Reilly to Speak at ARMADA Parley

By MILDEED HALL

WASHINGTON — Federal Trade Commissioner John Quattlebaum, who presided over the trade-practice rules hearing and is in charge of the joint panel in charge of the record rules proceedings, will address the ARMADA convention on Saturday, June 27. Billboard had learned he will speak on problems of the FTC has approved the final version of the record industry rules by that date. Reilly will talk to the industry and the Federal Trade Commission Responsibilities Under the Trade Rules.

The commissioner's talk will emphasize the effects of the rules, the industry responsibility, and cooperation with the Commission, will play a major role in the success. It will be up to the industry to "generate self-compliance," and the Commission will stand ready to help that effort.

The luncheon address will be Reilly's first public talk since taking office last November as one of the FTC's youngest (36) members.

The commissioner said he would be highly pleased if the audience were approved by the full Commission before June 7. It is now anticipated that the conflict will be with getting a sound, meaningful and practical set of rules, even if it is several months.

Meanwhile, ARMADA is going ahead with a strong program of new problems. ARMADA counsel Earl Kintner, former chairman of the panel, will conduct two sessions to cover the full range of legal problems that are reasonably running to two hours each. Kintner expects to get right down to "nuts and bolts" on every legal aspect involved in the trade rules.

WASHINGTON — As time draws near for the ARMADA convention, it grows stronger that the Federal

(Continued on page 10)

Columbia Goes All-Out To Project New Blood

By MIKE GROSS

NEW YORK — Columbia Records is kicking off a big campaign on new artists. It follows the pattern that brought much success to Barbara Streisand, Robert Goulet, the Rip Chords and the New Christy Minstrels to the label's forefront as hot sellers.

Under the guidance of Ken Glancy, recently appointed as vice-president of Columbia's artists & repertoire activities, the company is centering its promotional guns on Joe Mooney, pianist Denny Zeitlin, pop singers Kenny Rankin, Linda Lloyd and Bruce & Terry, Broadway star Robert Horton and folk singers Judy Rodier and Orville Smith, both of whom are already- scoring with newly released albums.

Despite the fact that Mooney is a legendary figure in the music industry, Columbia puts him in the "new artists" category because it's his first time out on the label. The hit single which is centered on "new blood," which, according to its longtime philosophy, is the lifeblood of the industry.

Mooney Debut

Mooney, who is currently appearing at the Penhube Club in New York, debuted on the Columbia label last week with the album, "The Greatness of Joe Mooney." Zeitlin, a jazz pianist who is also a psychology student at John Hopkins University, will be launched with the jazz LP, "Canticle." Rankin is being introduced via the single, "U.S. Marine," a song from his forthcoming album, "The Wonderful World of Recordings," a part of the campaign, a special design has been designed which will include a series of promotional materials.

In addition, the RIAA has designed a special window display calling attention to National Record Month.

The RIAA is now playing to get a presidential, congressional and informed National Record Month, City proclamations will be issued by local participants in the campaign.

During the campaign each participant organization will tie in with any product he is managing during the time. The RIAA is preparing a presentation kit to bring the industry's campaign to its conclusion. The campaign, according to Henry Brief, RIAA's executive secretary, is designed to call attention to the record industry's vast repertoire.

DELAY RULING ON DISK CLUB

WASHINGTON — The expected June 30 date for an initial decision in the Federal Trade Commission's investigation of Columbia Records, which is due to be heard June 19, has been ruled on by the FTC. The case has been put off until June 30, 1963. Examiner Donald H. Moore, who prevailed over the year-long and extremely, complicated testimony, has asked for the extension of time before reviewing his initial decision in the case.

If the initial decision goes to the full commission on the June 30 date, FTC staff says there will be an appeal available until after the first week in July. When the commission takes up the case, the examiner's recommendation is conjectural.

Both arguments and findings of fact were presented on the case here in Washington in April. (Billboard, May 9, 1963)
4 NEW MONEY-MAKERS FROM RCA VICTOR

The Three Suns
"Happy Wedding Song" c/w "My Man"
#8373

Dottie West
"Here Comes My Baby" c/w "(How Can I Face) These Heartaches Alone"
#8374

Hank Cochran
"Your Country Boy" c/w "She Always Comes Back to Me"
#8375

Frankie Randall
"The Girls in Summer Dresses" c/w "The Love Affair Was Through"
#8380
Survey by BMI Lists Most-Played Composers

NEW YORK—The five most performed living American-born composers for the past season, according to a Broadcast Music, Inc. (BMI) survey, were Samuel Barber, Leonard Bernstein, Aaron Copland, Alan Hovhaness and William Schuman. Beethoven led the field in the pre-1900 composers most performed and was followed by Mozart, Brahms, Tchaikovsky and Wagner.

BMI, in cooperation with the American Symphony Orchestra League (ASOL), surveyed the program of a wide cross-section of U.S. and Canadian orchestras for the report, which has been prepared for the fifteenth consecutive year. A total of 2,654 composers were given by 263 orchestras, involving 1,614 performances of, 1,941 individual titles during the past season, was surveyed under the direction of Ulysses Kay, American composer and BMI consultant on contemporary music.

Works of 625 The works of 625 composers were performed last year. Of them, 167 were standard composers (working before 1900); 438 were 20th century composers (working from 1900 to 1940). The category which has been prepared for the fifth consecutive year. A total of 2,654 composers were given by 263 orchestras, involving 1,614 performances of, 1,941 individual titles during the past season, was surveyed under the direction of Ulysses Kay, American composer and BMI consultant on contemporary music.

Deccaheque's Fun Spreading NEW YORK—Decca's "Disko- oseheque" disk, dropped out as a big city bust but is now spreading into the rural areas. According to Decca's sales exec, the initial 13 towns the company solicited in key market areas of New York, Los Angeles, Chicago and Toronto where the Deccaheque has been operating in pop and folk fields, but now the hinterlands are beginning to pick up because of Decca's Deccaheque and TV exposure. In addition, the national chain store has made arrangements for Deccaheque, and no discount, to handle the ge- ored through its branches around the country.

The album, which has been on the market for three weeks, has already gone through four production pressings.

4 Singing Contests in Italy: Disk Business Gets Boost

By SANT, STEINMAN

ROME—Four singing competitions running from mid-June to mid-July are expected to give impetus to Italy's disk business which is facing a nationwide recession.

AFL (Italian Phonograph As- sociation) and RAI (Italian Radio- TV) are joint sponsors of "A Song for the Summer." This was promoted for two months via radio, press, posters and printed information. It was at San Vincente where the 14 participants were selected by public voting. Promoting the ultimate winner, however, has been reserved until the end of September. A final sales re- port will have been received, early leading are Style's Forte, RAI's Nico Fidenon, Carissi's Peppe Di Capri and Durante's Legs of Ferial.

Canagio (Singing Tour) gets under way for its 16-day run from June 26 to July 11, in 45 cities, with the final two nights at the Roman spa of Fiuggi. This event, its third year, will have the most impressive pop singhly contest ever assembled for one Italian event. The two pro- vious winners, Adriano Celani- ano and Renato Carpio, will be guests along with Donatello Modugno. Two groups of sing- ers will compete with 25 men and 20 women — 32 competitors will compete against each other in a round robin in the group and in the newcomers group, with the top two points competing during final eliminations at Fiuggi. Top-sell- ing RCA singles of Michele and Donatella Moretti have emerged from the newcomers' group in past.

Compete July 16, 17 Singers of the year, selected by disk critics, will compete at the Canastampata (Piss Song- fest) at Taormina July 16 and 17 with special music and lyrics written by newspapermen. Last year's show, which took place at Rimini, initiated this event and brought considerable pub- GAC Expanding; Creative Music Division Formed

NEW YORK—General Artists Corporation is expanding its activities in the music publishing field, according to company officials. The division, as announced by Jerry Green, GAC vice-president, will be responsible for all recording and music activities.

In the past, GAC had centered its efforts on recording artists. But Green feels that the ever-growing importance of record- ings in the careers of talent necessitates an involvement with all the creative aspects that come into the production of records.

Works in All Divisions Raker's Fifth Avenue and Fifth Avenue House, GAC's publishing arm, now handles all aspects of the agency's creative music packages. This will include classical in the variety, theatrical, motion picture, TV and literary fields. Raker says he'll treat disk artists (this includes disk producers, songwriters and record conducted, etc.). Raker's aim will be to use all the elements involved in producing a record as an agency to develop product for the record industry in much the same way the video industry, in the competitive concert tour.

The duo broke into the U.S. best-seller charts with "A World Without Love" and "Capital this week is releasing their second single, "All Our Love (Weighing Us Down)" and "I Should Have Told You." The group's appearance on the U.S. promotion of Peter and Gordon with the album "Billion Dollar Baby" (June 14) for the trade music press, housed by Capitol at Tower Suite of the Time-Life Building here.

DECCA TO PAY 30c DIVIDEND

NEW YORK — The directors of Decca Records Inc. will declare a quarterly dividend of 30 cents per share on the company's capital stock, payable June 30 to stockholders of record June 16.

New Business: Peter, Gordon Due in N.Y.

NEW YORK — Capitol Rec- ords Inc. recently announced that spearheaded the British performer invasion with the British Invasion, is now following up with Peter and Gordon, who will arrive here from London for a series of extended concert tours.

The duo broke into the U.S. best-seller charts with "A World Without Love" and "Capital this week is releasing their second single, "All Our Love (Weighing Us Down)" and "I Should Have Told You." This is the group's appearance on the U.S. promotion of Peter and Gordon with the album "Billion Dollar Baby" (June 14) for the trade music press, housed by Capitol at Tower Suite of the Time-Life Building here.

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PARLEY IN PORTLAND

AFM Report on Union Gains

PORTLAND, Ore.—Substantial wage and hour gains for musicians in the fields of phonograph recording, recording studio and TV and radio broadcasting and theatrical and TV motion pictures film are reflected in the annual published report of American Federation of Musicians’ President Herman Kenin to some 1,000 delegates assembling at the opening session (June 15) of the 47th annual convention of the Portland Hotel.

An accompanying report by Treasurer George V. Clancy showed that the AFM operated "in the black" during the current fiscal year, despite a drop of some 20 cents per hour for 1960-

1961, of $9,200,000 in the comparatively narrow fields of phonograph recording, according to Kamn’s budget. The report further showed that the AFM had "made a substantial gain in membership, increased substantially substantial pay payments for staff members, and reduced the overall deficit." The convention will run through June 18.

MERCURY’S SELLING PLAN

CHICAGO — Mercury Records Corporation’s summer sales plan, "We’re Having a Hit Wave," features its new and special "Pick-a-Second" promotion. All new and special "Pick-a-Second" new and special "Pick-a-Second" images are included in this special promo campaign collection. The new program offers a repeat of Mercury’s "Country Sale" for the entire summer, plus the release of the "Loyal Label" last month.

"Country Sale" is the theme for the special promo campaign, which includes 11 hits selling albums by such artists as Print and Scruggs, George Jones, Leroy Van Dyke, Fats Domino, Roy Acuff and Roy Drusky.

The new album is by Johnny Mathus, Roneil Gilbert (former lead singer of the Ventures), Brook Benton, Big Bill Broonzy, Sonny & Cher, Merv Griffin, Harry Simeone Chorale, Leroy Van Dyke, Fats Domino, Roy Acuff and Roy Drusky.

Classical albums are by Joseph Segal and the London Symphony, Gina Bachauer with the London Symphony, the Emanuel Ax and Yehudi Menuhin, and the Marcello and the Chamber Orchestra of Wurtemberg.

KENNEDY'S "SIXTH SENSE"

NEW YORK—Canadian Rec-ords sales during 1963 were slightly down as compared with 1962, but the first quarter of 1964 shows a substantial gain over the comparable quarter of 1963, according to Fraser O. Bannatyne, President of London Records of Canada, Ltd. Jamison, guest speaker and member of the International Record. Men’s Club, held at the 1963 figures were 1.17 per cent, higher than 1962. The fig.ures were offset by a 1.7 per cent gain, which at $4,800,000, compared with the same quarter of 1963 at $4,800,000.

Dollar-wise our company is doing better than last year, therefore, it is safe to say that the "entire gain is not due to the Beatles."

The figures quoted by Jamison represented combined total volume of Canadian record manufacturers at the wholesale level, as compiled by the Dominion Bureau of Statistics.

65 Per Cent of Market

Jamison, recently elected president of the Canadian Records Manufacturers’ Association, said the Canadian market to-ward 20,000,000 units, with nearly 200,000,000 units in the United States. In dollar volume, Can-ada is about 6 per cent of the American market because there are fewer disposible dollars available per capita in Canada than in the U.S. Jamison added that Canadian market is "far more difficult than the U.S.

The problem of a limited market is further compounded not only by fairly strong rivalry, but also by the fact that 25 per cent of our market is French-speaking."

The Province of Quebec, it is estimated that at least 4 per cent of its population is strictly French, that is, contains French vocals, or, if in English, only produced in Quebec Province by French-Canadians artists. This means a substantial gain in 1964. Jamison said that Canadian manufacturers have been slow to recognize this market situation and that they are the ones who must be catered to.

Jamison said that Canadian manufacturers and distributing companies must be selective to agents, because the market is in-capable of absorbing the mass of product produced in the States and Europe. He also empha-sized the importance of Canadian talent. This typ,le of production is increasing — and such product is welcomed by the masses of the public as much as the artists are available for promotional appearances on radio, TV and in the show business and the market is broadening.

SKA STARTS TO JUMP

NEW YORK—Excitement is building around the Ska, the Jamaican dance. Atlantic Records, which has released three Ska disks, is now blanketing the nation with dance instruction charts. Bulletin’s have been sent to record distributors, dealers and jockeys. Additionally, Brian Matthew, producer and manager, has been playing a key role in starting the Ska in Jamaica and the West Indies.

Atlantic recording contract. Sev-eral leading Jamaican bands have been included in a Ska album to be released shortly by Atlantic. Matthew said the album is part of a campaign by the Arthur Murray dance studios. The studio managers have agreed to use Ska records, with dance instruction charts, in some 400 units coast to coast.

Meanwhile, a group of Ska distributors is planning to do the Ska four weeks and have appeared in the New York area on television and in the World’s Fair, at the Arthur Murray dance studios. The studio managers have agreed to use Ska records, with dance instruction charts, in some 400 units coast to coast.

LONDON—Beach Boys’ fans have watched their idols’ popularity grow quickly. Now they find themselves rushing into a London hospital after collapsing at a photo-graphic show in London.

The group canceled the three-day tour to London and Holland.

Meanwhile, the 19-year-old Jimmy Nichol, drummer with George Fame’s T-Bird group, the Blue Bells, was rushed to hospital and released in a few hours. Also flown home for treatment were the Beach Boys for their concerts there last week. It was determined that Nichol suffered a tonsil and laryngitis. He is now out of the hospital and has rejoined the group.

Canadian Disk Sales Dip

In ‘63: Up In ‘64 Quarter

BILLODBOARD, June 20, 1964

Ringo Has Scare; Gets A Substitute on Snare

LONDON—Ringo Starr’s fans have watched their idols’ popularity grow quickly. Now they find themselves rushing into a London hospital after collapsing at a photographic show in London.

The group canceled the three-day tour to London and Holland.

Meanwhile, the 19-year-old Jimmy Nichol, drummer with George Fame’s T-Bird group, the Blue Bells, was rushed to hospital and released in a few hours. Also flown home for treatment were the Beach Boys for their concerts there last week. It was determined that Nichol suffered a tonsil and laryngitis. He is now out of the hospital and has rejoined the group.

JUNE SYNE (scooped) goes over his score for "Fade Out—Fade In" feature, and comedian and Adolph Green (left to right) at the ABC-Paramount recording session. The original Broadway cast album will be shipped into the market this week.

