magnuson-Pastore bill provides penalties of from $100 to $1,000 per day for jai license for who airs hard liquor advertising, and also penalizes the distiller who buys the air time. The bill amends the Communications Act, and violation of the liquor sponsor- ban could cost the broad- casters the license under the terms of the legislation.

KHJ Search For Talent

HOLLYWOOD—Red McIlvaine, whose smooth-talking disk jockey, has been shaking up memories of radio's talent scouting with a program called "Search for Talent." contest.

McIlvaine has been presenting this unique format each Friday for the past four weeks via taped telephone performances. After each show, an audience mails in votes for its favorite. The grand winner will be announced on a "phone-off" contest currently in preparation.

The idea for the talent search is McIlvaine's, who invites listeners to write in about their skills and personally phones to check them out. The contest's first "phone-off" was from Grandana Hills who sang into a phone booth, "It's been a hit. Red McIlvaine, one of the judges, was very glad to hear McIlvaine's voice. The other judges were shown an audience that McIlvaine's voice and talent. The audience will only have to write in and enter the show every Friday to be eligible to win.

Contestants have included a TV repairman reciting poetry, a salesman trying to sell one-to-one, a routine and a tap dancer. McIlvaine adds echo and applause to the performances which are to be filmed for the Friday broadcast. McIlvaine hopes to arrange a recording audition plus TV appearances for the grand winner.

Programming in At NAB Convention

program. It will analyze the anticipated effects of changes in an industry's population earning power and leisure time, and relate them to the resulting changes in advertising techniques.

In addition, the presentation will include discussions on how the radio and recording industries can co-operate in developing new artists and in generating interest in the repertory being produced by record companies. Panel members will give pointers on how radio management can make the best use of the services offered by record manufacturers.

The Radio Assembly, presided over by Sherrill Taylor, a highly respected NAB vice president for radio, will center on discussion of The Radio Code. Elnin Elliot, WBL, Atlanta, Chairman designate of the Radio Code Board, retiring Chairman Cliff Gill, KEYJ, Anaheim, Calif., and Frank McElveen, KLR, Salt Lake City, Utah, will join Code Authority Howard Bell and Radio Co-Manager Charles Stone for the panel discussion.

License Renewal Seminar

Questions and answers will be ferried by panel members on the problems of license renew- al and renewal and transfer division. Broadcast Bureau, FCC, will handle the discussion.

Another panel discussion of growing interest to broadcasters "Audience Research" will include the use of research Bureau 22, day for the past four weeks via taped telephone performances. After each show, an audience mails in votes for its favorite. The grand winner will be announced on a "phone-off" contest currently in preparation.

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COMMAND HAS A HIT SINGLE...

Love Me With All Your Heart
b/w Sweet Little Mountain Bird #4046

THE RAY CHARLES SINGERS

- BIG SALES ACTION KICKED OFF IN PHILADELPHIA
- NEW YORK, CHICAGO, MILWAUKEE NOW BREAKING WITH BIG SALES
- TREMENDOUS RADIO PLAY ON TOP 40 STATIONS NATIONALLY
- BILLBOARD 4/4 "BREAKOUT SINGLE"
- BILL GAVIN REPORTS "TOP OF THE ACTION"

...FROM THE HIT COMMAND ALBUM

SOMETHING SPECIAL FOR YOUNG LOVERS
THE RAY CHARLES SINGERS
Album No. 866

SELECTIONS INCLUDE: LOVE ME WITH ALL YOUR HEART • SWEET LITTLE MOUNTAIN BIRD • THIS COULD BE THE START OF SOMETHING • I LEFT MY HEART IN SAN FRANCISCO • MORE (from “Mondo Cane”) • THERE! I'VE SAID IT AGAIN • THIS IS ALL I ASK • DOMINIQUE • HELLO, DOLLY! (from “Hello, Dolly!”) • QUIET NIGHTS • CHARADE (from “Charade”) • WHAT KIND OF FOOL AM I? (from “Stop The World, I Want To Get Off”)

ORDER SINGLE, ALBUM AND 4-TRACK TAPE FROM YOUR COMMAND DISTRIBUTOR
PITTSBURGH: Nation's 8th radio market. 12 AM, 8 FM. 1 pop, contemporary, 2 contemporary, 1 pop standard, 1 standard-pop, 1 folk, 2 college, 1 standard and 1 ethnic music.


KQV 1st

PITTSBURGH: Nation's 8th radio market. 12 AM, 8 FM. 1 pop, contemporary, 2 contemporary, 1 pop standard, 1 standard-pop, 1 folk. 2 college, 1 standard and 1 ethnic music.


KQV 1st

OKLAHOMA CITY: Station's 7th radio market. 1 AM, 1 FM. 1 pop, 1 contemporary, 1 pop standard, 1 standard-pop, 2 folk, 1 college, 1 standard and 1 ethnic music.


KQV 1st

THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.


(Continued on page 16)
Gospel Music, as sung by the Statesmen Quartet and Hovie Lister, has during recent months enjoyed a great upsurge in popularity. This, of course, is due to the gospel groups touring the nation. The STATESMEN stand at the top! Their wonderful and inspiring RCA Victor Albums, spinning the turntables of the nation, is another reason for the popularity of the STATESMEN and the millions who each year attend the gospel singing concerts throughout the USA and Canada.

Personal appearances made before thousands, traveling over 100,000 miles from coast to coast each year in a custom-built coach.

Ask for LP albums by the STATESMEN on RCA Victor

THE STATESMEN QUARTET AND HOVIE LISTER

Agency: STATESMEN QUARTET PRODUCTIONS, Suite 109, Briarcliff Hotel, Atlanta 83, Georgia. Ph. 873-2139
Continued from page 14

WAMO: 1,000 watts. Independent. Music format: R&B-
Contemporary-Jazz. Highly identifiable air personalities. Negro-
oriented programming. President and general manager, Leonard
Walk.

WPPT: 5,000 watts. Day. Owned by Rust Craft Industries. Music
format: Ethnic. Station airs foreign language and ethnic music pro-
grams. General manager, Andrew Hofmann.

WZUM: Carnegie. 1,000 watts. Independent. Music format: Con-
temporary-R&B. General manager, James D. Pishoulis.

MIAMI, FLA.: Nation's 23rd largest radio market. 13 AM, 7
FM. 2 contemporary, 2 pop-standard, 2 standard-pop, 1 conserva-
tive. 2 r&b, 1 ethnic, 3 classical and 1 country.

Highly identifiable air personalities. Effective and active news de-
partment. Station plays many former (Gold Record) hits focused
on "Weekend Command Performance" Saturday and Sunday with
every other record played being a Gold Record. Rick Shaw fea-
tures similar fare 9 to 10 p.m. M-F hosted by Rick Shaw. Ex-WOK
staffer, Allan Courtney, hosts nightly three-hour talk, comment and
television audience call-in program 11 to 2 a.m. M-S. Program is top rated. Vice-president and general manager, Jack L.
Sandler. Operations manager, Charlie Murdock (also does air show
daily).

WFUN: 5,000 watts. Roomsville-owned. Music format: Con-
temporary. Highly identifiable air personalities. Strong and effective
on and off air promotion. Vice president and station manager, Ar-

nold Kasman. Program manager, Bill Holley. Music director, Dick
Starr.

Active and effective news operation. Award-winning 10-man news
staff. RPI national news service. Station airs news block 5 to 6 p.m.
daily. Only station in area that editorizes. Monthly public service,
news documentaries, "Music Spectacles" twice monthly. Vice-
president and general manager, Bernard E. Neary. Program manager,
Robert Martin.

WINZ: 50,000 watts. Rand-owned. Mutual affiliate. Music format:
Contemporary. Highly identifiable air personalities. Celebrity
interviews aired regularly as part of regular shows. Station uses top
shows. Stars on station breaks (two per hour) In-depth local news
and features vignettes aired regularly. Vice-president and general
manager, Paul Brake. Program director, James LeGate. (Continued on page 18)

WKAT: 5,000 watts day, 1,000 watts night. Independent. CBS
affiliate. Music format: Standard-Pop. Station airs wide variety of
music. Five-minute comedy vignettes played every hour at 45
minutes to the hour. Station carries many national and local sports
events. Highly identifiable air personalities. Vice-president and general
manager, Sidney Levin. Program director, Milton Smith.

WBMM: 250 watts. Independent. Music format: R&B-
Contemporary. Negro-oriented programming. Highly identifiable air
personalities. Special programs include: "Request Time," telephone
audience call-in show aired M-F. 9 to midnight, hosted by Lawrence
Callaway, 8 a.m., noon. 4 and 8 p.m. Vice-president, Allan B.
Margolis. Program director, Milton Smith.

WME: 10,000 watts day, 5,000 watts night. Independent. Na-
tional Spanish Language Network. Music format: Ethnic-C.&W.
Manager, Jack Nobles. Program director, Earl Smith.

General manager, Bob Flynn. Program manager, Georgiana Fleming.

WWCG: Coral Gables. 1,000 watts day. Independent. Music for-
matic: Classical-Standard-Pop.

WWPB-FM: 20,000 watts (ERP). Independent QXR network.
Music format: Classical-Conservative. FM Stereo programming. Man-
gage, Paul Blake. Assistant manager, John Cash.

WLBB-TV: Aids two-hour TV-teen dance party Saturdays, hosted
by WQAM disc jockey Rick Shaw. Show spotlights different school each
week via on-location filming.

OKLAHOMA CITY: Nation's 54th radio market. 9 AM, 4 FM.
1 r&b, 2 standard, 1 c&w. 1 conservative, 2 contemporary and 1
pops.

WKY: 5,000 watts. Independent. Music format: Contemporary:
Station programs many past hits (Golden Records) and country music
on morning farm show, hosted by Danny Williams. Highly identifiable
air personalities. Influential and effective news operation. Docu-
ments aired on special occasions. Station manager, Norman P.
Bigwell. Program manager, Dan H. Williams. (Continued on page 18)

KOMA: 50,000 watts. Storz-owned. Independent. Music format:
(Continued on page 82)
**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.

<table>
<thead>
<tr>
<th>Week</th>
<th>ARTIST</th>
<th>TITLE</th>
<th>Record Label</th>
<th>2 Wks. Ago</th>
<th>POP - 5 Years Ago</th>
<th>POP - 10 Years Ago</th>
<th>FROM this week's Hot 100</th>
<th>MADE ON Hot 100</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>HELLO, DOLLY, Louis Armstrong</td>
<td>Kapp 573</td>
<td>9</td>
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<tr>
<td>2</td>
<td>DON'T LET THE RAIN COME DOWN (Grazed Little Men)</td>
<td>6</td>
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<td>3</td>
<td>MY HEART BELONGS TO ONLY YOU</td>
<td>Bobbi Victor, Epic 66427</td>
<td>7</td>
<td></td>
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<td>4</td>
<td>I THINK</td>
<td>Brenda Lee, Decca 37599</td>
<td>6</td>
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<td>5</td>
<td>WHITE ON WHITE</td>
<td>Davy Williams, United Artists 685</td>
<td>6</td>
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<tr>
<td>6</td>
<td>UKA</td>
<td>RCA Victor 8280</td>
<td>15</td>
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<td>7</td>
<td>TELL IT ON THE MOUNTAIN</td>
<td>Pete, Paul &amp; Mary, Warner Bros. 54818</td>
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<td>8</td>
<td>EBB TIDE</td>
<td>Leroy Welch, Cadence 1432</td>
<td>4</td>
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<td>9</td>
<td>FOREVER</td>
<td>Pete Drake, Smash 1867</td>
<td>6</td>
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<td>10</td>
<td>BLUE WINTER</td>
<td>Connie Francis, MGM 12214</td>
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<td>11</td>
<td>SHAMBLES</td>
<td>Robin Mann, His, Meeer &amp; Ork, Decca 25522</td>
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<td>12</td>
<td>NAVY BLUE</td>
<td>Dave Brubeck, 20th Century Fox 456</td>
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<td>13</td>
<td>I LOVE YOU MORE AND MORE EVERY DAY</td>
<td>J. Hart, Capitol 5108</td>
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<td>14</td>
<td>MY HEART CRIES FOR YOU</td>
<td>Ray Charles, ABC-Paramount 10530</td>
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<td>15</td>
<td>SHAMBLES</td>
<td>Vic Dana, Drivers '62</td>
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<td>16</td>
<td>OUR EVERLASTING LOVE</td>
<td>Ruby &amp; The Romantics, Kapp 578</td>
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<td>17</td>
<td>CHA-CHEE</td>
<td>Leroy Around &amp; His Ork, Decca 32594</td>
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<td>18</td>
<td>PINK FANTASY THEME</td>
<td>Henry Manne &amp; His Ork, RCA Victor 8286</td>
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<td>19</td>
<td>I SHOULDN'T CRY</td>
<td>Gloria Lynne, Everest 2042</td>
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<td>20</td>
<td>COTTON CANDY</td>
<td>Al Hirt, RCA Victor 8346</td>
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</tbody>
</table>

