The proposed rules challenge industry.

By PAUL ACKERMAN

NEW YORK—The proposed trade practice rules for the record industry, drawn up in preparation for the FTC Trade Conference reportedly scheduled for March 13, and designed to restore a measure of stability to a chaotic industry, are now being mailed to certain industry sources. The proposed rules, which have been presented by many conferences among industry and Federal Trade Commission spokesmen, represent an attempt to correct abuses such as deceptive pricing and advertising, discriminatory special deals, etc. The result of a long campaign spearheaded by the American Record Merchants and Distributors Association (ARMADA), the proposals touch upon every facet in the chain of distribution from manufacturer to ultimate consumer, and seek to clarify the functions of distributors, record merchandisers (rack jobbers) one-stops, etc.

Every segment of the record industry will be involved in the upcoming trade practice conference. So Billboard here presents a summary of the proposed guidelines. There are a total of 24 proposed rules, the sense of which is that:

**RULE 1: Misleading, Misrepresentation and Deceptive Selling Methods**

It is an unfair trade practice for an industry member to make use of any literature or other material which tends to mislead or deceive purchasers as to quality and type of product; also, origin, serviceability, condition, origin and price of product. It is also unfair to offer for sale or distribution industry products under conditions which tend to deceive or mislead the public.

**RULE 2: Misrepresentation as to Character of Business**

It is deemed an unfair practice for an industry man to represent that he is a manufacturer of industry products, or that he owns a factory making such products, when this is not the case. It is unfair to misrepresent the character and volume of his business.

**RULE 3: Misrepresenting Products as Conforming to Standards**

In the sale and distribution of industry products, it is unfair to represent that said products conform to industry standards when such is not the case.

**RULE 4: Misuse of Terms as “Close-Outs,” “Discounted Lines,” “Special Bargains,” etc.**

It is an unfair practice to offer for sale or describe. (Continued on page 3)

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**Face the Facts**

The scheduling of the FTC Trade Practices Conference is a fact of life. All segments of the industry will be involved and the total chain of distribution, from the manufacturer to the retailer and juke box operator, will be closely examined with a view toward creating in the record business a climate of morality and stability.

Many feel the FTC conference is a desirable development—a method of bringing the industry into voluntary compliance with the law. Others are apprehensive and take the view that it is unwise, that it invites Federal regulation.

These last two considerations, however, are now purely historical and academic, and of no immediate relevance. What is of immediate moment, however, is the fact that for better or worse, the conference will be held.

What results from it will—in some measure—depend upon the degree of thought and participation rendered by the industry at large.

Therefore, it behooves all manufacturers, distributors and other industry segments who fall within the ken of the upcoming conference to become articulate and make an orderly presentation of their views to the FTC. Such a progressive attitude will prevent them from being forced into a set of industry guidelines fair to all industry segments, rather than to one or two segments.

An industry member, therefore, will be unfair to himself and the industry at large if he neglects to assume his best stance in his most vocal manner.

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**Ackerman, Schreiber Win ABP Editorial Awards**

NEW YORK—Two members of The Billboard Publishing Company staff, Paul Ackerman and Martin Schreiber, have been honored for their editorial work for the year.

-Paul Ackerman, music editor of Billboard, and Dick Schreiber, editor and publisher of Vernon, were presented high honors last week during the Associated Business Publications' 10th Annual Jesse H. Neal Editorial Achievements Awards held here at the Roosevelt Hotel.

Ackerman was presented with ABPs coveted Award of Merit in the special issue category for his editorial work in cooperation with Billboard's special supplement, "The World of Country Music." November 2, 1963, issue. The 218-page number provided an in-depth analysis of the country and western facet of the music industry.

Schreiber received ABP's first award for a single article. It was their special issue of Vernon which triggered the Bobby Baker case investigation.

The awards presentation was attended by more than 500 members of the business paper field, including some of its foremost editors and publishers. Members of the music and record industry to witness the Ackerman award, included Stanley Adams, president of the American Society of Composers, Authors, and Publishers; Roy Her.
A Solemn Pontifical Requiem Mass
in memory of
John Fitzgerald Kennedy
celebrated by Richard Cardinal Cushing

Mozart's Requiem
performed by the
Boston Symphony Orchestra
Erich Leinsdorf, Music Director

Cathedral of the Holy Cross
Boston, Massachusetts
Sunday, January 19, 1964

On January 19, the Mass and performance of Mozart's Requiem was broadcast by NBC-TV and also recorded by RCA Victor. The two L.P. album contains the booklet presented to guests attending the Memorial Mass. In tribute to the memory of John Fitzgerald Kennedy, the performing artists in this recording have contributed their services and RCA Victor will contribute its normal proceeds to the John F. Kennedy Memorial Library Fund in Boston.
New Trade Rules Scan Discriminatory Prices

NEW YORK — One of the most significant proposed trade practice rules for the record industry is Rule 22 on the subject of discriminatory prices. This rule goes into considerable detail over the subject of discriminatory prices, rebates, refunds, discounts, credits, and the use of such practices to influence trade or price discrimination.

The ruling notes that it is unfair practice for an industry member to grant directly or indirectly any prices, discounts, credits, or other forms of price differential between different purchasers, and that such different prices may be substantially to lessen competition or tend to create a monopoly or to restrain trade. However, that:

- Goods involved are not purchased by schools, hospitals, churches and charitable institutions, etc., not operated for profit, as supplies for their own use;
- That nothing contained in the aforementioned rule shall prevent differentials which make only due allowance for differentials in the cost of manufacture, sale or delivery resulting from differing methods or quantities in which commodities are sold or delivered;
- That nothing in the rule shall deter a person in engaging to sell merchandise from choosing their own customers;
- That nothing in the rule shall prevent occasional changes in prices when these are the result of changes in the general wall market conditions; and
- That nothing in the rule shall prevent meetings in good faith for any purpose.

A second section of Rule 22 gives examples of price differential practices to be considered as subject to the prohibitions mentioned in the initial section of this rule when the transaction involves merchandise of like grade and quality not purchased for use in the production of nonprofit institutions for their own use.

WHAT TERMS MEAN

NEW YORK—In the proposed trade practice rules for the record industry there are definitions of an "industry member" and "industry products." As used in the proposed rules, an industry member is a producer, manufacturer, or distributor of music products under a trade name.

INDUSTRY MEMBER: Any person, firm, corporation, or organization engaged in the manufacture or distribution of records or phonographic equipment hereinafter defined. With respect to phonograph records, the individual or corporation, as the case requires, shall be measured in order to obtain the "free" article, the offerer increasing the price to the purchaser to reduce its quality; (d) reduces the quantity or size.

RULE 7: Deceptive Use of Trade or Corporate Names, Trade-Marks, etc.: It is unfair to use any name or trade mark which tends to mislead or deceive purchasers as to the nature, name or origin of any product.

RULE 8: Passing Off Through Imitation or Simulation of Trade-Marks: It is unfair to use any imitation or simulation of trade marks or trade names.

RULE 9: False Invoicing: It is unfair to falsify records by withholding or misrepresenting information in invoices, thus creating a misleading impression and deceiving purchasers or purchasers dealing with the ultimate consumer.

RULE 10: Fictitious or Deceptive Pricing: It is unfair to advertise or represent that the price of any industry product has been reduced from what is in fact a fictitious price; or that such price is a reduced or special price when it is the regular price; or that the regular price is higher when it is untrue. Example: An industry merchant advertises that records which he sells at $2.98 are reduced from their "regular" price of $4.98. However, such disk is normally sold within the trading area at $2.98 and theords which he sells at $2.98 are reduced from their regular price when it is known that the price is the regular price; or that the regular price is higher when it is untrue.

RULE 11: Guarantees, Warranties, etc.: In the sale or distribution of industry product it is unfair to (1) represent that any product is guaranteed to be free from defects, and as to the nature and guarantee and any conditions or limitations to the liability thereof; (2) require that any written or oral guarantees be adequately disclosed. The rule also spells out that any promise not made within its obligations. It further spells out unfair the use of guarantees and how an industry member may be held to its promises.

RULE 12: Commercial Bribery: It is unfair practice, directly or indirectly, to give or offer or promise to give, money or anything of value to agents, employees or representatives of competitors or customers—without the knowledge of their employers-as an inducement to the purchasing of products, in order to influence prejudices in the dealing of the products of competitors.

RULE 13: Pay Money: It is unfair for an industry member to pay or to induce the distributor or dealer to discriminate handling competitive products...

FOURMOST HIT HITS THE U.S.

NEW YORK—British hit, "I'm in Love," by the Fourmost, has been released on the Aco label. Cleffed by two members of the Beatles, John Lennon and Paul McCartney, the disk, on the Parlophone label, and is currently No. 10 in the British Isle. Deal for the release State on Aco was negotiated by president and vice president of Atlantic, parent of Aco. Among those deemed manufacturers and ex-

FOUNTAIN PENS: Pete Fountain (sitting) — re-signs with Coral Records executives. The clarinetist rejoins Coral in a new long-

RULE 14: Defamation of Competitors or False Disparagement of Their Products: It is unfair to defame competitors by falsely imputing their character to the prejudice of the industry products for sale or distribution, to use the purchaser to believe such products are being offered as "Close-Outs," etc., when this is not a fact; or to lead the consumer to believe such products are being offered at reduced prices when such is not a fact. Example: A second section of Rule 22 gives examples of price differential practices to be considered as subject to the prohibitions mentioned in the initial section of this rule when the transaction involves merchandise of like grade and quality not purchased for use in the production of nonprofit institutions for their own use.
RECORD BUSTERS

By CHRIS HUTCHINS

LONDON — The Beatles are certain to establish Britain's highest-ever selling single in the world with "Help!" to Hold Your Hand." Home sales for the tune were 1,500,000, make it the biggest-seller ever, according to MCA Records.

"She Loves You" are less than 50,000 behind it here and with American sales added to totals increasing rapidly in other parts, the record company may be able to top this one, "three-million seller, "Telstar."

Under the direction of their a.m. man George Martin the Beatles waxed the follow-up to "Help!" at SSL studios in Paris last week — there was no sufficient time for the group to record in between the completion of their new recording for their departure for New York.

The new song is virtually certain to be one of those written by Beatles John Lennon and Paul McCartney that will fill up all the group's material for inclusion in the United Artists film which goes into production at the end of this month starring the foursome.

During their Parisian sessions the Beatles also waxed "Hand in Hand.

Next week the Beatles make their U. S. concert debut at the West Hollywood Palladium (Aug. 11) and New York's Carnegie Hall (Aug. 12) on their first tour of the States, which will bring them to New York to record Shirley Bassey at the Carnegie Hall (19) is still considering recording an album with the Beatles this fall.

His decision will be literally announced (Continued on page 57)

Epic Reports

Sales Up 125%

NEW YORK—Epic Records has reported January sales figures which show a 125 per cent increase over those of January, 1963. General manager Len Levy pointed to a broad acceptance by retailers of the label's new "era of profit" sales policy as an important factor in the rise.

"The wholehearted response to the label's "era of profit," Levy said, "is due to the unusually heavy list orders for the January period. After we sold out albums by Bobby Vinton, Lester Lanin, George Maharis and Bette Hackett. Also commitments for extensive local advertising are now reaching our offices."

A part of the successful Epic picture is its position in the singles derby. Epic and its subsidiary, Okeh, currently have three soundtracks, "The Prize"—units of the Los Angeles area. Disc

The best-selling six-monthsellers of the label are "Love Me Tender," "We Belong Together" and "When You're in Love With a Beautiful Woman." The group to record in London is that of the Beatles, who will appear on the label. Epic will be releasing the follow-up to "Help!" and "Ode to Billy Joe," the latter of which hit the Top 10 last month.

Beatles manager Tony Stark, recently arrived from the States, will supervise the group's London stay. Headquartered in West Hollywood, Calif., Epic is part of the United Artists film and record company.

HOLLYWOOD — The Disc Count record Chain has purchased Joseph Sachs Records, a $25,000,000 retailing concern. Owner Charles Sachs will not join the Discount Corporation, which is understood. Sachs has been in business nine years.

Art Grobart, head of the three-person group, is expected to take over the Beverly Drive location within the next few weeks. The new outlet would become the fourth in the Los Angeles area. Disc count currently operates in Beverly Hills, Hollywood and the San Francisco area.

Discount's current Westholi Beachland location in the San Francisco area is due to be turned July, but Grobart would not predict when that operation will be started.

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COLUMBIA RECORDS

WITH THESE

HIGH-FLYING ALBUMS...

MAKING SALES SOAR IN

STORES ACROSS THE COUNTRY!

LOVE HIM!

DORIS DAY

GORME COUNTRY STYLE

ANDY WILLIAMS

AID HIS ORCHESTRA PLAY

GREAT FOLK THEMES

STEVE LAWRENCE

THE WONDERFUL WORLD OF

ANDY WILLIAMS

HERMAN LEVIN

THE GIRL WHO CAME TO SUPPER

RAY CONNIFF

YOU MAKE ME FEEL SO YOUNG

MILES DAVIS

QUIET NIGHTS

THE RIP CHORDS

AND OTHER

HOT ROD HITS

hey Little Cobra
Colpix Air Push
NEW YORK—Colpix Records has set a series of spot radio announcements in key markets pushing its album, “Four Days That Shocked the World.” The spots are part of a mass promotion effort on the album, which deals with the events surrounding the assassination of the late President Kennedy. The promotion also involves a heavy advertising program and an array of promotion pieces.

Hodes Sets Firm
NEW YORK—Elana Music Corporation, a new firm, has been set up here by Lennie Hodes for the purpose of making master agreements with disk- ers on domestic and foreign productions. The firm also operates a TV and radio program, and also has a recording studio, similar named pubbery and diskery, while adding Gerald Music to its corporate wing.

Maurice Krowitz is executive vice-president, with Herb Schwartz, former owner of Gerald, named general manager. Firm will initially issue film and TV music on its label.

Krowitz stated that a TV series titled “Wild-Stuff” will soon be in syndication, with the music set for the pubbery. Con- cept Adds Wing
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Victor in Shake-Up of O'Seas Dept.
NEW YORK—A reorganization of RCA Victor’s international liaison department was announced Thursday (30) by Dario Sorio, division vice-president.

Richard L. Broderick has been named manager, merchandising, taking over the merchandising functions formerly handled by George H. Prutting, who has resigned the post due to illness. Richard V. Cummings, licenses, and services, will assume additional duties relating to proper usage of RCA trademarks by record licensees.

Additional responsibilities for the coordination of U. S. artists tours abroad have been assigned Guerd Breuer, manager, artist promotion, and co-editor of RCA Victor’s “International Post.”

Innovator Fischer told Billboard he had initially envisioned a small group of players sitting around discussing jazz piano, but when the number of pianists interested in attending the sessions reached 20, he had to cancel the first meeting set for George Shearing’s club. “Now we’ve got to find a suitable location,” Fischer said, “to have all the pianists who want to participate in the workshop.”

Plans also include inviting drummers and bassists to future sessions to discuss techniques and philosophies of rhythm section players.

While there have always been accidental gatherings of jazzmen to discuss the music business, this is the first time that a group of jazz pianists has expressly planned a series of gatherings to talk about piano playing.

By the very physical nature of the instrument, pianists have found it almost impossible to gather any number together in the manner trombonists or trumpet- ers can.

“We hope to get the workshop going on a regular basis,” said Jack Wilson. “Just getting a chance to talk about what we’re trying to do and what we think is good for the music will most certainly be the main purpose.”

One early result of the workshop idea is that Wilson plans using several of the compositions in a future LP.

Simultaneous with his promotion of RCA Victor’s new executive chairman, Jack Wilson has been appointed general manager to vice-president of imperial by Al Bennett, president of Imperial. Skaff has been with Imperial since its inception and was one of the first artists before that had been Liberty’s national promo manager for three years. He has been shown as Imp- erial’s first vice-president since label’s acquisition by Liberty last July.

Bob Skaff Upped to V.-P. At imperial
HOLLYWOOD—Bob Skaff has been appointed general manager to vice-president of Imperial by Al Bennett, president of Imperial. Skaff has been with Imperial since its inception and was one of the first artists before that had been Liberty’s national promo manager for three years. He has been shown as Imp- erial’s first vice-president since label’s acquisition by Liberty last July.