KAPP ENTERS C&W

NEW YORK—Kapp Records has entered the country field. First class, country material to be licensed and produced by Paul Cohen, features Billy Edd Wheeler.

The night before Ringo’s col-lapse the Beatles waxed a new single, "I Think We’re Gonna Lose That Girl," and released it to July 10. Meanwhile, on WP, featuring Paul McCartney’s version of "Long Tall Sally," and Ringo’s version of "Matchbox," with two other, was rushed out here this week, same as last week and is currently on the British charts.

Beats’ manager Brian Ep-stin announced plans for the Beatles concert in another Christ-fair Show — at the Hammer-mith Odeon in London on December 4.

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BILLODBOARD, June 20, 1964

“Fade Out—Fade In” feature, and comedian and Adolph Green (left to right) at the ABC-Paramount recording session. The original Broadway cast album will be shipped into the market this week.

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RIPE FOR PROFIT! ON COLUMBIA RECORDS

STOCK ALL THE HIT ALBUMS FOR EASY PICKIN' BY YOUR CUSTOMERS!
Potencial Is Lined With Gold

• Continued from page 1

Pincus, Lou Levy, Tony vision; the Cling of his Broadcasting System as well as magazine and record club operarion.- Investigating the Clingell set-up, Chappell & Co., the publishers, are said to have been interested in a golden opportunity. Chappell has firms with B., B., and Rodgers. Cole Porter, Har- rald Rome, Jule Styne, etc. It seems that a golden opportunity is on the way. Chappell's hit with them. Their collection of the famous songs is now being enlarged. The two biggest hits of the year are considered to be "Gershon's Folly" and "The World isn't Big Enough." These two songs have been sold to many different publishers and recording companies. The publishers have decided to join forces and form their own publishing company. This company will be called "The Clingell Publishing Company." The company will be headquartered in New York City. The officers of the company will be as follows:

President: Chappell & Co.
Vice President: B., B., and Rodgers
Secretary: Cole Porter
Treasurer: Harald Rome

The company will publish songs in all genres, including pop, jazz, and classical. They will also produce recordings of their songs. The company is expected to have a turnover of over $1 million in the first year of operation.

Outsiders Offer $8, Little Else

• Continued from page 1

The investigation aspect has also become an expensive matter. It's been said that one of the major publishing firms, Bu- enos Aires, has spent close to $10 million in the past few months to expand its operations. The past few months have seen a significant increase in the number of large firms entering the market. The competition is fierce, and publishers are looking for ways to differentiate their products. One way they have been successful is by offering unique services and features. For example, one publisher has introduced a new subscription service that allows customers to choose a specific genre of music. This has been very popular, and the publisher has seen a significant increase in sales.

Hard Customers, Soft Dollar

LOS ANGELES—When business so good, it's easy to see why some record executives have an easier time making a dollar than selling merchandise. The latest in the line of George Moccutt, president of Quality Record Sales, which operates the Ram's Jazz shop, has his business held up during a generally "soft" period beforehand.

"My customers are not af- fected by the economy," he said for the lack of it, explained, "They're in there buying catal- ogues, which is the best thing that's happened--to date--"

Columbia Signs Orchestra U.S.A.

NEW YORK—Orchard U.S.A., has signed in with Columbia Records. The group, which has been performing under the name of "The Cornell 8," was discovered by Ben Larro, one of the top recording talent scouts. The orchestra was formed by a group of young musicians who are interested in contemporary music and are eager to explore new possibilities. The group has been touring extensively and has received critical acclaim for their performances.

Pre-Stige Makes Changes

NEW YORK—In a build-up of its sales and artists and reperto- trie divisions, Prestige Records, under president and director of sales, Bob Kir- sten, has announced a number of changes. The most significant change is the appointment of John M. Johnson as sales manager of the Western Division, and Cal Lam- ply as artists and repertoire manager.

As director of sales, Eyele will have control over all phases of the sales department, which include the creation and administration of all sales programs, the promotion and merchandising of all Prestige labels and head of promotion, office service, warehouse and shipping departments.

Waring Fete DRAWS 250

SHAWNEE, Pa.—A two-day event here last week (June 9-10) brought an assemblage from all over the country to the Shawnee-on-Delaware fan. Waring's latest book, "Music of the Professional Music Men's annual outing, turn out a total of 250.

Among the golf tournament winners were Arlie Moggola, Joe Umhart, Jack Scherer, Scher, Duke Niles, Lueke, and Paul Harry Edri.

In the junior golf tournament, Dan Colburn, Leo Ditoson and Stanley Silverberg took the top honors for their scores of 33 and 33. Among the guests were Peter, Mudge, and Miller. The winner, Jackie Gleason, Robert Moore, Nick Kenay, Frank Lott, and Martin Block. Andy Bisset was awarded the prize for best golf of the day.

Atlantic, Atco, and Prestige Parleys Set

NEW YORK—Atlantic and Prestige will hold their annual distribution meetings at the Eden Roc Hotel, Miami Beach, on June 16-17, in connection with this year's ARMADA convention.

At the meetings, 20 new pop, jazz, and folk albums will be shown to distributors along with new or expanded sales literature and merchandising ideas, which, according to Atlantic's Dreyfus, will increase distributor sales volumes considerably. Atlantic's Dreyfus and Prestige's Greenspan will give presentations of the significant new records of the season.
Peter & Gordon are here! Their first American concert tour begins June 19 at the New York World's Fair. To celebrate, Capitol is rush-releasing their brand-new English hit, NOBODY I KNOW, written by Beatles John Lennon & Paul McCartney. It's sure to rival Peter & Gordon's current international chart-topper, A WORLD WITHOUT LOVE. Don't miss out: order today! Also, watch for Peter & Gordon in person in your market!
Ruling on Tape Recorder
KILLED; Fee Concept Upheld

KARLSRUHE — West Ger-
many's Supreme Court has thrown a lower court ruling
forcing tape recorder pur-
chasers to show their identifi-
cation document at the time of
purchase.

GEMA, West Germany's per-
forming rights society, is de-
manding that retailers be re-
quired to list purchasers of tape
records so ASCAP's German
twin can then do them for per-
forming rights royalty.

GEMA's long and intricate
push to collect tape record-
eroyalties has involved two
principal points: the legal prin-
ciple, that private music taping
is unlawful unless copyright
royalty is paid; and the en-
forced co-operation of recorder
manufacturers in collecting the
fee.

GEMA's protagonist is Grund-
gig, Europe's largest tape re-
coilder manufacturer. Grundig
has battled GEMA down the line.

In 1962, GEMA won court
decisions in West Berlin estab-
lishing its right to collect a fee.
A year later, a court in Frankfre-
t described tape recorder manu-
facturers as state "co-operators"
in their advertising that music
Tapping is unlawful without royalty
payment and to provide GEMA
(through retailers) with names of
tape recorder buyers.

The West Berlin court spe-
cifically ruled that mere owner-
ship of a tape recorder implied
"intention to tape music," and that
it was not necessary for GEMA
to prove actual music taping
on the basis for collecting the
$2.50 annual tape fee.

GEMA MOVE

Armed with the basic court
ruling, GEMA then moved to
force the record companies to
help it collect royalty fees.

Now, the German high court
has killed the Berlin court ruling
requiring tape recorder buyers
to identify themselves, but the
Karthaus courts upheld, in
principle, the right of GEMA
to collect music taping fees.

Finally, the court upheld a
Berlin court ruling that tape
recorder manufacturers must in-
sert a music-taping warning in
their advertising. Grundig, de-
spite the Berlin court's ruling,
has refused in some instances
to insert the warning.

GEMA used Grundig to
$250,000 in damages. The high
court, however, reduced the
amount of damages to $1,550.

The Karlsruhe court ruled
that the identity demand "Goes
car beyond the economically
plausible. It would unacceptably
burden relations between the
broadcaster and seller and would
distract justice.

BOOK IS OUT ON COPYRIGHT

NEW YORK — The Copy-
right Society of the U. S. &
Canada has come up with an
desirable thing — the 1975 edi-
tion covering virtually every
aspect of copyright law.

The set, titled, "Studies On-
Copyright," an Arthur Fisher
Memos

tion, is published by the
Bobbs-Merrill Co. and Fred B.
Kosten & Com-

pany. It's priced at $135 per set.

YOGI BEAR' GETS BIG DISK PUSH

NEW YORK — Colpix Rec-
erals has instituted a hefty mer-
chandising and promotional
campaign for its soundtrack al-
bum of "Yogi Bear." A special prepack unit
holding 10 albums, will be dis-
played in theater lobbies, where the LP will be sold. The prepacks will also be a part of promotional displays in con-
venience stores. Another tie-in with the
film will be the use of actors
David Whitman and Barbara Smith as
voice actors in the popular show. The special
is indicative of efforts where the movie is being shown.

In addition to the soundtrack, 1,000
Colpix albums will be released as singles of songs from the score. Special
voice tracks, plugging the film
have been sent to 500 disk
jockeys. Voice tracks will also
be played in theaters during
intermissions.

Karpolik Adds
A Real McCoy

NEW YORK — David Karpal
of Colpix Records, who
in April was blackwood music
companies, publishing wing of Col-

Poirot, plays a role in the film's

"Yogi Bear." Special voice tracks, plugging the film
have been sent to 500 disk
jockeys. Voice tracks will also
be played in theaters during
intermissions.

NARM OFFERS
PHONO DATA

NEW YORK — National As-
sociation of Record Man-
ufacturers (NARM) is made
available, through the office of its
executive director, Jules Mal-
man, through this educa-
tional material relating to the
phone industry, statistical
data, pending legislation, and the
Federal Trade Commission's
Trade Practice Conference.

Dorchester is
Taken Over
By Delfont

LONDON — EMI, Capitol
Records, and the Leisure Co.
ners Feuer and Martin have made
available for the company's production
company, Bernard Delfont. The latter
will run the company with Brit-

ish producer Tom Stoppard
and American Arthur Lewis.

Delfont, Lewis and Arnold,
headed the Delfont Productions
will be responsible for running
London's Shaftesbury Theatre
and stage shows. The current
production there, "The Adorable
Crichton," will run until June 27
after a 15-month run.

"The Adorable Crichton" and Kenneth
Morris will star in a musical
version of "The Adorable Crichton,"
believed to be the best major
show planned for the Shaftesbury.

1,000 ATTEND
DAVIS TRIBUTE

NEW YORK — Nearly 1,000
people paid $50 to $100 to
behead the Leukemia Society's tribute to Sammy
Davis at Carnegie Hall Tues-

day. As Sammy Davis and The
Jazz at Lincoln Center

Fielder and Kenneth
Morris will star in a musical
version of "The Adorable Crichton,"

Davis audience.

Without a benefit.

We understand you recently
published a supplement to your special edition of "Music on the
Carnival," which included
tyous expensive.

Ed: Copy sent. As an in-
dustry, Billboard distrib-
uted 4,000 copies gratis to
collectors, editors, paper editors, radio stations
and student union and inter-

tional automotive presenta-

Just a note to express our
appreciation for receiving your special edition
of Billboard entitled "Music on the
Carnival." This informa-
tion is of particular value to us
inasmuch as we are in the
process of moving into a new
$6,000,000 building. I would appreciate your
personal recommendations as to the
most reliable booking companies that we can
work with for supplying future
name attractions. If possible
I would like to have the
extra copies of this special edition.

C. LaVer Rockwood
Coordinator of Student Activi-

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BILLBOARD, June 20, 1974

LETTERS TO THE EDITOR

We desire to, requirt, with
full credit, information from

Would you have any suggestions to our listeners
in our Sunday and/or daily
entertainment pages: Top 20
singles; Top 20 albums; Top
10 country albums and glee
and Top 10 pop standards?

Monty Pearcy
The Detroit Free Press
Detroit, Michigan
a great artist  SAM COOKE
a great record hitting everywhere

TENNESSEE WALTZ
c/w
GOOD TIMES
8368

RCA VICTOR
(© The most trusted name in sound)
Mercury Gets ‘Gogo’ Caster
NEW YORK—Mercury Records has picked up the original cast album rights to the upcoming off-Broadway musical “Gogo Loves You.” The musical was written by Anita Loos (book), Gladys Shelley (lyrics) and Claude Leveille (music). The show, an adaptation of a French comedy, “L’Étoile des Cocottes,” is scheduled to open in the fall. Fred Weintraub, owner of Greenwich Village’s the Jitter End, is producing-director.

CMA Being Polled
NASHVILLE—Members of the Country Music Association Hall of Fame Selection Committee are currently being polled to elect the person to receive the association’s award. All ballots must be in by July 1. The winner will be announced at annual association festivities here this fall.

New Col. Blood
* Continued from page 1

Bruce (Johnson) and Terry (Medic) are staffers in Columbia’s A&R department on the Coast and produced the Rip Chords’ hit albums and singles. Robert Horton, of TV’s “Vagon Train,” is currently on Broadway in “110 in the Shade.” Columbia is planning a Robert Goulet-type buildup for Horton whose first LP is due this summer.

Mersey Named
With the takeover of the A&R activities by Glancy, the pop and Masterworks departments were put under one head. Until then, both departments reported separately to Goddard Lieberson, Columbia president. Glancy reorganized the department, appointing Mersey as head of the entire pop operation, which had formerly been split into New York-Hollywood-Nashville segments and also added Studio West under the New York seg. Glancy also appointed John McCleere to direct Masterworks when the former classical chief, Leonard Burk, took over Columbia’s creative services division.

With the A&R reorganization wound up, Glancy then gave the go-ahead for the push on “new blood.”

“HUMPTY-DUMPTY” sat on a wall
“HUMPTY-DUMPTY” had a great fall.
All the King’s horses and all the King’s men
Couldn’t put “RINGO” together again.

JIMMY NICOL NOW drumming with the BEATLES and we’ve got him!!

“HUMPTY-DUMPTY”
Mar-Mar 4313
Distributed by
NATIONAL RECORD DISTRIBUTORS
2120 South Michigan, Chicago, Illinois
Phone: CA 5-2770

BILLBOARD, June 20, 1964
DESpite Everything

Vee Jay And The Four Seasons Are Still In Love

When You're Only #8 In Sales You Have To Be Lovable

Alone & Long Lonely Nights

VJ-597

OTHER LOVABLE HITS FROM

DEEPER / A SPANISH BOY - The Rubies VJ-596
FARMER JOHN - The Monster Four VJ-600
STEAL AWAY - Jimmy Hughes FAME-6401
HELP YOURSELF / HEADING FOR A FALL - Jimmy Reed VJ-593
I CAN'T HEAR YOU / CAN I GET TO KNOW YOU - Betty Everett VJ-599
I STAND ACCUSED / I DON'T WANT TO HEAR ANYMORE - Jerry Butler VJ-598
Cambridge's Philosophy Is 'Getting to Know You'

NEW YORK—Although Godfrey Cambridge is basically a humorist, he's quite serious about the record business. And, even though his first record album, "Here's Godfrey Cambridge," was released by Epic Records only three weeks ago, Cambridge has already established a philosophy for operating on the disk level.

That philosophy, according to Cambridge, is based on a long belief in the responsibility of the artist to the record company. Cambridge doesn't think that the performer's job should be considered finished after the recording session is completed. "It's only when the leg-work should begin," said Cambridge. By "leg-work" he means visits to disc jockeys, distributors, interviews with the press and publicity other activities that go along with the album's overall promotion.

"It's important to the artist as well as the record company that the public gets to know a performer as a human being instead of just an entertainment," Cambridge said. "Through deep-jay interviews that are conducted in a detailed and informal manner, the public gets to know the performer in total and becomes more interested in his work as a performer whether it be on records, in night clubs or on the stage.

"Really Legging It"

In this respect, Cambridge is virtually knocking himself out promoting his first album. As a sample of his leg-work activities, he mentioned that in Chicago recently he made the deejay interviews in a 12-hour clock hop that began 6:00 a.m. on Monday and ended 5:30 a.m. the next day.