**YESTER YEAR'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**

*April 13, 1959*

1. Come Softly To Me, Fleetwood, Dolton
2. Venus, F. André, Chantrell
3. Pink Shadows, D. Stevens.
4. It's Just A Matter Of Time, B. Benton, Mercury
5. Trapped, T. Wayne, Fernwood
6. Never Be Anyone Else But You, E. Presley, RCA Victor
7. Charlie Brown, Connectors, Alpo
8. A Fool Such As I, L. Page, RCA Victor
9. Guitar Boogie Shuffle, Virtus, Hurd
10. I Need You Love Tonight, E. Presley, RCA Victor

**POP - 10 Years Ago**

*April 10, 1954*

1. Wasted, P. Cloonan, RCA Victor
2. Make Love To Me, J. Sheppard, Columbia
3. I Got So Lonely, Four Knights, Capitol
4. Cross Over The Bridge, P. Page, Mercury
5. Secrecy Love, Doris Day, Columbia
6. Young At Heart, F. Sinatra, Capitol
7. Answer Me, My Love, H. M. Collyer, Capitol
9. Here, T. Martel, RCA Victor
10. Oh My Papa, E. Fisher, RCA Victor

**RYTHM & BLUES - 5 Years Ago**

*April 13, 1959*

1. Until You Come To Me, L. Johnson, United Artists

**RYTHM & BLUES - 10 Years Ago**

*April 10, 1954*

1. Where No One Goes (On Our Wedding Day), L. Price, ABC-Paramount
2. Since I Don't Have You, Sylvers, Colpix
3. Come Softly To Me, Fleetwood, Dolton
4. Yellow Moon, E. Smith, Bear, Chess
5. So Fine, Felicia, Old Town

**PROGRAMMING NEWSLETTER**

**Jazz D.J.'s Too Far Out?**

By BILL GAVIN

Contributing Editor

**RADIO PROGRAMMING** does not concern itself exclusively with achieving No. 1 ratings. Various types of programming take deliberate aim at smaller audience segments. Country music, rhythm and blues, classics and jazz each attract smaller numbers of listeners than do the so-called pop music policies.

**SUCCESS IN SPECIALIZED MUSIC** programming requires above all that it deliver a fairly consistent and predictable audience. Then, given a realistic rate card and a bustling sales staff, specialized programming can and does attract enough advertisers to show a comfortable profit.

**OF ALL THE SPECIALIZED types of music programming, probably the least understood—and most abused—is jazz. A great deal of jazz programming ignores listener levels of understanding and interest. Too many jazz d.j.'s are completely subjective in their selection of music: they set their own personal taste as the arbiter of what to play, and they pay little attention to the type of music that is most in demand, as shown by the sales reports on jazz LP's.**

**TO RADIO LISTENERS**, acceptance of jazz depends on understanding. Like all art forms, jazz is a form of communication. It must say something—must make some sense—to the listener, who then in turn must like what it says. The jazz d.j. should be required to understand the listener more than compensates for their small number, but his colleagues in the pop field, following the pedagogical precept of starting with the simpler jazz forms as well as the more complex ones, following the pedagogical precept of starting with what the student can grasp, and building from there. Most of all, he must be aware of the type of jazz that is most in demand, as shown by the sales reports on jazz LP's.

**THE VAST MAJORITY** of today's adults grew up on a musical diet of fairly simple harmonies and rhythms, ranging from novelty songs to the more sophisticated, but none the less elementary, Broadway musical productions. The diatonic concept, as in the C-major scale, plus a few closely related key changes, as in Haydn and Mozart, are the basic vocabulary that the great majority of radio listeners can understand. Just about the only form of jazz that can express itself in such limited harmonic language is traditional Dixieland. Modern jazz ranges far afield in the realms of polytonality, atonality and the whole tone scale. It follows the pioneering of such classical giants as Hindemith, Bartok, Milhaud, Stravinsky and many others.

**TO THOSE WHO HEAR** nothing but unpleasant dissonance in such polytonal patterns as a flat major superimposed on a C-seventh, much of modern jazz is unintelligible. There is, however, a steadily growing number of educated ears which are beginning to make sense out of what the jazz musician is trying to say. Also, among the uninitiated listeners there is an expanding desire to learn the language.

**IF THE JAZZ DJ** presents his show for listeners with varying levels of understanding, rather than for just the thoroughly oriented jazz buffs and musicians, he needs to be something of a teacher as well as a preacher. He must include the simpler jazz forms as well as the more complex ones, following the pedagogical precept of starting with what the student can grasp, and building from there. Most of all, he must be aware of the type of jazz that is most in demand, as shown by the sales reports on jazz LP's.
NASHVILLE SCENE

By LARRY COLE

The new BMI building is taking shape on Music Row and promises to be a real showplace.

Recording Industries Corporation (RIC Fielder), the newly formed label headed by Joe Caisio, is in full swing, with numerous session musicians under the direction of Alex Z

Tubb Unit Is Set for Busy April

CINCINNATI—April starts up as a busy month for Ernest Tubb and his Texas Troubadours, with the last half closing out with a 13-day trek arranged by R. J. Jones, of the Smith Artists Productions, Nashville. Following Sunday’s engagement at Cobo Hall, Detroit, Tubb and his lads moved into the Capitol Theater in New York, for the April 6-8 period, where they will appear as a show feature of the National AAA convention.

Tubb takes his Troubadours to St. Louis, April 11, and the Coliseum, Indianapolis, April 12. Then 13 engagements are planned in Cameron, La., April 14. Other stops on the tour are: Houston, April 15; Dallas, April 16; Temple, Tex., 17; Wichita Falls, Tex., 18; Galveston, Tex., 19; Abilene, Tex., 20; Ponchatoula, La., 21; New Orleans, 22; Pierre Part, La., 23; Simington, Tex., 24; Tulsa, Okla., 25; and Knox Noster, Mo., 26.

Bob Neal Sets Du Quoin Fair

CINCINNATI—Bob Neal, of the Bob Neal Agency, Nashville, in cooperation with E. O. Slacy of UTM-GAC, Chicago, last week set a country music show featuring Hank Snow, Ferlin Husky, Ray Price, Andy Anderson, Skeeter Davis, Jimmy Dickens, String Bean, Melba Montgomery, Donny Edwards and the Carolina Cloggers for an appearance at the Du Quoin (Ill.) Fair August 30. According to Neal, this marks the first time a c&w package has ever been booked for the Du Quoin annual. Neal reports further that 1964 bookings to date are running considerably ahead of the same period last year. The Neal agency now holds the personal management reins on George Jones, Sonny James, Charlie Louvin, Marian Worth, Clark King, Melba Montgomery, Merle Kilgore, Martha Carson, Freddie Hart and Gene Hall.

30G Damage to Gardner Yacht in Tidal Wave

HOLLYWOOD — The Milford M, 49-foot yacht owned by country music singer Brother Dave Gardner, was damaged to the extent of $30,000 when it was caught in the tidal wave which struck the West Coast yesterday. Gardner’s crew, bringing the ship from Acapulco, Mexico, to Hollywood when struck by the tidal wave which caused it to run aground at San Lucas, Chile, a package

In addition to Gardner’s heavy loss, there was much disappointment for Gabe and Sunshine Tucker, who had been invited to spend a week’s cruise on the yacht. They were waiting the ship’s arrival in Hollywood when news of the accident was received here. Tucker, well known in the country music field, is Gardner’s personal manager.

COUNTRY MUSIC CORNER

By BILL SACHS

The country music package presented on the coast by John Nesbitt, Regina, Sask., by CKCK-Radio in conjunction with Marlin Payne Attendtions attracted numerous of 4,000 paid. On the bill were Buck Owens, George Jones, Ernest Ashworth, Roy Clark and Sheb Wooley, of TV’s “Rowdies” series. Proceedings were emceed by CKCK’s Porky Charbonneau and Ron Andrews. Praise artist Tim Gayle has shifted to new quarters in the Hotel Biltmore, 327 Fifth Street, New York. Tim declares that Nashville has come to New York. He says there are more guitars, more guitar tootin’ music men and country singers in evidence than he can take in all day.

Country fans in the Cincinnati area are in for a treat Sunday, April 12, when 18,000 will be on hand at the Cobo Hall. (Continued on page 73)
Introducing an Exciting New Young Instrumentalist!

on DECCA

BOBBY GORDON

MALTA

c/w
PAPER DOLL
31613

Just Released!
A GREAT NEW ALBUM!
A YOUNG MAN'S FANCY

DL-4507       DL-74507 (STEREO)

NOW AVAILABLE AT ALL DECCA BRANCHES
If it's new from the Searchers, it's on Kapp!

Their newest single release.

Already on the charts and a best-selling album.

(The Searchers were on the Ed Sullivan Show April 5th—enough said?)
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist, Label &amp; Writer</th>
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<tr>
<td>1</td>
<td>CAN'T BUY ME LOVE</td>
<td>The Beatles, Capitol 62021</td>
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<td>2</td>
<td>TWIST AND SHOUT</td>
<td>Chuck Berry, Chess 1883</td>
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<td>SUSPICION</td>
<td>Jerry Butler, Vee Jay 588</td>
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<td>4</td>
<td>SHE LOVES YOU</td>
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<td>5</td>
<td>HELLO, DOLLY!</td>
<td>Roy Orbison, Sony 45625</td>
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<td>6</td>
<td>BOOZHOO SHOOH SHOO</td>
<td>Roy Orbison, Sony 45625</td>
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<td>7</td>
<td>2 I WANT TO HOLD YOUR HAND</td>
<td>The Beatles, Capitol 5115</td>
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<td>8</td>
<td>GLAD ALL OVER</td>
<td>Elvis Presley, RCA Victor 629</td>
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<td>9</td>
<td>GIVING UP ON LOVE</td>
<td>Sammy Davis, Epic 9671</td>
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<td>10</td>
<td>Fun, Fun, Fun</td>
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<td>11</td>
<td>EBB TIDE</td>
<td>The Beatles, Capitol 515</td>
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<td>12</td>
<td>I SAW HER STANDING THERE</td>
<td>The Beatles, Capitol 5115</td>
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<td>13</td>
<td>WE LOVE YOUBeatles</td>
<td>The Beatles, Capitol 515</td>
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<td>14</td>
<td>BLUE WINTER</td>
<td>Jimmy Gilmer, Dot 16583</td>
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<td>15</td>
<td>IT HURTS</td>
<td>Elvis Presley, RCA Victor 607</td>
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<td>SHANGRI-LA</td>
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<td>17</td>
<td>NAVY BLUE</td>
<td>Ray Charles, Imperial 66013</td>
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<td>18</td>
<td>RIP VAN WINKLE</td>
<td>The Beach Boys, Capitol 5118</td>
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<td>19</td>
<td>I LOVE YOU MORE AND MORE EVERY DAY</td>
<td>The Beatles, Capitol 519</td>
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<td>20</td>
<td>HEY JEAN, HEY DEAN</td>
<td>The Searchers, Kapp 577</td>
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<td>21</td>
<td>MY HEART BELONGS TO ONLY YOU</td>
<td>The Beatles, Capitol 519</td>
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<td>22</td>
<td>DEAD MAN'S CURVE</td>
<td>The Beach Boys, Capitol 5118</td>
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<td>23</td>
<td>DON'T LET THE RAIN COME DOWN</td>
<td>The Beach Boys, Capitol 5118</td>
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<td>THE WAY YOU DO</td>
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<td>NEEDLES AND PINS</td>
<td>Eddy Grant, Polydor 1990</td>
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<td>DO YOU WANT TO KNOW A SECRET</td>
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<td>DAWN (Go Away)</td>
<td>Bobby Vinton, Epic 9662</td>
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<td>28</td>
<td>BITS AND PIECES</td>
<td>Jerry Butler, Vee Jay 588</td>
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<td>THAT'S THE WAY BOYS ARE</td>
<td>The Searchers, Kapp 577</td>
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<td>HIPPY HIPPY SHAKE</td>
<td>Tuesday Weld, Imperial 66020</td>
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<td>THINK</td>
<td>Brenda Lee, Decca 31944</td>
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<td>MY GUY</td>
<td>The Kray Brothers, Epic 467</td>
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<td>WHITE ON WHITE</td>
<td>G. White, Aristo 4558</td>
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<td>HEY, BOBBA NEEDLE</td>
<td>Chicken Shack, Arista 467</td>
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<td>35</td>
<td>CADY NADINE</td>
<td>Chuck Brown, Epic 467</td>
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<td>36</td>
<td>HI-HEEL SNEAKERS</td>
<td>Steve Albee, Atlantic 4567</td>
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<td>37</td>
<td>JAVA</td>
<td>J. L. M. &amp; His Gang, Epic 467</td>
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<td>JUNE</td>
<td>The Shirelles, Philles 120</td>
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**HOT 100—A TO Z (Publisher-Licensee)**

**BILLBOARD** performer—Sides registering greatest proportionate upward progress this week.

**BUBBLING UNDER THE HOT 100**

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
HITSVILLE

THE TEMPTATIONS
"THE WAY YOU DO THE THINGS YOU DO"

MARVIN GAYE
"YOU'RE A WONDERFUL ONE"

MARY WELLS
"MY GUY"

THE CONTOURS
"CAN YOU DO IT"

MARTHA & THE VANDELLAS
"IN MY LONELY ROOM"

hits are our business...