Skaff’s duties will include promoting the company’s new labels, and working with the newly appointed executive chairman, Jack Wilson, in developing new talent and producing new records.

Victor Signs Rachlin
NEW YORK—Jain, former lead singer of Jay and the American, has been signed to an exclusive long-term Coral Rec- ord contract.

When being led on the hit record, “She Cried,” has re- corded “I Rise I Fall” b-w “How Sweet It Is,” his first Coral release.

Jazz Pianist to Set Up Method Workshop on Coast
HOLLYWOOD—A jazz piano workshop is being created here under the direction of Clare Fischer. The workshop will strive to present an informal atmosphere in which pianists can congregate, exchange ideas and hear each other play.

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September 24th, 1963
THE GOOD TIME SINGERS did their first guest shot on the Andy Williams TV show

September 25th
they signed for ELEVEN MORE

That kind of massive exposure sells records, friend. And when a group is as hot as this one, the record sales potential is truly huge. Add the fact The Singers stop the show in live concert dates . . . and they really broke it up on ABC-TV's "Hootenanny". It all spells pent-up demand for an album. Now here is their first album — on Capitol! Watch them (as millions will) expose the album on upcoming Williams shows. Read (as millions will) Capitol's album ads in TV Guide. Like we said, friend, massive exposure sells records. Now is the Good Time for profit. Now is the Good Time to contact your CRDC rep.
HAVE A PARTY WITH EDDY ARNOLD
WIN BIG PRIZES!

Pat Eddy Arnold on display in your window and you'll enter the big RCA Victor window display contest for February. You'll be eligible to win beautiful Dansk salad bowls or candelabra sets. Get ready for big profits.

RCA VICTOR

PARTY TIME FUN FOR EVERYONE
BY EDDY ARNOLD ON RCA VICTOR

SALAD BOWL SET AND CANDELA HOLDERS BY DANSK

CONTACT YOUR RCA VICTOR DISTRIBUTOR FOR COMPLETE CONTEST DETAILS TODAY!
Have a sales spree for Eddy Arnold’s 20th Anniversary on RCA Victor

**Faithfully Yours Eddy Arnold**

America’s best-known songs of folk like “He Lives Next Door” and “I Love to Tell the Story.”

LPM/LSP-2469

**One More Time Eddy Arnold**

A great tribute to 12 familiar Southern songs. Includes “The Battle of New Orleans” and “Moody River.”

LPM/LSP-2574

**The Chapel On The Hill**

Popular, inspirational hymn ballads like “Crying In The Chapel,” “His Hands,” and “I Called on The Master.”

LPM-1225

**A Dozen Hits**

All-time perennial hits like “Don’t Fence Me In,” “Tennessee Waltz,” “Sixteen Tons” and “I Don’t Hurt Anymore.”

LPM-1293

**Christmas With Eddy Arnold**

12 folk gems. Includes “Cotton Fields,” “Blowin’ in the Wind,” “Molly,” “Time’s A-Gettin’ Hard.”

LPM/LSP-2811

**Eddy Arnold Sings Them Again**

Eddy’s greatest performances on one record. Includes “I Walk Alone” and “Texarkana Baby.”

LPM/LSP-2185

**Christmas With Eddy Arnold**

Holiday favorites sung in the Arnold tradition, like “Winter Wonderland” and “White Christmas.”

LPM/LSP-2554

**The Best Tunes of the American West**

The best tunes of the American West like “The Streets of Laredo” and “A Cowboy’s Dream.”

LPM/LSP-2370

**The Lonesome Traveler**

The lonesome traveler sings a dozen melodic and render tunes like “Grown in the Valley” and “The Ravin’ Gambler.”

LPM-1111

**A Tennessee Stud**

Outstanding selection of true American folk tunes like “Tom Dooley,” “Jesse James” and “Hobo’s In The Sky.”

LPM/LSP-2036

**Anytime**

A great collection of country songs! It’s a Sin,” “Bouquet of Roses,” “Anytime,” “Molly Darling,”

LPM-1224

**All-Time Favorites**

Tunes Eddy’s fans never tire of hearing like “Moonlight and Roses” and “I’m Gonna Lock My Heart.”

LPM-1223

**Wanderin’ With Eddy Arnold**

The lonesome traveler sings a dozen melodic and render tunes like “Down In The Valley” and “The Roamin’ Gambler.”

LPM-1111
14 WAYS TO MAKE WINTER GREEN!

TOGETHER AGAIN!
The BENNY GOODMAN Quartet

The original Goodman Quartet is back re-doing the great hits that made them famous. LPM/LSP-2698

DUANE EDDY
lonely
guitar

A new mood for Eddy—melancholy songs like "My Destiny" and "Summer Kiss." LPM/LSP-2798

GLENN YARBROUGH
TIME TO MOVE ON

A voice with the true "folk" sound sings "Four Strong Winds," "Angels Cake and Wine," etc. LPM/LSP-2836

THE CASCADING VOICES
HUGO & LUIGI CHORUS
WITH BRASS

Lovely voices sing "Autumn Leaves," "All Alone," "Seventeen," etc., accented with brass. LPM/LSP-2799

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DON BOWMAN
"It Only Hurts When I Laugh"

A rib-tickling collection of original tunes that make you laugh... (correction) roar! LPM/LSP-2831

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A rib-tickling collection of original tunes that make you laugh... (correction) roar! LPM/LSP-2831

HALF-EARTHE
REGAINED
THE EXOTIC MUSIC OF THE PACIFIC

Erotic music of Hawaii like "Beyond the Reef," "Lovely Hula Hands" and "Ka-Lu-A." LPM-2414

IRISH SONGS, COUNTRY STYLE
HANK LOCKLIN

Irish songs like "Danny Boy," "Kevin Barry" and "My Wild Irish Rose" with a country twist. LPM/LSP-2801

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HANK LOCKLIN

Irish songs like "Danny Boy," "Kevin Barry" and "My Wild Irish Rose" with a country twist. LPM/LSP-2801

THE ASTRONAUTS
COMPETITION COUPE

Heart-stoppin' songs for the hot-rodder like "Devil Driver" and "850 Scrambler." LPM/LSP-2858

3 in JAZZ

An unforgettable session in jazz. Includes "Blues Tonight" and "Hello, Young Lovers." LPM/LSP-2725

RCA VICTOR

"The most trusted name in sound."
A FINE TALENT AND A FINE SONG
MAKE THIS A HIT RECORD!

PERMANENTLY
LONELY

#55665

TIMI YURO

“PERMANENTLY LONELY” IS PUBLISHED BY PAMPER MUSIC, INC. (BMI)
number of commercials actually on the air during FCC’s “com-�onents” survey.

The broadcaster will be asked what he has done to find out his commercials, by questioning, civic, educational and other groups, and how he has programmed to meet these needs. He must be ready to back his claims. Any audiences kept on file at the station for the three-year period, in case FCC wanted, Dual AM and FM operators will be asked how much program duplication they breach.

Not all of the FCC’s Commissions will accept this proposed quiz, even though it requires far less detail than the annual TV reporting form. Unlike TV programming, radio programs would not have to be reported in individual detail, except for news and public service and educational programs. Comor, Rosel Hyde believes FCC should simply check on how commercials are mixed, broadcast, then let him tend to his own program without cluttering up FCC files with the details.

Oral hearings will be held at the Federal Communications Commission here April 23, for those who want to add any-thing, or more likely to subtract or change a few things, for the proposed forms. Notice of intent to comment orally or in writing must be in FCC by some time (it will think appropriately) April 1, 1964.

**PROGRAMMING BOOK BOWS**

**STAMFORD, Conn.—Thro-**

**ming** its chips into the drama-

**soap opus of the year** is Mars, a 15-hour drama series, produced by the new, fresh, vigorous and occasionally controversial Fred Cars, producer and syndicator of “Demand Radio.” 24-hour per day program serv-

**ices** — and the two-hour Dick

**Dick** radio show.

**Mars,** a recent acquisition by

**Pepper** Sound Studios, Mem-

**phis,** is casting two daily soap opera serials for pilot release March 1 and 15. Under the direction of Mars executive pro-

**ducer**, they are the two-hour Dick

**radio** show.

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**Pepper** Sound Studios, Mem-

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FROM ANY PERSPECTIVE
BUD & TRAVIS' FINEST ALBUM YET*

LRP-3341/LST-7341

Maria Cristina; Abilene; Fiesta In Guadalajara; I Never Will Marry; Ay! Jalisco; Tomorrow Is A Long Time; Goin' To California; So Long, Stay Well; Take Off Your Old Coat; Two Brothers; Sabras Que Te Quiero; A Long Time Back; Ay, Maria.

*QUITE A STATEMENT, CONSIDERING THESE OUTSTANDING BUD & TRAVIS LP'S:

BUD & TRAVIS IN CONCERT
LRP-31001/LST-71001

An all-time bargain! Complete concert - 2 LP’s, only 4.98 (sugg. retail)

BUD & TRAVIS - NATURALLY
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BUD & TRAVIS
LRP-3123/LST-7123

LIBERTY RECORDS
Genuinely 8" x 10" Glossy Photos
76 Each
In 1,000 lots $9.88 per 100
Post cards 50c each.
Copy negatives 50c each.
Mounted enlargements 5c each.
Sizes
5 3/4 x 5
4 x 5
4 x 4
3 x 3
2 1/2 x 3
2 x 2
1 1/2 x 2
1 x 1

San Francisco
Capitol's Beatles LP has already topped the 20,000 mark in Northern California. Melody Sales reports surprisingly brisk initial action on Fantasy's Lu Watters single, "Blue Eyes Over Bodega." The tune is an attack on Pacific Gas and Electric's planned atomic plant at Bodega Bay and the record is jazz trumpeter Watters' first in a dozen years. Hugo Tsavalas has been readying himself for a return appearance on the Steve Allen Show. The vocalist makes a return appearance on the Steve Allen Show.

Taras Bulba

San Francisco
The Columbia production of "Taras Bulba" opened at the Fox this week. The film, directed by King Vidor, stars the late Abel Gance and was released in 1929. It is considered a landmark in silent film history.

San Francisco
The San Francisco Symphony Orchestra will present a series of concerts in the coming months, including performances of Beethoven's Symphony No. 9 and works by other composers.

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NEW...

PARADISE—ARTHUR LYMAN
*GNP 606 (606S)
The perfect Arthur Lyman package—powerful
exotic-flavored songs played in the superb
style of the musical poet-laureate of his na-
tive poiynesj E—Arthur Lyman.
Brilliantly
recorded In stereo and high-fidelity, this album
has wide appeal to "sound" fans as well as
exotic fans! Bound
to be one of Lyman's
biggest.

MR. GUITAR—BILLY STRANGE
GNP 97
Billy Strange hits the Bulls-eye with an ex-
citing guitar album. He displays his dazzling
ability on Electric, Spanish, and Bass guitar;
the banjo and for the first time on record
plays an amplified 12-string guitar—a
wild and wonderful sound. The songs are current
hits played in the current groove. A big
winner!

HOT SINGLES...

Joe & Eddie
THERE'S A MEETIN' HERE TONIGHT
GNP #195

The Lonely Fiddler
STRANGER ON THE MOUNTAIN
GNP #307

Billy Strange
CHARADE
GNP #309

BEST SELLERS...

Joe & Eddie
GNP 75 (75 S)

There's a Meetin' Here Tonight
GNP 86 (86 S)

12 String Guitar
Billy Strange
GNP 94 (94 S)

Jack Linkletter Presents
a Folk Festival
GNP 95 (95 S)

Coast to Coast
Joe & Eddie
GNP 96 (96 S)

Arthur Lyman
at the Crescendo
*GNP 605 (605 S)

THROUGH MARCH 31ST—BUY 90 GET ADDITIONAL 10 FREE
*600 SERIES ($4.98-$5.98) BUY 5 GET 1 ADDITIONAL FREE

GNP CRESCEsDIO DISTRIBUTORS:

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MIAMI—FLORIDA MUSIC SALES
MILWAUKEE—JOHN O'BRIEN
MINNEAPOLIS—SANDEL
NEWARK—AFFILIATED
EAST HARTFORD—TRINITY
NEW ORLEANS—ALL-SOUTH
NEW YORK—OLYMPIA
NORTH CAROLINA:
ARNOI D DISTRIBUTORS
PHILADELPHIA—UNIVERSAL
PHOENIX—M. B. KRUPP
ST. LOUIS—ROBERTS
SAN FRANCISCO—FIELD
SEATTLE—HUFFINE
NASHVILLE—SOUTHERN
HONOLULU—ERIC
PUERTO RICO—BALSEIRO

FOREIGN DISTRIBUTORS:

CANADA—COMP0
ENGLAND & COMMONWEALTH—
VOCATION—BRITISH DECCA
FRANCE, GERMANY, BELGIUM
—VOGUE
SWITZERLAND—KARIM
ITALY—KARIM
SPAIN—RCA ESPANOLA

DENMARK—TONO
SWEDEN—COPOL
JAPAN—KING
SOUTH AFRICA—GALLO
MEXICO—DISCO IMPORTADORA
VENEZUELA—PALACIO
PERU—DISCOROM

GENE NORMAN, President
9165 SUNSET BLVD., HOLLYWOOD 69, CALIF. CR 5-1108
COUNTRY D. J. 
OF THE WEEK

NASHVILLE—Officers and 
directors of the Country Music 
Association will meet in Palm 
Springs, Calif., February 4-5 for 
the association's first quarterly 
meeting of 1964. While there 
they will be the guests of Gene 
Attry at his Melody Ranch. 
Jo Walker, executive director of 
CMA, said a large representa-
tion of officers and directors are 
expected to attend the meeting, 
including Tex Ritter, president, 
and Frances Preston, chairman of 
the board. 

Among the major items set 
for discussion and action are 
dund-rasing plans for the pro-
cessed CMA Hall of Fame and 
museum, a proposed premium 
album of c.&w. music, a pro-
posal to sponsor a radio repre-
sentative for c.&w. stations to 
work the New York area, and 
plans for a new country music 
tellevision survey.

Juanita Jones, ASCAP rep-
resentative in Nashville, will host 
a party for the group during the 
two-day conference.

HARTFORD, Conn.—Al 
Eagen, of United Record Dis-
tributors here, has made a deal 
with Jimmy Key, of Rice Rec-
ords, Nashville, to handle dis-
tribution on the label in Eastern 
New York State, Connecticut, 
Massachusetts, Rhode Island, 
New Hampshire, Vermont and 
Maine. Eagen reports that the 
Rice release on David Price's 
"The World Lost a Man" is get-
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Hollywood, T elevision Survey.
MARY WELLS
at her greatest
BIG$•
“WHAT'S EASY
FOR TWO
IS HARD
FOR ONE”
MOTOWN 1048

EDDIE HOLLAND
“LEAVING
HERE”
MOTOWN 1052

BILLBOARD
POP SPOTLIGHT
& BREAKOUT
SINGLE

Cash Box
Pick of the Week

MOTOWN / TAMLA
RECORDS
2648 West Grand Blvd.
Detroit, Mich.
Big Jim Turner, formerly at WYRA, Woodbridge, Va., is now holding down the 1 p.m. to 6 p.m. sign-off slot at WVND, Sarasota, Fla. Dave Olson, who owns the country wax at WNNC, Arlington Heights, Ill., writes: "The recent item in your column resulted in records pouring into us by the hundreds. Want to thank you, the diskeries, the pubs and the artists for their help. We are currently negotiating with several Nashville agencies for talent for our first big country music show in April. More on this later.

...Buddy Dean, until recently on KJCH, Arroyo Grande, Calif., has made the move to Station KHER, Santa Maria, Calif., which shifted to an all-country format January 16.