Such activity is now justified by the fact that this is Cambridge's new assignment—"The Golden Boy," he's now making the rounds in a promotional pitch. In between rehearsals he recorded and wrote 10 spot announcements for the album that Epic is placing on radio, and in the 16-week tour, he's arranged to make the deejay rounds in such tryout cities as Philadelphia, Boston and Detroit. He also expects to make quick plane hops to nearby cities on the Sundays during the tryout tour when the show has a day off. In between,

he'll do deejay interviews via "telephone.

With all this, Cambridge doesn't discount the importance of a record company's responsibility to an artist. In addition to concentrated activities in the promotional areas, Cambridge feels that the company should continually work to stimulate interest in the artist, to develop him as an entity and to come up with new ideas and material for future projects.

"There are too many entertainment diversifications these days," said Cambridge, "and people are no longer willing for your next album. You've got to get out there and get them to know you on a personal level. And, if you're lucky, have them end up saying there's a guy I can dig."

GODFREY CAMBRIDGE (right), recently in Chicago to promote his debut Epic album, "Here's Godfrey Cambridge... Ready Or Not," gives the pitch to Daddy-O Dayle, disc jockey on WAAFP.

Trini Lopez Steals Show At Basin St.

Two-stop recording acts made their New York City nightclub debut at Basin Street East Monday (8). On the double bill are Mercury Records' Smothers Brothers, and Reprise Records' Trini Lopez.

The talented-comedy and vocal duo also currently have bigger albums on the best selling chart. "It Must Have Been Something I Said" is among the top 40 best-selling albums in the country.

Brother Tom, who plays guitar, also carries the comedy, with brother Dick feeding him the lines and playing the bass. Tom's comedy forte is his schoolboy reception replica with brane ramblings. His dialog may be compared to a folk-oriented Al Keefe.

The material is clever, funny and well-delivered. However, the boys do little vocalizing or music making—which they can do extremely well. Many in the jam-packed room hoped for a little more repertoire. A good deal more repertoire.

The show that night was stolen by Trini Lopez. Guitarist in hand he bounded through number after number in his buoyant Latin style. The audience, comprised mainly of adults clapped and sang along with the infectious rhythms and power beat.

There were no lulls or low points in his big, up-tempo performance and no time snores when Trini is on.

Backed by the Basin Street East brass, Dj divid Scriver on guitar with his brother Jean

Film Medium Perfect for 'Molly Brown'

HOLLYWOOD—The motion picture is the perfect medium for the "Unsinkable Molly Brown," which is a robust biographical treatment. Historical accuracy is 99.9 per cent more explosive and elastic on the wide screen.

Merrill Wilson's joyous score is given a first class reading by veteran actress-dancer-comedienne Debbie Reynolds with unparalleled support from Harry Pressnall, whose lush powerful voice will undoubtedly place him among the top romantic balladeers.

"Molly Brown" was both a successful Broadway production and an original cast LP. "Molly Brown," however, is not expected to provide a little more in order to fully capture the spirit of the stage play. Pressnall, who played Johnny Brown in the New York staging, will re-create this role, with very excellent sound reproduction capturing the character to all corners of the theater.

The entire production is outstandingly well-gauged, which should be heard and felt on the MGM album from the exciting ability to present this Cinderella story of a back hill girl who strikes the top of the social ladder, to the freedom of movement allowed by film. It features audiences of typical expensive sets and the grandeur of the Rockies, where many of the scenes were shot. In fact, it becomes extremely difficult to tell whether the paper mache mountains end and the real ones begin.

An added plus in the film is the perfect relation of the film routines as Miss Reynolds dances her way through the world.

For instance, when the very cooperating the urgent "I Ain't Down Yet," and the rambunctious "Belly Up," both written by Miss Reynolds, leave the strongest impression. Pressnall, who has been allowed the time his acting will bear further con sideration.

In total, "Molly Brown," as directed by Charles Walters, is recommended admission and a pleasure to the eye as well as the ear.

By MIKE GROSS

Lloyd L. Leipzig, head of creative services at United Artists Records, has his leg in n,cast after a fall at Fire Island last weekend. The gaffe, according to Mitch Miller's group, is the new Westley commercial girl. . . . Nina Simone returns to Art D'Angelo's Village Gate in Greenwich Village June 16. On the same bill will be folk singer senfist Ron Eriksen and Argentine guitarist Jorge Morel. . . . Nat King Cole, who was at a recent Carnegie Hall concert, will work with Vale on other concert stints coming in the fall. . . . Singer Bernadette Castro will entertain at El Patio Beach Club, Lido Beach, L. I., July 11. She's been honored on her birthday. . . . Murray Deutsch, vice-president of United Artists Records, in London to participate in the Beatles' recording session of the original soundtrack album of their first film, "A Hard Day's Night." The LP will be released on the United Artists label. . . . Gene Krupa, and his quartet play for two weeks at Jazzland in the World's Fair, beginning July 2. . . . King Carr and his orchestra began engagement at the Rialto in Wildwood, N. J., on July 3. Comedian Ronnie Martin is on a national tour with Nat King Cole that will run six weeks. . . . The Dillards start a two-week tour of 17 one-nighters along the West Coast. . . . Erroll Garner will make a guest appearance on "The Bell Telephone Hour" on June 16 over NBC-TV. . . . Alex North will write the musical score for MGM's "The Outrage." . . . James Johnson, president of Zorro Records, has assigned the disking of "Don't Give In," by Leon_COSTELLO, to UDA's Bell Records for world-wide distribution. . . . Danny Crystal with his album, "Another Trip Along the River," with the Serendipity Singers, the Dalton Boys, the Brandywine Singers, Anita Sheer and Bob Carey will be among the guests on "Hootenannies" on National Association of Records Dealers July 4 over ABC-TV. . . . The Art Directors Club of New York presented its annual awards for "Distinctive Merit" to Columbia Records for directors this year. Receiving awards were Robert Comiza, creative director of art and design, and John Berg, art director for packaging and design for the Columbia Masterworks album, "The Cuckoo and the Nightingale."

Social Notes: Bob Miller, former head of the Professional Men's Association, celebrates his 50th wedding anniversary on June 16. . . . Jules Riffeld, national promotion manager for M.G.M. Verve Records, became the father of a son, Robert Adam, on June 6.
THE BATTLE OF THE YEAR!

CLAUDINE ★ ★ ★ ★ ★ ★ ★ ★ ★

CLARK

vs.

DIANE ★ ★ ★ ★ ★ ★ ★ ★ ★

RENAI

WHO’LL BE #1 FIRST?

CLAUDINE CLARK

the 'party lights' girl

with a rockin' new hit!

Standin' on tip toe

blw Foxy (TCL-18)

DIANE RENAY

with another chart-

climber like "Navy Blue"

Growin' up too fast

b/w Waitin' For Joey

(The Fox 514)

The ultimate in entertainment
PAMS: Custom Jingle Maker

By GIL PAGGEN

DALLAS — Disk Jockey: "What'll we do to break up the triple spot routine?"

Program Director: "What do you think we jingles for?"

At one time the above quote was the rule at many radio stations where "jingles" were used to cover "production aids" and other similar gimmicks, were used to create an image, to break up back-to-back announcements.

The "jingle" today is recognized by some as a far more important tool of the trade than as a paid commercial. At one time the "jingle" was associated only with "top 40" contemporary music-formatted stations. They were frequently short stations which were not able to come into existence without a station's call letters.

Accented by larger and small stations as a necessity, musical stations are being used today to highlight the image of their respective stations.

Modern radio today involves 4,000 or more radio stations with some markets such as Denver, which are being used by 19 different stations. In the struggle for a distinctive sound, stations have turned to musical signatures to help steal them apart from "the competition." The following radio stations can claim that a "jingle package" was responsible for breaking them in first place. However, few can deny that an effective package of jingles and jingle aids can do much to help a station attain individuality within a market. The possibility is programming, primarily for the station's own benefit.

Recognizing the vital need of programmers for new intros, new recordings, new sessions, distinctive call letters, et al., many firms rushed package after package into production. Few knew or cared about programming for radio station station. Many firms worked on guts and speculation. Many stations were ballyhooed to the skies and fly-by-night wheel-dealers.

A greater majority of these marginal operators are no longer on the scene. Emerging from the "jingle marts" of the fifties were a handful of highly creative production outlets (many were staffed were brought in by broadcasting's ranks). The industries in stations prepared and were prepared to offer their assistance.

PAMS A Leader

Frequently called the Neiman-Marcus of the custom jingle and commercial recording industry is PAMS of Dallas. The firm specializes in producing record packages and signature production. On contract with many of the nation's broadcast groups, PAMS packages compare to the

AN IDEA strikes home at the PAMS recording control room. In on the brainstorming session are (L-R) Joe Lipinski, production manager; John J. Dickey, Dallas; Bill Meeks, PAMS president, Euel Box, music director; Jim West, sales manager, and sound engineer Dick McGrew.

WLIB: Rebel With a Cause—Education

NEW YORK—"Musical integration may be an established fact, but social, economic and political integration still has a way to go. The new rising Negro audience wants time for both a listener as part of its radio fare," This is the opinion of Harry Novik, general manager of WLIR, New York City. "And the way a Negro-oriented station handles the latter problems said Novik, "is the measure of its responsibility to the community it serves."

The statement points up a philosophy that has been changing the concept of Negro programming in many sessions of the country over the past few years. One of its resultant facets has been the advertising agency's reevaluation of Negro talent, particularly known as "the Negro market." The umbrella concept can no longer be applied. Within this very specialized market, there are growing numbers of points of view and an audience for each. With an audience of over 20,000,000 there should be room for both for a long time to come.

On top of this, the "give us entertainment" concept is Continental Broadcasting's (Rollins, Grundens group's) line and its national sales chief, who believes that Negro radio should concern itself principally with entertainment and should not involve itself too seriously with political problems or controversy.

Equally outspoken, but for an entirely different philosophy, is

KFMG Goes on Regular Set-Up

DES MOINES—KFMG, an FM station whose format includes conservative music and public service programming, has gone on board on a scheduled program at 1 p.m. During the new FM station, 5,000-watt outlet will operate from 7 a.m. to midnight, six days a week, and from 11 a.m. on Sundays.

The station is being operated by the Burlington Broadcasting Company. Officers are Herbert Burton of Burlington, chairman; Pat Bills of Des Moines, secretary; and Wayne Horne, manager. The station is owned by John Graham, formerly of Lincoln.

KFMG sign-on ceremonies included addresses by Gov. Frank Morrison of Nebraska, Des Moines Chamber of Commerce, and Fred Hughes of Iowa.

KFMG becomes the fourth FM station in the Des Moines area.

WCAU Takes to The Seawaves

PHILADELPHIA— WCAU radio, CBS's eastern powerhouse, has taken on the City of Brotherly Love last week hosted local and New York City advertising agency media buyers on a "Mystery Boat Ride" up the Delaware River.

Agency personnel and the press had an opportunity to meet WCAU air personalities on the paddle wheeler and on an island magically transformed into a South American paradise.

Grass-skirted hula dancers greeted the boat as it docked at the boat dock. Included was a polynesian buffet and a show emceed by WCAU's Ed Harvey, Dan Curtis, Bob Messee and spotlighting comics Fisher and Marks and vocalists Lydial O'Connor.

The competitive picture being what it is these days in radio, WCAU's friendly com-

KHOW Stands for Know-How Station

DENVER—Summer is just about here and KHOW's "The 16th and Broadway Boys" are out to greet it in grand style. The air group embarked on a personal appearance tour throughout the Denver area recently, visiting shopping centers and grand openings and passing out souvenirs and food samples as an added attraction.

"The 16th and Broadway Boys' logo came to be back in September 1963 when KHOW changed ownership and call letters used to be KWOD. The station has been developing its air personalities and pop-standard and music format with great gusto ever since.

KHOW's personality lineup includes: "Benny," (9:30-11 a.m); "Harry," (11:30-3 a.m); "Roy,

WWDc Offers Cow

WASHINGTON, D. C. — WWDc is saluting the Ameri-

can Dairy Month, during which Dairy Month by giving away a cow to some "lucky listener" to the stations in words or less, "Why I'd Like to Have a Cow in My Backyard, it's all part of the "Wonderful Things Happen to People Who Listen to WWDc" campaign.

DURHAM, Alberta — CIDV inaugurated a full-day coun-

ty & western music format this past week, which switched from a variety music format pursued the past six years. Bill "The Big Country" program director of "The Big Country" station for

"THE 16TH AND BROADWAY BOYS" is the name that led the charge among the "know-how" audience of the station.

Bill Blankinship, "The 16th and Broadway Boys" emceed the event at the "Cow's" new building.

"WOW. That was the big, big phase," said one listener. "I don't think I've ever been this happy in my life before."

"It's the biggest thing that's ever happened to this station. We're trying to make it a big hit on our new format."

BBIIIBBBOOOO, June 20, 1964
There’s a big hit on the horizon!

ROBERT GOULET
"The Seventh Dawn"
4-43063
FROM THE UNITED ARTISTS MOTION PICTURE
A NEW SINGLE RELEASE
FROM COLUMBIA RECORDS

ROSEMONT ENTERPRISES INC.
WIND (Chicago) deejay Lee Rodgers tries to show his vacation replacement “The Great Gildersleeve,” Willard Waterman, a few things about disk jockeying. Waterman, however, seems more interested in picking records.

Waterman is one of the five guest stars deejays who will replace the WIND regulars this summer. He'll sit in for Lee Rodgers for two weeks, beginning June 28. Bill Brack will be heard for two weeks, starting June 14, replacing Bob Larsen. When Dick Williamson goes on vacation Aug. 10, many comedians, Lorne, Nye takes over the WIND mike. Last summer the Group W station guest starred Eddie Arnold, Phyllis Diller, Mort Sahl and others.

They, too, are interested in picking records along with WIND's morning show host, Dick Waterman.

New York City's Central Park has a new deejay, Joe O'Brien will captain this year's "Good Guy" team. He is pictured here between Playboy Bunnies, Holly and Sharron.

Representing the music business were Joe Smith, national promotion chief; WB-Reprise Records and Gotham promotion man, Marvin Deamer; Mr. and Mrs. Carl Greene, Mercury Records; Mr. and Mrs. Andy Tomko, Billboard's chart director; WB-Reprise top execs, Mike Mainland and George Lee and Mercury artists Lesley Cooke and Mr. and Mrs. Leo Gore of Cleveland's favorite Joust, Goulardi, featured Ringo John, Paul and George (Beatles) on WJW-TV's "Nite Movie" Friday. Goulardi got the film through CRLW (Detroit-Windsor) deejay Tom Clay, who recently visited the Beatles on their homestead. At CRLW (Detroit) Clay writes me from Jackson, Mich., that Marian Kay, president of Go-Go Music, 1722 South Crenshaw, Los Angeles, stricken several months ago with leukemia, has returned home.

Correction

NEW YORK—In the June 6 issue of Billboard the caption under a photograph of a Vogue Records' meeting overseas incorrectly identified Leon Cabat as president of Vogue. His correct title is president of Vogue, Paris.

Marian would much like to hear from her many friends in the business and would like to send a copy of her latest effort "Carole's Bridal Show" by Frankie Scott on Chartshoppee, to anyone who writes and asks for a copy at the above address.
FREDDIE AND THE DREAMERS

would like to thank...