TAMLA MOTOWN GORDY RECORDS

2648 West Grand Ave.,
Detroit, Mich.
REVIEWS


THE ROLLING STONES—NOT FADE AWAY (Nor Va Juk, BMI) (1:33) —Another hot Glim group that proves how deep the R&B roots have gone over there. Flip: “I Wanna Be Your Man” (Gill, BMI) (1:44). London 9657

THE DRIFTERS—ONE WAY LOVE (Keech, Caesar & Dino, BMI) (2:23) —Hot chops trumpets buck the group on this one way to go up. Flip: “Didn’t It?” (T. M., BMI) (1:49). Atlantic 2225

SOLOMON BURKE—GOODBYE BABY (BABY GOODBYE) (Picturetone-Mellin, BMI) (2:30) —Sweet and sour soulful singing in slow gospel groove again. Flip: “Someone to Love Me” (Collitick, BMI) (3:02). Atlantic 2226

SHIRLEY ELLIS—TAKIN’ CARE OF BUSINESS (Gallico Music, BMI) (2:14) —Smooth, applause and more nitty than gritty. Flip: “Shy One” (Gallico, BMI) (2:37). Congress 210

JANUARY JONES—TRY ME (Jar, BMI) (2:05) —The law has had much TV exposure. This one makes her pop radio. It rocks. Flip: “I Cry Alone” (Mansion, ASCAP) (2:34). 20th Century-Fox 476

RIGHTeous BROTHERS—TRY TO FIND ANOTHER MAN (Maxwell, BMI) (2:20) —Fellas are cookin’ up another Latin Lute. Flip: “I Still Love You” (Daddy Sam, BMI) (2:35). MGMowong 231

BRENDA HOLLOWAY—EVERY LITTLE BIT HURTS (Jobete, BMI) (2:14) —The inventive country writers did it again on this weeper. Flip: “My Young Love” (Vance, 11511) 12:25). PHIL(2:30). VEE JAY 590

BILL CARLISLE


DARNELL MILLER

THE FLOOR ABOVE YOUR C4LIN (4-Star, BMI) (2:18) —The inventive country writers did it again on this weeper. Flip: “My Young Love” (Vance, BMI) (2:30). Challenge 59241

C.W. SPECIALS

GEORGE RIDDLE —My Black Gold (Glad, BMI) (2:16) —Flow通过 the Home Next Door Glad, BMI) (2:54). UNITED ARTISTS 7149

TILLMAN FRANKS SINGERS

Uncle Eph (Friday, BMI) (1:42) —When the Angels Are Fire (Pearl, BMI) (2:16). STARDAY 478

HAWKSHAW HAWKINS —I’m Beginning to Forget (Marionetta, BMI) (2:41). KING 527

JIMMY SKINNER

The Front Man and the Bottle (Starday, BMI) (2:20). STARDAY 469

TEX RITTER

That Sun of a Harvest Fisherman (Tree, BMI) (2:17) —The Gallows Pole (Vare, BMI) (2:29). CAPITOL 1181

JAN HOWARD

I’m Here to Get My Baby Out of Jail (BMI) (2:18) —I Walked a Hundred Miles (Central Songs, BMI) (2:18). CAPITOL 5122

JACK SCOTT

Wiggle on Our Dot (Smash, BMI) (2:14). GROOVE 3057

WAY HARDIN & BOBBY MORRIS —Love’s Been Good to Me (Star, BMI) (2:02). CHALLENGE 29246

JIMMY SMITH

The Sermon, Parts 1 & 2 (Mamie, BMI) (2:06 & 2:15). BLUE NOTE 1787

LES McCANN & THE JAZZ CRUSADERS


Pop STANDARD

BILLY VAUGHN

The One Rose (Shapiro-Bernstein, ASCAP) (2:25) —Younger Better Love Me (Crosstown, ASCAP) (2:22). COLUMBIA 49322

KINGSLEY’S ALLEY BAND

Kings’ Alley (Shapiro-Bernstein, ASCAP) (2:10) —4 CORNERS 102

JIMMY DEAN

She’s Sold (Banjo-Aspen, BMI) (2:10) —Wait for the Wagon (Banjo, ASCAP) (2:31). COLUMBIA 4821

WOODY HERMAN

A Tale of Two Houses (Sonfect, ASCAP) (1:10) —Hallelujah Time (ASCAP) (2:32). PHILIPS 40187

LEW DOUGLAS ORK

Matters (Frederick, BMI) (2:06). NEWPORT 113

SPOTLIGHTS

Across-The-Board SPOTLIGHTS...

SKEETER DAYS—GOING GET ALONG WITHOUT YOU NOW (Reliance, ASCAP) (2:21) —Cover the current Tracey Day seller. It’s got the stuff to make it. Flip: “Now You’re Gone” (Ross, BMI) (2:21). RCA Victor 8347


Pop Standard Programming Specials

BOBBY GORDON, HIS CLARINET & STRINGS

Papa Doll (Marks, BMI) (2:49) —Malta (Bealetter, ASCAP) (2:34). DECCA 6613

KINGSTON TRIO—DO YOU LOOK AROUND (Sausalito, BMI) (2:50) —Think and play folk ballad style. Flip: “Seasons in the Sun” (Marks, ASCAP) (2:50). Capitol 5166

HOLLYRIDGE STRINGS—THE FALL OF LOVE (Feist, ASCAP) (2:06) —Surprise hit of the week. “Fall of Rome” theme in contemporary sound. Flip: “Theme From the Seven Days of Dr. Lao” (Miller). Capitol 5165

POP SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard’s Review Panel and its programming spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary air play. Pop Standards Spots are geared for pop standard and pop contemporary air play. Programming specials are other records applicable for programming in their specific category.
An Exciting NEW Single from

RICK NELSON

THE VERY THOUGHT OF YOU

(c/w)

I WONDER

(If Your Love Will Ever Belong To Me)

31612

Hear RICK Sing "The Very Thought of You"
on THE ADVENTURES OF OZZIE AND HARRIET

Wednesday—April 15th—ABC-TV—7:30 P.M. E.S.T.

NOW AVAILABLE AT ALL DECCA® BRANCHES
MECHELEN, BELGIUM

Belgium's No. 1 singer, Adano, was in London to record four sides in English. Cliff Richard and the Shadows will play Belgium in May. Ray Charles and the Raelets will be star attraction at the annual Jazz Festival at Comblain la Tour August 8-9. JAN TORFS

SYDNEY

Roulette recording artists, the Essex, will be coming to Australia in April. One of Australia's most successful instrumental groups, the Joy Boys, have released their first surfing album titled 'The Surfer's Stompin' Joys.' Festival Records acquired from P.T.X. Enterprises, New York, original masters of the late Fats Waller and will release an album package featuring some of the artist's most requested numbers, such as "Deep River" and "Frankie and Johnny." The album is titled "Fats Waller Originals." GEORGE HILDER

MANILA

The many-faceted talent and showmanship of the country's leading chanteuse of English and Spanish songs—Pilita Corrales—is showcased for the first time over an L.P. "Pilita Corrales sings 'A Million Thanks to You' and Other Philippine Hits!" This is an ambitious venture of Villa Records to record songs written by Filipino composers. Popular composers whose works are featured in the new L.P. are Mike Velarde Jr. (who composed the internationally famed "Dahil Sa Iyo") which is included in Jerry Vale's L.P. by Columbia, "Language of Love" and re-named "Your Love Is Mine," Pastor de Jesus, Constantino de Guzman, Restie Umali, Josefiino Cenral, and others. While the majority of the melodies are those which have garnered top spots on the much - coveted Philippine Hit Parade such as the piece-setter, "A Million Thanks to You," there is also a batch of favorites in the standard category thrown in for good measure. LOUIS MA TRINIDAD

VIENNA

Guenther Brabiee signed contracts with Cliff Richard and The Shadows for a onenight bandstand at the Vienna Colosseum on May 15. In this show, original U.S. country and western music will be interpreted for the first time over THE CRYOVAC SA-1

AND THE ALL NEW CONSOLE 7107

SEE THIS FAMOUS MACHINE

NOW IN USE THROUGHOUT THE INDUSTRY FOR OVERWRAPPING LP ALBUMS

(over 100,000,000 UNITS TO DATE)

SEE THE CRYOVAC

EXHIBITS

ROOM NO. 410 plus TV LOUNGE

EDEN ROC, MIAMI BEACH APR. 19-23

HOTEL, MIAMI BEACH

W.R. Bruce & Co., Cryovac Division, Duncan, S.C.

FROM LIBERTY WITH LOVE

HOLLYWOOD - The post office is being flooded with Russian postcards, courtesy of American singularity, Liberty's national promotion manager George O'Reilly, who had 45,000 postcards mailed from Russia, Ohio, showing a Russian cathedral and a "censored" message promoting St. Zener's new "From Russia With Love." Thirty-five hundred of the cards were sent to radio people, with the remainder to distributors, sales and promotion men. Single is from the Ian Fleming mystery film.
promoted by the veteran Larry Sunbrock moves in for a single matinee performance. Spear-heading the bill at the Apollo on a Saturday night will be such names as Lester Flatt and Earl Scruggs, Jack Anglin and the Foggy Mountain Boys, Buck Owens, Dale and Grace, Sonny James and the Golden egg, Red Sovine, Jimmy Newman, the Williams Brothers, Norma Jean, Bobbi Starr, the Rainbow Ranch Boys and the Wagamonsters. All talent for the show was set by Jack B. Andrews, of the Denny-Moeller office.

Shelte Hunter will appear at the Aztalea Festival, Wilmington, N. C., to represent country music in a variety show that will also feature Frankie Avalon, Bob Newman, the Bobby Lane orchestra, the Bruce Stevens orchestra, Miss U. S. A. and a state poet. He has been invited to the Shenandoah Apple Blossom Festival, Winchester, Va., May 1-2. . . . The second of five country music specials to be presented this year by Radio Ranch Productions of Station WCMS, Norfolk, Va., April 19, with the line-up comprising Bobbi Robins, Hank Thompson, Lefty Frizzell, Tex Ritter, Red Sovine and the Wagamonsters and Mac Wiseman, Lonzo and Oscar, Bill Harrell, Smitty Irwin, Brenda Lee, the Virginiaans and Kathy Dee. Emsee chores will be handled by WCMC promoter Larry Bowers, and Charlotte Charlie Wigg, Sheriff of Nashville, and Howard Joe Hoppel and Travelling Jesse Travis.

During his April 2-15 stint at the Golden Nugget, Las Vegas, Nev., Buck will take his two off-days there, April 5 and 12, to play two single engagements in Detroit and Connecticut, respectively. Buck repeats on the same tour but will not play the New York show April 23. Following the Las Vegas stand, Buck makes several dates in California and Arizona before invading Texas, with a stop scheduled on “Big D Jamboree” in Dallas May 9. He follows the Texas trip with a date with Vic Lewis, the country music music spec at New York’s Madison Square Garden May 16-17. Another booking takes him to Mocking Bird Park, Anderson, Ind., June 7. Ed Don has been set by Americana Corporation for a feature slot at the Canebrake (III.) Fair. . . . Bill Carlisle, new to Hickory Records, has as his first release for the label a new number that is getting strong air play.

A package set by Rex Rinehart through the Denny-Moeller Talent Agency, Nashville, has embarked on a 13-day tour of Nebraska, Wyoming, Colorado, Idaho, Oregon and California. tapes of the tour will feature the names of Kay Stewart, Johnnie Wright and His Southern Hillbillies, the Johnnie Brothers, Jan Moore and Rex Rinehart, and the Combs Brothers. The Red Sovine office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month.

Bobbi Robins, Hank Thompson, Lefty Frizzell, Tex Ritter, Red Sovine and the Wagamonsters and Mac Wiseman, Lonzo and Oscar, Bill Harrell, Smitty Irwin, Brenda Lee, the Virginiaans and Kathy Dee. Emsee chores will be handled by WCMC promoter Larry Bowers, and Charlotte Charlie Wigg, Sheriff of Nashville, and Howard Joe Hoppel and Travelling Jesse Travis.