Two new air personalities have joined the staff of WTID, Newport News-Norfolk, Va., which has just entered its third-quarter as an all-country station. Gray Ingram and Tommy Thompson, both formerly with WKCW, Warrensburg, Va., will be heard, respectively, from 5-8 a.m. and 11 a.m. to noon; Jimmy Eustace and Tommy Thompson, formerly with WKCW, Sarasota, Fla. have joined the staff of WTID, Newport News-Norfolk. The move came as an all-country station. Gray Ingram and Tommy Thompson, both formerly with WKCW, Warrensburg, Va., will be heard, respectively, from 5-8 a.m. and 11 a.m. to noon; Jimmy Eustace and Tommy Thompson, formerly with WKCW, Sarasota, Fla. have joined the staff of WTID, Newport News-Norfolk. The move came as an all-country station. Gray Ingram and Tommy Thompson, both formerly with WKCW, Warrensburg, Va., will be heard, respectively, from 5-8 a.m. and 11 a.m. to noon; Jimmy Eustace and Tommy Thompson, formerly with WKCW, Sarasota, Fla. have joined the staff of WTID, Newport News-Norfolk. The move came as an all-country station. Gray Ingram and Tommy Thompson, both formerly with WKCW, Warrensburg, Va., will be heard, respectively, from 5-8 a.m. and 11 a.m. to noon; Jimmy Eustace and Tommy Thompson, formerly with WKCW, Sarasota, Fla. have joined the staff of WTID, Newport News-Norfolk. The move came as an all-country station.

Promotion, service and contact from the record industry to this country-western music radio station is, for the most part, via a United States postage stamp and very little, if anything, else. Perhaps this is also the case in other areas.

I have been program director for this highly successful c&w station for the past eight and one half months and have been amazed at the deplorable attitude, service and promotion extended to this station and, as I am told by other radio station personnel and members of the record industry, other c&w stations across the country. National promotion through the manufacturers, both major and small, and certainly on the local level is practically non-existent.

If you are affiliated with a c&w station, ask yourself how many times you have been contacted in the past year by a record industry representative about a c&w recording which you have contacted anyone about a c&w record. If you are in the record business, how many times have you complained about record sales, how tough it is to get a record played? How many times have you been one of those who preached "over exposure" by radio stations? How many times did you have a c&w record and have you known who to call or what to say to them when you thought, in an expendable moment, to mention that c&w record? This is the very same apathy that funnels down into the record shop and the sales counter where clerks do not have the slightest idea about the product.

Country and western music accounts for almost 40 per cent of all record sales in the United States. Record people will, literally, run to a format station to stand, record in hand, for quite a while to get the station's blessings and okay to play a record in order to garner a couple of bucks in a vast market of, possibly, too much product. They'll stand in line for the chance to corner a tiny bit of sales and at the same time do not have the courtesy to drop off a record that quite possibly could far outsell that pop record gives a little follow-up. The industry takes for granted many c&w stations and, with a great expansive and inexpensive gesture, mails them a record and then allows itself to be interrupted in its other sales duties to accept a record by telephone or phone mail.

We have a top-rated country-western music station here in a large metropolitan area and we are "lucky" to get record service from any of the majors with one notable exception: Columbia Records, who gives us good service.

In coming months we can expect a rash of new releases. If you program c&w music maybe someone will reach for the postage stamps again and your promotion, service and contact will, once again, be in the hands of Uncle Sam and his postal department...the only "real" country music promoter of any consequence for the record industry.
JOHNNY TILLOTSON
has a new smash single!
WORRIED GUY
K 13193........................................b/w...Please Don't Go Away

and don't forget his big-selling album
TALK BACK TREMBLING LIPS
E/SE-4188
on MGM Records, of course!
HIGH ON A HILL... Scott English, Spinnaker 4003 (Sultan, BMI) (Los Angeles)

TAKE ME FOR WHAT I AM... L.C. Cooke, Sur 148 (Kapp, BMI) (Philadelphia)

LOVE WITH THE PROPER STRANGER... Jack Jones, Kapp SP1 (Paramount, ASCAP) (New York)

THE GREASY SPOOL... Mark Shankler, Federal 12508 (Armour, BMI) (Memphis-Nashville)

WILLYAM WILLYAM... Dee Dee Sharp, Cameo 296 ( Wyncoo, ASCAP) (Seattle)

SINGLES REVIEWS

SPOTLIGHT WINNERS OF THE WEEK

Pop single spotlights are those singles with sufficient sales and/or reviews to be included in the review panel's listings. In the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlights will vary in the country music and rhythm and blues categories; singles are selected to achieve a listing on the Country Music or R&B charts. Spotlights in other categories are selected on the basis of their potential to become top sellers in their respective areas.

POPS SPOTLIGHT

BARBARA CHANDLER

I'M GOING OUT WITH THE GIRLS

(Paladin Desert, BMI) (2:34) -Kapp 5758

Here's a young lady with a side that has a strong chance. It's multicolored, reverend and wound up and if Patsy could spin this, it would have, infectious sound. The flip is "A Lovely New You" (Blackwood, BMI) (2:32).

POPS SPOTLIGHT

THE ASTRONAUTS

COMPETITION COUPE

(Four Star, BMI) (2:12) - RCA Victor 8936

The group has been very successful with an album, and this single is already getting some strong play. Watch it, the flip is "Farewell" (Attraction, ASCAP) (2:05).

POPS SPOTLIGHT

JAY & THE AMERICANS

TO WAIT FOR LOVE

(E.S. Songs, ASCAP) (2:14) - Columbia Artists 492

Solid item that has strong danceballad, solid item that has strong danceballad quality throughout and the rest of the boys. The flip is "Friday" (Columbia, BMI) (2:06).

POPS SPOTLIGHT

THE BUDDIES

THE BEATLES

(Swan 4710) (1:14)

A powerful, infectious item, with a rocking, down-home flavor with Be Byrd's style and some wailing vocal by sax passage. Flips sound from the guitars, drums and hand claps. A wild rocker with the right title to make it a hit contender for a current chart. Flip is "Foulweather" (Seagram, BMI) (2:12).

POPS SPOTLIGHT

SOMEDAY YOU'LL WANT ME TO WANT YOU

(Decca) (3:35) -dispose 11508

A strongly moving rocker with emphasis on the dance Beat. Group is highly commercial with lead providing a distinctive sound and rhythm. The flip is "Take Me For What I Am" (Stax, BMI) (2:39).

POPS SPOTLIGHT

BRENNIE MURPHY

I'M GOING OUT WITH THE GIRLS

(Brentwood, BMI) (2:12) - Capitol 10115

This is a nice track for the lady singer who could go real big. Has good new angle and the artist could go far. The flip is "Flowers For Your Hair" (Vanguard, BMI) (2:35).

POPS SPOTLIGHT

THE CHANTS

IF I COULD JUST GO BACK

(Central Songs, BMI) (2:33) - Capitol 5117

Colins usually turns up with good material, and this one is no exception. It's all about how he wishes he knew about girls and romance when he was young. A care free that could soar. Flip is "I'm Gonna Get Married" (Central Songs, BMI) (2:14).

POPS SPOTLIGHT

WILBUR EVANS

HURRY HOME

(Righteous, BMI) (2:27) - United Artists 6970

One of the catchy, best sides yet. This is a weeper and a good one that's sure with plenty of cohesion Watch it. Flip is "Little Girl" (Bradley, BMI) (2:20).

POPS SPOTLIGHT

GWEN MARY AND JUNE STEARS

WE'VE GOT THINGS IN COMMON

(Stanley, BMI) (2:30) - Stanley 6620

Here's a powerful duo in the Jones-Johnson sound, and like the pair tune in, a powerful weeper. This one could easily happen. Flip is "Family Man" (Bradley, BMI) (1:50).

POPS SPOTLIGHT

TOMMY COLLINS

IF I COULD JUST GO BACK

(Central Songs, BMI) (2:30) - Capitol 5117

Collins usually turns up with good material, and this one, written by the singer, is no exception. It's all about how he wishes he knew about girls and romance when he was young. A care free that could soar. Flip is "I'm Gonna Get Married" (Central Songs, BMI) (2:14).

POPS SPOTLIGHT

LOREN VANDYK

BABY

(Where Can You Be) (Conquest, BMI) (2:30) - Mercury 73222

The fine country country could have another big one here. His last hit broke a couple of days ago and he'll love to know just where she is. It's a good medium-western weeper. Flip is "Light People" (Mushkin, ASCAP) (2:11).

POPS SPOTLIGHT

THE TEMPTATIONS

THE WAY YOU DO THE THINGS YOU DO

(Decca) (1:34) -Gordy 7028

A strongly moving weeper with emphasis on the dance Beat. Group is highly commercial with lead providing an distinctive sound, anfl and rhythm. The flip is "I Don't Want Me You Know You" (T.M., BMI) (2:49).

POPS SPOTLIGHT

JOHNNY CYMBAL

ANYTIME YOU WANT ME

(Kingston Trio, BMI) (2:15) - Kapp 5758

Here's a light, dulcet, bright toned dance with a group of guys singing the prayer against light from the other side of the room. Jubilant "Hurry Home Mama" (Wyncoo, ASCAP) (2:18).

POPS SPOTLIGHT

THE CATERPILLARS

THE CATERPILLAR SONG

(Bennett, BMI) (2:45) - Parrott 70030

Here's one of the cleverest little ditties yet to be fashioned out of the Beatles craze. In this case they're a new group-The Caterpillar-group and the name of Bennett is blocked out by a heap sound novel familiar to a certain rock singer commercial as a TE. A slick idea well carried off. Flip is "Nelly Happy Hoppin' Goodness" (Bennett-Evans, BMI) (1:53).
LONDON'S fabulous festival of GREAT NEW LP's introduced to USA distributors in London, England

Introducing...phase 4 "Pop Concert Series"

The London Festival Orchestra and Robert Sharpies, Stereo SPC 21001


Ph. No. 55001 Stereo SP 44043 (New Mono Series $4.98)

THE PURITAN!

Caterina Valente

"To Sing Is To Live" Stereo PS 344

New exciting London "Pop" LP's

Vienna, City of Dreams

Willie Nelson's Band Conducted by Stanley Black Stereo SW 99315

10 new "MUSICAL MEMORIES" LP's

AMERICA SINGS

Eric Rogers Chorale and Orchestra: Battle hymn of the Republic. Over There. America, Dixie. We're Tenting Tonight. God Bless America. Yankee Doodle, others.

MUSICAL MEMORIES OF LONDON


MUSICAL MEMORIES OF GERMANY

Various Artists. "The Complete Ceremony" - Burg Traube, Tafe and Drum Corps, Officers and Men of H.M. Guards, Mono LL 3334 Stereo SP 44035

MUSICAL MEMORIES OF SCOTLAND


MUSICAL MEMORIES OF ITALY


KISSMET


Ph. No. 55001 Stereo SP 44043 (New Mono Series $4.98)

LOCAL FAMOUS

FULL FREQUENCY DANCE RECORDING

SEPARATELY

CLASSICS

Mario De Magistris


Ph. No. 55001 Stereo SP 44043 (New Mono Series $4.98)

SEE YOUR LONDON DISTRIBUTOR FOR FANTASTIC TERMS, DATING, ETC.
**SINGLES REVIEWS**

**NOVELTY SPOTLIGHT**

**BOBBY PICKETT**

**SMOKE! SMOKE! SOME**

(American, BMI, 2:54)- RCA Victor 8112

The "Monster Mash" ups itself up with a spooky funky funk based on the current clipart vidéos carnivorous, and the rock has a lot of Momentum packed into it. The rock is the last name of the king of the monster crowd. So we apologize.

**THE STRING-A-LONGS**

(The Ragtime Jug Stompers)

The Ragtime Jug Stompers

**THE SPOTLIGHT**

**FOUR-STAR SINGLES**

The four-star rating is awarded new singles with sufficient commercial potential in their respective categories. It's being checked by dealers, and this seems to be the category.

**POPULAR**

**DICKIE LEE**

Mother Nature (Big Bopper, BMI) (2:44)-**** To the Wild (Weimar, BMI) (2:37), SMASH 137

**THE STRING-A-LONGS**

My Babe (Arc, BMI) (2:10)-**** WMS R&B (Bundez, BMI) (2:15), IDT 16575

**WE GOFIED**

**THIS IS THE REAL VAN RONK**

We Beards May Look Alike To You And Us But Not To Mrs. Van Ronk. In Billboard, January 11, the Mercury Parade ad carried a picture tagged Van Ronk and it wasn’t her husband. No sooner did she notice the mistake than she was overwhelmed with phone calls, wires and the tears of people calling out the error. So we apologize. Here is the real Van Ronk. His Mercury album “Dave Van Ronk And The Ragtime Jug Stompers” is selling its beard off... going great!
Twentieth Century Fox Records puts out the selling-est albums, consistently!
HITS OF THE WORLD

AUSTRALIA
(Country Music Maker, Sydney)

This Last Week Week
1 1 I WANT TO HOLD YOUR HAND—The Beatles (Parlophone)—London
2 2 TWIST AND SHOUT—The Beatles (Parlophone)—Chappell
3 3 LET ME BE LOVED—Roy Orbison (Ri-Fi)—Australia
4 4 THE KNUCKLE DRUMMER—Lesley Gore (Philips)—Chappell
5 5 DO IT OVER AGAIN/THREE TIMES—a One (Parlophone)—Australia
6 6 DO IT OVER AGAIN/ROLLING STONES (EP)—Rolling Stones (Decca)—United Artists
7 7 BAILAR—Freddie Poser (Parlophone)—Australia
8 8 LEGEND—The Beatles (Parlophone)—London
9 9 IT'S NOT UNUSUAL—Adam Faith (Parlophone)—Australia
10 10 LOUISE—The Beatles (Parlophone)—London

BRITAIN
(Country New Musical Express, London)

This Last Week Week
1 1 GLAD ALL OVER—Dave Clark Five (Columbia)—Chappell
2 2 GUERNICA—The Animals (Parlophone)—Northern Songs Ltd.
3 3 TWIST AND SHOUT—The Beatles (Parlophone)—Northern Songs Ltd.
4 4 IT'S NOT UNUSUAL—Adam Faith (Parlophone)—Northern Songs Ltd.
5 5 LADY ØI—The Beatles (Parlophone)—Northern Songs Ltd.
6 6 KISS ME QUICK—Elvis Presley (RCA)—West One Music
7 7 NATIVE LAND—The Beatles (Parlophone)—Northern Songs Ltd.
8 8 LADY CHARDON—The Beatles (Parlophone)—Northern Songs Ltd.
9 9 BABY I LOVE YOU—The Beatles (Parlophone)—Northern Songs Ltd.
10 10 LOVE ME TRUE—The Beatles (Parlophone)—Northern Songs Ltd.

FINLAND
(Country Ilta-Sanomat, Helsinki)

This Week Week
1 1 LOVE ME TRUE—The Beatles (Parlophone)—Northern Songs Ltd.
2 2 HEAD OVER HEELS—The Beatles (Parlophone)—Northern Songs Ltd.
3 3 IT'S NOT UNUSUAL—Adam Faith (Parlophone)—Northern Songs Ltd.
4 4 LADY ØI—The Beatles (Parlophone)—Northern Songs Ltd.
5 5 KISS ME QUICK—Elvis Presley (RCA)—West One Music
6 6 LADY CHARDON—The Beatles (Parlophone)—Northern Songs Ltd.
7 7 NATIVE LAND—The Beatles (Parlophone)—Northern Songs Ltd.
8 8 LADY ØI—The Beatles (Parlophone)—Northern Songs Ltd.
9 9 BABY I LOVE YOU—The Beatles (Parlophone)—Northern Songs Ltd.
10 10 LOVE ME TRUE—The Beatles (Parlophone)—Northern Songs Ltd.