ALL DJs WHO HAVE PLAYED OUR RECORD
ALL DJs WHO ARE GOING TO PLAY OUR RECORD
ALL DJs WHO ARE GOING TO KEEP ON PLAYING OUR RECORD
SPANKA MUSIC CORPORATION FOR SUCH WONDERFUL CO-OPERATION
MERCURY RECORDS FOR BEING ON THE BALL
BILLBOARD FOR MAKING OUR RECORD A PROGRAMME "SPECIAL"
TO EVERYONE OUR SINCERE THANKS

I LOVE YOU BABY
c/w
DON'T MAKE ME CRY
DALLAS-FORT WORTH

**STATIONS BY FORMAT**

**DALLAS-FORT WORTH:** 12th radio market. Dallas 9 AM: 9 FM. Fort Worth 6 AM: 4 PM.

**KBOX:** 50,000 watts day, 900 watts night. A Balaban station. Music format: Contemporary. Heavy identifiable air personalities. Station editorializes. Heavy on-and-off the air promotion. 5-mike newscasts twice each hour. 5-man news department under direction of Dick Moore. Mobile 2-way radio equipped units. Managing Director, John F. Box Jr.

**KCYL:** 1,000 watts day. Independent. Music format: Standard-Pop. 3-mike newscasts 25 min. past br. Special programs: "Think It Over," capsule philosophy (12-20 sec.) aired once per hour. Station Mgr.: Don Hassen. Program Director, Harold Smith.

**KCUJ (Fort Worth):** 50,000 watts day, 1,000 watts night. Independent. Music format: C&W. Highly identifiable air personalities. Station editorializes. Special programs: "Open Line," with Bill Mark, audience phone participation program, 4:30 P.M. Live show from station's 400-seat auditorium, featuring Ray Chaney's band, guest stars, 12:45 P.M. daily. KCUJ-FM scheduled to begin broadcasting Aug. 1 with 24-hour simulcast of AM and stereo. Pres. & Gen'l Mgr., Kurt A. Meer. Program Director, Bill Mack (also does daily air shows).

**KFTK:** 50,000 watts day. Independent. Music format: Contemporary. Highly identifiable air personalities. Station is considered among the pioneers in editorializing of "top 40" radio. Station has recorded and newly constructed studios and offices. Dallas Cowboys' football carried, 6-man news department with 2-radio-equipped news units. Joe Long, new director. Gen'l Mgr. & Dir. of Staff: Jeff L. Charley. Program Director, John Borders (also does daily air show under name of Johnny Dark). VP Programming for McLendon stations, Dave Kaye.

**KJPN (Grand Prairie):** 500 watts day. Independent. Music format: C&W. Special programs: Faron Young syndicated show, 15-min. at 5 P.M. M-F. Station will inaugurate live C&W music shows from Bridge Club Satellite p.m. and at 6 P.M. from Panther Hall. Pres. & Gen'l Mgr., Gene E. Miller. Music Director, Joey Povey (also does daily air show).

**FORT WORTH**

**TOP DISK JOCKEYS**

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<td>KXGB</td>
<td>16%</td>
<td>48%</td>
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**TOP STATIONS**

<table>
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<th>Rank</th>
<th>Station</th>
<th>% of Total</th>
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<tr>
<td>1</td>
<td>WRW</td>
<td>39%</td>
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<tr>
<td>2</td>
<td>WRQ</td>
<td>26%</td>
</tr>
<tr>
<td>3</td>
<td>KSHN</td>
<td>24%</td>
</tr>
<tr>
<td>4</td>
<td>WPLA</td>
<td>22%</td>
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<tr>
<td>5</td>
<td>KZAM</td>
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<td>6</td>
<td>Kudu</td>
<td>20%</td>
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<tr>
<td>7</td>
<td>KZTV</td>
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<tr>
<td>8</td>
<td>KZML</td>
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<td>9</td>
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</tr>
<tr>
<td>10</td>
<td>KZKS</td>
<td>16%</td>
</tr>
</tbody>
</table>

**THE RADIO RESPONSE RATINGS**

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 the singles and albums heard on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to infusing the listener to purchase other products and services advertised on radio stations.

**FORMAT GLOSSARY**

"Contemporary."—Stations that play primarily singles, generally rock and rhythm and blues music, as well as current singles and LPs of a rock-and-pop nature. "Standard."—Stations that primarily play stock singles and LPs, excluding rock-n-roll and rhythm and blues. "Pop Contemporary."—Stations that primarily play NBC network programming, "Freedom."—Stations also playing current or stock versions of the old standards culled primarily from Liberty's "Rock-N-Roll Sampler" and "Favorites." —Stations programming primarily LP music of all subdued nature in tone and performance. Background instrumental music. "Classical," "Country & Western," "Jazz," "Blues," "Easy Listening," Stations programing more than 50 per cent of their music in the above, mentioned particular categories.

---

**BILLBOARD, June 20, 1964**
**Featuring**

- Steve Allen
- The Andrews Sisters
- Pat Boone
- Jo Ann Castle
- Liberace
- The Lennon Sisters
- Vaughn Monroe
- Jimmie Rodgers
- Billy Vaughn
- Lawrence Welk

**Current Hits**

### BEST SELLING SINGLES

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>16595</td>
<td>The World I Used To Know</td>
<td>Jimmie Rodgers</td>
</tr>
<tr>
<td>16606</td>
<td>Silver Dollar</td>
<td>Mike Minor</td>
</tr>
<tr>
<td>36627</td>
<td>Sunshine And Rain</td>
<td>Skip Ame &amp; The Dukes</td>
</tr>
<tr>
<td>16609</td>
<td>Look At Me I'll Send For You</td>
<td>Jimmy Gilmer</td>
</tr>
<tr>
<td>16622</td>
<td>A Guitar Serenade</td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>16620</td>
<td>Do I Need You The Poodle Walk</td>
<td>Lawrence Welk</td>
</tr>
<tr>
<td>16621</td>
<td>Monkey Workout The Astro-notos</td>
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### BEST SELLING ALBUMS

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<tr>
<th>Number</th>
<th>Title</th>
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<tr>
<td>3570</td>
<td>Words Of Inspiration By Aladdin</td>
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<tr>
<td>3560</td>
<td>Great Ragtime Hits Steve Alphin</td>
</tr>
<tr>
<td>3573</td>
<td>Ain't That A Shame Pat Boone</td>
</tr>
<tr>
<td>3541</td>
<td>Golden Organ-Hits Jerry Burke</td>
</tr>
<tr>
<td>3574</td>
<td>Jo Ann Castle Play's Great Million Sellers</td>
</tr>
<tr>
<td>3536</td>
<td>Myron Floren Polkas</td>
</tr>
<tr>
<td>3563</td>
<td>My Most Requested Liberace</td>
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<tr>
<td>3555</td>
<td>&quot;Gems&quot; By The Mills Brothers</td>
</tr>
<tr>
<td>3431</td>
<td>Vaughn Monroe -- His Greatest Hits</td>
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<tr>
<td>3556</td>
<td>The World I Used To Know Jimmie Rodgers</td>
</tr>
<tr>
<td>3578</td>
<td>Forever Billy Vaughn</td>
</tr>
<tr>
<td>3572</td>
<td>Early Hits of 1964 Lawrence Welk</td>
</tr>
</tbody>
</table>

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The Nation's Best Selling Records
**SINGLES REVIEWS**

**ACROSS THE BOARD SPOTLIGHTS**

**FERRANTE & TEICHER—THE SEVENTH DAWN (United Artists, ASCAP) (3:03)—The theme from the forthcoming Bill Holden flick. Dramatic and intensely beautiful arrangement and performance by the piano duo. Large chorus adds to large sound. Composer Riz Ortolani also did music on "Mondo Cane." Flp: "You're Too Much" (Alou, ASCAP) (3:23).**

**United Artists 735**

**WAYNE NEWTON—ONLY YOU (Wildwood, BMI) (2:30)—Newton, strings and chorus give tender reading of former hit by Plattner. Strong commercial entry. Flp: "Too Late to Meet" (T. M. Dragonwyck, BMI) (2:04)**

**Capitol 5203**

**THE BACHELORS—I BELIEVE (Cromwell, ASCAP) (2:40)—Great performance of the inspirational standard. Group handles it in good taste, with genuine feeling. Excellent follow-up to "Dispone." Flp: "Sweet Lullabies" (PiedBily, BMI) (2:15).**

**London 9672**

**HOT POP SPOTLIGHTS**

**PETER AND GORDON—NOBODY I KNOW (Northern Ltd., BMI) (2:33)—Penned by Lennon and McCartney, the tune is a strong follow-up to the boys' current hit "A World Without Love." Flp: "You Don't Have to Tell Me" (Northern Ltd., BMI) (2:33).**

**Capitol 5211**

**REFLECTIONS—LIKE COLUMBUS DID (Myte, BMI) (2:15)—Hit group gets "salty" on this hand-clapping rocker. Hit sound all the way. Flp: "Lonely Girl" (Myte, BMI) (2:09).**

**Golden World 12**

**THE WAILERS—BEAT GUITAR (CFG, BMI) (2:20)—Tinny piano and wailing sax join electric guitar on this rocker. Side build-up from quiet start to real mover. Flp: "Mac, Man" (CFG, BMI) (2:40).**

**Creston 591**

**LULU AND THE LYVERS—SHOUT (Warner-Nom, BMI) (2:42)—Fresh treatment for old rocker. Plenty of excitement, stomping and pedal-chaotic beat. Lulu sings up a storm. Flp: "Forget Me Baby" (Burlington, ASCAP) (1:40).**

**Parrot 9978**

**THE MIRACLES—LIKE IT LIKE IT THAT (Jabber, BMI) (2:29)—Lead, solo on easy-going gospel-flavored rocker. Crowd echoes approval vehemently at background. Flp: "You're So Fine and Sweet" (Jabber, BMI) (2:20).**

**Tomba 54994**

**PIN-UPS—LOOKIN' FOR BOYS (Grand Canyon, BMI) (2:47)—Stomping beat and gas takes a swinging up-tempo delivery on a duty geared for summer season. Flp: "Kenny" (Grand Canyon, BMI) (2:30).**

**Stork 1**

**OWNER REVIEWS**

**GEORGE MICHAEL—My Babe (Charly McCoey, Monument 423)**

*Each week a program director and/or deejay is invited to sit-in and help differnt Review Panel select Spotlight, who unable to come to the New York office, can available for spotlight pitch in special wide band-distance speaker-telephone back-up. An opportunity to help give the program to producers, no one as hosted "Pride of the Week."*

**IRMA THOMAS—ANYONE WHO KNOWS WHAT LOVE IS (Metwe, BMI) (2:58)—Time is on MY SOUL'S MIND (Northern, BMI) (2:45). Position on this side is a soulful reading of good ballad. Pronounced back beat and effective chorus backing. Flp side 2 is a gospel-oriented r&b entry with big chorus in support of Irma's powerful dramatic delivery.**

**Empire 6041**

**HENRY JEROME AND ORK—THE SEVENTH DAWN (United Artists, ASCAP) (2:50)—Theme from the upcoming film starring Bill Holden is given trigger-two-tone treatment wih alto sax in lead. May be handled by pop-standard stations, too. Flp: "Love Theme From the Capet-Baggers" (Famous, ASCAP) (2:02).**

**Decem 31835**

**COUNTRY & WESTERN SPOTLIGHTS**

**HANK WILLIAMS JR.—GUESS WHAT, THAT'S RIGHT, SHE'S GONE! (Gatlin's BMI) (2:20)—Good train blues number with interesting and powerful delivery reminiscent of "Alright, O.K., You Whiskey." Flp: "Goin' Steady With the Blues" (Gatlin's, BMI) (2:10).**

**MGM 13523**

**JIMMIE DAVIS—WHEN I LAY MY BURDEN DOWN (Vern, BMI) (2:08)—Governor is in the spirit on this country-gospel swinger. Chorus gives him fine backing. Flp: "My Room of Prayer" (Forest Hills, BMI) (2:48).**

**Decem 31637**

**HANK COCHRAN—YOUR COUNTRY BOY (Pamper, BMI) (2:15)—Sad ballad of boy gone to the big city and looses his gai back home. Cochrans delivers tale with great believability. Flp: "She Always Comes Back to Me" (Pamper, BMI) (2:30).**

**RCA Victor 8378**

**FELIX HUSKY—UP ON THE MOUNTAIN TOP (Husky, BMI) (2:50)—Up-tempo spiritual with plenty of zip. In the same grove as "Down by the Riverside." Flp: "Weakly Moments" (Husky, BMI) (2:19).**

**Capitol 5206**

**DEE REEVES—TALKING TO THE Night LIGHTS (Peach, SESAC) (2:27)—Well weeped in true country style. Ballad is heart-breaker and Reeves sounds like he really feels the pain. Flp: "Not Since Adam" (Yonah; BMI) (2:06).**

**Columbia 43044**


**Decem 31633**

**BILLBOARD, June 20, 1964**
Last summer he gave you "FINGERTIPS"

this summer . . . the thunder of Wonder strikes again:

HEY-HARMONICA MAN
STEVIE WONDER

and . . . .

MARVIN GAYE
makes it a one-two punch with
TRY IT BABY

watch 'em climb the charts . . . naturally they're from HITSVILLE

MOTOWN RECORD CORP.
Detroit, Mich.
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Week</th>
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<tbody>
<tr>
<td>NELLA, TINA, LADY</td>
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<td>6</td>
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<tr>
<td>FUNNY GIRL</td>
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<td>6</td>
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<tr>
<td>HELLO DOLLY</td>
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<td>8</td>
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<tr>
<td>THE BEATLES' SECOND ALBUM</td>
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<tr>
<td>CALL ME INDISCREET AND HOT SONG</td>
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<td>10</td>
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<tr>
<td>TAXI CABIN</td>
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<tr>
<td>BARBRA STREISAND/THE THIRD ALBUM</td>
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<td>12</td>
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<td>COTTON CANDY</td>
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<td>MEET THE BEATLES</td>
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<td>GLAD ALL OVER</td>
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<td>THE SHELTER, DREAM, FOREVER</td>
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<tr>
<td>THE PAIN LOVERS</td>
<td>George Benson &amp; Vic, Imperial</td>
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<td>TODAY</td>
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<td>INTRODUCING THE BEATLES</td>
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<td>KISSIN' COUSINS</td>
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<td>WHO'S AFRAID OF VIRGINIA MONGOOSE?</td>
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<td>SOMETHING SPECIAL FOR YOUNG LOVERS</td>
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<td>SHUT DOWN, VOL. 2</td>
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<td>MOON RIVER &amp; OTHER GREAT MOVIE THEMES</td>
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<td>DAYS OF WINE AND ROSES/LOVERS</td>
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<td>IT MUST HAVE BEEN SOMETHING SAID</td>
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<td>LOU LOU LOU</td>
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<td>JACK JONES' WIVES AND LOVERS</td>
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<td>CATCH A RISING STAR</td>
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<td>IN THE WIND</td>
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<td>PURE DYNAMITE</td>
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<td>THE BEATLES AMERICAN TOUR</td>
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<td>DAYDREAMS AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS</td>
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<td>CETTO/CUBERTO</td>
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<td>MANHATTAN TOWER</td>
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<td>SWEET &amp; SOUR YEARS</td>
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<td>I LEFT MY HEART IN SAN FRANCISCO</td>
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<td>DON'T THAT GOOD NEWS</td>
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<td>I'LL SEARCH MY HEART</td>
<td></td>
<td>18</td>
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<td>TRINI LOPEZ AT PI</td>
<td></td>
<td>51</td>
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<tr>
<td>CAMELOT</td>
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<td>54</td>
</tr>
</tbody>
</table>

Compiled from national retail sales and radio playlists compiled by the Record Industry Association of America. Market data provided by Billboard.
This is an ad. This is an ad for Chess Records. The ad sez that Chuck Berry's "No Particular Place to Go" is a hit. It sez that "Use What You Got" by Sugar Pie De Santo (Checker #1082) is a hit. It also sez that Tony Clarke's " Ain't Love Good, Ain't Love Proud" (Chess #1894) is a hit. And every single word in this ad is true.
Gospel Music
To Get Hypo From New Org

NASHVILLE—The world of gospel music could be in for a real shock this week when the proposed Gospel Music Association gets off the ground and is able to accomplish some of the objectives as set forth at the association’s initial meeting last March.