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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

SHANGRI-LA

Robert Maxwell, His Harp & Orch., Decca DL 4421 (M); DL 74421 (S)

Harpist Robert Maxwell's single "Shangri-La" is currently climbing the chart, which should do much to point attention to this package of standards performed in an easy-listening, relaxed manner. The harp is supported by organ and orchestra.

CLASSICAL SPECIAL MERIT

BEETHOVEN: COMPLETE PIANO CONCERTOS, VOLUME 5

Artur Schnabel. Angel COLH 5 6101 (M); RS 5 6101 (S)

This is the fifth in the five-volume recording of the Artur Schnabel interpretations of the Beethoven piano concertos. Volume 5 contains the Emperor Concerto.

POP SPECIAL MERIT

BANJO! LIVE! AT THE RED ONION

Don McCall & His Banjoiers. Group W 1539 (M); WS 1539 (S)

Here's a wild one recorded live at the Red Onion, a bar and period club in Manhattan. One of the best to come along in an easy-listening, relaxed setting. This band is supported by organ and drums.

SPECIAL MERIT PICKS

This is a selection of some of the most outstanding releases issued in the recording industry in the past few weeks. These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

BELAFONTE AT THE GREEK THEATRE . . .

Harry Belafonte, RCA Victor LOC 6009 (M); LSO 6009 (S)

IT'S ALL IN THE GAME . . .

Cliff Richard, Epic LN 24069 (M); BN 26069 (S)

BAJA MARIMBA BAND . . .

A&M LP 104 (M); SP 104 (S)

COUNTRY PIANO—CITY STRINGS . . .

Floyd Cramer, RCA Victor LPM 2800 (M); LSP 2800 (S)

FOLK SONGS AROUND THE WORLD . . .

Montevideo, London LS 3360 (M); PS 360 (S)

LONELY GUITAR . . .

Duane Eddy, RCA Victor LPM 2798 (M); LSP 2798 (S)

BE TRUE TO YOUR SCHOOL . . .

Sandy Nelson, Imperial LP 9238 (M); LP 12358 (S)

AN OPEN MEMO TO ALL DIAMOND RECORD DISTRIBUTORS, DJ's, PD's & MD's

FIRSTLY TO THOSE WHO HAD OR HAVE A BEATLE RECORD AND WISH TO KEEP THAT SMILE ON THEIR FACES

SECONDLY TO THOSE WHO DIDN'T HAVE A BEATLE RECORD AND WISH TO REMOVE THE WORRIED WRINKLES FROM THEIR FOREHEADS

Let's Go To Work On

RONNIE DOVE

Singing

"SWEETER THAN SUGAR"

Diamond #163

THIRDLY TO ALL DJ's, PD's and MD's—Coming Up!—"The Battle for #1" in one corner, without haircuts, weighing 603 pounds, with blue, brown, black and beige trunks—currently the world champs—The Fabulous and Unbelievable Beatles from Liverpool, England!

In the opposite corner, own cut, weighing 97 lbs., with white trunks, the dynamic contender from our own Baltimore and U. S. A., the challenger for the #1 spot on your list . . . RONNIE DOVE!
THE FUNNIEST WOMAN IN THE WORLD-MOMS MABLEY-One of America's great comedians is captured in a live performance at the famous Tivoli Theater in Chicago and provides a most entertaining hour of humorous monologue. A must for all fans of humor. Chess LP 1447

MOMS MABLEY AT THE "UN" - Recorded during actual performances at the Uptown Theater, Philadelphia. Jackie Moms Mabley scores another fabulous comedy hit. Chess LP 1452

MOMS MABLEY AT GENEVA CONFERENCE - Recorded during actual performances at the Regal Theater, Chicago, and the Howard Theater, Washington, D.C. Moms performs at her hilarious best, especially situations pertaining to current world problems. (See Cover!) Chess LP 1463

MOMS MABLEY, I GOT SOMETHING TO TELL YOU! Chess LP 1475

PIGMEAT MARKHAM - The World's Greatest Clown - Markham is one of the greatest masters of comedy. Chess LP 1465

PIGMEAT MARKHAM AT THE PARTY - Recorded during actual performances at the Howard Theater, Washington, D.C. Pigmeat and Company again prove they are master comics in such situations as: Country Boy; Fast News; The Party; Love Making Bureau; The Judge; The Satchel. Chess LP 1462

PIGMEAT MARKHAM AT THE CLUB HARLEM. Chess LP 1467

PIGMEAT MARKHAM OPEN THE DOOR RICHARD. Chess LP 1464

See Your Local Chess Distributor for Special Deal!
ARGENTINA

(Courtesy Estrella La Latina)

This Last Week

1 13

2 157

3 1015

4 (Courtesy Music Maker, Sydney)

AUSTRALIA

(Courtesy Music Maker, Sydney)

This Last Week

1 — ALL MY LOVING — The Beatles (Parlophone)
2 I SAW HER STANDING THERE — The Beatles (Parlophone)
3 ANDY WHO HAD A HEART — Dianne Warwick (Philips)
4 5 HAWAII — The Beach Boys (Parlophone)
5 11 DAWN (I WIPED MY EYES) — The Searchers (Epic)
6 12 CALIFORNIA SUN — The Ventures (Capitol)
7 7 BITS AND PIECES — The Five Teenagers (Capitol)
8 8 ROLL OVER BEETHOVEN — The Beatles (Parlophone)
9 THE HAREM — Acker Bilk & His Band (Decca)
10 13 THAT'S WHAT I WANT — The Shadows (Columbia)
11 11 NEEDLES AND PINS — The Searchers (Amer ica)
12 9 SHE LOVES YOU — The Beatles (Parlophone)
13 8 AMAME (LOVE ME DO) — The Beatles (Parlophone)
14 7 TELL ME WHEN — The Rays (Epic)
15 6 I THINK OF YOU — Buddy Holly (Philips)
16 5 EE BOSSA NOVA — The Beatles (Parlophone)
17 5 ANYONE WHO HAD A HEART — Elvis Presley (RCA)
18 4 LA VAGABONDA — Dave Clark Five (Columbia)
19 3 I'M THE LONELY ONE — Cliff Richard (Parlophone)
20 3 4 CHAREIDE — Andy Williams (RCA)

BHUTAN

1 8 8 ROLL OVER BEETHOVEN — The Beatles (Parlophone)
2 7 BITS AND PIECES — The Five Teenagers (Capitol)
3 6 ROLL OVER BEETHOVEN — The Beatles (Parlophone)
4 5 THE HAREM — Acker Bilk & His Band (Decca)
5 4 THAT'S WHAT I WANT — The Shadows (Columbia)
6 3 SLEET AND SNOW — The Searchers (America)
7 2 11 DAWN (I WIPED MY EYES) — The Searchers (Epic)
8 1 ROLL OVER BEETHOVEN — The Beatles (Parlophone)

FINLAND

This Week

1 DION THE JENKA — Jan Rolfe & the Adventuresters (Pori)
2 THE WALLS HAVE EARS — ZOEZEGE branding (Helsinki)
3 2 KASANDAN SINI — Elja (Orfeon)
4 LAHOTELLEN — Iusti (Era)
5 SHE LOVES YOU — The Beatles (Parlophone)
6 HAPPY HEPPY HEPPY — The Dancing Blue Jeans (H愿景)
7 4 GIRLS, GIRLS, GIRLS — The Scaffold (H愿景)
8 3 I'M NOT GONNA DO WHAT YOU WANT — Maisie Aho (Fontana)
9 2 MIGHTY MIGHTY — Veurme (Veurme)
10 1 WHAT THE ANIMALS WANT — Eljas (Fontana)

FRANCE

(Courtesy Musica et Diophils, Milan)

This Last Week

1 14 A QUI LACRIMP SUI VISO — Bobby Solo (Ricordo)
2 13 JUG RIDE (Columbia)
3 12 CHE MA NE IMPORTA . — Jemmy Deane (Armach) — Marseilles (Columbia)
4 11 AS LONG AS HE NEEDS ME — Jemmy Deane (Armach) — Marseilles (Columbia)
5 10 BEAUTIFUL DREAMER — The Village Jumpers (Parlophone)
6 9 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)
7 8 I'M THE LONELY ONE — Cliff Richard (Parlophone)
8 7 THE HIPPY HIPPY SHAKE — The Singing Blue Jean (UA)
9 6 THERE'S ALWAYS ME — Irene Galina (Odeon)
10 5 VOUS PERMETTEZ — Yves Montand (Philips)

ITALY

(Courtesy Musica e Diophils, Milan)

This Week

1 LACRIMP SUI VISO — Bobby Solo (Ricordo)
2 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)
3 I'M THE LONELY ONE — Cliff Richard (Parlophone)
4 THE HIPPY HIPPY SHAKE — The Singing Blue Jean (UA)
5 THERE'S ALWAYS ME — Irene Galina (Odeon)
6 THERE'S ALWAYS ME — Irene Galina (Odeon)
7 VOUS PERMETTEZ — Yves Montand (Philips)
8 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)
9 THE HIPPY HIPPY SHAKE — The Singing Blue Jean (UA)
10 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)

MEXICO

(Courtesy America Audiomica)

This Week

1 12 CAN'T SMILE WITHOUT YOU — The Beatles (Parlophone)
2 11 GIVE ME SOME LOVE — The Beatles (Parlophone)
3 10 A QUI LACRIMP SUI VISO — Bobby Solo (Ricordo)
4 9 I'M THE LONELY ONE — Cliff Richard (Parlophone)
5 8 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)
6 7 THE HIPPY HIPPY SHAKE — The Singing Blue Jean (UA)
7 6 THERE'S ALWAYS ME — Irene Galina (Odeon)
8 5 VOUS PERMETTEZ — Yves Montand (Philips)
9 4 WHAT THE ANIMALS WANT — Maisie Aho (Fontana)
10 3 I'M THE LONELY ONE — Cliff Richard (Parlophone)
Meet the Family of Billboard Publications

Like any big family, each member of our brood is totally individual in matters of personality and appeal... but there are some common traits:

- Soundness and ethics of the parent organization have given all our publications a sense of quality and integrity.
- The strong family resemblance in the areas of soundness and ethics of the parent organization have given all our publications a sense of soundness and ethics.
- A single source for information on new releases and trends in music, radio, television, and related fields.
- Specialized publishing and directories for music, radio, television, and advertising.
- Promoting excellence in content and design.
- Providing comprehensive, up-to-date information on all aspects of the music and entertainment industry.

In its 70 years of service to both industry and consumer, The Billboard Publishing Company has offered member publications and divisions a rich heritage in the areas of sound business practice and strict adherence to the highest standards of publication and service.

Run by top publishing professionals and fed by worldwide networks of experience journalists and writers, the quality of editorial content delivered to readers and the exacting efficiency of our service divisions has made The Billboard Publishing Company a leader in every field it serves... assuring prestige, value and peak results for each participating advertiser.

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- Member of Audit Bureau of Circulations (ABC) - assured that our publications are printed to the highest standards of ethical business practice among trade and business publications.
- Members of the Magazine Publishers Association (MPA) - dedicated to upholding the highest standards of editorial excellence and quality of publication among consumer and trade publications. MPA PUBLICATIONS ARE ACCEPTED FOR MEMBERSHIP.
- Member of Alliance of Recorded Music Publishers - dedicated to promoting and maintaining the highest standards of ethical and legal business practices among record companies.
- Member of NAB Publications - dedicated to maintaining the highest standards of ethical and legal business practices among broadcast companies.
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Enjoy popular prices at our newly remodeled 1500-room, world-acclaimed SHERMAN HOUSE.

Yes, everything has been newly decorated just for you and yours. And our popular prices extend to our fabulous gourmet restaurants...

Everything exciting is within walking distance. Free radio and TV, Driver in garage parking.

No charge for children under 12.

Clark & Randolph/Chicago/FR 2-2100

Porterhouse Lounge/Grill

Everything for everyone... is "brillante"!

Mชมน quotas decorated just for you and yours.

Drive-in garage parking.

And our popular prices extend to our fabulous gourmet restaurants...
THE HOT SOUNDS ARE ON CAPITOL!

More of the fastest-moving product in the business from the originator of the Hot Sounds albums.

THE "HOT" SALES ARE ON CAPITOL!
And, look at these extras! ★ Each album Poly-Wrapped at the factory! ★ Many have a FREE Promotional picture or decal included with purchase!

SEE YOUR CRDC REP AND STOCK UP ON THESE SALES-CHARGED ALBUMS.
EARLY BIRD CATCHES EAST COAST SALES

HOLLYWOOD — Liberty’s sales, merchandising and production executives have begun working at 7 a.m., backing the axiom that early birds catch the East Coast sales.