HOLLAND
(Country Platennieuws, Amsterdam)

This Last Week Week
1 1 SPIEGELBEELD—Wilbert Alberti (Philips)—Amstel
2 2 IF I HAD A HAMMER—Trini Lopez (Reprise)—Bastard
3 3 NIEUWE WEISS—Claude Gitarre—Gert Timmerman
4 4 NON TE INNAMORARE—Italiani (United Artists)—Ardmore & Beechwood
5 5 FRENCH (WALLOON)—Belgium
6 6 IT'S NOT UNUSUAL—Adam Faith (Parlophone)—Australia
7 7 BAILAR—Freddie Poser (Parlophone)—Australia
8 8 LEGEND—The Beatles (Parlophone)—London
9 9 IT'S NOT UNUSUAL—Adam Faith (Parlophone)—Australia
10 10 LOUISE—The Beatles (Parlophone)—London

ITALY
(Country Musica e Dischi, Milan)

This Last Week Week
1 1 O MIO SIGNORE—EdoardoVisentini (RCA)
2 2 DATEMI UN MARTELLO—Carlo Bruciato (Mercury)—Rai Paci (RCA)
3 3 L'ETÀ DELL'AMORE—Francois Hardy (Vogue)
4 4 LA VENDEMIA DELL'AMORE—MariaLabiati (Isis)—Rai Paci (RCA)
5 5 RUDY—Michetti (RCA)
6 6 PER QUESTA VOLTA—RiccardoCavallini (Columbia)
7 7 BABY—I Popper—Cape (Coloured)
8 8 T'AMO E T'AMERO—Little Pattie (HMV)—Northern Songs

FEBRUARY 8, 1964

K-573

Louis Armstrong, on his first Kapp single, sings the title song from the new smash Broadway show.
Week This
1 1 WASHINGTON SQUARE— Dart Village Stompers (Epic)—Epic
2 2 KONNICHIWA AKACHAN—Atomic Bomb (CBS)—CBS
3 4 YUCHI NO OKA—Toshiharu Yoneya & Asaka Record (Teichiku)—JASRAC
4 6 ICHIYO NO HAJIN—Yumi Matsutoya (CBS)—CBS
5 5 BE MY BABY—The Ronettes (London)—Nash
6 18 WAKARE NO IPPO SUGI—Asaka Yuuki (Toshiba)—JASRAC
7 19 MENDOZI MITYO—Un Produzione (CBS)—CBS
8 8 I LEFT MY HEART IN SAN FRANCISCO—Berliner (CBS)—CBS
9 3 FIVE DAYS AT PEKING—The Brothers Four (Columbia)—JASRAC
10 10 JIMITAI—Toshiba

MEXICO
Week This
1 1 I HAD A HAMMER—Trini Lopez (Reprise)—Reprise
2 2 DOMINIQUE—Nita Dinamico (CBS)—CBS
3 3 QUITO GUARDEME AQUI—Steve Lawrence-Eddy Grant (CBS)—CBS
4 5 EN LA REVANCHE—The Cascades (RCA)—Hispavox
5 6 PARABA-PAPA—Hernan Lopera (CBS)—CBS
6 7 MACHITA BLANCA—Hosnos Carrion (CBS)—Grever
7 9 JUINOS DE LA LEYENDA—Joe Medeiros (CBS)—Grever
8 8 AMOR DE VERANO—Pablo Correa (CBS)—Shelmack
9 6 LA HABADACHA—Jimi Hendrix (CBS)—CBS
10 5 AMOR FROZEN—Tito Puente (CBS)—CBS

SPAIN
Week
1 1 TELL HIM—Louis Amelie (Phillips)-Phillips
2 2 AMOR DE VERANO—Jose Antolin (CBS)—CBS
3 3 BEAT—Rita Pavone (RCA)—Hispavox
4 5 CRYING IN THE WIND—Pinokio,Pinokio (CBS)—Hispavox
5 5 RHYTHM OF THE RAIN—The Cascades (RCA)—Hispavox
6 6 FREE ME—Enrique Guzman (CBS)—Hispavox
7 7 DEVIL IN DISGUISE—Elvis Prestige (RCA)—Aberbach
8 8 A HUNDRED POUNDS OF CLAY—Enrique Guzman (CBS)—Aberbach
9 6 I HAD A HAMMER—Tito Puente (CBS)—Aberbach
10 5 Y TE LO DEJO—Los Gatos (CBS)—Aberbach

YUGOSLAVIA
All disks on Yugoslavian label
Week
1 BRAJ PAJACA—Z. Vuckovic (CBS)—CBS
2 BORISOVA NOVA BABY—Trini Lopez (Reprise)—Reprise
3 SKONA MITT HJARTA—Trini Lopez (Reprise)—Reprise
4 VECERAS PLACAM JA—Trini Lopez (Reprise)—Reprise
5 RUSIKA HALJINA—Z. Vuckovic (CBS)—CBS
6 KAD CUJES TRUBU—Trini Lopez (Reprise)—Reprise
7 PINOKIO MOJE MLADOSTI—Trini Lopez (Reprise)—Reprise
8 SKONA MITT HJARTA—Trini Lopez (Reprise)—Reprise
9 RUZICASTA HALJINA—Z. Vuckovic (CBS)—CBS
10 CORINNA, CORINNA—M. Nikolic (CBS)—CBS

JOIN THE LINE-UP
FOR THE RED CROSS BLOODMOBILE

SWEDEN
Week
1 I LOVE YOU—The Beatles (Parlophone)—Parlophone
2 DIGGTY DOGGTY—The Beatles (Parlophone)—Parlophone
3 I WANT TO HOLD YOUR HAND—The Beatles (Parlophone)—Parlophone
4 BE MY BABY—The Ronettes (London)—Nash
5 BOSSA NOVA BABY—Elvin Prestley (RCA)—RCA
6 I LIKE IT LIKE THAT—Elvis Presley (RCA)—RCA
7 BEAUTIFUL DREAMER—John Lennard (HMV)—Southern Music
8 SKOA MTH JAHRTA—Stow Mainstream (Matsimba)—Alboroach
9 RECUERDOS DE IPACARAI—Enrique Guzman (CBS)—RCA
10 DODRA CITY—Rita Pavone (RCA)—Hispavox

COUNTRY MUSIC CORNER

JACK JONES

Jack Jones (the Jones to keep up with) sings the great theme song from the new movie.

KAPP
**LEWS TIES WITH PHILIPS**

**LONDON**—Only a year after forming his indie Ritz label, manager, songwriter and Bunny Lewis has switched it from Decca to Philips. And with it go such artists as the Caravelles, Craig Douglas, the Mudlarks, the Avons and Harry Robison. Lewis was one of the first indie producers to get a label credit, and the extensions of his company here—his records were put out as Decca Ritz—has now been associated with the Fontana label and gets Fontana Ritz.

First release under the new banner will be the Avons singing their own composition "I'm the Girl." On February 14, though he remains his personal music manager, Lewis has signed a deal with the Grade Organization to represent his artists. The deal includes his impressive list of dj's.

No 1 Disk Doesn't Carry Weight It Used to Vinton

**HOLLYWOOD**—The power of having the No. 1 record in the nation seems to have diminished, claims Bobby Vinton, whose disk of "There I Said It Again" and before that "Blue Velvet" haven't opened in magic arts as would have been expected a few years ago.

"I've talked to several other young performers," Bobby told Billboard, "and they've come to the same conclusion. Times have changed and having the No. 1 record in the country just doesn't excite television producers or night club owners anymore."

Vinton, who has been with Epic three years, is currently developing his night club act but finds it frustrating not being able to crack prime-time television. He mentioned that several of his artists of five years ago were able to do so.

Vinton says he's been told that TV producers think of him as a rock case five years ago.

The 25-year-old vocalist theorizes that perhaps one of the reasons for the decline of the disk artist in importance to the TV producer is that the producers had enough of fast-rising disk names who only had a sound on record and did not come across effectively on the screen. "These people probably feel they've learned a lesson and are staying away from record people."

During Vinton's career with Epic he has had three No. 1 disks and three more in the top 20. Yet his national TV work has been limited to the Dick Clark, Steve Allen and Lawrence Welk vehicles.

Besides emphasizing that talent buyers are limited to top 40 stations, Vinton says people in the music industry feel that when an artist has the No. 1 record "he's home."

"You're not the champs," in Vinton's case he knows he has to change his teen-age image if he wants to crack the top. Variety format shows available on TV, Citing Jack Jones and Wayne Newton as two new performers when an artist has the No. 40 stations, Vinton says people probably feel they've learned a lesson and are staying away from record people.

**HOLLYWOOD**—Buddy Holly commemoration programs are to be broadcast by a number of key radio stations in all states of Australia. February 3 is the fifth anniversary of the untimely death of the rock star who endeared himself to Australia audiences during his one and only tour down under during the latter part of 1956. Sales of Holly disks in Australia on the U.S. Coral label continue to break all records. "Peggy Sue," still selling strongly, has sold well over the 100,000 mark, the equivalent to two No. 1 records. Sales of Holly albums, including the famous "Buddy Holly Story," have reached 90,000 during the past five years, and shows no signs of diminishing. Festival is making available on the Coral label a two-record de luxe package which includes the Best of Buddy Holly, plus a single play-let, "Carolina Moon, Gonna Love You Too." c/w "Rock Around With Olle Vee."
NO.1 HIT Cry Baby / NO.2 Baby Don't You Weep / NO.3 Precious Love

NOW HIT NO.4

"TELL ME BABY"

GARNET MIMMS AND THE ENCHANTERS

UNITED ARTISTS RECORDS 694

Arranged & Produced By
GARRY SHERMAN

A JERRY RAGOVOY Production
JAY (formerly of JAY and The Americans) sings his latest hit single

HOW SWEET IT IS
C/W
I RISE, I FALL

CORAL 62396

Arranged & Conducted by Dick Jacobs

AVAILABLE AT ALL DECCA BRANCHES... NOW!
### Hot 100: For Week Ending February 8, 1964

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<th>Artist, Label &amp; Number</th>
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<td>Pickin' Popsicles And Icicles</td>
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<td>He's The One That I Love</td>
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<td>I Love You More And More Every Day</td>
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<td>Good News</td>
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<td>T.V. Eye Girl</td>
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**Star Performer**

- For World Success: Pat Boone, Capitol 10240
- For Domestic Success: The Beatles, Capitol 4570

**Bubbling Under The Hot 100**

- The Great Speckled Bird, King 3377
- The Marching Blues, Capitol 50059
- I Drove All Night, Columbia 6301
- Bobby Vee, Imperial 55654
- Vaya Con Dios, Atlantic 714
- There's A Million Of You, 4 T.B. & The Five Crowns, 70091
- Hold Back The Night, Capitol 4570
- The Diamond Joe, Motown 1048
- Where Did I Go Wrong, Liberty 5019
- Stop In The Name Of Love, Motown 1048
- I'm Goin' Crazy, Mercury 72220
- Heart The Beat, Lonely 6010
- Give Me Love, Phillips 48164
- (I'm Your) Lonely Boy, Columbia 45657
- Girl, With A Job, Amos Milburn, 7018
- 442 Glenwood Avenue, Screen Gems-Columbia, BMI
- Loves Me, Loves Me Not, Motown 1048
- Not In This Lifetime, Imperial 55654
- Wedding Bell Blues, Mercury 72229
- The Party's Over, Capitol 50059

Compiled from national retail sales and radio station play by The Music Popularity Dept. of Record Research, Billboard.
ALBUM REVIEWS

POP SPOTLIGHT

SURFIN' BIRD

The Tymes. backpack LPQ 200 (M). This med and frantic Tymes sound is applied to LP in a neat set of wild material much of it in the vein of "Surfin' Bird." Their unique style is the latter half of the words that make up the title. The set is bordered by interesting spots on "City-City," "Run," "Mississippi," "Bird Band," and "King of the Surf." A repeating set that should stop out fast.

POP SPOTLIGHT

TALK BACK TREMBLING LIPS

Tillett Harmonica. MGM E 1185 (M). "Talk Back Trembling Lips" has been big enough in a gentle pop spot to spread this album, taking the hit for its title, to a considerable extent. The label is off the press against superior background by a select band, which includes Larry Wince. Tunes are all recent hits, including "Dansie Scholls" on "Blow Me Away" and "Blowin' on the Wind." Good was that can slip out again.

POP SPOTLIGHT

FORGET HIM

Bobby Darin. Columbia C 1080 (M). Bobby's third LP on Columbia is a single of "Forget Him," in a crisp pocket in the front spot of the "Forlorn" type single. It turned out to be the single and it has since been riding for the label. It be

POP SPOTLIGHT

BORN TO WANDER

4 Seasons. Phil ps P 200. (M). FHS 600-729 (S). The group's making a comeback from their drastic cut-off last few years. Selected from LPs corrobotic type bands. Included is the record of the week, "Jukebox." It is a hit on both sides, the former being "The Night the Lights Went Off" and the latter, "With a Heart." The group proves equally at home with the vocal hits as they have been with up-tempo numbers.

POP SPOTLIGHT

THE SOUNDS OF THE HIT GROUPS

Various Artists. United Artists UASC 6323 (M); UAS 6232 (S). There's plenty in this set to what the buying appetites of rock devotees. Five top groups are featured, performing several of their most powerful hits, among them "I Can Help Myself" by the Four Tops, "I Can't Help Myself," and the Enchanters; "Only in America," the Turtles, and "the Anthems," the Angels.

POP SPOTLIGHT

SNAP YOUR FINGERS

Barbara Lewis. Atlantic 8090 (M). You'll Miss Lewis is already in the charts with the title hit from his last album, but there's lots more great material. The album is subtitled "With the Great Soul Tunes," and Blues is just what it happens. Such fine tracks as "Teardrop," "Why Can't I Be You," "I'm Just The Same," "What's the Reason," and "The Way You Make Me Feel" are just a few of the tracks that impressively add to the hit list.

POP SPOTLIGHT

CHARADE AND OTHER TOP THEMES

Ray Anthony. Columbia T 2043. (M); 5L 2043 (S). Trumpeter Ray Anthony, this prolific producer of really good music, has this LP which includes string, plus a string of themes from famous films. The set is filled with diversified use of melody, and voices are used on some of the tracks. Among these are "Strangers on a Train," "Star Dust," "Twister," "Three Coins in the Fountain," "The Hills of Home," and "Barney." An exciting立项!” Highly recommended.

BILLBOARD

POP SPOTLIGHT

THE ORIGINAL HITS-10

Billboard LP 3344 (M). Here's a particularly strong oldies but goodie type package of very recently released singles and some that go back a bit. Most of the tunes are surfers but the set is rounded out with "Our Day Will Come," "She's Not There," and the late Bobby Hebb's "Sunny," featuring "The Face of Love," Bette Midler's "Blonde," and "Mother-in-Law" by Tommy D. Dea.

POP SPOTLIGHT

THE MAKING OF THE PRESIDENT

TV Sound Track. United Artists UAS 6322 (M). This two-sided LP set is from the television production of just a few weeks ago. The highly acclaimed show, of course, was based upon the Pulitzer prize-winning book by Theodore H. White. It's based on the experiences of President Harry S. Truman. The two tracks are covering the rise of the late President and the documentary-reminiscent recording quality.

POP SPOTLIGHT

JAZZ SPOTLIGHT

The Modern Jazz Quartet. Atlantic 4144 (M). Many great and swinging sounds from the Modern Jazz Quartet are covered in this LP. A good example is the moving title tune from "their" John Lewis. The album features a variety of music in the best of all possible MJD styles-first one energetic piece in "Dance" and a more subdued "Favorite Things," both of which, will give energy.

POP SPOTLIGHT

JAZZ SPOTLIGHT

The Essen Jazz Festival. Atlantic 4015 (M). RM 2015 (S). Here's an album that should be a delight for many jazz collectors. It was recorded at the Essen, Germany, Jazz Festival in 1962 and features Coleman Hawkins (tenor), John Coltrane (tenor), and the late Oscar Pettiford. Album features many strong playing.

CLASSICAL SPOTLIGHT

SCHUBERT: THE WANDERER'S / PIANO CONCERTO IN a MAJOR

Pianists: Allegro, Encore, etc. (M). LC 1274 (M). This is a new, attractive LP of Mozart's most remarkable and occupied "Wanderer." Pianists offer today, and the performances on this disk are simply fantastic. Continuity, technique, concentration, and beauty of these works, tremendous life, and emotional spirit of the music are all evident in this magnificent package. It is a triumph for Schubert lovers.