More than 50 people representing a healthy portion of the gospel music field were in attendance at the meeting, held in the offices of the Southern Gospel Music Association.

Cecil Scaife, of Songs of Faith Records, a leader in the move to get the new trade association rolling, outlined some of the objectives of the association as it is envisioned, and numerous representatives joined in a rather lively debate concerning suggested procedures for the group.

It was generally felt that the GMAC, as a result of the meeting, will help acquaint the industry with the activities of the Country Music Association, and will open the door to the gospel music field to the activities of the CMA.

Significantly, the bulk of the major gospel labels were represented at the meeting. Among those either in attendance or represented were the LeFevres, the Blackwoods, Sing Meble, Joe T. Brown, the Rangers, Ronnie Pace, the Speer Brothers and Naomi, the Dixie Echoes, the Carter Family, the Wally Bowders, Jake Hess and the Imperials, Songs of Faith, Bob Poole’s West Coast TV Program, S.C., the Foggy River Boys, the Speer Family, A. O. Stinson, Tiny Barnwell, the LeFevres and Larry Scott of Bakersfield, Calif.

A temporary steering committee and temporary officers were elected by the group and have been charged with the responsibility of writing a proposed constitution and bylaws for submission to a general meeting and for laying plans for SHAPE NOTES

By Don Light

The Plainsmen signed an exclusive recording contract with Heartwarming Records, and recorded a new album last month in Nashville under the direction of Bob Benson, Heartwarming A&R man.

Gordon Stoker, tenor singer and manager of the Jordanaires, bought the John Daniel Music Company, a BESAC firm which will be known as Stoker Music Company. The catalog contains 42 gospel songs, and has been much favored as “Crossing Over Jordan.”

Ronnie Page, a former member of the Oak Ridge Boys, has re-formed the Rangers. This 21-10 will consist of Page, Darrel Johnson, who sang with the Deacons quartet, and David Reece, who will act as lead singer and piano player for the group.

Benson, Stoker, Skillet Records’ Nashville A&R head, produced a new album by the

GOSPEL LP’s

By Label

These listings are the best selling Gospel LP’s as reported to the Billboard by the leading manufacturers in this field.

COLUMBIA RECORDS

1. II WALK WITH ME, Chuck Wagon Gang, CL 2090 (MC), CS 3880 (B).
2. SONGS OF HOPE, Chuck Wagon Gang, CL 2079 (MC), CS 1608 (B).
3. CHUCK WAGON QANG SINGS SONGS OF ROSIE ELSTER, CL 1992 (MC), CS 6271 (B).
4. PRAYERS IN SONG, Chuck Wagon Gang, CL 1956 (MC), CS 6191 (B).
5. ALL PRIZE THE LORD, Chuck Wagon Gang, CL 1330 (MC), CS 8137 (B).

HEART WARMING RECORDS

1. SWEETHEARTS OF SACRED SONG, Carol & Jimmy Sgoz, LP 1742.
2. MIRACLE SPIRITUALS, Bob Poul, LP 1747.
3. TV FAVORITES OF ELMER & JUNE, Elmer & June Children, LP 1772.
4. THE ARTISTS, Quartet, LP 1743.
5. SONGS FROM THE HEART, Smoky Gilman, LP 1799.

RCA VICTOR RECORDS

1. BLACKWOOD BROTHERS FEATURING JAMES BLACKWOOD, LP 5889.
2. THE BLACKWOOD BROTHERS ON STS, LP 2300 (MC), LS 2700 (B).
3. HADDOCK, SINGS, LP 1716 (MC), LS 2481 (B).

SIMS RECORDS

1. I'M TOO HEAR HOME, Major Goodwin Family, Sims 1612.
2. MARTHA CARTER, Sims 107.
3. SONG OF FAITH, Brother, Sims 1075.

SING RECORDS

1. THE GOSPEL SINGING CARAVAN, Various Artists, MLP 505.
2. THE GOSPEL SINGING CARAVAN, Various Artists, MLP 277.
3. LORD IT'S ME AGAIN, Le Fevers Quartet, MLP 2711.
4. PASSING THRU, Blue Ridge Quartet, MLP 457.
5. THE TICKET, Gospel Singers, MLP 4005.
6. THE SIBIO BROTHERS & MAOIE, MLP 201.

SKYLINE RECORDS

1. WHAT A DAY THAT WILL BE, New Stamps Quartet, MLP 6072.
2. THE GATEWAYS, Family, MLP 6053.

SONGS OF FAITH RECORDS

1. SONGS OF THE GOSPEL, Sibs Brothers & Homes, SOF 110.
2. SATISFIED WITH ME, Sibs Brothers & Homes, SOF 103.
3. ON THE WINGS OF A DOVE, Florida Boys Quartet, SOF 106.
4. MY GOD SO REAL, Wally Bowders & the Oak Ridge Quartet, SOF 100.
5. THE BLACKWOOD BOYS AT SEEING THE BEAUTY, MLP 5112.

STARDAY RECORDS

1. BEYOND THE SUMMIT, Cowboy Capecio, SP 312.
2. GOLDEN GOSPEL MILLION SELLERS, Sunshine Boys, SP 176.
3. WALLY FOWLER'S ALL NIGHT SINGING CONCERT, SP 112.
4. MIGHTY CLOSE TO HEAVEN, Carl Story, SP 219.
5. CONCERT, Sibs Brothers, SP 174.

WARNER BROS. RECORDS

1. THE OAK RIDGE BOYS, W 1497 (MC), W 1497 (B).
2. NOTHING BUT THE GOSPEL TRUTH, Drovers, W 1314 (MC), W 1314 (B).
3. FAKAHINA CAROLINA Special for Spiritual-Minded Folk, Oak Ridge Boys, W 1321 (MC), W 1321 (B).
4. THE GOSPEL SCHOOLS, W 1497 (MC), W 1497 (B).
5. INTRODUCING STAN & DAN, W 1494 (MC), W 1494 (B).

RELIGIOUS MUSIC—A Definition of Terms

NASHVILLE—With this issue of BILBOBBAR begins a regular monthly coverage of the religious field, with this first issue placing emphasis on gospel music.

Reformed Quartet last week at the best RCA Studio.

J. G. Whitfield, promoter of the Bonifay, Fla., July 4 Sundown to Sing Song,” which drew over 15,000 last year, announced that this year he has 16 top groups, featuring the Florida Boys, the LeFevres, the Prophets, the Plainsmen, the Blue Ridge Quartet and Wally Bowders.

The Oak Ridge Boys will re- cord their album June 20 at the Foster Studio.

James Blackwood has announced the addition of Whitly Gleason, a well-known composer and arranger of gospel songs, as pianist for the Blackwood Brothers Quartet.

Hovie Lister and the Statesmen quartet leave this week for a three-week tour of California and Texas.

The Foggy River Boys, Hal Timmonson, Charles Wilson, Sherrill Stewart and Jay Bowman are in the process of moving.

(Continued on page 28)

Stinson Firm
To Program Gospel for TV

ATLANTA—A. O. Stinson, formerly associated with Sing Recording Company, Atlanta, has announced the formation of Stinson Programming, Inc., with offices here.

The new firm has just completed syndication of the Gospel Singing Group, an hour-long gospel television show, and is presently in the process of scheduling 30-minute shows for television markets throughout the country.

In making the announcement, Stinson also said he has signed Jake Hess and the Imperials to a syndication contract and indicated that he is in the process of acquiring new talent for his television productions.

RELIGIOUS MUSIC—A Definition of Terms

NASHVILLE—With this issue of BILBOBBAR begins a regular monthly coverage of the religious field, with this first issue placing emphasis on gospel music.

For the sake of understanding what we mean when discussing the various types of music which fall under the religious category, the following “definition of terms” is offered.

GOSPEL—This is meant to mean that music which is generated sung music, an example of this type is music that is sung by the Statesmen Quartet.

SACRED—The emphasis on this type music in usually placed on inspiration rather than entertainment. The music of George Beverly Shea and the Mormon Tabernacle Choir is typical of this area.

SPoken WORD—While this is not music, it is a large number of spoken word records whose albums are sold in large quantity each year through church-related book stores. Billy Graham, Paul Harvey and Charles Heston are typical of some of the better selling “artists” in this field.

COUNTRY GOSPEL—This is religious music sung by country music artists who are accompanied by string instruments. A large number of artists fall under this category, including Wilma Lee and Snowy Cooper, Red Foley and the Leftovers.

SPIRITUAL—This type religious music is almost always sung by a Negro Artist, Mahalia Jackson is one of the foremost spiritual artists.

PROFILE The Speer Family

The Speer Family was formed as a singing unit in the early 1920's. From left, back row, members of the group include Brick Speer, "Dood" Speer, Ben Speer anderry Reid. The front row from left are Faye Speer, "Mam" Speer and Ann Sanders.

THE GOSPEL MUSIC—Singing Speer Family is probably the oldest organized gospel quartet in the business having its beginning in 1923. From left, back row, members of the group today include Brick Speer, "Dood" Speer, Ben Speer anderry Reid. The front row from left are Faye Speer, "Mam" Speer and Ann Sanders.
THE BLACKWOOD BROTHERS

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This is the first album ever to feature James Blackwood—for 30 years a member of the Nation's leading Gospel Quartet.

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18th San Jose, Calif.
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21st Sacramento, Calif.
24th Las Vegas, Nev.
25th Houston, Tex.
27th Dallas, Tex.
29th Tulsa, Okla.
30th Kansas City, Kan.

THE BLACKWOODS invite you to watch the new gospel TV show, "Singin' Time in Dixie." Co-hosts are The Statesmen and other feature groups include The Speer Family, The Rebels and The Stamps Quartet.

The Blackwoods are available for network television and personal appearances. Contact: JAMES BLACKWOOD
Blackwood Brothers Records
209 N. Lauderdale Street, Memphis, Tennessee. Phone JA 7-4349
NASHVILLE—Don Pierce's Starday Record Company boasts one of the strongest country-gospel catalogs in the business, and the aggressive and growing label has plans for a continuing push in the field.

As a label specializing in country and gospel exclusively, Starday expends all of its efforts on developing extensive catalogs within broadly based appeal to the country-gospel, country and gospel record buyers.

The label has more than 30 albums of the country-gospel or pop variety by such established performers as the Sunsh ine Boys, Walt, Foster, the Oak Ridge Quartet, Cowboy Copas, the Lewis Family, the Masters Family, the Crossroads Quartet, Red Ellis, the Blue Sky Boys, the Stanley Brothers, Carl Story and others.

Pierce is a strong believer in making sure nearly every Starday album by a country music artist contains at least one or two tracks that are either gospel-oriented or contain a spiritual message.

Pierce said one of the recent recovery items was a low-priced album entitled, "The Wonderful World of Barlow, Gospel Music," which spotlighted tracks from 14 gospel albums in the Starday catalog. The albums met with considerable success and that additional issues for the albums are planned for the near future.

Pierce, a pioneer in the concept of the combination country-gospel album, promotes the sale of his product through an aggressive effort with his distributors and is also very active in radio mail-order sales programs using such outlets as Wayne Raney and Jimmie Speer.

Pierce said he has noticed an interest in American country-gospel product in England. Japan and South America, and eight of his country-gospel albums have been released in those markets during the last 12 months.

Pierce pointed out that many of the gospel artists, including his, sell large quantities of albums on personal appearance tours. At most gospel concerts a full line of albums is made available to the audience.

Additionally, Pierce said the Country Music Record Club of America, which is operated at Starday, is starting a new Gold- en Sacred Classics series which will be offered to the club members along with its regular issues of Golden Country Classics. Among songs of the gospel artists and of gospel product released recently are the early release at Starday is "Old Time Religion -- Blue Grass Style," by Red Ellis; "All Day Singing," by the Full Gospel Rambling Montanileaders, and "Singing Holy Unto the Lord," by Various Country Music artists.

Pierce has always specialized in country and gospel music and finds that a combination of these traditional musical forms meets with overwhelming public acceptance.

Speer Family

Continued from page 26

The family sang together until 1948 when Mary Tom married. Soon thereafter Rosa Neil left. During the following 30 years, the group continued under the direction of "Mom and Dad," as they are known to thousands of gospel music fans.

In April of last year "Dad" Speer had a heart attack at the age of 72 after singing for 55 years. The attack forced him to stop singing while recording, but the Speer Family tradition was continued under the direction of their sons, Brock and Ben.

Presently, the Speer Family consists of the elder Speer and his wife, Brock, Ben, Brock's wife, and two singers from outside the immediate family, Anne Santers and Jerry Redd.

Shoemaker, a brother of big selling artists, Brendan Behan, who is now based in London from a 32-day Dublin to New York, Ltd. His new Piccadilly disc, "No Love No Shore," will be out soon. Shoemaker was formerly with the U.S. armed forces in Europe.

Chords Brothers and Tommy Makens, who drew rave notices and sold large quantities of records while they played during their last trip, began their second Irish tour February 1.

Leon McAliff and the Crimson Boys arrived for their first British tour. Tenor Patrick "I'm old" Hugh flew in a private plane from New Zealand. He started rehearsals for Fred O'Donovan's "Irish on Parade," which will visit the U.S. in September. Jean Martin, the Brooks and Dominick Behan groups, are also booked for the Royal Showband's new disk series for the Irish market.

The Petulia 1968

The music of Petulia 1968 is featured at Ginza in Tokyo and Seoul and in several other cities around the world. The music was composed by the famous Petulalia 1968 composers, who have written thousands of songs for Japanese films and television shows. The Petulia 1968 repertoire includes classical and contemporary pieces, as well as popular songs from around the world. The Petulia 1968 orchestra is directed by the renowned conductor, Takeo Morita, and features some of Japan's most talented musicians. The Petulia 1968 concerts are held in some of the most beautiful venues in Japan, providing a unique and memorable experience for audiences of all ages. The Petulia 1968 music is available on CD, vinyl, and digital formats, making it easy for fans to enjoy the Petulia 1968 repertoire at home or on the go. Whether you're a fan of classical music, contemporary pop, or something in between, the Petulia 1968 orchestra has something for everyone.
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
MUSIC AS WRITTEN

- Continued from page 28 -

Dutch singer Rita Hovis made a recording on MFP label of the Brenda Lee number, "Think," Basart started a world promotion campaign on the original German recordings and has also local releases under Dutch label in preparation. Hans Goemert, president of the Basart Publishing Co. and Gene Jean Jr., returned from the U.S. after an extensive business trip. They met many of their American friends of publishing houses, they represent for Holland. . .


Willeke Alberter will record the Dutch evergreen that was written by Jasp Valls, "Deep In My Heart" (Deep in My Heart). Oscar Brown Jr. recently visited Holland to perform on a TV show of AVRO Television, Holland.

At the opening of an important shopping center in Den­drocht, His Royal Highness Prince Bernhard, prince of the Netherlands, has been presented with the CBS album "The Joy of Virginia Woolf!"

The Killima Hawaiians have signed an exclusive recording contract with CBS Records.

The violinist Jo Joda will give a series of concerts in the Netherlands—Antilles, Surinam and Veneto.

The Radio Philharmonic Orchestra under the baton of Jean Fournet and with Danish tenor-label, piano-soloist, gave a concert at the Milan Conservatory, Italy.

The Dave Clark Five's short, colored motion picture is still circulating among many music networks around the country's cinemas, Almazari, Thiburg, Rotterdam and The Hague are now on the list.

The Shepards Trio did a show for 20,000 youngsters in the Irmen-Hall, Utrecht recently, the same show which featured Malha Jackson.


In Madrid, the Spanish West, CBS Records' co-ordinator, flew in from Paris to attend the conference.

Later Miss Jackson gave a concert at Irene Hall, Utrecht. In her Rotterdam concert at Ahoy Hall, nearly 1,000 turned out.

MADRID

Jack Mills, president of Mills Music, Inc., made his annual visit to Editorial Mills Music Española here to see his manager, Manuel Lopez Quesada.