Staff members have been internally starting their work day early in the past, but dicunt is now official for all, save a.k.r. producers. West Coast firms find the three-hour difference problematic in conducting phone business with East Coast concerns, hence Liberty’s decision to hit the phones at 10 a.m.

The early starting time doesn’t offer executives an earlier quitting hour. What affect has the sunrise plan had on its members? “It seems to have been well accepted,” one exec stated jokingly.

WORLD ARTISTS RECORDS, INC.
550 Grant Street, Pittsburgh, Pa.
PHONE: (412) 281-1110

CHRISTINE QUATIE
“TELL ME MAMA”
WA 1022

...A BILLBOARD SPOTLIGHT...

A Billboard Three Star Pick

MEAN BUSINESS

CHRITA's new hit, “Non ho l'elba,” is now official for all, save a.k.r. producers. Is now early in the past, but dictum is now official for all, save a.k.r. producers. West Coast firms find the three-hour difference problematic in conducting phone business with East Coast concerns, hence Liberty’s decision to hit the phones at 10 a.m.

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We are proud to announce

CHAPPELL & CO., INC.

has acquired the U. S. & Canadian publication rights to

NON HO L'ETA PER AMARTI...

WINNER OF THE
SAN REMO FESTIVAL and EUROVISION SONG CONTESTS

ENGLISH LYRICS BY BUDDY KAYE & PHIL SPRINGER
"THIS IS MY PRAYER"

CHAPPELL & CO., INC.
609 FIFTH AVE., NEW YORK 17, N. Y.

Congratulations

GIGLIOLA CINQUETTI
COMPOSER & LYRIC WRITER
NISA & PANZERI,
EDIZIONI SUVINI ZERBONI,
For the Winning Eurovision Song
"NON HO L'ETA"

from

FRANCE
Title: "Je suis à toi"
EDITIONS MUSICALES BARCLAY
2, Ave. de Messine, Paris

BELGIUM
Title: "Je suis à toi"
WORLD MUSIC CO.
13, Rue Madeleine, Brussels

SPAIN
Title: "No Tiene Edad"
SOUTHERN MUSIC ESPANOLA
Diputacion 337, Barcelona

GERMANY
Title: "Lune nel blu"
BUSSE MUSIK
Sonnenstrasse 20, Munich

UNITED KINGDOM
Title: "This Is My Prayer"
English Lyrics By
Buddy Kaye & Philip Springer
CHAPPELL & CO.
50 New Bond Street
London W1, England

Winner of the 1963/64 Eurovision Contest with
"NON HO L'ETA' (PER AMARTI)"

SONG ORIGINALLY PUBLISHED BY:
EDIZIONI SUVINI-ZERBONI (Milano)
RECORD WORLD-DISTRIBUTED BY:
CGD INTERNAZIONALE (Milano)
Programming In at NAB Convention

- Continued from page 16

and “Thesaurus Programmed Music Library Service.”

Rival radio drama syndicators, RKO and Du Pont, Starnveld, Conn., and NANA New York, are sharing the first Radio Drama Room to be a part of an NAB convention in many years. The friendly competitors will offer for sale the first hour-long block of all new daytime serials.

Richard H. Ullman Associates is introducing its audio creation encompassing the entire range of broadcasting programming needs including five different production library services; identification jingle plans, talk features and musical presentations.

FM-ers on the Move

FM broadcasters met yesterday to discuss evaluation of programming and audience activities. Comparisons were made of programming formats and audience promotion of various kinds of stations.

NAFMB members, under the aegis of their president, James A. Schiuke, were exposed to approximately $75,000 in audience and media research to be analyzed and discussed as part of the first exposure and evaluation of NAFMB’s extensive research program.

A report and summary of FM market rating surveys recently completed by The Pulse in the nation’s top 10 markets, including intermedia study showing the relationship among FM, AM-FM duplicating and television audiences by amount of listening (or viewing) to each medium in all homes by income and other demographic categories, was described to the FM-ers.

On Saturday a programming seminar was held by David Bennett, WFIL-FM, Philadelphia, revolved around a discussion of various programming formats, as well as such additional topics as well as such additional topics as stereo librarries, syndicated programming, automation, news and special revenue-producing programming.

The insect Colony

from Knox College in Galesburg, Ill., returning to that city in 1939 after a stint at Chicago’s Kent Law School. The prospect of building his own radio station was the enticement to give up a law career and at 21 he became the youngest radio owner in the country. Howard sold the station to Veidenheimer to join the Navy and World War II and after three years in the Pacific, returned to resume his radio career in Chicago.

Start With WIND

Assuming the post of program director, he began at that time his long, continuous relationship with WIND. By 1949, anxious to get back into the air again, he deserted management for the talent department, extending his activities in five-hubs on other stations. Eventually, he was doing 115 shows a week on WIND and five other stations in the days before taping. At one time he finished a 900 show WIND stint at 5:45 p.m. and began another that minute on WIZ.
VOX JOX

is associated with 2GB. Actually Bob is with rival stations 25M. Bob, 25M and 2GB. I apologize!

Mel Pennington KODA (Houston) staffer has received a salute from the Harris County TB Association in its magazine for outstanding service performed during the group's recent campaign.

AWAY WE GO: Robert Hunger, WJNA (Charlottesville, Va.) deejay, has won a five-day trip to New York City and the World's Fair for his estimate of the number of vehicles to cross the Triboro Bridge during the contest period. The contest, sponsored by Look magazine, February 11 issue, was 2,184-105. Bob guessed 2,182,396.

HERE'S THE CHECK Mate! Larry Happl (right) flashes a king-size smile as he becomes the first WFUN-Radio contest winner to receive the station's king-size check, issued by the First National Bank of South Miami. Presenting the check is Arthur Selley, vice-president and general manager of WFUN.

Frankie Fanelli—new tenor in town—with a voice that's a cinch to sell plenty of records. Frankie's repertoire covers a wide range of material—songs like "What Now My Love?," "Mala Femmina" and "Close Your Eyes." His heart-to-heart approach is a sure recipe for success. He's right—from the start!

FRANKIE FANELLI: A GREAT NEW VOICE ON

FRANKIE FANELLI: RIGHT! FROM THE START

FRANKIE FANELLI

PORTLAND, Ore., Dec. 31—Bill Scott, appointed music director at KEEL (Shreveport), Up-dated KMLE (Salt Lake City) deejay line-up includes Mike Kavanaugh, Kent Jewell, Ray Graham, and Don Morgan (also known in the program director's office as E. Morgan Skinner Jr.).

VIP APPOINTMENTS: Larry Monroe, program director and air personality at WCAO (Baltimore) resigns to take over his newly acquired property WBMT (Butler, Pa.). WCAO is looking for replacement.

SEGUE

Dick Young takes over 2 to 6 p.m. shift on KODA (Des Moines) after serving six months in the Army. Other KODA airmen are Jack Gilbert, Big Al, Jon Midnite and Mel Ott. Dick Drury exits KGB (San Diego) for KMEO (Omaha) post.

WBBM Expands News

CHICAGO — WBBM-Radio expanded its "Newsday" program additional hour Monday (30). The two-hour information-talk block is piloted by WBBM news and provides continuing coverage of the day's news, utilizing tape recordings of actual events, in-depth weather reports, helicopter traffic reports, sports and other features. Anchor man for the program is John Harrington.

NAB Seeks JFK Tapes

NEW YORK — WQXR has presented a recording of the late President Kennedy's reading of the Declaration of Independence to the National Association of Broadcasters for the archives of the John F. Kennedy Memorial Library in Cambridge, Mass. The NAB has requested all broadcasters to donate any on-air material by the late President which was broadcast over their facilities.

KDIV Signs Raiders

OAKLAND, Calif. — KDIA has become the first and only radio station programmed for Negroes to enter the major sports broadcasting field with the signing of the Oakland Raiders for the 1964, 1965 and 1966 seasons. Robert Blum, who has broadcast the games for the past three years, will be handling the play-by-play for the Sondeliner-owned station.
Mail, Then Stores For Pentron Set

CHICAGO — A direct-mail campaign to 30 million homes will introduce Pentron Electronics' new Pentron President tape recorder format to retail stores. The mail campaign will be by Diners' Club, but many major mailing companies eventually will be involved in the $2 million campaign, according to Albert E. Sloan, president of Pentron Inc., direct mail consultants; Pentron chairman; and President.

Perhaps "ills" is too strong a word. The recorder field isn't sickly—it's just not sold, and the industry-must face it. Perhaps it's just not well enough thought out by manufacturers as a whole and the dealer viewpoint.

As we interpret the results of the survey, several prime needs seem to stand out—at least from the dealer viewpoint.

The biggest complaint was "discounting by others" and lack of price maintenance by manufacturers. This gripe, however, isn't confined to recorders, but it applies across-the-board to almost any type of consumer hard goods. The comments, nevertheless, would appear to suggest that price stability is generally lacking in the industry—considering the almost fantastic utility and versatility of the modern recorder.

The retailers surveyed are generally considered to be aggressive dealers who put some emphasis on recorders. They are, in addition, appliance, and photographic dealers. What they had to say about their problems, therefore, can be a valuable clue for manufacturers and distributors of recorders and tape.

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DEALERS!
ORDER NOW FOR
ALL FOUR 1964
ISSUES AND-
SAVE, SAVE, SAVE!

Here's an example of how these savings can work for you:

Order Your Supply of

500 of third issue and 500 of fourth issue,
for 500 of first issue, 500 of second issue,
single issue basis,

Here's an example of how these savings can

MONEY!!

PLACE YOUR ORDER
USE THE HANDY FORM NOW TO

SCHEDULE OF PRICES

Without Imprint on Cover and Order Card

With Imprint on Cover and Order Card

5,000 or more
7c
7.5c
10,000
5,000
10,000
3,000
1,000
500
100
500

5.5c
8.5c
10c
10c
10c
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10c
10c

USE THE HANDY FORM NOW TO PLACE YOUR ORDER . . . AND SAVE MONEY!!

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Is "DOLLY" a New "Fair Lady"?

HERE IT IS—the follow-up to the super-successful "Records Make Wonderful Gifts" catalog. Billboard's sparkling new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention—to hold consumer interest—to increase consumer buying—and to build new record customers for you:

• Full Color Cover for maximum attention and appeal.
• New Album Releases (with many album covers in full color) plus descriptive comment on each album's contents. There will be albums which most dealers will carry in stock—all top albums in all major categories.
• Best Seller Lists. Selected charts on current best selling albums in all of the most popular categories. Educational customers to buy those top albums they want for their own.
• Feature articles on artists, Broadway shows, and items of timely interest to consumers.
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• Prompt check-off order form in every issue to make buying by mail or in person easier.

This handsome Record Preview display card is imprinted with my store name and address on both the cover and back. This would cost $50, or

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specify an-

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I enclose 50 per cent payment against total cost of this order which amounts to $...

I wish to order Record Preview (all 6 issues combined) in 1,000 copies or more. Please send me the free Record Preview display card.

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

Issue

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Yes. (1)

No.

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the order form:

Yes. (1)

No.
TAPE RECORDER SURVEY: 4
Pre-Recorded Tapes' High Cost Seen Biggest Barrier to Success

(This is the last in a series of four reports on merchandising of tape and tape recorders, based on a nationwide retailer survey earlier this year by Gordon Jones of the Wharton School of Business, University of Pennsylvania, in cooperation with the Record Market Research division of Billboard.)

What's wrong with the pre-recorded tape market? In the minds of dealers, there's absolutely no question—prices are too high. It's not possible to name the major problem areas in pre-recorded tape, some 75 per cent of the retailers responding to the Gordon Jones survey indicated that the pre-recorded tape is the one that they dealt with the most.

Despite the general feeling that prices are too high, 75 per cent of the tape recorder dealers surveyed indicated that they also sold pre-recorded tape. In 89 per cent of the locations where pre-recorded tape was handled, dealers said the same made all decisions on both pre-recorded tape and tape recorders.

Best Selling Labels

Columbia was 4th, 7th best selling pre-recorded tape line by 49 per cent of the respondents. Other labels mentioned, in order of frequency, were RCA Victor (10 per cent), Bell Canto (3 per cent), UST (3 per cent), Columbia (3 per cent), Ampex (2 per cent), Huntley (2 per cent), Telefunken (2 per cent), Kodak (2 per cent).

Although high price was singled out by three quarters of the retailers, out of every four as a problem area, 4 per cent of the respondents reported that they did not have pre-recorded tape sales. Also get stores like mine, which are not in the tape field, to put on in same on a 100 per cent cut but that's on some discount base.

"Perhaps a consignment package of (pre-recorded tape) Reeves Soundcraft sold to dealers to participate and gain wider exposure."