15 NUMBER 1 HITS

THE ORIGINAL HITS-VOL. 10

Billboard LP 3344 (M). Here's a particularly strong oldies but goodie type package of very recently released singles and some that go back a bit. Most of the tunes are surfers but the set is rounded out with "Our Day Will Come," "She's Not There," and the late Bobby Hebb's "Sunny," featuring "The Face of Love," Bette Midler's "Blonde," and "Mother-in-Law" by Tommy D. Dea.
NOW AVAILABLE

THE ORIGINAL SOUND TRACK TO THE
MOST WIDELY-ACCLAIMED TV SHOW IN YEARS

Original Sound Track from the Widely Acclaimed Television Show

THE MAKING OF THE PRESIDENT 1960

ADAPTED FROM THE BEST-SELLING BOOK
THAT WON THE PULITZER PRIZE FOR
THEODORE H. WHITE
Produced on Television by David L. Wolper Productions, Inc.
Narrated by Martin Gabel

A MONUMENTAL TWO-RECORD SET
AT POPULAR PRICES

Adapted by
THEODORE H. WHITE
from his Pulitzer-Prize Winning Novel

Hear the voices of
Lyndon B. Johnson • Harry S. Truman • Adlai Stevenson
Richard M. Nixon • Barry Goldwater • Nelson Rockefeller
Stuart Symington • Hubert Humphrey • and others in the
definitive recorded documentation of the
American political scene.
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<td>37. THINK ETHNIC</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
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<td>38. OLIVER</td>
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</tr>
<tr>
<td>39. JACK JONES' WIVES AND LOVERS</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>40. DAYS OF WINE AND ROSES</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>41. INGREDIENTS IN A RECIPE FOR SOUL</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>42. JFK THE MAN, THE PRESIDENT</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>43. THE JAMES BROWN SHOW</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>44. MY SON, THE NUT</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>45. RAMBLIN' ROSE</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>46. MOON RIVER &amp; OTHER GREAT MUSIC FROM &quot;CANCER PATIENTS&quot;</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>47. HOW THE WEST WAS WON</td>
<td>United Artists UA 4302 (M); UAS 4302 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>48. RAG-Time ROSE</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>49. PAINTED, TRIMMED &amp; TOPPED</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>50. ROY ORBISON'S GREATEST HITS</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
<tr>
<td>51. THE GIRL WHO CAME TO SUPPER</td>
<td>Columbia CL 1895 (M); CS 8315 (5)</td>
<td>1964</td>
</tr>
</tbody>
</table>
Newly recorded in Los Angeles!
Favorite selections composed and played by

RUDOLF FRIML

CONTACT YOUR LOCAL DISTRIBUTOR OR
CAPPE ENTERPRISES INC., 9642 W. ALLEN AVE., ROSEMONT, ILL. 60016
PHONE 678-4478 AREA CODE 312
**Classical Spotlight**

**TREASURES FOR THE VIOLIN**

Henri Szeryng, Mercury MG 30167 (M); SR 90287 (S)

Serving as the musket balls, or vignettes, with all the fire and attention to detail in MUSICAL ATTACK, were works of more monu-

mental size, just as though they were works of more monumental size, and marked by security and freedom. This offer is a fitting tribute to the vast Mercury release of Kreisler Sinfonietta, included in 1921 and marked by security and freedom.

**Low Price Pop Spotlight**

**MUSIC TO HELP YOU STOP SMOKING**

Various Artists, Capitol T 1995 (M); ST 1995 (S)

This gal becomes better over time. What could be better, after all, than a collection of standards done up in a charmingly throwback stylings of the Living Strings, with the excellent Lenny Wilkens on piano.

**LIVE AT LONSDALE**

Jimenez, Mexico's top balladeer, is here with his current LP, "The Good Time Singer," and marked by security and freedom.

**COUNTRY SPOTLIGHT**

**JUDY LYNN**

United Artists UA 3342 (M), UA 3342 (S)

This girl betters herself with each set. In this latest, Miss Lynn dazzles herself almost exclusively to weapons of one sort: melody, rhythm and waltz rhythm. With her gradually improving instrument, her productions have gradually improved.

**Low Price Classical**

**CANCION DEL CORAZON**

Plaza Morena, RCA Victor LM 2704 (M); LSC 2704 (S)

Another attractive package of standards done up in the charmingly throwback stylings of the Living Strings, with the excellent Lenny Wilkens on piano.

**Latin Spot**

**CANCION DEL CORAZON**

Plaza Morena, RCA Victor LM 2704 (M); LSC 2704 (S)

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**COUNTRY SPOTLIGHT**

**JUDY LYNN**

United Artists UA 3342 (M), UA 3342 (S)

This girl betters herself with each set. In this latest, Miss Lynn dazzles herself almost exclusively to weapons of one sort: melody, rhythm and waltz rhythm. With her gradually improving instrument, her productions have gradually improved.

**Low Price Classical**

**AIR**

Fine Arts, London SP 44042 (S)

The original score for this film is here -- and presented with a rich musical style.

**Country Spotlight**

**RED BUTTERFLY**

Gordie MacPhail, RCA Victor LM 2710 (M); LSC 2710 (S)

Jimenez, Mexico's top balladeer, is here with his current LP, "The Good Time Singer," and marked by security and freedom.

**Low Price Pop Spotlight**

**I DEEP PURPLE**

Various Artists, Capitol T 1995 (M); ST 1995 (S)

This gal becomes better over time. What could be better, after all, than a collection of standards done up in a charmingly throwback stylings of the Living Strings, with the excellent Lenny Wilkens on piano.

**Country Spotlight**

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This gal becomes better over time. What could be better, after all, than a collection of standards done up in a charmingly throwback stylings of the Living Strings, with the excellent Lenny Wilkens on piano.
New Smash!
"SOUTHTOWN, USA,"
The Dixie Belles, with Cornbread & Jerry
SALES! SALES! SALES! — Bobby Lord

SALES! SALES! SALES! — Bobby Lord

SALES! SALES! SALES! — Bobby Lord

SALES! SALES! SALES! — Bobby Lord

SALES! SALES! SALES! — Bobby Lord
“HERE’S A HEART”
The Diplomats

“EVELYN”
c/w
“A LOST LOVE”

THE MARC FREDERICKS ORCH.
featuring AL SEARS

“TAKE MY HAND”
c/w
“SHIRLEY JEAN”

GENE BURKS

AR 1004

AR 1005

AR 1006

AROCK

DIVISIONS OF

SEROCK

ARSEROC RECORD CORP.

1650 Broadway, New York, N. Y. 10019. Plaza 7-5190
THE TOKENS: GEARED FOR ACTION!

POWER-PACKED ALBUM!

“WHEELS”
LPM/LSP-2886

SUPER-CHARGED SINGLE!

“LET'S GO TO THE DRAG STRIP”
c/w “TWO CARS”
# 8309

RCA VICTOR

The most trusted name in sound.
The Key Brothers and the Quiver plans to co-operate on a new Trilok Gurtu album. The album itselfs themselves as Norway's answer to the rock, featuring original material, will be issued by Jamie in the near future. The British press response to the Norwegian artists... Edition Lychee has suddenly become the leading publishers in Norway, with their right to publish the Beatles' tunes... ESPER ERIKSEN

LONDON

Among last week's visitors to Britain was America's 1963 recording engineer, Paul Stupfel, at the BBC. Stupfel said he was here to study the British disk situation and to find a way to present his Romet-Crystals and our Beatles-type sounds commercially in non-English countries—principally Scandinavia. Another visitor was Marshall Chess of Chess Records in New York. In talks with Pye of Malaysia, Louis Benjamin and Ian Raffini... Allan Sherman is in on a schedule of shows, including concerts and on a half-hour show for use by the BBC when its second channel becomes operational... And the BBC has narrowly averted a serious strike situation by granting a 25 per cent pay rise for 500 musicians, giving them a weekly minimum of $80.

British radio music producers have overtaken the lead on the Norwegian hit parade with No. 1 and 2 positions of their Parlophone recordings "She Loves You" and "I Want You (Down Under)." Seventeenth in their disk, "Twist and Shout," all three issued by EMI and Frogh... .

Radio Lux Tips

Red Kids on Pops

WARSAW—Fan clubs are popping up in Poland like mushrooms after a rainstorm. The fans go mainly for the discs which have been issued on Radio Luxembourg. In fact, there are Radio Luxembourg Fan Clubs here to keep people informed on latest trends in pop music and their favorite stars. The clubs put out their own monthly bulletin which carries all the latest news about such teen-age idols as Elvis Presley, Trini Lopez, Buddy Holly, Lightnin' Hopkins, and all the others featured in Radio Luxembourg.

Hickory Inks Donegan

LONDON—Wesley Rose has announced plans for the construction of a recording studio and research facility which will double the present space. Rose is taking advantage of the expansion of his recording empire which has just completed a large contract with a major label. Rose's contract has been made available to dealers on a convenient basis.

The success including Robbin's "Ruby Ann" last year, Pierce said Emerson will work with Starla. Their successful Starla numbers will maintain liaison with artists, producers and a full crew. men... who record in Nashville.

In another move indicative of the expanding Hickory operation, the Starday president announces plans for the construction of a new recording studio which will double the present space.

Pierce said Starday's "Wonderful World," and "Country Music Sales Plan" are among the most successful and great hits of the record business. This gives us the opportunity to release another all-metal "Country Corner" rack which will be made available to dealers on a convenient basis to display up to 150 of Starla's album titles.

In the U.S... of the first hit, "I Want to Be Around," in the U.S. with the other single "Imagination." With "What Do You Want With My Baby," pumped by Bill Gian... in the U.S. and Europe. "Buddy's Song," a hit in the U.S. and Europe. "Bobby Rydell has waxed the English lyrics, "Just One Kiss," he wrote to the Italian hit... "Fall."... of each country's leading publishers in Norway, with their right to publish the Beatles' tunes...

EMOTION ARE WRITTEN

NORTHERN IRELAND

ARGENTINA

MICROFON RECORDS

The most aggressive record company in Argentina

Representing

Audio Fidelity (U. S. A.)

Dunhill (U. S.)

Sopranof (Czechoslovakia)

Codal (Germany)

EASTON ENTERTAINMENT

SANTILLANA, S.A.

Monte Esparta, 24

England, M. 4, England

Say You Saw It in Billboard International Exchange

EMILY NELSON

9573 Hurstwood Ave. Los Angeles, Calif. 90064

Greece

HICKORY INKED DONEGAN

London—Wesley Rose... A new record is being issued by Myhre and Arne Bendiksen. With around 25 per cent during the first quarter and 2 position of their Parlophone recording "She Loves You" and "I Want You (Down Under)." Seventeenth in their disk, "Twist and Shout," all three issued by EMI and Frogh... .

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PROGRAMMING NEWSLETTER

Oh, What a Life Those M.D.’s Lead!

By BILL GAVIN

Contributing Editor

IT’S FUN, SO THEY TELL ME, to be a music director. It is most fun when you are
with an important station in a big city. Big name
stars you’ve never met phone you, can’t explain why, and speak in a manner suggest-
ing a personal friendship. Even though your salary is considerably less than that of
any director you may know, network, national officers of big record companies phone you, on
your own time, and ask you to do the thing and treat you as a real VIP. Which you are.

Even if you’re in a smaller town, you can still be important. You have a voice of your own;
you can break new records in your area and force the
nearby big city stations to be aware of them.

Discounting all the meaningless back slapping and phony good will that goes with record
promotion, the music director is a part of the
record business than anyone else at his station. It is part of his job to know what is going on in
the world of records, this fascinating world of
show business and it’s fun to be part of it, if only
as an observer. The fun of being a music director
is more than compensates for the daily chore of
attending new records. Those who have never faced this vital task for any length of time have
little notion what a grinding and frustrating ex-
pense it is. The music director spends many hours
every day to listen to all the way through every
new record that arrives. Add to this the extra hours of listening to the all-
live “Music Wagon” show, and the music director listens to all the sides all the way
through. An unfamiliar label by an unknown artist may be of prime importance. In 99 out of
100 cases, however, any music director listens to all the sides all the way through.

The new schedule has Sheridan opening the day from 8:30 to 10:00 with the “Music Wagon” show
hosted by Mal Bolles taking over from 8:15 to 9:55, a solid two and one half hours of live
entertainment. Len Schlager, program di-
rector, termed it a significant move that would allow personal favoritism to interfere with
the best possible programming. It is worthy of note that the most successful
music directors have a sense of power. You
have a sense of power. You
companies phone you, call on
You have a sense of power.

In order to be effective, the music director must know his market. While a majority of
hit records do well in all areas, certain artists and certain musical sounds tend to do better in
one city than in another. An awareness of local preference is essential in selecting the
music director’s selection of new material.

Even though record sales are the yardstick by which the music director’s success is measured,
his prime concern is not with selling records but
with station ratings. He may be tempted to “do a favor” for his favorite promotion men, but it is no
favor to his employer to allow personal favoritism
to interfere with the best possible programming.

It is worth noting the most successful
radio stations all have top-notch music directors.

For takes the far out in either direction, the following singles, selected from the current Hot 100,
were aired in two separate 45-minute features during peak rush hours,
with the last personal friendship.

For instance:

1. Stegger Lee, L. Price, ABC-Paramount
2. 14. J. Smith, ABC-Paramount
3. Donna, R. Valent, Bell-Fi
4. Smoke Gets in Your Eyes, Willards, Mercury
5. All American Boy, R. Parsons, Federal
6. My Happiness, C. Frank, MGM
7. Lonesome Valley, A. Jennings, MGM
8. Sella Trevor O. Branner, Brann
9. Goodbye Baby, J. Scott, Carlton
10. Mockingbird Spiritual, R. Dawn Ork, Palette

Chicago CBS Station Shapes Up Morning Shows Into Solid Block

CHICAGO—WBBM, the big CBS-owned and operated radio outlet here, has revised its morn-
ing line-up, combining its all-
live “Music Wagon” show into a single program and opens its day with a solid 5:30 to 8
a.m. block by deejay Pat Sheridan.

Previously “Music Wagon” was divided
into four separate 45-
minute segments, 7:15 to 8 and
9:15 to 10.

Pat’s show, with Sheridan, was moved from 5:30 to 7 and
8:15 to 8:55.

Every music director owes his employer the obligation to use his best judgment in select-
ing the side to be played. Sometimes, however, the music director keeps trying to prove
his point in the face of management evi-
dence to the contrary and permits his own stub-
bornness to blind him to the facts.

This is worthy of note that the most successful
music directors have a sense of power. You
have a sense of power. You
companies phone you, call on
You have a sense of power.

Regardless of how they sell their music director’s top 100 list, people will still buy.
FOR THE RECORD . . .

a presentation of facts about the four music-record weeklies, based on 1963 performance.

**Paid Circulation**

Or, how many readers think enough of the publication to pay for it. Here are the facts:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation Listing in SRDS*, December 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>19,787 Average ABC Total Paid Circulation (6/30/63)</td>
</tr>
<tr>
<td>Cash Box</td>
<td>10,271 (sworn 6/30/63) Not audited.</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>No listing for this publication in SRDS at all.</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>Has not furnished sworn statement with SRDS.</td>
</tr>
</tbody>
</table>

*SRDS is the accepted national authority for statistical data on publications. Its purpose is to serve the needs of advertising buyers in all fields.

**Summary:** Billboard has more paid circulation (and the only audited paid circulation) than all others combined.

**Advertising Pages**

The following display advertising comparisons give all the advantages to the other three music-record weeklies. Billboard's figures come from actual billing records, whereas those of other publications were based on actual measurements which do not take into consideration advertisements published as adjustments for errors, or unpaid for other reasons. The figures apply only to display advertising which is paid for.

But let's not stop there. There are others—and still more important—measurements of the value of a publication to advertisers.

<table>
<thead>
<tr>
<th>Publication</th>
<th>1963 Display Advertising Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>1923</td>
</tr>
<tr>
<td>Cash Box</td>
<td>1810</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>440</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>388</td>
</tr>
</tbody>
</table>

**Dollars of Advertising:**

Where an industry invests the greatest share of its advertising dollars is accepted as the most significant area of comparison of the advertising worth of the publications in any field. Here are the facts about advertising dollars invested in the music-record tradepaper field:

Fact #1

More dollars of advertising were spent in Billboard in 1963 than in all the others combined.

Fact #2

Billboard's margin over paper #2 is more than two-thirds of a million dollars—some $571,600 more, to be exact! (Almost double Billboard's margin of $370,000 more in 1962.)

Fact #3

Advertisers spent more for singles advertising in Billboard than in all others combined.

Fact #4

Advertisers spent more for LP advertising in Billboard than in all others combined.

Fact #5

Talent spent more for advertising in Billboard than in all others combined.

Fact #6

Advertisers spent more for "all other" music-record advertising in Billboard than in all others combined.