Cubo Sastre just made a picture in Chile directed by former Hollywood personalities Tito and Asta Nielsen and his son, Manolo Gonzalez. Cubo flew immediately here to be one of the stars of the CBS convention in Torremolinos (Malaga).

At the same time, Jose Alfredo Jimenez, one of the greatest ranchero singers from Mexico, arrived in Madrid to see the bull fights of San Isidro while the young Mexican, Conesa Costa, landed here to witness the opening of his first Mexican-made movie.

Madrid airport has been full of recording artists. Antonio Prieto arrived unexpectedly from Buenos Aires and RCA launches hit "La Mamma" in a month. Moreover, Enrique Guzman plans to stay here for a few months to do a picture with Rocio Durcal.

He will receive the gold record of Nacional as the best foreign male performer of 1963 in a big show to be emceed by Mariteno Mendez Vigo.

Two ideas from Mexico arrived in Madrid almost at the same time. Cesar Costa and Enrique Guzman will promote their records here. Costa is simultaneously making his movie debut here while Guzman will shoot a musical with Rocio Durcal. . .

The new Marfa label, managed by Antonino Martinez, is launching Brazilian material recorded by Miranda and Cecilia, and Daniela Riis, Tony Toledo, Los Pепhos and Jimmy Gilmars. All belong to the cast of the mult from Buenos Aires.

RAUL MATAS

BUENOS AIRES

The super famous German tenor of Wagner hero fame, Visited the Buenos Aires Opera for the first time in it's history, was greeted with great success, in "Tosca" and "Lohengrin."

The Municipal Opereta Theater presented a new operetta, "Sparkling Stars," with an English libretto. It is now presented in the Teatro Foyes. The composer, who just finished the score for the British-Hungarian Cinemafilm, called "Golden Head," leaves soon for London to supervise the mixing of the English version. The sound track will be recorded in London for a leading label. . .

The most interesting item to go into production at the Hungarian State Record Company (Quatrain label) will be the early works of Bela Bartok. They will be produced on two albums.

ROME

Renato Rascal will be Italy's biggest singing artist this year. Now recording for Carosello, he has taped a three-part show in London for Italian TV, where, this new competition of "Top Songs Against All," will do a TV version of his recent hit "Enrico 61," and then do the score of a new musical with book and lyrics by Pietro Garri, and Sandro Giovannini. He will co-star in the musical with Valdo Scala next fall.

Voice of Padovane has decided to put original label for its dozen summer disks and they have been ticketed with a "Happy Vacation" seal. . .

Giorgio Gaber's "The Smallest Song Book" TV show received first annual award of the TV-Radio Subscribers Association for program contributing most to civil and cultural advancement of auditors at Peyuna. TV presented Duke Ellington in a program taped at San Remo Jazz Festival. Riffs Fred Bongusto is first top pop artist to try his hand at recording children's songs. Cinching in on the same carve, one Italian liquor company is now advertising with a girl holding a glass and saying, "I'm Old Enough."

SAMI STEINMAN

DUBLIN

Five members of the all-Party Church Committee have decided on erecting a Dublin concert hall in memory of President Kennedy left on a nine-day tour of European concert halls which will include Bonn, Berlin, Stuttgart and Copenhagen. The project was led by chairman of the committee, Dr. James Ryan, Moliner, Dublin Productions, Ltd, will promote a series of Peter and Gordon dates here in August. . .

Ray Charles back after filming part of "Ballad of Blue" in London. Big advance orders for first Transatlantic album by the Dublino. . .

Booking for Chancy Brocks and Tommy Dawn is exceptionally good one again... On Telè­fis Eireann's "Pickin' the Poples," Royal Showband presented with Silver Disc by E.M.I. (Ireland), Ltd, and "Spotlight" magazine award for their poll triumph earlier this year.

KEN STEWART

Tokyo

T. Yographa, director of Nip­pon Victor Records, presented $2,013,000, the U.S. represen­tative in Tokyo recently. The sum represents moneys from the sales of "All Star Festival," on Philips, to help raise relief fund for U.N. Music Writers Club has been formed in Tokyo, consisting of approximately 60 critics, disk jockeys and writers of radio-chemical performances.

Music Committee has recently seen its honor in their hotel Okura. Expected last night was Peter and Mary. The set will give one concert in Tokyo July 26, 27 and July 1 and 2. Roy Aceff and Smacky Mountain Boys arrives recently and a reception was given in their honor at Hotel Okura. . .

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The SESAC Repertory represents the most renowned songs, publishers and writers in the gospel singing world, and has long served as a prime source of original material for leading artists on phonograph records, all-nite sings, radio and television and in-person engagements both in the Americas and overseas.

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Here are some of the publishers and writers who are closely associated with SESAC’s repertory in the Gospel music field.

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**NASHVILLE:** 806 16th Avenue, SOUTH • NASHVILLE, TENNESSEE • 615-252-5703
C&W Stars For Newport

NEWPORT, R. I.—Many names familiar to the country, gospel and blues fields will be on the program at the Newport Folk Festival on Friday, July 24. The roster includes Johnny Cash, the Greenfield Boys, the singing Watson Family, featuring Doc Watson, and Fred McDowell. On Saturday, the Blue Ridge Mountain Dancers will open the show with an exhibition of old-time clapping done to the strains of a mountain string band. The Oak Ridge Brothers, Single Singers, Danse Van Roos, Sam Chavers and Jess Fuller will appear with Judy Collins, Theo Bikel and Peter, Paul and Mary.

Cedarwood Publishers Names J. Crutchfield

NASHVILLE — Bill Deney, president of Cedarwood Publishing company here, announced this week the appointment of Jan Crutchfield as Nashville professional manager. Crutchfield, of Paducah, Ky., is one of Nashville's outstanding songwriters.

"The appointment of Crutchfield is another step toward increased service to artists and recording company executives," Deney said.

John Deney, a vice-president of Cedarwood, will continue as national professional manager and will coordinate the activities of Crutchfield and the company's West Coast representative, Hugh Cherry. Cherry was appointed to the coast position last year.

Crutchfield relocated to Nashville in 1958 as a writer with Tree Publishing Company. He has also recorded for RCA and Mercury Records.

The move was associated with SureFire Publishing Company and achieved notable success as a free-lance producer and ad director.

WCMS Lines Up Top Artists for Two Shows

NORFOLK—Station WCMS' Radio Ranch Productions have an impressive group of artists set for two shows, Platt & Scruggs with their Poggy Mountain Boys, Carl Smith with his Fruit, Jean Shepard, George Morgan, Grandpa Jones and Ray and Murdock, the Duke of Paducah and the Willburn Brothers with Don Helms appear here on June 25. The day previously, they play Richmond. On Aug. 23, a show produced for the KXMS clubs of the "Time War" axes will headline Johnny Cash with his Tennessee Three, June Carter, Rosalie and Melvin. Tennessee Cutups, Stabler Brothers and, as a special added attraction, Tex Ritter. Plant for two more shows are being finalized, one for October, the other for December. Each is planned to appear in Richmond and Norfolk. Tex Davis is coordinating for KXMS Ranch Productions with Joe Gob Davis, station president.

CMA Accepts New Members


According to association secretary Jo Walker, also named as artists Edna Lee Dewbre, Morton, Tex.; Mike Ami, Baby- lon, L. I.; Joel Goodall, San Antonio; Carol Lee, Babylo- n, L. I.; Robert Smith, Honolulu, and Pete Drake, Nashville.

In the group are B. J. Floyd, Des Moines, Iowa, manager-booker category; Zeke Clements, publisher, Nashville, and Joseph Renz, record manager, New York. New affiliated members are Bob Shelton, New York, and Anthony Pagano, Great Yarmouth, England.

WITH THE COUNTRY JODEYS

BY BILL SACHS

WMMH, Marshall, N. C., has just switched to full-time country and gospel format, only addition in the area with such a policy. Jerry Plimmons, director of programming, is sending up a flare for promotional needs.

. . . Another fellow in the same spot is Lowell Thomas of WFTM in Maysville, Ky. Running country along with the news and the air. WBER in Moncks Corner, S. C., includes through Plimmons shows and some push by deejays have held up the record library and they need country records for their coverage of the local area.; Buddy Dean, KHER, Santa Maria, Calif., points out that the station is now using Billboard charts exclusively for its programming.

The station switched to full-time country music early in January this year and Buddy reports the change has garnered an increasing share of listeners. He wants to pass the word along to other DJs that really pay off not only in spectators but also in selling merchandise. Dean also bills himself as "The World’s Worst Newscaster," and has gotten great listener reaction and has all kinds of cards, certificates, etc., from them to show they go along with his stunt. Dean says: "Either you are very good or very bad, and I feel that I’m very bad. So to counteract this ability to be a good newscaster, I’ve tried to laugh it off with the audience and it works."

Jerry Plemmons, formerly at WBBY in Torrington, Conn., has taken over the coverage splitting time at WKID, North Kingston, Rhode Island. He needs records.

B. J. Nesbitt, WJOT, Lake City, S. C., has reported: "Looking for More in ‘64."

George C. Bigger recently spoke to the South Dakota Broadcasters Association in Huron. He’s president and manager of WBK in DeKalb, Ill., and just celebrated his 10th year of operating the station. He’s been in radio since 1924 and is writing of the early days of country music and radio. Billboard hopes he’ll be ready in time for his second annual World of Country Music edition.

STEP BY STEP UP THE CHARTS

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HAYDON SOCIETY RECORDS
PROGRAMMING NEWSLETTER
Pitchmen Try to Catch Station

By BILL GAVIN
Contributing Editor

EVERY WEEK record manufacturers produce a vast number of new singles. Hundreds, and sometimes thousands, of pressings are offered to radio stations. No station can possibly program them all; very few stations are even bothered to listen to and evaluate them all. Record promoters and their representatives hammer the airwaves with requests to air any or all of these records. Advertising copy is submitted, too, for in the eyes of many stations the only way to get one's record on the air is to have a good one. The station's audience of home listeners is the major factor in the success or failure of a record. A record is either a hit or not; the audience is temporary. Despite the variety of stations and their many tastes, there is no sure way to determine which of the records will sell.

Marked copies of station charts and playlists are frequently sent out in an effort to attract national attention to regional or local sales action. Promoters have two objectives: persuade the radio stations to listen or to listen again; convince the radio people that certain of their records are especially suitable for programming. Various techniques are employed. It may be of interest to examine some of them.

THE IN-PERSON PITCH: These just came in, and I wanted to rush 'em right over to you.' Then follows a recitation of the stations and disk jockeys around the country who are "wallowing" on one or more of the records, until the impression is inevitably created either that this particular distributor is one of the last in the nation to receive it, or that they have been relying around on the promotion's desk for a couple of weeks and that the current promotion effort is "wallowing in the manufacturer's scream for action." In any case, it's the promo man's job to see that the music director listens to his records and to report back to his boss which, if any, are going on the station's playlists.

THE ARTIST VISITATION: Having a recording artist descend upon the DJ supposedly imparts added glamour to the artist's current offering. Why this should be, I have no idea, but it often works. Inevitably the question is asked: "How do you like my record?" The DJ is trapped. For some reason it is easier to say no to a promotion man than to a performer, be he ever so unimpressive, obscure and unselfish. If the artist is an established name, with several hit records, is the rare DJ who has not heard him in the eye and say, "No, Joe, I think you've missed the boat this time.

THE PREMIERE HIT: "Confidentially,"amba s to the promo man, "we're getting a one-for-one deal on this from the manufacturer, and you're going to have to bring it in for him. If you pick it, we'll give the stores such a good deal that you can count on sales reports the first week. It's bound to make your chart fast, and once you list it, you know it's gonna sell." Such are the sophistries of promotion.

THE LONG-DISTANCE PHONE CALL: The national promotion man in New York or Hollywood gives his secretary a long list of names and phone numbers, which are often turned over to the switchboard operator. Since the airwaves of functions sometimes leads to a surprising lack of communication. When the calls are placed in wholesale lots, it isn't easy to keep track of which ones are coming in when. Sometimes the promo chief is talking on one call when another one comes on another line. Sometimes names and call letters get confused. And, for some unfathomable reason the long-distance operators act like part of a vast conspiracy to conceal the identity of the caller from the caller.

Obviously the promotion chief is calling around the country in an effort to obtain an honest reaction to his new record releases, to guide him and his company in the direction and extent of their promotion efforts. More often, however, he is impervious to any and all negative comments, and he counterattacks with a recital of all the stations that have picked it and all the distribution that have answered a half deal. Of all the promotion clichés most commonly recited via long distance, the most frequently heard are "We're very excited about it," and "It looks very good."

THE ADVANCE EXCLUSIVE MAILING: Many record companies use a "hot list" of radio people to whom they mail advance test pressings or dubbs of important new releases. Not infrequently such lists favor one within the exclusion of its competitors. As a result, a new record may hit the air before the local distributor has received it. This puts the local promotion man in a bad light with the other stations, for it appears that he has conspired to give one station an unfair advantage over its competitor. Record companies with such specialized mailing lists can make themselves sure that they do not make the local promotion man's job difficult through unjust favoritism.

It is a revealing insight into the psychology of those who so many of its programmers are exclusive-prone. The record that arrives via air-mail special delivery, with its plain white label, is delivered by hand, exercises an almost compelling fascination. It is a matter of extreme prestige to some to be able to say of a hit record, "We played it first." This unfortunately, is no substitute for quality, and the advance exclusive often is just as big a hindrance as a favor. Presumably this arrives a week later via fourth class mail.

Next week's "Newsletter" will consider various types of station policies in dealing with record promotions.

ARTISTS' BIOGRAPHIES

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

LOIS LYNN HILL
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

NEWSCASTER IS WOMAN

MILWAUKEE — WRIT recently became one of the few local radio stations to hire a female newscaster, Mrs. Lois Hill, known professionally as Lois Lynn. Mrs. Lynn appears on broadcasts Sundays from 9:30 a.m. to 11:30 a.m.

Her first job as a regular newswoman, Mrs. Lynn has an opportunity to be before as much of her time on duty with husband Bill Hill, the station's news director who captains his own record show on the Air Trails Sunday afternoon from 2 to 4 p.m.

A former big band vocalist, she has been heard on live music shows on WMJ 1944 until to the River City 2000 years ago. She was assigned to the Armed Forces radio station during the war when in the WAF 1494-1951 when she wrote, produced and performed in a one-hour late night show called "Dream Hour."

While there, she toured with Command Post as a hostess and on her former credits as a vocalist.

(Continued on page 37)
MC Corp. Adds Documentaries

NEW YORK—McCorporation, producer of programs for network television stations, will now include documentaries as a part of their production line.

The reaction of our nearby 200 station subscribers to our Pick of the Week ("Four Men and Four Million") program director and deejay at WKWB, Buffalo, and WPOP, Hartford, was so favorable to the idea of salesmen to clients, Doug worked with stations in guiding them on how to utilize their newly acquired production aid.

The West is covered by Tod A. Aronson, who specializes in radio time salesman who is to the regional manager's and sales manager's budget problems, as well as modern radio, in general.

Meeks does quite a bit of account servicing himself. He gives his personal attention to most of the major clients and is in on most of the planning sessions for all of the firm's customers.

Organized in 1951 as an advertising agency, PAMS has expanded its operations to the point where it now services for some of the top group and double-time in other segments of the country. Among the clients are:


CHARTS

Woman Newscaster

Continued from page 36

carol Taberski

Bill Laidlaw, used car salesman for the club's bass
too, sales

The Eastern states come under the aegis of Doug Chins, former

has been so positive that we have decided to make it a regular part of the service this fall.

Millon, Mark Century president.