"Settle down to one method of recording material either between both cartridge and reel-to-reel simultaneously."

"Develop more advertising space to music sources besides best tape after the other longer."

"Copies of the complete tape recorder survey, digested in this and preceding articles, may be obtained by writing Record Market Research division, Billboard, 165 West 46th Street, New York, N. Y. 10036."

Ellington Conquers New Areas

Ellington explained is like the verb "to jive," or, as he put it, "making what you are doing look better than what you are supposed to be doing."

But具体内容地，was just people in general, the reading of the evening, as well as the success of the record 'In a Sentimental Mood,' all of which have come through. (Mrs. Lawrence), and there are surprises on the record 'In a Sentimental Mood.'"

One method of recording material either between both cartridge and reel-to-reel simultaneously."

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Josephine Baker

Josephine Baker continued from page 10

undistinguished and loud: the hangings have seen better days and the lighting is unimpressive. One has the impression of an extravagantly plumbed bird in a cage. The fault is not solely with the production. Miss Baker has a tendency to talk to the audience, to be a bit too precious at times, to call too much attention to the fact that she is 60 and is still in possession of a lovely figure. Much of the cuteness, one assumes, would go well with a foreign audience (Americans are charmed by en- dering stereotypical images of the English), but from one American to another. And when she sings, and moves and poses, she is still the very stylish Josephine Baker that has charmed entertain- ment history for almost 40 years. Certainly Carolee, Lee, and Gregory Holdsworth contribute to the secular and theatrical quality of the evening. And the program, presented by the Avv Dancers, a folk group, even includes a rather ingenious insertion in this otherwise stereotypical program.

JOHN HAYS
EMPLOYMENT SECTION

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Rock-Old Bows Grand Prix Line

CHICAGO — Rock-Old is introducing a de luxe new Grand- Prix phonograph which fits in line with other models to be announced in the near future. The Grand Prix plays 33 and 45 disks intermixed. The seven-inch LPs can be added in banks of 10.

Design
Perhaps the most distinctive feature is the machine's dramatic new design. The cabinet is roughly rectangular with the tilt-screens under a very slightly downward-sloping glass.

The mechanism is seen through a central panel between the strips. A real display panel houses a pair of speakers and six of the seven-inch album covers.

The cabinet is finished in walnut construction, stainless steel and chrome. Other features include:

- Common receiver system operating with Grand Prix and other current model Rock-Old phonographs.
- Automatic money counter totals exact machine receipts.
- The counter is seen through a window and works with the Phonette Bows.
- Exclusive Mech-O-Matic intermixes seven-inch albums, 33 and 45 disks in any sequence. No wires, micro-switches or electronic aids are needed. Any motor speeds or spindle sizes.
- Transistorized amplifier.
- Reddish-orange kinescope showing Tuesday (31) at Chicago's O'Hare Inn. It follows a showing in New York Thursday (2) in the Summer Music and Vending show.

Phonette Bows
Rock-Old is also introducing an accompanying Phonette remote vision selector unit. The Phonette features a pair of built-in stereo speakers, simple selection panel and remote volume control.

The Phonette can be used with any current model Rock-Old phonograph. Both Rock-Old and Phonette are part of the Rock-Old group.

Willingham Retires; Ross Named New Wurlitzer Service Topper

BOYERTOWN, Pa. — R. G. Willingham, Wurlitzer field service manager for the last 15 years, has been appointed service manager for the Wurlitzer Company here. He replaces Joe Hrdlicka, who has been with Wurlitzer since 1928 and who retired this week.

Wurlitzer worked in a Wurlitzer retail store in St. Louis in 1928 when the firm sold a jockey box called the Wallie Spangles. His job was to keep the Wallie Spangles, 78-r.p.m. phonograph working.

Shortly thereafter, Wurlitzer bought the Simplex mechanism outright, redesigned it, and introduced the first Wurlitzer coin-operated phonograph—the P-10.

After 10 years in the retail store division, Hrdlicka worked from the North Tonawanda factory as field service engineer and service manager for several of the company's divisions.

During World War II he was a special representative of the North Tonawanda plant on war contracts. In 1945 he became service manager for the Wurlitzer distributor, a position he held for five years.

In 1950 he returned to the North Tonawanda plant as special sales and service representative, and four years later he became manager of the government's Air Corps cabinet, assuming responsibility for general service policy and supervision of government contracts. Hrdlicka and Mrs. Hrdlicka will move to the Seattle area where their son, Merrill, is an engineer for the Boeing Aircraft Corporation. He plans to set up a shop in his new home and dabble in the creation of stereo music systems and radio and television sets.

Fetyd by Associates
Tony Fety, who is succeeded by Hrdlicka, was honored by his business associates at the Town Club of the Tonawanda area with an electronic tube tester for his new shop.

His successor, C. B. Ross, joined Wurlitzer in 1959 as mid-west service manager. He is a graduate in electronics of the Coyne Electrical Radio and TV School in Chicago and the British U.H.F. in London, and has served in short-wave radio station operator.

Service Expert
Before joining Wurlitzer, Ross had been a service expert with the Service Amusement Company, Eau Claire, Wis., and G&W Vendors Sales and Service company, Chicago, serving two coin machine operations.

During World War II, he served with the U. S. Air Corps and was trained in mechanical and electrical repair, including sound.

His new duties include supervision of coin-operated machines in the United States, supervision of the division's national and service bulletins for operator service personnel and assistance in design improvement of electrical and mechanical components of Wurlitzer phonographs.

Refereendum Set For Wash. Law

OLYMPIA, Wash. — The Washington Supreme Court ruled recently that a constitutional referendid on 1963 gambling law be put to a vote of the public at the November 3 election.

The high court, in an 8-1 decision, approved the referendum despite the draft June 21, 1963, of a constitutional amendment voting-ticket from a State Constitution judge. The judge held a criminal act cannot be permitted to thwart the constitution's referendum power, the court ruled.

Referendum means the people will vote November 3, 1964, on the law purporting to legalize pinball machines, card games, pool rooms, punchboards and bingo if licensed by local authorities.

In the ruling, the Supreme Court affirmed a decision of Judge Charles T. Wright of Thurston County Superior Court.

The high court held that the people, in presenting the supporting signatures, had done what was required by State law to put the measure on the ballot.

Game Time Reaches Declines in Wash.

OLYMPIA, Wash. — Washington State Tax Commissioner figures, released March 25, showed revenue of $945,993 in 1963 on amusement device taxes, down nearly half from the $1.6 million collected the previous year.

A commission spokesman said the decline was mostly the result of a ban on pay-off pinball machines in effect since the beginning of last year.

The State levies a tax of 20 per cent of gross revenue from pinball machines and 40 per cent for all other forested amusement devices not involving any element of skill.

Donald R. Burrows, the commission's research supervisor, said the tax take on amusement devices has been declining in recent years from a high of $5.25 million in 1950, as some counties tightened up on toler-

The tax returns could bounce back in Seattle, however, if newly elected Mayor J. D. Bras-

C. B. ROSS
NORTH TONAWANDA, N. Y.—C. B. Ross, Midwest field service engineer for Wurlitzer for the last five years, has been appointed service manager for the Wurlitzer Company here. He replaces Joe Hrdlicka, who has been with Wurlitzer since 1928 and who retired this week. Ross moved to Seattle, Wash., in 1950 as the Wurlitzer field service engineer and later was service manager for the Wurlitzer Company.

New Design
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MOA Exhibitor Prospect Bright

CHICAGO—Music Operators of America is virtually assured of having all four juke box manufacturers in its next annual convention scheduled for the Sherman House here October 14-16. MOA concluded a meeting with the manufacturers here last week and the outcome was completely favorable for the national juke box operator association. The news gives MOA some early ammunition in its quest for additional exhibitors for its convention. Last year MOA did very well with amusement machine manufacturers but fell short in the area of record company exhibitors. This year, early commitment by the juke box manufacturers gives the association a “united front” appearance that will be very helpful in seeking exhibitors from other areas.

News about the manufacturers came in a conservative statement issued by MOA director Fred Granger. Granger came just short of making a positive statement that the manufacturers would be represented.

He did, however, say that a final decision would be given by all four manufacturers by Monday (6). The MOA managing director said that he had been assured of “10 per cent cooperation” by all four manufacturers and that at this point it “appeared likely” they would be in the show.

Granger added that the manufacturers were very pleased with the exhibit space in the Sherman House. The hotel has one of the largest convention facilities in the city. Officially, the manufacturer representatives will now report back to their companies before giving their final decision Monday (6).

On hand for the juke box companies were Fred Pollak and Paul Huebsch, Rowe AC Manufacturing; Stan Jarocki, Seeburg; A. D. Palmer, Wurlitzer; and Hugh Gorman, Rock-Ola. Representing MOA were Lou Casola, president; Clint Pierce, vice-president, and Granger.

Granger said that MOA “purposely” held its meeting with the manufacturers early “in order to give us more time to promote other exhibitors.”

EAST COAST DISTRIBS VIEW NEW ROCK-O-LA LINE

NEW YORK—East Coast Rock-Ola distributors caught their first glimpse of the firm’s new Grand Prix phonograph line at the Summit Hotel here Thursday (2). Rock-Ola brass in for the presentation included Ed Doris, Dave Howie, George Hinckler and Les Rieck.

Factory executives went over the machine in detail and discussed merchandising plans during the day. In the evening, the distributors were guests of Rock-Ola at a cocktail party and caught the Julie London show at the Americana Hotel. Distributors will show the new line to operators next week.

Hot Springs Crackdown Slows Coin Collection

Hot Springs are Phil Marks Amusement Company, owned by Phil Marks, and J. Earl Gill, owner of Gill Amusement Company. Both have phonographs, games and vending equipment on location.

The third is W. E. Lewis, Lewis Novelty Company. Formerly, there were six operators. But Marks bought out Van Eddinger, Van Eddinger Music Company, his brother-in-law.

Gill bought out R. G. Jennings, Jennings Coin Machine Company, and Wilbur Green, Spa Amusement Company.

The Governor’s action came with the race track season having another week to go. Vacationers to Hot Springs this time of year are usually people of means who visit the track during the day and the casinos in the evening.

A 33 1/3 RPM STEREO SINGLE SPECIALLY CREATED FOR COIN OPERATORS

ROBERT GOULET

SINGING “ONCE UPON A DREAM” and “MARRIED I CAN ALWAYS GET”

FROM HIS TOWERING NEW COLUMBIA HIT ALBUM!

FOR INSTANT PROGRAMMING IN YOUR KEY ADULT LOCATIONS, SEE YOUR COLUMBIA RECORDS REPRESENTATIVE TODAY!
New Tonomat Model

FRANKFURT — Tonomat, the German subsidiary of Automatic Canteen, reports exceptional sales response to its new compact phonograph, Electronic. Tonomat, the German subsidiary of Automatic Canteen, reports exceptional sales response to its new compact phonograph, Electronic. The new machine is designed for wholesale orders, but the primary feature is the speed of record changing. The record arm is placed parallel to the base and arms on opposite sides of the box. When the arm is selected, the record arm is placed direct to the record which is nearest.

Tonomat says this quick changing appreciably boosts the output of operators who are crowding more phonograph play into the operating day. Electric competition with Wurlitzer's German-produced Lyric compact.

Largest Game Sells

HAMBURG — Th. Bergmann Company, a major European producer of diversified coin machine equipment, reports that its new coin machine, Safari, is bagging sales marks.

It is a highly minimized electrical mirror game, starting for the realism achieved. Animals appear and vanish, constantly changing positions, through a built-in mirror system. Each animal has a small light in his head which serves as the target. Bergmann has emerged as a leading world coin machine producer by success of its Arizona target game, which is one of the largest selling target games produced anywhere since the war.

Coin Machine Fair

FRANKFURT — West Germany's coin machine industry hopes to sponsor an international coin machine fair in Frankfurt this year.

The fair would serve as a showcase for Germany's booming trade and would provide an international meeting ground for the world industry. It would parallel the Hanover industrial fair.

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Biggest Danish Op

COPENHAGEN — Dansk Grammofon Automat A/S has boosted its operating interests in Denmark to over 30 phonographs.

This makes Dansk Grammofon the largest operator in Denmark. In addition to the 30 phonographs, Dansk Grammofon also operates about 100 games.

The firm is the Danish distributor for Rock-Ola and is the EMS subsidiary in Denmark for phonograph machines. It represents an integrated music operation which has scored spectacular success.

Far from representing a conflict of interest, the firm's phonograph operation has helped stabilize the operating field for smaller independent operators.

N. H. Lottery Sales Brisk

CONCORD, N. H. — The nation's only lottery ticket vending machine business, operated by the State of New Hampshire, is getting off to a good start.