**Advertising Effectiveness**

Or, is your advertising really producing for you. This is a key area of evaluation and here's a picture of what has been available for advertisers in this area:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Type of Advertising Effectiveness Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Two full studies: (1) Big-city markets; (2) Grass-roots markets. Two pilot studies on LP advertising effectiveness.</td>
</tr>
<tr>
<td>Cash Box</td>
<td>None.</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>None.</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>None.</td>
</tr>
</tbody>
</table>

**Editorial Services**

Comparisons are needless here.

Billboard is the acknowledged leader. Billboard is the acknowledged spokesman for the industry, as (probably) even Billboard's competitors will agree.

Billboard editorial data and research is used, universally and almost exclusively, in and out of the music-record industry.

Billboard is the source of industry statistics—used by government agencies, major consumer publications, newspaper editors and columnists, and virtually all sales and management executives of record manufacturers.

Ask any experienced professional in the industry.

Billboard Leadership

unquestioned in '63, and growing greater in '64
PUBLIC TO CALL TUNE AT RCA FAIR PLACE

NEW YORK — The broad range of home entertainment equipment will get the feature treatment from at least one manufacturer at the upcoming New York World's Fair. RCA Radio Corporation of America will have its futuristic-looking building positioned near the main gate of the fair. The company entertained presemt and various dignitaries last week at a special advance look at its own exhibit and the fairgrounds in general. Other such fetas are being offered for the near future, beginning with an official opening of the fair in April.

For the entire fair, the company’s special studio in its own building, music will be piped out throughout the vast fairgrounds public address system. The music to be piped out is expected to be exclusively taken from the catalog of RCA Records.

Also from the RCA public address headquarters will come all public announcements, including those designed to unite lost children with their parents. James M. Toney, veteran of the RCA organization, is head of the fair operation as director, RCA World's Fair Exibit.

Color TV and Stereo Music Center, to be operated by Radio Corporation of America at New York World's Fair. Fair officials open in April.

SIGHT & SOUND LOOKING FOR MILLION DOLLAR YEAR

NEW YORK — Thirteen 10-minute color TV shorts will be taped by Sterling Movies U.S.A., Inc. at the Radio Corporation of America's exhibit building at the forthcoming New York World's Fair.

The firm, a leading distributor of public service films for TV, has signed up columnist Bob Considine and TV personalities such as Alan Young and the series, which will be titled "F.Y.I. at the Fair."

The show will feature interviews with leaders of the arts, sciences, business and industry and will be done on tape for national public service distribution during both years of the fair.

Continued from page 26

Sight & Sound looking for million-dollar year.

While selling LPs and singles at retail price, the store has been running two promotions for the past year: buy one LP and get one LP half price and for every 10 singles bought, get two free plus an additional free disk on a special bonus day.

After opening an outlet in Fallbrook, store officials discovered that geography denotes the kind of LP product sold. Stereo albums are outselling monos at Fallbrook, while at the Van Nuys store, the ratio is about equal. The Van Nuys store did $56,000 in LP sales alone last December. The key to Sight & Sound's success has been its aggressive use of radio and its own price policies, which have endeared it to the Southern California music audience.

MAGNAVOX SALE STARTS FEB. 10

NEW YORK — Magnavox will kick off its one-year factory-authorized sale on a nationwide basis February 10. As in the past, it will be the only sale of the year on Magnavox home entertainment products.

The sale will cover more than 80 models in stereo phonographs, black and white and color TV, radio and stereo theaters.

According to the spokesman, the sale encompasses three major breakthroughs. These include the Astro-Sonic stereo consoles at $348.80, $55 below the previous low price, the Sab-urbanite 16-inch portable TV at $98.80 and the six-tansistor, Pocket Mate radio at $9.80. A heavy local advertising campaign, backed with point-of-sale displays in stores, has been coordinated. A 10,000,000 consumer mailing of a 24-page brochure is also in the works.

Pilot Radio Corporation of Yorkers, N. Y. has received congressional reclamation from Congressman Robert R. Barry for its contributions to the communications industry.
COMING MARCH 28
MUSIC ON CAMPUS
THE COLLEGE MARKET
FOR RECORDS
AND TALENT

Planned
Edited
Researched
and Written
As Only Billboard
Can Do It!

To help colleges build
successful shows for their
important entertainment events

To help all areas of the
record industry to build
on the big and growing record
buying volume represented by
college students

To help talent and their
bookers to make the most
practical and profitable
college bookings

To help retailers and
broadcasters in college areas
make the most of their sales
and promotion opportunities

To help colleges work most
effectively with talent and
talent representatives for
mutual gain

RESERVE YOUR SPACE NOW. ADVERTISING DEADLINE: MARCH 23

Another Industry Service
From Billboard
**NEW DEALER PRODUCTS**

Emerson Radio and Phonograph Corporation has reported consolidated net income after taxes of $4,700,120, for the fiscal year ended last October 31. The figure was the result of both operations and a special gain attributable to the sale of Limus Industries, Inc. Ampepx Corporation has announced a new dealer promotion in connection with its Model 602 and 602-2 professional audio units. With the purchase of one of these units between now and February 29 the dealer will get his choice of Model 802 or 803 professional mike at half price. The customer portion of the promotion remains in effect until March 31. Regular customer price for the 802 is $57.50, for the 803, $75.

Ampepx also announced last week the start of engineering studies of various new approaches to recording and playback of spot announcements for radio broadcast. C. Gus Grant, Ampepx operation vice-president, said the company had been approached as a result of industry controversy over presently available cartridge tape recording systems and methods of using them.

The P. B. Connelly Company of Spokane has named a Home and Commercial Electronics Division of Sylvania Electric Products, Inc. The firm will handle the Sylvania TV, stereo and radio lines in 16 counties in Washington, 10 in Idaho and seven in Montana. Also at Sylvania, Carl Esler has been named national market development manager, straight line distribution, for Sylvania Home and Commercial Electronics Corporation. He'll be in charge of market analysis, evaluation, and development of straight line distribution for the firm's home entertainment product.

**PILOT'S NEW SLIM-LINE backshelf speaker system features what the firm calls "integrated speaker reinforcement design," which allows the mid-range speaker to operate at the high end of the woofer range and the tweeter to work at the high end of the mid-range. Unit is but 6½ inches deep. Included within the enclosure are a 10-inch woofer, two three-and-a-half-inch midrange and two three-and-a-half-inch super-tweeter speakers. Price is $89.90.

**CONWAY I**

Budget priced, four speed, high fidelity, automatic portable. Separate volume and tone controls. Available in two attractive color combinations.

**$39.95**

If more than one requested, please add 50c per additional unit. Thru Novemeber 30th. Also available at your local Decca branch now.

**THE CONWAY I**

Budget priced, four speed, high fidelity, automatic portable. Separate volume and tone controls. Available in two attractive color combinations.

**$39.95**

If more than one requested, please add 50c per additional unit. Thru November 30th. Also available at your local Decca branch now.

---

**DISK DEALS FOR DEALERS**

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


**STARDAY—**Expiration indefinite. Started January 1, 1964. A 15 per cent discount on all new and catalog Starday albums. A 10 per cent discount on Stanley economy line albums.
some respects, TV seems to be following the pattern of radio—from one big set in the living-room to many small sets scattered around the house—except that one TV, a color set, may remain in the living-room for some time to come.

All of this seems to add up to a good market.

The television manufacturers, however, would not agree with this appraisal, and there’s evidence that the other manufacturers don’t intend to let the three television makers corner the market in U.S.-brand small-screen portables to themselves. Sears, Roebuck, and Montgomery Ward are coming into the market, and Emerson, Olympic and Westinghouse are preparing their own versions for introduction this year. Other sets undoubtedly have their own plans, but they’re being very quiet about it.

The basic advantage of small and television sets so far have carried list prices of about $100 (except for Sears), and most of them still seem to be competing with the retail counter at list price. There has been some discounting, but not nearly so much as in the case of larger TV-screen or packaged sets. There are several step-ups, the first being a de luxe cabinet at $109.95. GE has steps all the way up to about $150—this new set being a built-in set and AM radio.

TINYVISION PRICES are expected to go up somewhat in the new-model versions, to be introduced this spring and summer, because of the larger screen and the added diner’s menu of on-set materials to be used after the April 30. It’s believed, however, that there will still be some leader models priced under $100, though they won’t be so widely available.

Japanese manufacturers have been offering tinyvision of two different kinds—the conventional AC-type and the transistorized type which will operate on either AC or battery. The imported transistorized portable TV, selling at $49.93, presently has no American-made counterpart, but its sales have been believed to have suffered somewhat as a result of the debut of tinyvision.

It’s a safe assumption that American TV manufacturers are planning along the same line, transistorized, battery-operated tinyvision next. While the screens of Japanese battery sets range from 4½ to 9 inches, TV counterpart will be of the same 11-inch size as American AC-operated tinyvision.

This means another new product—possibly next year. About 150,000 to 200,000 Japanese-made battery TV’s were sold in this country last year. With American manufacturers entering this market, it could be entered as soon as next year.

It seems to add up to this: Tinyvision—both AC and battery, both domestic and imported—probably will be with us for some years. It’s a new category in entertainment products, and opens a new type of market, just as the transistor radio did. It doesn’t have to be sold through the traditional TV outlet, and yet it’s a good entering way into the TV field for the dealer who wants to sell up to 16-inch and 19-inch sizes.

HILO SINGING. TO GO

There may be good profit possibilities in it for your specific location and situation.

New R&B Smash! Sam & Dave "I Got a Thing Going On"

"R&B Dollar Store" SURFING ON A SWINGIN' SOREE!'

"A SIGHT TO SEE" MATYAH'S COLLEGIATE PRODUCTIONS

New_bs

MUSIC AS WRITTEN

CINCINNATI

Dick Pike, general manager of Station WNOK, Newport, Ky., is partnered with Dale Mur- phy, long-time announcer and Dee Feller, orch leader, in a new jazz show each Saturday night, in the Hotel Metropole downtown. Spot will feature top jazz record talent. Donald Eddy God- sey, of Ohio Appliances, RCA Victor dist. with Jerry Weiner, RCA Victor nath bero, tossing a wing-ding in Eddy’s honor at the Terrace Hilton Thursday night, with all the area, tradestees invited.

Nancy Wilson in town Wednesday (29) for a get-acquainted session with local radio, TV and press folk at a cocktail session tossed by local Cap execs. She returns to Cincy, Sunday, March 16, for a concert at Music Hall. RCA Victor’s John Cary in last Mon- day (27) for another guest shot on "Ruth Lyons" Station. Club over WVL-T and the Crosley four-city network. Erolf Garner, long-time | Tuesday, tossed the same slot on the Ruth Lyons seg Friday (31). Garner was added in his promotional duties around the town by Stan Bremen, of Jeavey Distributors.

Jocks at WCIN, local Roun-sville station, tossed a March of April’s benefit for the Student Union-Great Hall at University of Cincinnati Friday night (11) with a showing feature L. C. Cooke, Bobby Darciell, Wade Denton, Tracy Nalls, Olber Wilson, the Casinos, the Dan- pers, the Duchelles, the Du- ettes, the Finale Doutenes, Lero and the Emeralds, Kenny Smith, and the Lovelights band. WCIN jockeys Charlie Brown, Bill Clark, Dobie Doutenes, Lero and the Emeralds, Kenny Smith, and the Lovelights band. WCIN jockeys Charlie Brown, Bill Clark, Dobie Doutenes, Lero and the Emeralds, Kenny Smith, and the Lovelights band. WCIN jockeys Charlie Brown, Bill Clark, Dobie Doutenes, Lero and the Emeralds, Kenny Smith, and the Lovelights band.

Bill Sachs

Phono Sales Up for Year

WASHINGTON—Total sales of console, table and portable models for the 11 months of 1963 ending November 30, were above those of the same period in 1962, according to the marketing services department of the Electrical Industries Association.

Despite this over-all healthy picture, distributor and factory sales for November were dropped substantially over the same month in 1962.

Distrib sales in the portable-cabinet category for November, for example, were 379,735 as against 431,381 for November, 1962. For the year 1963, the figure was 2,822,342 against 3,166,063 for November, 1962. Similar figures obtained on the factory sales front.

Twin Cities Swing

Continued from page 12

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The other big singles-playing station is the WDGY (St. Paul—owner, founded by program director Hal Raymond and station owner Bob Dean, also known as Johnny Dollar on the air. WDGY plays a top 50 list of tunes with a plus or extra list from Friday to Friday. Each aud- ior it has its “Battle of the New releases” on Mondays and Tuesday. The “Twin Picks” is added as an add-on to the proceedings.

WDGY’s battle on Saturday and the Sat- } | day (27) for another guest shot on "Ruth Lyons" Station. Club over WVL-T and the Crosley four-city network. Erolf Garner, long-time | Tuesday, tossed the same slot on the Ruth Lyons seg Friday (31). Garner was added in his promotional duties around the town by Stan Bremen, of Jeavey Distributors.

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Bill Sachs
Poll Points Up Opera Buffs as Consistent in Their Tastes

By BARRY KITTLERSON

NEW YORK—Among music lovers, opera buffs are notable for their volatile passions, and as a breed their enthusiasm and rabid opinions have no equal outside the sports arenas and certain types of smokers who would rather fight than, to the uninstructed, an overheard conversation on the long waits of the Metropolitan (or any other opera house in the world, for that matter) could be a frightening and intimidating experience. He would likely discern that rarely, if ever, two or more of these creatures agreed.

A recent poll, conducted by William H. Wells, who is host of a weekly opera program for New York's WRFM, proved that the contrary is actually quite true. Not only do they frequent the opera (and with much the same enthusiasm) they agree that the opera is a world, for that matter) could be heard conversation on the long waits of the Metropolitan (or any other opera house in the world, for that matter) could be a frightening and intimidating experience. He would likely discern that rarely, if ever, two or more of these creatures agreed.

Wells invited his regular listenership of "Opera for You" to write in their individual preference for the 10 great operas of all time. The list should include complete operas regardless of vintage, available on LP's in either mono or stereo. According to Wells, more than 300 persons submitted their 10 favorites, and while 80 different opera recordings were nominated, the winners (listed below) were recipients of a very heavy number of votes each. In the case of the first two on the list, the vote was nearly unanimous.

Wells' list reads as follows:

1. PUCCINI: TOSCA — Calas, Di Stefano, Gobbi, Sabata. Angel 3508 B-L.
5. STRAUSS: DER ROSEN- Kavalier — Schwarzkopf, Ka- rajan, Angel 3536 D-L.

Mid-East to Hear Ads on Radio

BONY — The United Arab Republic is to start a commercial radio station covering the entire area, except the Gegend, and the policy under the direction of Leslie Knight to undertake operations is oriented toward the new service in the United Kingdom to be established by the British and U.S. and British firms. The Michael Rice company is soliciting advertising from West German, French and Dutch enterprises.

The U.A.R. Radio and Television Organization is to make a limited broadcast at a rate of more than 500 kilowatts at Man- soura, near Port Said. It is known that a non-political pro- gram of light entertainment for the U.A.R. Radio, which will have a U. S. style pop music format, its general operation will be handled by a new private enterprise, the Swiss copyright registration, which arrives in this country.

This will be the first time,şa has been given to the Richmond "Symphony No. 7." It is the first time, a film treatment which will open for a limited engagement in New York on February 9. It is as an "Omen" and "Eve of Destruction," which was directed by Geza von Cziffra and features an all-star Euro- pean cast, including Ingrid Bergman, Peter Alexander, Marika Rökk, and Kurt Ederedan.

For the first time, secondary students in the New York school system will be able to attend a series of concerts and performances offered by the American Symphony Orchestra under the direction of Leopold Stokowski, some 35,000 teenagers will be given the opportunity to attend these performances.

New York, February 8, 1964

Rubinstein Re-Signs With Victor

NEW YORK—Artur Rubinstein, the renowned pianist, celebrated his 75th birthday last week (28), and did so by announcing a new recording contract with RCA Victor Records. The announcement was made by the company's president and general manager, George R. Marek. Rubinstein's previous contract with RCA Victor was signed more than 25 years ago, when he first came to this country.