The production firm has recently completed a custom station identification package for KYYN, West Bend, Broadcast-

Company's 50,000-watt Cleveland station.
EQUIPMENT NEWSLETTER

How to Woo Consumer in 1964

By DAVID LACHENBRUCH
Contributing Editor

NINETEEN SIXTY-FOUR seems to be shaping up as an important year of transition in the phonograph industry. With the pioneer tape recorder, the unit sales did not appear to be headed for a decline in 1964. Although, those statistics have been issued so far, packaged phonograph sales have actually increased 19% from their comparable month by a substantial margin. In a year like this, talking machines have actually been cut to quality, cut prices, get down into the bargain basement to urge the consumer to change his mind and start buying. But strangely, the trend seems to be in a different direction.

Early last year, when signs of consumer resistance began to show up, most of the industry reacted in the same manner. At the beginning of the year, new, low-priced products were rushed. One manufacturer came out with a low-priced stereo coffee table, and pretty soon there were almost as many coffee tables (at about $99.95) on the market as there were coffee beans in the Brazilian crop.

THERE WERE more deals to be had than at the black jack tables in Las Vegas. Under this force draft, there was an immediate loosening of standards and proliferating special deals, the phonograph industry, in its rush to set a record in unit sales, and probably also in dealer loading.

When the year was out, and the all-time high retailers were still holding all objects by the tail, it was an indication that something solidly fact stood out. Despite the price-cutting, despite the increased number of low-end models, despite the market's saturation, the price levels were considered. The N.1. requirement in music equipment purchasing. Only the industry had. Sales of consoles have dropped off so much that there is a great rise in those above the $50 mark. Private sales have increased by a more substantial percentage than were lower-priced models. Consoles sales increased more than portable sales.

It sounds sort of corny to say this, but the phonograph industry has started on its one quality drive. Consumers buy at the best price they can get. So do dealers and manufacturers, but the manufacturers in this case, are a principally large number of consumers were quality was measured by musical reproduction and quality of furniture style.

THE PHENOMENON is evident in the portrait market as well as the console market. A portable must necessarily be a compromise between comparability and musical quality, but it doesn't be a piece of junk. As a matter of fact, there's nothing wrong with a low-end stereo portable. Without high fidelity, stereo just doesn't mean much.

When transcription made possible a true high fidelity portable stereo phonograph, one component manufacturer took a chance that there might be a market for such an item. KLH's components were the first to be featured at a virtually unheard-of $199.95 with no special deals (so far as we can determine), while the veteran of the pack, who makes part of it over their heads in disbelief or pity. At first it appeared that this small, high-priced unit had a limited market (and probably did), but actually it has been established a new standard for the portable phonograph.

REDEFINED a new price level, too. So this year the packaged phonograph industry is bucking the normal trend to cut prices when the market contracts. Most new portable lines have all-transistor "component-type" units in price brackets where few portables existed before—from $195.95 to $295.95.

There's been a similar change in the console market. Except for Clearance and Liquidations, the coffee tables are gone. The bick-a-brac is gone. In many major lines, the lowest priced consoles are discontinued, and are available at new, higher levels. Almost universally, there are more high-end models. There is a trend to lower, wider consoles for better reproduction and fisner furniture design. More attention is being paid to sound reproduction rather than ever before. The major weakness of the package system is being met head-on by a few manufacturers who are actually trying to increase the consumer can even see the enclosed speaker. System.

We won't even try to pretend that everything is being done as the consumer had in mind. The resourceless battle to solid-state circuits (look-ma-no-tubes) is expected to drive higher prices. There's another race going on, too—the power race, and this also contributes to the new price level. But this year, the industry has had the opportunity to make inroads in a different area of the industry that is the more interested in what's in the instrument than the price tag.
Spanish PX's Are Not Buying American: Frey

MANCHESTER, N. H. — The European PX Exports are purchasing European phonograph record manufacturing firms in New York City.

In a recent letter to the editor of the European PX, an executive referred to a recent business trip to New York and stated: "It was still possible to do business virtually no business whatsoever from the European PX... In a recent letter to the editor of the European PX, an executive referred to a recent business trip to New York and stated: "It was still possible to do business virtually no business whatsoever from the European PX... In a recent letter to the editor of the European PX, an executive referred to a recent business trip to New York and stated: "It was still possible to do business virtually no business whatsoever from the European PX... In a recent letter to the editor of the European PX, an executive referred to a recent business trip to New York and stated: "It was still possible to do business virtually no business whatsoever from the European PX... In a recent letter to the editor of the European PX, an executive referred to a recent business trip to New York and stated: "It was still possible to do business virtually no business whatsoever from the European PX..."
BULK VENDING news

DI CK VAN DEN BERG, right, Crest Vending Service, Bellflower, Calif., and Robert Threadgill, vice-president and secretary of Vendor Manufacturers, Inc., Nashville, seal a deal for Crest to represent Vendor in California.

Location Owners Sample New Bulk Vending Items

HERMOSA BEACH, Calif.—Not a mistake hot to sample every new item as it is intro-
duced in bulk vending machines, says Henry Thorsen, who operates 300-machine route here.

Thorsen feels that he has some 200 active partners in bulk vending operations, jnasmuch as at least this number can be counted-upon to suggest fill to their own customers, and incidentally, to pop in a few pen-
ny machines.

When a new taste sensation comes along such as cinnamon-
flavored gum, grape, jule, etc., Thorsen packages several dozen up in small plastic bags, and as he makes his rounds checking the machines, play-
ing the new fill in the machines, the hands on the location routes, will be his first to be.

Usually the location owner, even if he is not particularly fond of candy, will munch on the proffered sample and give his opinion. Thorsen immediately suggests that if he liked it so well his juvenile and even high school customers, suggesting that he mention the change in the fill whenever the opportunity comes up.

Many of them do, even busy druggists, beach concession oper-
ators, restaurant owners, who have little spare time, but appreciate the spirit in which Thor-
sen asks for such cooperation.

Volumes is extremely good all along the California operator’s entire route. Simply because he gets such cooperation! In bulk vending for 15 years, Thorsen lives in Hermosa Beach, and knows most of his route owners by their first names, which is al-
ways a help.

Miss. Boosts Cigaret Tax

JACKSON, Miss.—The Mis-
sissippi Legislature last week passed an additional 1-cent tax on cigarettes, making the total tax 9 cents per pack—one of the highest in the nation.

Cigarette operators in the State will be hit hard by the increase. They agree they will have to absorb the increased vending machine price on cigarettes now at 33 cents and they do not feel they can go higher.

Operators pay $2.53 per car-
toon for regular sized cigarettes and 52.57 for king size. In ad-
dition to the State cigarette tax, there is a 5-cent state sales tax on cigarettes sold.

And some counties, under an op-
olution law, have a 1-cent sales tax; others have a 1-cent sales tax, making the total range from 35 to 4-cent tax depending on what county his route is in.

BULK VENDING NEWS

DICK VAN DEN BERG, right, Crest Vending Service, Bellflower, Calif., and Robert Threadgill, vice-president and secretary of Vendor Manufacturers, Inc., Nashville, seal a deal for Crest to represent Vendor in California.

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When a new taste sensation comes along such as cinnamon-flavored gum, grape, jule, etc., Thorsen packages several dozen up in small plastic bags, and as he makes his rounds checking the machines, playing the new fill in the machines, the hands on the location routes, will be his first to be.

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And some counties, under an option law, have a 1-cent sales tax; others have a 1-cent sales tax, making the total range from 35 to 4-cent tax depending on what county his route is in.

Bulk Banter

Pacific Potter
Arnold J. Provizer, general counsel for Oak Manufacturing Company, has returned to Los Angeles from an extended busi-
ness trip to Miami, where he represented the firm on company business. Clarence and Bern-
tice Kettles were down from Port Orange for shopping at Acme Vending. Mrs. Kettles im-
pressed him and said after her dressing... John Adams, Santa Barbara, was another shopper at Acme. George Morris, Bell Gardens operator, brought his two daughters, Joann Lynn and Linda Lee, with him to shop at Acme.

Messaged Fout after a boost with the mumps. His daughter started the cycle with his son following two weeks later. They recovered rapidly. She said he was confined to his home about three weeks during which Mrs. Morris, a nurse, took over the route.

Bob Feldman, Acme, reports that the Beeline business is the hottest thing to come along. The company has a good supply at this time... Mike Jones, Los Angeles, stopped off at Acme... Ted Werner picked up the service truck. He just returned from an extended trip out of town to service machines.

say you saw it in billboard

fifteen different 10¢ capsule mixes free display front
All mixes are packaged 250 per bag hand counted... biggest value for the best quality in 10¢ Capsule vending.

package gum vendor
With amazing vendor is a bulk gum machine & a mem-
ber magnificent machine that features from four to eight colors. This is a rare find and a

member machine distributors, Inc.

NORTHERN BUSINESS SALES & SERVICE CO.
MOE MANDEL
446 W. 5th St., New York 14, N. Y.
(Chicago 4-6412)

northwestern super 60
• no breaking
• no crushing
• no missing

 Say you saw it in billboard

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BUSINESS CARD AIDS IN GETTING NEW LOCATIONS

PHOENIX—One bulk operator who has found that anonymity definitely doesn't pay is Walter Gray, of Best West Specialties.

Wherever Gray has an impressive spread of bulk vending machines in supermarkets, discount department stores or other major traffic spots, he invariably displays his business card in one globe on each stand. Included on the card is a list of manufacturer’s brand-handled, equipment names, plus, of course, Gray’s telephone number and address.

This personalizing each location, and dignifying his services with a business card, Gray has become a much respected bulk operator. Not only has the business card led to better relations with individual location owners, but it has likewise been responsible for greasing many additional locations. For example, proponents of discount merchandising look over sites already in operation and are impressed with typical Gray oversize multiple vending spots.

COINMEN IN THE NEWS

Detroit Doings

Art Heberi, manager of Miller Newsstand Distributing Company, reports that “pool tables are still the biggest sellers we have.” The company has just taken over distribution in Michigan for the AMF Pool Tables. The tables will be handled through the Grand Rapids office for the western section of the State, as well as in Detroit...

Carl J. Van Gruisen, one of Detroit’s veteran operators, who started in the business in 1938, in many instances, unsigned, as has been his custom. He has disposed of all his coat-operated games, but still has a small joke box route... Ron Rogers of the record department at Angier Sales’ one-stop reports a clientele trend toward “the nicer, soft music” and away from the long-stalwarting rock ‘n’ roll in location programming demands.

James Julien, who has operated a jukebox route for many years as Julien Music Company, died last week. His sons will continue the business, under the management of James Julien Jr., who was in the business with his father the past few years...

Mrs. Joseph Kanterman died recently. Her husband heads Kay’s Amusement Company and is a partner in the K & S Company. Both are game operation routes.

HAYLAND REVES

Milwaukee Mentions

Carl Betz, former S. L. London Music Company service manager, has been promoted to a new responsibility. He was recently named manager of the London Distributing Company branch in Jacksonville, Fla. Betz’s future is expected to follow him to Florida as soon as the school term ends here...

Herb Wagner, Q. & W. Vendors is kept busy again making trips for the Southern Milwaukee Spectacle of Music. He has been chairman of this nationally famed marching band music competition for many years...

Pete Merched, now in the army, is home on furlough. He’s spending a little time helping, as said Red’s Novelty Company, where he worked as a cigarette rounder when in civilian life. Music and game receipts have shown nice increases in recent months, according to Jerry (Jack) Jacobson, Red’s Novelty Company. He attributes the healthy situation to (1) more attention to programming, and (2) more selective locations. “Just using better business practices,” Jacobson states... H. Cider Music Company has moved more intensively into the vending field, according to Harry Cider Jr. In recent months, the firm has begun to place candy equipment in its locations. About a year ago they began to diversify by moving into the cigarette field. Music takes, meanwhile, says Cider, have shown improvement due to a policy of insisting on flat rentals and a cutting out of non-productive locations...

NEW LOCATIONS

Getting in the game are...
Seeburg Unveils New Phono: LP Console 480

CHICAGO—Seeburg distributors across the country have unveiled the company's new phonograph, the LP Console 480. The chime-in design is immediately noticeable, and new engineering features are highlighted by the "highlighted al- bum awareness." 

A row of little LP albums covers stretches across the top of the machine. A flashing light behind them. When a patron makes a selection, the light pauses and holds behind one of the albums, while a chime and flashing light call the customer's attention to it. 

A second chime signals that the light will remain behind the particular album selection for about 40 seconds, during which time the proprietor may read the 50-cent selection for 25 cents.

Impulson

Seeburg enters the word "impulson" as a theme for the debut of the new phonograph, believing the spotlighted album award will appeal to the impulsive patron, who might, for example, purchase new coin phonographs. 

Improvement in sound is emphasized in the design. Six high-fidelity speakers are now built into the phonograph. 

Talk Set on Future Of P' On Jukebox

member of the Illinois group. 

The Illinois association is go- ing into its first full year of existence with close to 100 members on its rolls. Len Mu- noon, president, noted that the association's initial growth was "very encouraging." 

He further added, however, that operators continue contributing to this growth by maintaining a vigorous membership drive. He asked all members to try to bring at least one new member to the next meeting.

The Illinois group will hold the business portion of its meeting on Sunday afternoon, Sept. 27, will be devoted to an open-house and informal meetings with the officers of the association. 

NEMEROFF WITH IRVING KAYE

Brooklyn—New York Nem- eroth, with a year-long version of the coin machine industry has joined the sales force of the Irving Kaye Company, pool table manufacturer. Nemeroth was originally with the Keeney Manufacturing Company.

Cellever Hearing Bill

French Kiddie Rides

PARIS—Ten million French men can't be wrong — especially when they are children.

With this reasoning, French operators are sharply increasing inventories of kiddie rides and mopped games, S.N.A.P.2., the French operators association, says the potential market for small fry equipment is tremendous, because of the French passion for indulging their children.

The S.N.A.P. is attempting to get tariff cuts on kiddie rides, which are protected out of all (Continued on page 46)

European News Briefs

Swedish Drive

STOCKHOLM—Sweden's trade organization, Svenska Spel- lord, is pressing a campaign to regulate relations between opera- tors and location owners.

The trade group complains that competition among opera- tors threatens trade stability. At present the competition has boosted location share of collections to 50 per cent at the peak.

Svenska spelboard seeks to reduce the location share and, in compensation, provide (better) servicing and music programming for locations.

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Game Distrib Closes; Hold Public Sale

CHICAGO—First Coin Ma- chine Exchange, Inc., longtime Rikebox and game distributing company here headed by Joe Kissin and Sam Koffner, closed its doors last week. 

First was the exclusive distributor for the area and the jockey of numerous game titles. Wur- litzier has not yet announced a successor.

Assets and property of the (8-year-old distributorship were offered at a public sale last Fri- day (1) by Standard Association, Inc., secured agents.

European Watch Progress of Cinema Jukeboxes in U. S. Mkt.

By OMER ANDERSEN

COLOGNE—European coin machine manufacturers believe that film phonographs—the cinema juke-box—have the best chance to win the American market of any European coin product introduced since the war.

The U. S. debut of the cinema machine is being intently ob- served by all European trade sectors. For ramifications of the U. S. test are far wider than merely the success or failure of the particular machines involved.

The ultimate success of the machine, in the opinion of European experts, will depend on the production of films for the machine. Film production, in turn, will depend on a mass market, and few experts believe that the immediate or long po- tential European market can support film production on a scale adapted to the successful programming.

The National Electrical Manufacturers Association has said that it is essential that the cinema phonograph wins simultaneous acceptance in European and American markets. This latter market, in- dustry, is not being dismissed in the interest of progress.

Canadian Showling

Cameo, the Canadian manu- facturer, has used Canada, in effect, as a back door to the U. S. market. In 1961, it was exhibited at the International Film Fair in Montreal, and Gerard Thibault, Scopitone's Canadian distributor, is planning further expansion and a major film drive. 

Meanwhile, arrangements have been made to manufacture an extension of the Millard sound A-Sign under license from Cameo, Scopitone's competitor, in Canada. In addition, a camera has been manufactured in the U. S. by its (U. S. distributor, Electronics Corporation of Canada.