Automatic machines similar to those set up at Rockingham Park pari-mutual race track in Salem recently have now been installed in most of the 49 State-owned liquor stores and will also be in operation later at the Hinsdale Raceway and the Rochester Fair harness racing track.

The machines dispensed receipts for 27,174 tickets totaling $81,017 during their first 10 days of operation at Rockingham Park. The actual tickets will be kept in a Manchester bank vault by the Sweepstakes Commission until the big public drawing at Rockingham in early September. A few days before the $100,000-plus sweepstakes race, prizes for the sweepstakes winners were run as high as $100,000.

Dutch Changer

AMSTERDAM.—Jennu-Automaten N.V., Dutch manufacturer, has gone into production on an electrically operated coin changer with 10 magazines.

Further information may be obtained from the Consulate General of The Netherlands, Commercial Division, 10 Rockefeller Plaza, New York 10020.

Market in Norway

OSLO—A two-way race is developing in Norway between U. S. and West German manufacturers for the honor of being what looks as a lush phonograph market.

Norwegian marketing surveys indicate a medium term phonograph market for 12,000 machines, compared with the present 4,000 to 6,000 machines, and a long-range market of upward of 30,000 machines.

The surveys indicate there is great phonograph potential in the rural areas and in the far northern areas, where recreative facilities are lacking.

French Pinball Mach.

NICE—Establishments Rally, the largest French coin games manufacturer, is mapping a big European Common Market sales program for its El Toro pinball. El Toro, which is billed Europe's answer to the U. S. pinball, can be played by one or two persons. The score is posted automatically on an illuminated board and is carried cumulatively, meaning that successive players try to beat the total displayed by the previous player.

Production of about 100 machines monthly is to be doubled in anticipation of strong European demand. Rally's promotion of El Toro is expected to point the way to a Common Market format for general sales promotion by firms in the six Common Market countries.

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urgent!!!

Coin Machine Distributors, Manufacturers & Trade Association Officials

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PLUS . . . state-by-state analysis of license fees and taxes on juke boxes, amusement games and vending machines—and laws governing legal games.

Date of Issue:

MAY 16, 1964

Advertising Deadline:

APRIL 20, 1964

Early space reservations recommended. Advertising deadline is for all material in New York. Offset Printed: No Plates Required!
Weitzman, Bloom Host Coast Bulk Operators

LOS ANGELES—Sam Weitzman and Sid Bloom played hosts to bulk vending machine operators in this area recently when they held open house for the official and social opening of Oak Plaza, where Oak Manufacturing Company and Operators Vending Machine Supply Company will be located in the future.

The debut marked a big step forward in service to operators both from a manufacturing as well as merchandising standpoint. Operators Vending moved its facilities to the new location at 650 South Avenue 21, just off the Golden State Freeway, over a weekend and opened for business there the following week. Oak, in Culver City for years, will open in the new location in May. The center will also include Imperial Die Casting, an Oak affiliate.

The new site gives Operators Vending modern and larger quarters. Refurbished throughout, the operation features self-service, an innovation in wholesale selling in this field. There is ample parking, giving customers what amounts to a drive-in facility.

The new location has its own railroad spur track to facilitate shipments of the Acorn line to distributors throughout the world.

Chi Ops See Eppy Line

SEVERAL HUNDRED Chicago area operators turned out for the second Eppy Charms regional sales exhibit held at Chicago's Sheraton last week. A previous show was held in Minneapolis, with another scheduled for Dallas soon. In the foreground are Mr. and Mrs. Seymour Maas, Seymour Coro, Nat Schlesing, Mrs. Coro, E. Swidler and Dave Rubin. The little girl is Marilyn Coro. On the right are Martha King, Paul Crisman, Mrs. Rubin and Tom King.

LOU SINGER, Sidney Eppy, Tom King and George Eppy examine the new Eppy Charms line previewed to Chicago operators at Eppy's second regional meeting last week. Eppy's full line will be unveiled nationally at the giant National Vendors Association convention April 15-18 in Miami Beach, Fla.

THE EPPYS, Sidney (left) and George (second from right), with Paul Crisman (second from left) and Tom King (right) during the regional exhibit in Chicago last week. Crisman and King, co-heads of King and Company, are Chicago distributors for Eppy Charms. The television set was a dollar prize, as was the giant Northwestern Rocket vender in the rear.

IMPORTANT MEMO

AD DEADLINE FOR N.V.A. CONVENTION ISSUE

Dated: April 18
Distributed: Monday, April 13
(Ad Deadline: April 8)
FREE distribution of this issue at the N.V.A. Convention, Deauville Hotel, Miami Beach, Florida, April 15-18.

REACH OPERATORS IN THIS EDITORIAL PACKED ISSUE which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

Only in Billboard can advertisers reach (at low cost) the operators in attendance as well as those operators unable to attend the convention.

Send Advertising Copy on or Before Wednesday, April 8.

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BEAUTIFUL STORE WINDOW DISPLAY

Available in 3", 5", 10", 25c or 50c coin Mech. Largest assortment of Capsules. Can be arranged in a straight line or on a slant. Can be used as a single unit or can be mounted on multiple stands. Now in stock in many variations and styles. All available for six or eight units. Double to triple your sales with this great vendor. Write for further details. Ask your nearest vendor or supply house for sample and prices.

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Please read complete line of machines, parts & supplies. We handle complete line of machines, parts & supplies.

ACORN
THE WORLD'S MOST PROFITABLE BULK COIN-CHARM VENDOR (AS ILLUSTRATED) AS WELL AS OTHER NORTHWESTERN MACHINES.

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MONSTER TRADING CARDS $3.25 PER M.
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Write for complete manufacturer's price list. Order direct or order through your local coin supply house.

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Cupule Vender* The ultimate in quality Cupule Merchandising. Vends any item which can be placed in a capsule. Sc. 10c and 25c. With QUICK-TACH at slight extra cost.

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(More in Advertising)

Say You Saw it in Billboard

NVA Business Sessions Set

CHICAGO—Two nationally famous marketing and merchandising experts will address the National Vending Machine Association convention April 15-18 in Miami Beach, Fla.

Ben Silver, in charge of vending for the Food Fair chain of stores, will speak on "The Future of Bulk Vending in Chain Stores."

Dr. Edward Fox, chairman of marketing for the University of Miami, will speak on "How to Reduce Uncertainties in Business Decisions." Dr. Fox is a specialist in population statistics.

Den Mitchell, legal counsel for NVA, said that the convention appears well on its way to becoming one of the most successful in the association's history.

In addition to the featured speakers, NVA will have a panel discussion titled "Trends and Answers." The panel will deal with grass roots problems in the bulk field.

Panelists are being selected from the fields of merchandising and marketing. Opera speakers will include Bert Fraga, president; Milton H. Mitchell, legal counsel; Donald Mitchell, legal counsel; and Rolfe Levieb, convention chairman.

A special ladies' day program is being planned and the convention will also have its usual social fare consisting of cocktails parties, luncheons and several banquets.

A number of affiliated industry meetings will be held during the convention. The National Vending Machine Distributors Association will hold a meeting as will a number of manufacturers, including United, Loat, Guggenheim and Eppy. NVA officials predict that attendance will be in the usual 350 to 450 range. From 20 to 30 exhibitors will be represented on the convention floor.

Although relatively small in size, NVA represents a major portion of the bulk industry's bulk revenue in the U. S. The annual convention serves as the site for annual introduction of new equipment by virtually every major manufacturer.

In addition, numerous industry problems are hotted up, either in formal business meetings or more often, in informal sessions in suites and poolside.

This year, operators can attend the entire convention—rooms, board, all meetings and social events—a minimum cost of $107.50 per person, per day. Dealers will include such items as a color television set, stereo hi-fi console, three-day trip to two Las Vegas, and a host of equally attractive appliances and household items.

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USE AS SINGLE UNIT OR CAN BE MOUNTED ON MULTIPLE STANDS.
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IMMEDIATE DELIVERY THERE ARE BIG PROFITS IN GUM NORTHERNWESTERN SALES AND SERVICE CO.

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INTRODUCING! the ultimate in SANITARY VENDORS

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PHILADELPHIA BAKED BAKLAVA 2.50

Homemade and imported from Greek Islands. Various flavors available.

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Phone 739-0680

PENNY KING LINES

PITTSBURGH—Penny King Company is introducing two new series of charms—the color-plated "200" and plastic colored "100" lines. Each features a variety of items and may be ordered in bags of 5,000 or 1,000.

Eddy Grifitt, president of the company, stated that the new series will help to further fill the demand for charms. Penny King will continue to offer its line of Troll charms in both the metal and plastic charmed versions this year.

Grifitt added, "We have added a new line of charms to our Troll series to cater to the demands of the public and to help dealers increase their sales. The Troll series is one of the most popular in the vending industry and we are pleased to offer our customers a wider selection of charms to choose from."

The new series includes a variety of charms, ranging from small decorative items to larger collectible pieces. The colors of the charms include gold, silver, and various shades of pink, blue, and green. The plastic charms are also available in different shapes and sizes, allowing dealers to offer a more diverse selection to their customers.

Grifitt concluded, "We are confident that the new series of charms will be well received by our customers and will help to increase sales for Penny King. We are always looking for ways to improve our products and we believe that the new series of charms will be a valuable addition to our line of merchandise."
Vendall Plans More Sessions With Ops

MINNEAPOLIS — Vendall Distributing Company, distributor of machines and bulk vending merchandise here, is planning an operator meeting again this fall, having followed the excellent response to the weekend show the firm co-hosted with Eppy Charmers, Inc. of New York, at the Hotel Sheraton-Ritz, Minneapolis, March 13-15.

Earl Grout, president of Vendall, told Billboard, "We definitely will have a fall get-together, even though there may not be any new machines to show. We want to meet more of these operators and talk out some of their problems to help them grow.

He said he was still receiving expressions of thanks from operators for having presented the show with Eppy and was still being visited by operators who had been unable to attend the show but want to be at the next one.

At the close of the weekend event, Grout had said, "From the response this weekend there will be one of these every year."

The schedule has now been stepped up to include a second weekend every year, which will be to be determined, possibly at another hotel. This week's show was at the Sheraton-Ritz. Asked if manufacturers might also be represented, Grout said, "Yes, if there's manufacturer's will be welcome, but it will not be necessary."

Mainly, we want to be a time of exchanging pro and cons of merchandising and trading solutions to common problems," he added.

The door prizes offered at the March 13-15 weekend were on their way to the winners, as follows: Four Northwestern Super C Machines, stand, and merchandise, to Hans Brustgut, Clear Lake, IA; 300 Titan machine filled with merchandise, to A. Miller, Minneapolis; Eppy V-2 Cabinet machine with merchandise, to Al Beaudet, St. Paul; 25 pounds of cashews to Joy Sales Fargo, N. D.; 25 pounds of Spanish peanuts to Robert Lammers, St. Cloud, Minn.; 25 pounds of Hersheys to Dr. Burtton Diamond, Minneapolis, Minn.; 5 pounds of 100-count ball gum to Gayle Johnson, Clear Lake, IA; 5 pounds of 210-count ball gum to John Capron, Minneapolis, Minn.; 5 pounds of 210-count ball gum to Sun Hilden, N. St. Paul; 2 pounds of 5000 count ball gum to Howard Normand, Minneapolis; and 5 pounds of 210-count ball gum to Royal Miller, Lindstrom, Minn. The merchandise, except the gum, was donated by Vendall, and the gum was provided by Leaf Gum.

Eppy Charmers Baseball Team

JAMAICA, L. I. N. Y. — Eppy Charmers, Inc., is timing its latest release with the opening of its company's baseball season. The item, Big League Baseball Rings. The gold-plated rings are designed for capsule vending. The complex series has the names of the 20 clubs in the National and American Leagues.

Mr. Coin Man

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HOME PEOPLE ARE HERE!!!

PAUL A. PRICE, Roslyn, N. Y., charm manufacturer, promotes his latest release, above, on bulk vending machines. The item, three-inch-long Beetles made of soft plastic and designed for capsule vending.

Bulk Banter

Los Angeles Angles

Bad Harris of International Vending in San Pedro avoided being robbed at gunpoint when he grappled with the gunman. Harris was servicing machines outside a Kenton location when a man approached him with a sawed-off rifle and demanded money. Harris refused, and the gunman loaded the rifle. During a struggle the gun was discharged into the air. Two accomplices wrested the weapon from Harris and took off.

The location owner saved the hold-up and locked his doors. No one, however, thought to call the police. Leo and Harry Weber of West Coast Enterprises, Los Angeles, are back from Las Vegas, Nevada, where they attended a Shrine ceremony. They are planning a trip to New York in mid-June with their three children to take in the World's Fair. They will visit relatives in Boston, too.