This week, the vigorous pianist will undertake a difficult schedule of performances on three successive evenings (5-7-8) at the Philharmonic Hall, the other two at Carnegie. As customary, when Rubinstein performs, all three concerts are sold out, including stage seats. Immediately following these concerts, the pianist is sched- uled for an intense series of recording sessions in New York City—some 18 are planned. The plan is to re-record in the Dynamic process versions of the music of Frederic Chopin, interpretations for which Rubinstein has been widely acclaimed. Other recordings will feature the music of Beethoven, Tchaikovsky, Rachmaninoff, and Rub- bert, plus an album of music by French composers. On announcing the project, Marek noted that "Mr. Rubinstein's performances and recordings in concert halls have given the world some of its finest moments."
LE HOPE WANTED

HELP WANTED


Field Representative

FOR SALE

WANTED TO BUY

RECORD PROMOTION & PUBLICITY

"20 Years of Record Experience"

Joe Petralia

NEW RECORDS, SINGLES, DRAFTS, TAPES

For Sale

when answering ads...

FEBRUARY 8, 1964

RECORD BUYERS & SELLERS

A convenient market place for the best buyers of equipment, supplies, services and personnel. Serving more than 75,000 buyers, users and sellers of records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

Book Your Best from Nashville—Holly Champion, owner, Andy Wilson 3705 Union Dr., Nashville, Tenn., 37204. Miss Champion writes

STATE, COUNTRY

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538, c/o Billboard, 165 W. 46th St., New York, N. Y., 10036.

Experience, Versatile Gal-Pri-


New England Exposure Needed

Please personal representation available with the independent promotion, label mailing list oftrm. Ots. Hal Faktor, 4143 W. Armitage, Chicago, Ill. Phone 8-4400.

Top Volume of Sales in the Pop Market

Write: Box 240, Billboard, 165 W. 46th St., New York, N. Y., 10036.

Announcing a New Low Rate for Situa-


Field Representative

Specializing in Jazz, Folk and For-}

PRESIDENT

RECORD DISTRIBUTORS

538, c/o Billboard, 165 W. 46th St., New York, N. Y., 10036.

New York, N. Y., 10036.

The entire world.

Attention, Radio Stations: Important Message.

If you need help in securing exactly the right records and albums for your music program, we can... YOU CAN GET IT FROM RSI. Over 1800 satisfied station users and the list grows with every mail! If you have any special record problems, call or write to find out how RSI can help you. No obligation, of course.

Attention: Rock Jobbers and Dept. Store

Resume Your Record Dept. with new silk-screened Browse Cards. Cards designed attractively, with clear listings. Bring Your Record Dept. up to date. Any embossed Browse Card available.

ATTENTION!

Finest Quality—Low Prices.

Write for Free Title List.

LE-BO PRODUCTS CO. INC.

Long Island City, N. Y.

DIVIDER CARDS!

Available Parade White, U-Card, Silk Screened Letters, Guarnett Tone, Tinted Cards, Female, Catalogs, Promotion Cards, etc.

NATIONAL DISTRIBUTORS

Send for Free Title List.

LE-BO PRODUCTS CO. INC.

Long Island City, N. Y.

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT

No Job Too Small. Quality Guaranteed. Large or small, printed sets with any line of record industry and all contacts among rock jobbers.

Must reside in New York metropolitan area. Send resume and salary requirements to:

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DISTRIBUTING SERVICES

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New 45s, 1500 Unusual, Rare, Dupli-

CHATTON ENTERTAINMENTS

2521 San Pablo Ave.

Oakland, California

(415) 444-5678

All New Exclusive National Distributors of Custom Dividers Card Manufacturers.

New 45s. 1500 Unusual, Rare, Dupli-

All New Exclusive National Distributors of Custom Dividers Card Manufacturers.

RECORD PROMOTION & PUBLICITY

"20 Years of Record Experience"

Joe Petralia

RECORD PROMOTION

Park Sheraton Hotel

Suite 26755th St. at 7th Ave.

New York 19, N. Y.

Phone: 6-6935

used coin machine equipment, parts and supplies

for sale

for sale—50 Victor Baby Grand

Capitale, 65 Victor 80 ppm.

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BILLBOARD'S "INTERNATIONAL MUSIC RECORD DIRECTORY" & "BUYER'S GUIDE" packed with Pages & Pages of Names and Addresses of Leading U. S.

music publishers, record distributors, disc jockeys, radio sta-

BILLY RAY'S, c/o Billboard, 165 W. 46th St., New York, N. Y., 10036.

misellaneous

Miscellaneous

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All New Exclusive National Distributors of Custom Dividers Card Manufacturers.
THE NEW
ROWE AMI TROPICANA
brings you
PLUS VALUE
TO BEAT
THE BAND!

Rowe has built everything into The Tropicana. Big-time entertainment. Big-time styling. Play-inviting features galore. But it has also built reliability into this new 1964 phonograph—and a new simplified mechanism—and new ease of servicing—features that you as well as your customers will like. See for yourself at your Rowe AMI distributor's—now.

MORE FEATURES!
MORE QUALITY!
MORE PROFIT!

- Exciting New Styling
- Room-filling Stereo Round*
- Exclusive Self-Contained Speakers
- Versatile "Three-in-One" Programming
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

*Pat. pending

ROWE AC MANUFACTURING
The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems
Illinois Association Gets Swinging Start

SPRINGFIELD, ILL. — The newly formed Illinois Coin Machine Operators Association appeared to be rapidly on its way toward attaining the goals set by the most successful State associations in the country.

Close to 100 operators, including some prominent juke box industry officials, attended the association's third meeting here last weekend.

Illinois has some 400 active operators in the State, and officials of the Illinois group felt they have an excellent chance to sign a large percentage of those to their fold.

SPRINGFIELD, ILL. — Music Operators of America president Lou Casola said last week that Governor Smith (D., N.Y.) had informed him he would not push for passage of the copyright legislation until March.

The announcement gives juke box men hope that they may finally get a break in the battle to maintain their traditional exemption from royalty payments.

A bill to eliminate the juke box exemption is currently in the House Rules Committee awaiting passage to the floor. The floor vote on the measure is expected to be a breeze.

Political Differences

Expect to see the operators in the forefront of political battles as Congress reconvenes.

The Illinois meeting was marked by key addresses by Fred Granger, last week appointed manager-director of Music Operators of America, and Lou Casola, MOA president and long a prominent operator in the State.

Clint Pierce, head of the neighboring Wisconsin association and an MOA director, was, on hand, as was Eugene Cooper of the Illinois Department of Revenue.

Corrigan told operators there were new possibilities and more clout coming to the MOA public Relations job.

Dee Joe Thomas mentioned the importance of the recent MOA executive meeting, which was attended by Rocky Greiner.

GRANTER heads Newly Formed Carolina Assn.

RALEIGH, N. C. — A new State organization, the North Carolina Coin Machine Operators Association, was recently formed at a meeting attended by the majority of the State's operators and the major distributors.

No Detailed Plans

The meeting was called by an association's name by unanimous agreement and elected the following officers: President, Garland Garrett, Wilmington; Secretary, F. E. Reynolds, Clinton; 1st Vice-President, Fred Ayres, Greensboro; 2nd Vice-President, Frank Davis, Ashevilie; 3d Vice-President, David Smith, Asheville.

The meeting named a bylaws committee of A. M. Fleishman.

TORONTO FIRM ADDS ROCK-OLA VENDING LINE

CHICAGO — Rock-Ola Manufacturing Corporation has named New-Way Sales Company, Toronto, distributor for its full line of equipment in the 38-county Toronto area. New-Way, headed by Jerry Janda, has been a Rock-Ola juke box distributor since 1962 and now adds vending to its line.

Frank Doyle, Rock-Ola vending division sales manager, said it was only fitting such a fine job of developing customers for Rock-Ola be awarded vending line as well.

Seeburg Continues To Buy and Expand

CHICAGO — The Seeburg Corporation continued its acquisition of vending properties with the purchase last week of the Arthur H. DuGrenier Corporation, Haverhill, Mass., manufacturer of mechanical coin-operated and non-devourable coffee vending machines.

The transaction was for $11,800,000. The DuGrenier property was purchased the Caveller Corporation, Chattanooga, manufacturer of vending equipment for Coca-Cola bottlers. The Caveller transaction was for $1,100,000.

The German manufacturing industry had only begun to produce coffee machines for the United States market in 1928 and developed the first machine to provide multiple selections with the use of a single coin slot.

It also holds many basic patents in the industry. The German manufacturing industry had only begun to produce coffee machines for the United States market in 1928 and developed the first machine to provide multiple selections with the use of a single coin slot. It also holds many basic patents in the industry.

Caveller transaction was for $1,100,000.

Bally Spinner Wins Status as Novelty Game

SPRINGFIELD, ILL. — Bally's Spinder, formerly charged with a $250 federal tax, is now assessed only a $200 assessment tax, an Illinois operator announced last week during a meeting of the Illinois Coin Machine Operators Association.

Charles Bentler, Springfield, said he had been able to contest the federal $250 gaming tax assessment. After a hearing in Springfield, the case was moved to Washington, Bentler said.

Final decision by the federal government, however, will not be made for several months.

Bally's Spinder, formerly charged with a $250 federal tax, is now assessed only a $200 assessment tax, an Illinois operator announced last week during a meeting of the Illinois Coin Machine Operators Association.
ITALIANS IN SWITZERLAND

GENEVA—Swiss juke box operators are giving increasing attention to coin and token machines for the half million transient Italian workers in Switzerland. Because of the tight labor shortage, Switzerland has been importing large numbers of workers, primarily Italian. Surveys show that the foreign workers are avid phonograph connoisseurs and that they receive a working level view of the conduct of business among Italian capitalists.

The two Italian organizations catering to the amusement industry, Associazione Nazionale Italiana Spettacoli e Ricreativi and Associazione Generale Nazionale Espositori Italiani have forged a close working relationship with the two Italian organizations catering to the amusement industry, Associazione Nazionale Italiana Spettacoli e Ricreativi and Associazione Generale Nazionale Espositori Italiani have forged a close working relationship with the two Italian organizations catering to the amusement industry, Associazione Nazionale Italiana Spettacoli e Ricreativi and Associazione Generale Nazionale Espositori Italiani have forged a close working relationship with the two Italian organizations catering to the amusement industry, Associazione Nazionale Italiana Spettacoli e Ricreativi and Associazione Generale Nazionale Espositori Italiani have forged a close working relationship with the two Italian organizations catering to the amusement industry, Associazione Nazionale Italiana 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MILWAUKEE—All officers and directors of the Milwaukee Phonograph Operator's Association were re-elected at the trade group's annual meeting recently.

Named to serve another year as MOA's president was Leon Charwitz, Instantaneous Co., Chicago. Vice-Presidents are: Elmer G. Smith, Kenosha; Glenn Schmitz, Hilbert; John L. Allen, Beloit; James Stecher, Howell Distributing Co., Inc., Milwaukee; Casper Sittig, Wisconsin tops; and John P. Kozol, Wisconsin tops. Secretary-Treasurer is Mr. DuGrenier, Beaver Dam, and Tom Strong, Port Washington; Ken Norton, Churph, Beloit; Elmer G. Smith, Kenosha; Glenn Schmitz, Hilbert; Ed Mann, Laddie Steinhoff and Phillip Singleton, Oshkosh; Elmer Cooper, Okaheke; Eugene Urs, Madison; Casper Sittig, Kaukauna; Robert Martin, Burlington; Len Tamulis and Cal Churchill, Beaver Dam; Ken Norton, Port Washington; Ken Norton, Beaver Dam, and Tom Strong, from Mount Pearl.

Awards of Honors—Awarded for outstanding contributions were the following:

Mr. DuGrenier, for his service to the membership during his term as president of Wisconsin tops.

Mr. Casper Sittig, for his support and encouragement of the organization.

Mr. Taksen, for his work with the MOA for many years.

Mr. Steinhoff, for his work with the MOA for many years.

Mr. DuGrenier, for his work with the MOA for many years.

Mr. Sittig, for his work with the MOA for many years.

Mr. Taksen, for his work with the MOA for many years.

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**Recent Stereo Releases**

**SEEBURG LITTLE LP's**

**Pop Vocal**
- GEORGIA GIBBS—Georgia Gibbs' Greatest Hits

**Pop Instrumental**
- FRANKIE CARLE
- FLOYD MAYER
- PETER NOBO—3 Great Pianos

**Jazz/Rhythm & Blues**
- THE THREE SOUNDS—Some Like It Modern
- Mercury

**Country & Western**
- VARIOUS ARTISTS—Greatest Country and Western Hits No. 4

**International**
- HILDEGARD KNEF

**SEEBURG ARTIST OF THE WEEK**
- Folk
- LES AND LARRY ELGART—Big Band Hootenanny

**RSI LITTLE LP's**

**Country**
- JOHNNY CASH—Ring of Fire

**Pop Vocal**
- PERRY COMO—The Songs I Love

**Folk**
- PETER, PAUL AND MARY—In the Wind

**Jazz Instrumental**
- COUNT BASIE & HIS ORCHESTRA—This Time by Basie

**Pop Instrumental**
- ORIGINAL SOUND TRACK—Theme From The Vitors

**Stereo Releases**

**FREEPORT, L.I., N.Y.—**All 33 stereo single records and the little LP's were handled through normal distribution channels, the juke box operator probably being a lot more adult programming.

That's opinion of Bernie Boerssen, Double-B Record Distributors, and Dick Mitchell, one-stop operator here, that most juke box distributors in the record business

Tom Greco, Rock-Ola distributor from Glascow, N. Y., agrees. Greco said that many operators feel the juke box distributor to throw in the special 33 stereo packs with the purchase of new— and in some cases—used jukes.

The same operators will go to one-stop, however, and there is no question about their paying for the merchandise.

The one-stops would like the business and the music machine distributor would like to let them have it. But it isn't quite that simple.

**Distribution Pattern**

Right now, all 33 stereo single programming and all little LP programming are made on order for the juke box manufacturers for distribution through their franchised outlets. Less than 25 percent of the units bought are purchased by one-stops.

The music machine manufacturers got into the record business—and also put their distributors into the business—for a simple reason. The type product needed, in their opinion, was not available through normal record distribution channels.

Today, all four manufacturers make machines capable of playing stereo music—either single or little LP—at the 33 r.p.m. speed.

But virtually all new singles for general release are monaural 45's, and, except for the juke box manufacturer programs, no little LP's are produced.

So, until the demand was sufficient to force the record manufacturers to produce this product on their own, the juke box industry had to create and distribute its own product.

There is little question that the juke box industry has benefited from these efforts. Stereo single and little LP programming has boosted collections in most locations where it has been tried.

Of course, the major factor has not been the 33 r.p.m. speed, nor even the stereo sound, though the latter has helped.

Too, there has been the artist and the repertoire. Much of what is available on 45 monaural is aimed primarily at a teen-age audience.

The big need for the juke box market is adult programming. The patron doesn't care at all.

Call, "Of course, you want to meet your customers," he says, but he doesn't want to see them several times a week to know they're there.

The movement will continue to grow as many of the big record distributors move out of town to locations difficult to support.

Mitchell believes a similar development is shaping up for the phonograph and coin games.

**Mood Music Concentrates On Brand-New Innovations**

A STAFF OF three uniformed experts operate Mood Music's repair and maintenance shop in downtown Denver.

DENVER—Keane Smith, president of Mood Music Systems, operates primarily in brand-new locations. A Denver native and former engineer with the Mountain States Telephone Company, Smith learns of plans for new restaurants, motels and other developments before the first construction contracts are let. He is a successful pilot of installing stereo, long-play phonographs in these prestige locations.

By concentrating on new locations, Keane has built up a string of high-quality locations that impress prospective customers. A background in electronics helps Smith carry out a service and repair program built around a completely equipped shop.

This shop is large enough to keep pace with the growing popularity of the juke box.

The first construction contracts were for music operation in the newly opened Denver Hilton downtown hotel.

**Storm Hits Denver Take**

DENVER—Steen storms, ice, and long-continued cold combined to keep collections slow all through December in this part of the country.

A snowstorm that hit the Mountain States Telephone Company, to the Washington Hotel here Wednesday (19).

Mr. Mitchell, who has a successful record firm, Keane has built up a successful firm of installing stereo, long-play phonographs in these prestige locations.