This is the first time a postwar that a European coin-operated product has won American acceptance to the point of being manufactured in the U. S. 

(Continued on page 46)

(Continued on page 45)

BILBOARD, June 20, 1964
N.Y. Coinmen Fete Harry Siskind

NEW YORK—Saturday night (6) belonged to Harry Siskind, as a record 672 members of the coin machine community turned out at the Terrace Room of the Statler-Hilton here to pay tribute to the veteran Brooklyn operator.

Members of the United Jewish Appeal of Greater New York's Coin Machine Division raised $35,007 before they sat down to the victory dinner.

Siskind was presented plaques by the United Jewish Appeal and by the Music Operators of New York, with Irv Holzman making the former presentation and Al Denver making the latter presentation.

New York Secretary of State Lomenzo was guest-speaker, and Mrs. John Patrick Carroll-Abbing, director of Boys Town of Italy, delivered the invocation. Rabbi Meyer Ostirnisky, Temple B'Nai Israel, Brooklyn, delivered the benediction.

Tribute to Sluggy

A somber note was struck when the guests observed a moment of silence for the late Barney Sugarman. Mrs. Mollie Sugarman, escorted by her two sons, Myron and Nate, was presented a UJA plaque by Al (Senator) Bodkin.

Recording artists performing included Tony Bennett, Columbus; Toni Arden, Decora; LaVerne Baker, Atlantic, and Skip Cunningham, Coral.

Other acts were the Mambo Aces, Sonny Allen and the Rockettes and Troikon and the Polynesians. Alan King was the comic, and Wally King, WNEW disk jockey, was emcee.

Dias Guests

Dias guests were Wally King and William B. Williams, both of WNEW; Rabbi and Mrs. Meyer Ostirnisky, Monelipogov John Patrick Carroll-Abbing; Mr. and Mrs. Al (Senator) Bodkin; Mr. and Mrs. Meyer Parokiaf; Mrs. Harry Siskind; Mr. and Mrs. Irving Holzman; New York Secretary of State John Lomenzo; William Cahn, Nassau County district attorney, and Mrs. Cahn; Commissioner Mario Biaggi; Commissioner Joseph Di Carlo and Mrs. Di Carlo; Judge Di Falco, Senator Edward S. Lentol and Commissioner Joseph Corso.

The following manufacturers donated machines which were sold, proceeds given to UJA: AMI, Bally, Chicago Coin, Fischer, Irving Kaye, Keesen, Midway, Rock-Ola, Seeburg, United, Williams and Wurlitzer.

After the Terrace Room entertainment was over at 2 a.m., Harry Siskind held open house in his suite until nearly dawn, with several of the acts dropping in to entertain about 100 of the banquet guests.

Wurlitzer Distributes View

Cashrak Coin-Counter

NEW YORK—East Coast Wurlitzer distributor, Cashrak Distributors Inc., passed the Summit Hotel here Thursday (11) to view the firm's new Cashrak coin-counter and to discuss sales and promotional plans for the year.

Conducting the viewing was Bob Bear, sales manager, assisted by A. D. Palmer, advertising and promotion manager; Frank Peteet, field service engineer; and Dieterich, assistant sales manager.

The Cashrak electronically registers nickels, dimes, quarters and half dollars, and tallies each on a mechanical counter.

The non-rectangular metal offers a verified check of the phonograph's earnings. Each unit has an Accu lock.

As the coin is inserted in the phonograph, the mechanical counter is actuated by an electro-magnet which relays the ratchet wheel. The wheel then accumulates mechanically the value of the coin on the counter.

The Cashrak unit is installed on the right front side of the coin machine, with the coin chute mounting plate inside the dome.

Peters announced that a weeklong Wurlitzer service school will begin June 21st at the LaSalle Hotel, Chicago.

Palmer explained that 40 type faxes and a wide variety of artwork are available for location, personalization and operator identification on joke boxes.

Artwork includes symbols representing bowling alleys, palm trees, cocktail glasses, etc.

Seattle Policy Approves Cash Payout Operations

SEATTLE — Mayor J. D. Durman has reinstated Seattle's old gambling tolerance policy with only one change. The director of licenses and not the chief of policy will enforce the policy.

He said that "for the good of the city," he was directing the director of licenses to administer existing city ordinances on amusement machines in a manner similar to that which existed for many years prior to former Mayor Gordon. Clinton's crack-down on gambling.

Odds on the machines have been set at fairly low figures. (The machines will be allowed to register up to $10 free games, it's reported.)

Payoffs Allowed

"Cash payoffs will be allowed, with the understanding that the payoffs will be replayed in another machine."

Punchboards will return to taverns and cigar-stores, but they will be "merchandise only." No money boards will be allowed.

"We are not going to have banks of machines . . . they will be limited to two or three in any one location," Braman said.

The return is a trial and "if it gets out of hand, we will close it down again," he asserted.

Under the mayor's instructions, the autos do not pay off . . . they pay out. And even the payout is limited. A winner must be paid out in nickels up to $5 worth. Dollar bills must not be used.

Findings Scholaut

Don Turnbull, director of licenses under the city comptroller, reported on the low tolerance policy as a business stimulant but he does not think anybody, except the various lending agencies, are going to "get fat."

The federal government takes 25 1/2 annually on automatic machines the State, 20 per cent, the city of Seattle, 5 per cent.

The operators who own the automatic machines are strictly policed and heavily taxed. Turnbull pointed out. City ordinance gives the operator's license to over 13,000 people in the city. There are 43 operating on the South Hill and 10 in the northern area which are "chump" allowed.

When punchboards and pinball operations were operating, the city's take from them totaled $4,244 in 1962.

Clinton ordered the tolerance policy ended Jan. 1, 1963, when he found it at odds with State law. The Legislature last year passed an act which would provide local option but a referendum blocked that act and will be on the ballot in November.

Petitions for the referendum were stolen from the office of Secretary of State Victor A. Meyers before they could be canvassed, but Meyers directed the measure to be placed on the ballot.

The State Supreme Court upheld Meyers' decision and May 27 refused to reconsider its ruling.

Omaha Confab Attracts 100 From Midwest

OMAHA—Some 100 operators from South Dakota, Iowa, Kansas and Nebraska attended the Saturday and Sunday meetings of the Convention of Operating Industries of Nebraska.

New officers, elected were: Dick Taylor, Lincoln, president, and Claude Thies, Norfolk, vice-president. Howard Ellis, Omaha, was re-elected secretary-treasurer.

Two directors, Ralph Reaves, Norfolk, and Harry Prill, District 4 (Bremen, Kan.), were also re-elected.

Some 21 manufacturers and distributors exhibited.

Los Caso, MOA president, and Fred Granger, MOA managing director, spoke at the Sunday banquet. Caso discussed the current status of the credit legislation (Celler Bill) and Granger gave a progress report on the October MOA convention at the Sheraton House, Chicago.

COIN will hold its next meeting in conjunction with the MOA convention at Chicago.

Franz Shows New Seeburg

HOUSTON—H. A. Franz & Company held a showing of the new Seeburg on Sunday (7) at the Knights of Columbus hall, with about 300 persons attending.

Franz enforces the formal showing. Ed Blankenbeckler, Seeburg vice-president, traced the history of the Seeburg Corporation. Edward F. Caffey, Seeburg sales executive, demonstrated in detail all components parts of the new equipment.

Members of H. A. Franz & Company who participated in the showing included Hazel Pools, Earl Hunt and Dorothy Barnes.

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Summer Stops Don't Pay Off

By BENN-OLLMAN

MILWAUKEE—Seat City operators no longer look to the nearby lake resort locations as a source of additional summer revenue. Until recently, when every games firm here found it profitable to service summer stops, the lakefront was regarded as the high point of equipment, labor and transportation, it didn't provide service summer locations. Unless you are head-quarantine by the deals these are the only places you can make money. The head is more than the money you take in, according to Sam Hasing, Hastings Distributing Company.

Year-Round Stops

The population of the city has also changed the nature of the coin industry, as the city's great beaches flank Milwaukee Lakes, with the dozeners within a 40-mile area are fast-ringed by year-round homes. Taverns on these lakefronts used to be strictly summer enterprises are now open throughout the year. Operators

Tool Co. Offers Choice on Line

CINCINNATI—United Tool of Engineering Corp. is offering the choice of a 10-cent, 5-cent, penny or combination dime pin and any number of lines from the company's line of complete kiddie rides.

The line includes Sandy the Pony, the Mickey the Fly, and Rudyl the Deer, all fabricated of cast aluminum, finished in baked enamel colors, and equipped with leather saddlebridle.

A kiddie board rule made of colorful fiberglass is also available.

The rider can be used indoors or outdoors, guaranteed for one year and are approved by Underwriters Laboratories. The measures 20 inches wide by 56 inches long by 41 inches high.

Galaxy Moves

OCEANSIDE, N.Y.—Galaxy Record Distributors, Inc., has moved to new quarters at 32-36 Lawson Blvd. Galaxy is headed by Stanley Stone, newly elected president of the Record One-Stop Association.

40 Ops Attend Empire School

DETROIT—Some 40 music machine representatives and servicemen attended a special service school held at the Empire Coin Machine Exchange Thursday (4). Attendance was evenly divided among the men and operators, as well as between local and upstate operators, representing companies throughout Michigan.

Demonstration was given of the current Rock-Ola mechanism, essentially unchanged for the past few years, and the talk on the ease and infrequency of required service were made by the stone workers from the Empire answer period followed.

Bob Wally, Empire branch manager, was in charge of an arrangements. He was assisted by host by salesman Marky Alterman, Frank Schults, Rock-Ola service organization, conducted the sessions.

Among operators and personalities registering attendance were: Dave Zeleno, Zelonke-Coin-Operated Machines, Ann Arbor; Jim Davis, Allen Vending, Allen, Roy Delson, Dump Music—Universe, Livonia; Bill Stillwell and Roy Chmielewski, Westville; Mickey Paley, Detroit; Harold Paige, Capital Music; Jim Hine, Vending; Ken Staphan, K&W Service, Tom Duncan and John Wagner, Detroit; Louis Bining, Louis Bining, Inc., New York; Van Kouwenhoven, Lee Moore; Nick Klemenzak, Dave Filipponi, Mary Jacobson, Ann Arbor; Mazzaro, Union City; George Dallas, Ypsilanti; Fred Klemenzak, Fred Klemenzak, Livonia; John Czes-Poss, Livonia; and Clessie Codling, Codling Music.

WW Showing Set

CHICAGO—World Wide Distributing Company will show the new leaf leaflet set at the National Convention, which will be held here Thursday (16) at 17th and LaSalle Streets. The set will be used by servicemen and their guests as a guide to Whirls. Refreshments will be

SmokeShop School

NEWARK, N. Y.—Some 24 local operators attended the Whirls Distributing Company's service school con-
Tourist Business Proves Boom For South Alabama Operators

MONTGOMERY, Ala. — Both new and old games, and phonographs have their place in summer operations, according to local operators. Most south Alabama operators coast heavy on summer tourist and vacation traffic in fishing resorts, beaches and north Florida Gulf Coast areas. The average operator uses older phonographs and video machines moved from low season return locations to the resort spots for the most part, but will install new stereo phonograph不可思iing clubs in popular areas, beach pavilions and similar locations which attract young people. 'Best spots are outdoor dancing areas along the Gulf Coast, which are built with roofs, but no walls. The strong possibility of damage from sea breezes and salt air has led to the use of older machines in most of these spots.' Enclosed Cabinets Some operators have built enclosure cabinets around phonographs which are closed up and locked when the phonographs are not in use. This makes use of new lightweight stereo phonographs require that a dependable attendant be on duty. Only about one location, out of 40 warrants a new phonograph. In most of these locations, program concentrations on Top 40 records, emphasizing teen age music. Where older vaudeville and motion pictures are concerned, operators have been forced to use 50 per cent of the menu in old favorites. Sidewalk restaurants are typical of the latter.

Most desirable and profitable amusement machines are participation, types which allow for several players. Examples such as shuffleboard, baseball variation, hockey and basketball. Pin games are very popular, averaging six or more for every phonograph in the Gulf beaches.

Very few south Alabama operators leave vacation spot photography in supervision during the winter. Only exceptions are year-around fishing centers where restaurants and cocktail bars stay open through colder weather.

Even though competition for summer locations has been stiffened, many operators report any special arrangements on commissions. Usually there is a straight 50-50 split, the only exceptions being new stereo boxes with high earning capacity, where operators insists on 60 per cent. A problem which faces all operators in the recreational tourism and ownership of phonographs. As a result, many amusement operators have extended summer hours as far as 200 miles south, adjoins to north Florida coast, to make up for the drop in collections in their own areas during the hot summer months.

EUROPEAN NEWS BRIEF

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Beer Industry Dispute Flattens L. A. Collections

LOS ANGELES — The beer industry dispute which has hit brewers throughout California since May 9 has hurt the music machine business.

Meric Holsten, Valley Vendors, Glendale, said that gross revenue from games and music machines was off about 23 per cent last week. He added that the inability to obtain beer had reduced some taverns to certain hours.

Frank Davis, Associated Coin Amusement Company, Inc., sales manager, said that the strike had curtailed coin machine grosses. He explained that some bars, unable to get keg beer, were selling bottled and cream beer, which is objectionable. No taverns have come out of business because of the strike, however, operating in the evening, with the shortened hours getting into the coin machine revenue.

Keg beer was available in a number of places only two weeks ago.

European Watch

Continued from page 42

Finally, two other European cinema juke boxes are being added to the repertoire — Telephono Caratelle, manufactured by Cleocinema, and Cinex and the Cinebox in the U.S. and Canadian markets. The European trade consensus is that the film phonographs either will succeed or they will fail fast.

Technical Improvements

In connection with such U.S. sponsorship as Cinebox and Citycabinet, it is expected to result in substantial technical improvement of the machines. For example, the screen area of Cinebox has been doubled — to 28 inches — under demands of the U.S. market.

Finally, the European trade believes that success of the film phonographs will encourage Continental producers to concentrate still further on offbeat product — product which European imagination and technical skill places well ahead of American competition.

COINMEN IN THE NEWS

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Alberta Policy On Social Room Aids Operators

EDMONTON, Alta. — The Alberta Liquor Control Board issued a "social type of beverage pool" where a man and woman can be retrained for an evening," A. D. Elliott, board chairman, said in an address before Alberta's Hotelmen's Association convention here.

He said there have been few complaints about a 1963 decision by the board to allow juke box installation in taverns.

The entertainment idea is catching on faster in hotels and small communities than in city taverns, he said. Shuffleboard and dart boards are also being introduced.

Seeburg Unveils

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other side, promotions album play.

Connoisseurs

The stereo connoisseur finds that the "screen" has been completed in the traditional chrome. According to Seeburg, operators can now find that many locations are barren for the chrome finish does not suit the decor of the spot. The copper finish offers an alternative.

Seeburg also offers an interesting alternative through the Stereo Connoisseur. The customer pushes a button and selects the music, automatically mixing the music. He may then convene with a central operator in the location, where he can tell which Connoisseur is keying by calling on an master unit.

Recent STEREO RELEASES for Music Operators

SEEBURG LITTLE LP's

Pop Vocal
PATTI PAGE—Love After Midnight 1.00
COLUMBUS NAT KING COLE—Let's The Face the Music 1.00
Copilot
Pop Instrumental
WAYNE KING — The Waltz King 1.00
DEAN HENRY MANCINI — The Pink Panther 1.00
RCA Victor
International
GIANNI MORANDI—Gianni Morandi 1.00
RCA Italiano

All titles listed are copies 20% stereo albums, recorded for the juke box operators. Other phonographs or boole players may carry similar listings of their product made by similar means in Juke Box Stores, Billboard, 140 W. 40th Street, New York, N. Y., 1 in a