Oak Stretches Trip Time Limit

PITTSBURGH—Oak Sale of Miami points out that there will be time for operators to join the company's free trip to the Nassau Beach Hotel in the Bahamas after they arrive for the NVA meeting in Miami April 15.

The requirement for inclusion is the purchase of $2,000 worth of Oak merchandise between October 5 and April 15, but operators who reach the $2,000 mark by placing orders on April 16 during the convention will also be eligible. Oak will have a number of new lines on display.

The Nassau trip begins on April 19 at the end of the NVA convention, and on Tuesday (21) Transportation, hotel accommodations, breakfasts and dinners will be paid for all participants on the trip.

HERE IT IS—A NEW Counter Game

Marvel's NEW SLUGGER

Accurate, Competitive Skill Scoring

A REAL Money Maker! 5¢ or 10¢ Play (Specify)

Sluggers are sturdy built—natural wood cabinet with polished chrome finishes. Pressure-built autodrive unit.

MARVEL Manufacturing Co.
2045 West Fullerton Ave., Chicago 13, Ill.
Phone: Dickens 2-7244
Belgian Tax Law Sets Model For European Coin Industry

By OMER ANDERSON

BRUSSELS—Union Belge de l’Automatique (U.B.A.), the Belgian coin machine trade association, is resuming the marketing of its coin-operated machines using export-import concerns that all coin machines (phonographs and games) must be registered with the Ministry of Finance before the equipment may be operated in Belgium. Henri de Vroe is president of U.B.A.

Such registration is provided in the Belgian law, dated December 24, 1963. This law, considered model legislation for the European trade, replaces local levies with uniform national coin machine taxation.

The law establishes a schedule of taxation based on the size of the community in which the equipment is located and on the type of equipment operated.

Communities are grouped into three population categories: over 30,000, population; between 5,000 and 30,000, and under 5,000. Six categories of equipment are established: A, B, C, D, E, and F. As yet, there is no criterion announced for allotting categories.

Equipment in the highest category (the equipment still to be designated specifically)—Category A in a community over 30,000—will be taxed 15,000 francs per machine per year, and equipment in the lowest category (F in a community under 5,000) 300 francs per machine per year.

U.B.A. representatives represent the coin machine trade on a mixed commission in charge of machine classification, in order to effect registration on behalf of manufacturers and importers-exporters.

U.B.A. said firms should send complete line-up of new machines to the president of the Union Belge de l’Automatique, 238 rue Verhaegen, Brussels 6.

Equipment is classified by the mixed-commission—a panel with three representatives of the Ministry of Finance and the other two representatives of coin machine trade organizations: the U.B.A., cafes and traveling games.

This panel assigns each item of equipment a dot on the tax schedule, according to its technical characteristics. Failure to have equipment registered results in the equipment automatically being placed in the highest tax bracket—15,000 francs.

The tax schedule is divided into categories, with the following rates:

- Over 30,000 francs, 1950 francs 1,000 francs.
- Under 5,000 francs, 5,000 francs, 1,000 francs.
- Under 5,000 francs, 3,000 francs, 1,000 francs.

HENDRI DE VROEI

Into these six categories will be fitted the following items of equipment (according to a formula yet to be revealed in detail): phonographs, film phonographs, box games, such as shuffleboards, bowlers, other games (two-hole billiards, etc.), strength tester, grab bag, shooting galleries, kiddie rides, uprights.

Manufacturers and importers-exporters were asked to send full technical information, including illustrated material and diagrams, to the U.B.A., concerning equipment submitted for classification.

The December 24, 1963 law is being acclaimed as a milestone for the Continental trade. It wipes out the crazy quilt of local tax statutes which frequently resulted in one item of equipment being taxed at double or triple the rate of a similar machine sitting on the other side of a local boundary.

Instead, the new law provides uniform taxation on a national basis. This means that manufacturers, importers-exporters, distributors and operators can make long-range plans without risk of arbitrary restrictive local legislation.

The new Belgian tax statute is noteworthy, too, because it is a rare instance of close cooperation between commercial interests, the Ministry of Finance and the U.B.A. in drafting a law harmonizing their conflicting interests.

The tax schedules established are regarded worldwide by the U.B.A. as “realistic” and the lowest possible. This view is borne out by the same Friday (10), Empire will open again.

Midwest Operators to View Grand Prix Line

CHICAGO — Empire Coin Machine Exchange is holding premier showings this week of the new Rolls Royce Grand Prix phonograph for Michigan, Wisconsin and Illinois operators.

Empire owners Henry Kit and Manager Joe Robbins will attend all sessions. Initial unveilings were held in Chicago Coin Inn last Friday (3), with several hundred operators in attendance.

Second session will be in Grand Rapids, Mich., in Empire showroom at 1955 South Division.

April 8 Dick Flaherty, manager of the Grand Rapids office, will host the affair.

Showing will be held Thursday (9) in Menominee, Mich., in Empire showroom at 1034 20th St., and Friday (10), Bob Rousseau as host. On Friday (10), Rousseau will host a showing in Milwaukee at the Ambassador Hotel, 2308 West Wisconsin.

The same Friday (10), Empire will hold a show in Detroit, again in its showroom at 7743 Puritan. Bob Wiley, Detroit manager, will host the evening.

The new Belgian statute. They predict it will become a model for the European trade at large. Virtually all European countries have local coin machine taxation, which enormously complicate coin machine operation in those countries.

Crackdown

Continued from page 90

Baseball is being talked about again in the International League. It was adopted by a 9-2 vote.

Governor Faubus felt it was a mandate to close down gambling and ordered it closed or threatened raids by Arkansas State Police. Hot Springs officials ordered the casinos to close after Saturday night (28).

But all involved said they will open again. It is only a matter of time. They have been going off and on for 100 years.

And the coin machine operators are looking to the big crowds of visitors again.

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And the coin machine operators are looking to the big crowds of visitors again.
Styrofoam Panel Aids Seattle Bulk Operator

SEATTLE—Going so far as to actually classify charms, rings, costume jewelry, and similar fills into separate brackets for boys and girls is a merchandising step which is paying excellent dividends for C. W. McDaniel, long-established bulk operator here.

McDaniel has been thoroughly amused at the fact that most machines are patronized by only one sex or the other. Even where he made a tremendous effort to interest teen-age and younger girls in rings and costume jewelry, by devoting full exclusively to their interest, girls were less likely to use the machine than boys.

Suddenly it hit McDaniel that if he went to the trouble to make it plain that the Jewelry items for both boys and girls were included in his 10-cent vendors in some 3,500 locations throughout the Seattle area, that things might change.

The step he took is a styrofoam panel, directly behind the globe of each ring vendor, which displays labeled rings for girls on one side, and for boys on the other. The signs used are simply one-by-one-half inch strips of white cardboard, on which McDaniel has hand-lettered "Boys". Around this choice for each sex are shown in the styrofoam panels with the emphasis on handsome attractive rings made for sampling.

Now, wherever he has used the thus-labeled combination of signs and merchandise, collections have gone up steadily in every case.

GREAT Southern Named Rock-Ola Ga. Distributor

CHICAGO—Greater Southern Distributing Company, a new firm headed by Morris Pha, president; Howard Robinson, Rubin Franco and Joe Capilouto, has been named Rock-Ola Manufacturing Company's phonograph and cigarette distributor in Georgia.

The firm replaces Robinson Tobacco Company, headed by Howard Robinson, which merges with the new organizations. Greater Southern has opened new and larger quarters at 321 Edgewood Avenue, S.E., Atlanta.

Pha said that the new distributorship will engage solely in the selling of new and used coin-operated music, amusement and vending equipment.

Robinson assures all customers that they will receive the same service and equipment from Greater Southern as always.

Western Ops Mull Need For Parts

LOS ANGELES — The need for better replacement parts and a wider selection, particularly for older machines, was informally discussed by members of the Western Vending Machine Operators Association at its regular monthly dinner meeting held at the Blarney Castle here Tuesday night (31).

Eugene Zola, executive secretary of Greater Southern, said that the session was held down by the heavy rains in the area.

Following the regular reports made by Zola, the discussion centered on the need for replacement parts. Some of the operators were of the opinion that not enough parts were available and that more service should be obtained from exchange parts. Although several suggestions were made, even mass buying, the meeting was tabled until the next meeting, April 28, when President Cohen is expected to be present.

Next UJA Meeting

NEW YORK—The next executive committee meeting of the coin division of the 1964 United Jewish Appeal will take place on Wednesday (4) at 5 p.m. at the Sky Line Hotel, 10th Avenue and 50th Street. Chairman Irving Holtzman asks all members to bring in their coin division coin cards for the victory dinner and Harry Siskind testimonial, scheduled for Sunday, January 22.

Andy Johnson Has Been Named Manager of Rockwell Vending Music, Santa Ana, Calif. The company is a branch of Silico Automatic Company, North Bergen, N. J.
come back next week...
we're introducing the new
Rock-Ola Grand Prix phonograph
Pop LP Spotlights are these albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's. Spot- 
light winners in the categories selected on the pages are chosen to become top sellers in their respective areas.

POP SPOTLIGHT
FROM RUSSIA WITH LOVE
Sound Track. United Artists (AAS 4114 (M); AAS 5114 (S)) with some 11 LPs singles already recorded of the theme from this film, the presence of the album will certainly not be a secret to the record buyers...This is a hot and exciting disk with appropriate explanation and commentary.

POP SPOTLIGHT
SINGERS OF THE BIG CITY
Clyde McPhatter. Mercury MG 20902 (M); MG 60902 (S) McPhatter sings songs of longing and meaning that are very much of social concern. Because his current singles, "Deep in the Heart of Harlem" and "Second Shuffle, Second Floor," are also top 40, his album can only be a success track. It's a smartly assembled package.

POP SPOTLIGHT
ALWAYS IN MY HEART
Los Indios Tabajaras. RCA Victor LM 2703 (M); LSC 2703 (S) Having made another single with "Always in My Heart," the group has released another Los Indios second album should be titled "It's All in How You Do It." Happy Birthday, Baby!" a close contender.

POP SPOTLIGHT
THEinous Tabajaras, RCA Victor BM 2912 (M); LSP 2912 (S) Having made another single with "Kissin' in the Wind," the group has released another Los Indios. Second album should be titled "It's All in How You Do It." Happy Birthday, Baby!" a close contender.

POP SPOTLIGHT
PORTRAIT OF CLASSIC KLEIN: SCHUBERT SYMPHONIES Nos. 2 & 4
Elisabeth Schwarzkopf/Chicago Symphony Orchestra (Klemperer). Angel S 36163 (S). Although there are many fine recordings of Schubert's "Unfinished Symphony" there is only one other LP (which sells best) which was recorded with the same cast of instrumentalists. The works are highly popular and perform superbly by Klemperer and the Chicago Symphony Orchestra. Schuber's Symphony is commendable.

LOW PRICE CLASSICAL SPOTLIGHT
SEVENTH: PIANO CONCERTO NO. 3
Gary Graffman; Chicago Symphony Orchestra (Hendel). RCA Victor VICT 1059 (M); VICS 1059 (S) A notable package in the classical low price field. Gary Graffman, piano, is likely to follow in the great tradition of classical keyboard artists. His technique is brilliantly pianistic.

LOW PRICE CLASSICAL SPOTLIGHT
BEETHOVEN: PIANO CONCERTO NO. 2
Erich Leinsdorf; Chicago Symphony Orchestra. RCA Victor LM 7028 (M); LSC 7028 (S) This is an imaginative project that comes off at all departments. It's an intelligent recording of great beauty...The pianist is the portrait of Beethoven as seen through the compositions of Mozart ("Mozart") and Rossini ("Rossiniana")...The work is performed with great polish and charm...the album offers much and is likely to fare well in the hands of the listener.

CLASSICAL SPOTLIGHT
TCHAIKOVSKY: ORCHESTRAL WORKS
Orchestra of Recording Artists. Decca SD 1302 (M); SDDS 1302 (S). The presence of the album will certainly not be a secret to the record buyers. This is a hot and exciting disk with appropriate explanation and commentary.

CLASSICAL SPOTLIGHT
POKRODKOFF: SYMPHONY FOR CELLO AND ORCHESTRA
Samuel Maires; Cello: Boston Symphony Orchestra (Kleiman). RCA Victor LM 2703 (M); LSC 2703 (S). One in a series of recordings by Erich Leinsdorf. The performer of the major works of Serge Prokofiev. "Stables" by Beaud, etc, presented. Performances are brilliant. The recording is noteworthy.

CLASSICAL SPOTLIGHT
ERAMIS: HAYDN-VARIATIONS
Various Artists. RCA Victor VICT 11010 (M); VICS 11010 (S) An outstanding cast featuring Zinka Mustafi, Yuli, Blasing and Leonard Warren with the New Opera House Orchestra and chorus under the baton of Yuri Leonard.