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**Arizona Ops Report**

**Collections Down 15%**

PHOENIX—Collections were down an average of 15 per cent throughout most of Arizona, according to operator reports channeled into Garrison Sales Company here, for 1963. A reduction in the number of tourists attracted to the Valley of the Sun during spring and early winter was given as one contributing factor, plus a general economic recession, and, of course, the assassination of President Kennedy which brought sharp cuts in play for most of December.

Operators by and large are meeting the 15 per cent drop by diversifying, an all-time record number going into vending operations for the first time in their history. Although cigarette vending is the primary interest, numerous operators are taking on more diversified vending equipment for candy, merchandise, milk, ice cream, mixed-flavor pop venders, and even bulk vending equipment.

The reports from most indicate that it is too early to determine possibilities with smaller-scale vending operations in the same locations formerly involving only a phonograph or an amusement game or two.

**Against Tax**

One serious legislative problem in the offing is the likelihood of a 4-cent-per-pack cigarette tax which was brought up before the Arizona Legislature in its recent session, tabled temporarily, but sure to be reintroduced during 1964. Not only established cigarette vending organizations, but music operators who are planning to dip into cigarette vending feel that the tax would be crippling.

Location commissions have remained the same through 1963, except for new stops, equipped with album-type stereo phonographs where operators are asking for, and generally contracting on a 60-40 basis.

The demand for location loans, which was a major problem through the expansion days of the past few years, has dwindled, with few new locations being created, and a marked cutdown in the number of cocktail lounge, restaurant, and club remodelings.
NVA Prepares for Miami Meet

CHICAGO—The temperature may be rising throughout much of the country, but National Vendors Association officials here are busy preparing for the association's convention next April 15 in Miami Beach, Fla.

As Don Mitchell, NVA counsel, said in his bulletin to members: "Our convention committee has been working on providing an outstanding convention for this year; mid-April is the best time of the year in Florida, and excellent accommodations have been set aside for us at the DeSalle Motor Hotel."

Along with the usual business, a tropical atmosphere will be much in order. One manufacturer is offering a trip to the Bahamas, following the convention, free of charge to customers taking advantage of his promotion.

Other manufacturers are offering lavish door prizes from bulk vending supplies to elaborately decorated color TV sets, stereophonic systems, and whatnot. At last year's convention, an auto was given away, though it is not yet known if such extravagance will be repeated this year.

NVA itself is offering free hotel accommodations during the convention for the coupon customers in the most new members between now and the show. Bob Guggenheim, program chairman, said that as always, the program will be "most informative and beneficial."

N. Y. Vend Op Finds Way to Beat Thieves

NEW YORK — Art Bianco, local bulk vending operator, has found a solution to the break-in problem. During the last few months local operators have been victimized by gangs of vending machine burglars who have been breaking open bulk vending machines and stealing themselves to the contents of the coin boxes.

Bianco has devised a special thread-wound washer which acts as a safeguard after the top of the machine has been removed. This washer may be opened only by a special tool, also designed by Bianco.

Bianco has put 200 of these washers on his own operation with the result that none of the machines provided with these washers has been burglarized successfully.

Washers are sold to local operators for 25 cents each, and the tool goes for $10. The tool with 100 washers, goes for $15. During the last month Bianco has sold 400 washer-and-tool units to local operators.

The washers will fit all Victor and Acorn machines.

NVA Editorial Outlines Need for Trade Group

CHICAGO — A National Vendors Association editorial, mailed last week to members, says: "With its growth, has come responsibility. NVA stands between you and the Supreme Court. NVA is your advocate and your best friend. NVA is the one association to which you can and should turn."

"The growth of the heart, like the growth of the human heart, is never complete. The continuing growth of the NVA is the only real growth!"

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-- Billboard
DENVER — One-cent bulk vending routes can be consistently profitable — but only if the operator develops a passion for detail and follows a tight schedule of servicing and repair.

That's the belief of Kenneth Bromley, suburban operator here, and he proves the point by his success with penny machines on routes he established a few years ago after a study of potential. Denver locations persuaded him that there was room for a 1-cent operation in the city surroundings.

Bromley's suburban home is his headquarters and includes a complete repair shop in the basement. From there he covers an expanding business with carefully chosen locations that include drug stores, drugstores, taverns, drugstores and businesses of buildings. Groceries near schools are another field which Bromley has developed by showing his route prospective he can replace penny candy counters with machines and thus save the time he used to devote to serving children.

Bromley stresses the importance of prompt service. For him it means a systematic review of his 屆d routes so as to complete the most number of calls per gallon gas and other odds and ends that need repair or other service. He carries an assortment of tools to handle the machines of nine different manufacturers, plus a display case with all 10 tools mounted. One local operator reports brisk sales of this item in a large supermarket chain. The capsules vend for 10 cents each.

The firm has recently re-entered the candy business and is currently turning out a 5-cent peg box which is distributed through tobacco jobbers.

N. Y. Vending Outing Is Set

NEW YORK — Members of the New York Automatic Vending Association will hold their annual outing at the Seaview Lake Hotel, Swan Lake, N. Y., May 8-10, with the strong possibility of officials from the National Automatic Merchandising Association conducting a business session during the week-end.

The NYVA group will be joined by members of the New York Bulk Vendor Association, which holds its outing in conjunction with the other trade group.

Operators from the New York metropolitan area as well as representatives from other vending machine manufacturers are expected to attend.
what speed the music is played. He does care what the music is.

### Two Speeds

And it doesn't make too much sense to have juke boxes manufactured with dual-speed mechanisms. But as long as the 45 remains the standard single, the manufacturers will be burdened with the extra expense of the two-speed machine. What would make sense to the juke box industry—and to the record industry as well—would be a one-speed approach, with everything going 33 1/3 rpm.

Releasing some singles in the 33 1/3 rpm speed only would accelerate the process. The juke box packages—taken from the bands of stereo albums—are generally not available in 45 rpm. And this, in part, accounts for their success.

Releasing the same record in both speeds would accomplish nothing. Record distributors and one-stops dislike the idea of carrying two inventories. Given a choice, they'll stick with the 45 monaural.

### Selective Ordering

Another advantage of the conventional record distribution system is that the operator would be able to order a specific 33 stereo single in quantities of his own choosing without having to buy the five-packs to get the one record.

There is little question that the five-packs are serving an important purpose in offering the operator good standard programming. And the fold-out display material with the five-packs aids in point-of-purchase merchandising.

But this is only a stop gap. The goal will be the voluntary release of adult stereo programming by the record companies. And this goal now appears closer to fulfillment.

### Problems Threatening their Survival

This has been spectacularly the case in ZOA's long (and still raging) battle with tax authorities, and its battle with GEMA, the music publisher's agency affecting every performing rights royalty hikes.

In the case of GEMA, the court ruled against compelling GEMA to moderate its demands. In West Germany the trade is convinced that in "unity there is strength"—and ZOA is the strategy.

ZOA has been effective, too, in promoting the image of the German operator as a citizen of substance—a businessperson of repute. Problems remain in this area, but the confidence, so characteristic of the special German situation in which payments are accepted as a natural part of the operation (the reverse of the attitude in Britain, for example).

But even here, because of its basic unity, the German trade has been effective (but not entirely successful) in promoting the payoff as a beneficient amusement device.

### Thorwald in Dallas

DENVER—Frank Thorwald, with all members of his family, was a guest of vending machine distributors in Dallas recently. The Denver operator has been buying equipment from Graff for many years but had never met him personally before.

### Opal Mall Delay in Celler Bill

Continued from page 49

The concurrent introduction of the measures could greatly speed their passage through Congress and when they came up for consideration on the floor of either house.

Casola noted, too, that he is seeking another meeting with record company operators in an effort to find an alternate to royalty payments.

### Record Company Help

We don't want to put a burden on the record companies but we would prefer to pay an extra sum per side to them directly so we would not have to make copyright payments to the licensing agencies," Casola said.

The MOA group under Casola's leadership was willing to pay a "reasonable fee" but the current ASCAP-sponsored bill had no stipulated limits.

Thorwald sees no chance of a jingle box copy-right legislation had international implications. He noted that operators are forced to pay copyright rights in most European countries.

### Overseas Implications

Thus, a U. S. diskery receives royalty payments on records sold overseas but not when the jingle box operators, but a European company doesn’t have to pay such payments on Euro-pean records sold to the U. S., Casola said.

Casola said that ASCAP had succeeded in hav-ing State department officials testify that this could have repercussions in our relations with other countries.

The MOA chief said that the jingle box association was faced with a shortage of funds in fighting copyright legislation. He said that MOA has only collected some $14,000 as opposition to ASCAP's total income of around $50,000 to $75,000.

Casola said that ASCAP and the other licensing agencies together have expended between $10,000 to $15,000,000 from the jingle box industry. It's a severe problem.

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New Trade Rules Scan Discriminatory Prices

- Continued from page 4

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Forsythe Loses Air Force Site

MEMPHIS — Jack Wallace, former coin machine operator during World War II, underbid veteran coinman William V. Forsythe for the one-year-contract to service clubs at the huge Memphis Naval Air Station 20 miles from this city. Wallace, who during World War II sold his route to Forsythe, bid 40-40-40 per cent to the Navy base and 40 per cent to himself.

Forsythe, owner of Forsythe Amusement Company, bid 50-50-50, the standard commission arrangement in Memphis and the Mid-South.

As a result of losing the bid, Forsythe sold Wallace his route of 85 pieces at the Navy base—games and phonographs for about $25,000.

The equipment is in officers' club, CPQ clubs, non-com clubs and recreation centers. There are some 17,000 persons stationed at the tremendously busy base, one of the largest in the nation.

Forsythe has had the contract for about 20 years. Wallace is a public relations man for the Coca-Cola Company and is taking on the route as a sideline operation.

Patterson Names 2 Midwest Dist.

CHICAGO—L. T. Patterson Distributing Company, national distributor for Football, the miniature soccer game introduced at the recent Music Operators of America Convention here, has named two U. S. distributors in the Midwest.

Brandi Distributing Company will handle Football in St. Louis. H. Z. Vending and Sales Company will represent the line in Omaha.

Harry Moro, Patterson's sales manager, said he is also planning to pick up some new European coin-op distributors in the United States. He will attend the T. S. convention in England this year and spend a couple of weeks in Germany.

Forsythe, however, doesn't believe Wallace will be able to make a profit on the 60-40 arrangement.

"I don't think he can give them good service and equipment as I have," said Forsythe. "If he makes a profit, he will have to break even if he does that, he will lose business and revenue. He will do well to break even.

NAMA Plans State Meets on Cigarettes

CHICAGO—The National Automatic Merchandising Association is planning a series of State meetings in early February to plan legislative activity regarding the cigarette-health controversy.

Louis J. Risman, chairman of NAMA's special committee on cigarette vending, said the meetings are to acquaint all State and local leaders with the possible legislative consequences of the report on smoking and health issued recently by a Special Advisory Committee to the U. S. Surgeon General.

"Our legislative staff will discuss with cigarette operators just what can be expected, especially from uniformed critics of cigarette machines," said Risman.

Strategy to meet unjustified attacks and restrictions, as well as new materials for use by vending operators, will be the main topics of the meetings," he noted.

The meetings will be held in 15 cities: Olympia, Wash.; Washougal, Wash.; Town Square Hotel, San Francisco; Friday (7), Sheraton-Palace Hotel, Houston; Sheraton-Palace Hotel, airport Inn; Oklahoma City, Saturday (8), Sheraton-Oklahoma, Bosco; Board of Commerce, Kenmore Hotel; New York, Tuesday (11), Los Angeles, Tuesday (11), Kirkby Center. Board of Commerce, 10889 Wilshire Blvd., Los Angeles, 10853 Wilshire Blvd., Los Angeles, Tuesday (15), Kirkby Center, 10889 Wilshire Blvd., Los Angeles.

Kansc City, Mo., Tuesday (11), Midland Hotel, Jacksonville, Wednesday, Tuesday (12), Washington, Washington, Thursday, December (13), International Inn, Chicago, Thursday (13), Sheraton, Chicago, Thursday (13), Marianna Hotel, Arizona, Friday (14), Newton's Inn, Miami, Friday (15), Terrace-Belle Hotel, Miami, Friday (15), Americana Hotel, Miami.

Future of NAMA Chief Topic of New Orleans Meet

CHICAGO—The National Automatic Merchandising Association will develop its 1964 program and schedule of activities at a two-day directors meeting, February 21-22, said the Royal Orleans Hotel, New Orleans. Carl Millman, president, said he wants to discuss all aspects of NAMA's future.


Ex officio members of the board are the four past-presidents of NAMA—Louis J. Risman, Mystic Automatic Sales Co., Inc., Mendford, Mass.; Herb A. Geier, Geier Automatic Vending Corp., Division of Servomart Corp., Milwaukee, Wis.; William H. Martin, Automatic Vendors of Boston; and William L. Austin, Universal Match Corp., St. Louis.

Normally, there are three NAMA board meetings each year, but this year's meeting is the first for 1964.

COINMEN IN THE NEWS

Milwaukee Mentions

Vending equipment sales are breathing up volume statistics at Pennsylvania Sales & Service, according to Sam Cooper. Orders are coming in for the new Rowe and newer machines which have been introduced, he says. Vendors interested in the new models included Bob Mainthie, Chicago, Rowe factory service man, and Bob MacGregor of Philadelphia, AMSI sales reps, also Chicago.

North Carolina distributor is Marie Chapman, hired recently to help Pam Langan with the build-up of office work. Joe Pelligrino, P. & P. Distributing Company, reports music route receipts improving since he instituted a program of culling out low profit accounts. Sam Hastings, Hastings Distributing Company, was re-elected president of the Milwaukee Phono- graph Operators Association, and held the first meeting of the group's reorganization four years back.


"The work is interesting and much more rewarding than it would be if it was when I started," said Carl Happel, Badger Novelty Co., who is president of the group's reorganization four years back.

Boston Briefs

Dave Baker, president of Mountain Coin Company, Inc., has been breeding thoroughbred hunting horses since his days as a suburban Canto. He now has five and is expecting a foal in May. Baker, manager of Melo-Tone's music department, has returned from a Florida vacation, and Dave's daughter, Mrs. Harry Het而非 Old Ocean Club, is planning a celebration of the firm's 40th anniversary at the Blue Heron Country Club. Newton operator Perry Lipson, once a musician, keeps in prac-
tice with Ruby Newman's orchestra and recently played in the pit during the local run of the musical, "No Strings." He's also a ham radio operator

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when answering ads... Say You Saw It in Billboard
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The Best Looking...Best Sounding...
Highest Earning Juke Box of Them All

WURLITZER 2800 Makes the Swing to Higher Earnings

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTH TONAWANDA, N. Y.
DOSEY TEAM TAKES TO AIR: Leaving for London and sixteen-week tour of Europe is the new Tommy Dorsey orchestra, directed by Sam Donahue, with artists Frank Sinatra Jr., Helen Forrest, the Pied Pipers and Charlie Shavers, accompanied by Manager Tino Barrie. Their new RCA Victor LP was just released.

AIRPORT CONFERENCE. Liberty's Timi Yuro talks with the label's national promotion director, Ted Edgin, at Los Angeles airport between flight from New York to Far East where she will perform.

AMERICAN ANGEL. New AMERICAN ASTRONAUT INC. Satellite will be launched this week by American Astronautics. The new satellite carries scientific equipment to be used for experiments in space. The satellite will orbit Earth for several days before re-entering the atmosphere.

SHIP SNAFFELY. At the Boat Show in New York's Coliseum, glamorous model Alice Frey delights WHAC-Radio personalities Steve Woodman and Keith Rich (center). During run of show, Woodman and Rich originated several live shows from the Coliseum.

PHILLIPS TO ATLANTIC. Little Esther Phillips, whose Top 10 single, "Release Me," was a hit for Janax Records last year, has signed an exclusive contract with Atlantic Records. At signing were (left to right) Jerry Wexler, executive vice-president, Ahmet Ertegun, president, Nesuhi Ertegun, vice-president of album cr. & r., and Jack Hook, Esther's personal manager.

SOME COOKIE. Lorna Dune poses with Joey Powers. Her answer song, "Midnight Joey" (Select), was just released after Joey's hit, "Midnight Mary" (Amy).