CAPITOL THROWS PRICE BOMBHELL

By LEE ZHITO

NEW YORK—Capitol moved into the price stabilization battle with full force today (2), announcing that henceforth it will charge all customers—one-stops—the same LP price. This applies to the complete Capitol and Angel lines, and becomes effective immediately.

Thus, this major stripped rack jobbers and one-stops of their customary 10 per cent functional discount count in an unprecedented and far-reaching revision of its sales policy. The "Stand for Stability," as Capitol President Artie Livingston tagged the new policy, includes dropping all special discount programs, and maintaining the same price on a year-round basis.

The new discount structure is 38 per cent plus 9 per cent plus 10 per cent, or $2.02 on $3.98 LPs and $2.53 on $4.98 product. The previous discount structure was 38 per cent for dealers, and 38 per cent plus 10 per cent for rack jobbers and one-stops with all special sales programs. Capitol's new $2.02 "one-price-for-all" compares to $2.47 for dealers, and $2.22 for rack jobbers and one-stops.

Other elements in its new sales approach include factory skin-wrapping of all Capitol-Angel product; continuance (with modifications) of its Basic Stock Stabilization Program.

The sweeping price changes were unveiled here last week at a press conference by Livingston and Capitol Records Distributing Corporation Vice-President and General Manager Stan Gortikov. Also on hand were Bob Carp, CRI vice-president and secretary, and Brown Meggs, its Eastern operations director. Gortikov briefly reviewed the marketing evolution of the record industry, and the growth of the rack jobber and one-stops facets.

Gortikov said that in earlier days, rack jobbers provided an invaluable function by gaining exposure for disk product at drugstores and supermarkets.

Response Ratings Reveal D.J. & Station Influence

By GIL FAGGEN

NEW YORK—The influence of National Federation of Broadcasters (NFB), New York radio stations and their air personalities on their respective audiences has been graphically revealed in Billboard's first Radio Response Ratings. (See ratings, p. 13.)

In an effort to dramatically illustrate to advertisers and potential advertisers, and other interested parties, how the effective use of all types of radio stations can increase audiences and attract business to stations, the extensive survey will cover the major markets in the United States with in-depth analysis at the rate of three markets per week.

In addition to showing the "Response Rating" of radio stations and air personalities, the survey is designed to show the influence on audiences of various types of musical formats and the air personalities operating within these formats.

As broadcasters have long argued, there is a direct correlation with a station's ability to influence its listeners to purchase particular single records and albums, and its ability to influence these same listeners to purchase the products and services of those advertising on the station.

At the same time, it is completely correct to state that Capitol's decision mirrors the concern of many regarding the industry's total health. It mirrors the concern over "profit less prosperity"—to use the words of Dave Kapp, and And the label's move will be regarded in that light by many.

We must commend Capitol for its courage. The decision to even out the price differential between retailers on one hand, and rackers and one-stops on the other, undoubtedly re-establishes some semblance of a selling situation. Retailers, of course, are heartily in favor of the move; rackers and one-stops are incensed, and many indie manufacturers feel it is a move in the right direction.

It would be naive, and an oversimplification, to state flatly that Capitol's pricing policy is the final answer to many of the industry's ills. The decision intends to continue working with the rackers and one-stops, to reach audiences and customers for its products and services in a more structured manner.

Editors and writers to be considered at the hearing, is needed. A second day of conference is expected, as will be enough to provide the suggestions by industry and by Federal Trade Commission staff, incorporated in FTC's own release as it was submitted in advance to the members of the industry. Copies of the proposed rules of good practice will be available on the day of the conference.

FCC Conference: Benton Answers

By MILDRED HALL

WASHINGTON—With the FTC industry trade conference just around the bend, record people want to know if a one-day hearing will suffice, and what comes after the day-long discussion in Washington March 13.

Billboard's Washington reporter asked for the answers from John Benton, FTC attorney in charge of the trade practice procedure for the record industry. Benton will work under supervisory commissioner at the conference, John R. Reilly, FTC's newest commissioner, a Kennedy appointee.

BIAA's somewhat belated submission of its proposed rules will be considered at the hearing, as will any other suggestions.

But the conference will be geared to the suggestions by industry and by Federal Trade Commission staff, incorporated in FTC's own release as it was submitted in advance to the members of the industry. Copies of the proposed rules of good practice will be available on the day of the conference.
RICHARD RODGERS’
OFFICIAL NEW YORK WORLD’S FAIR SONG

"FAIR IS FAIR"
©/w THE HAPPY WANDERER
’8323
RECORDED BY
NORMAN LUBOFF
CHOIR

RCA VICTOR
The most trusted name in sound

Unisphere®
United States Steel
1961 New York World’s Fair

® 1964-1965 Corporation
**CAPITOL PRICE REVISION DRAWS INDUSTRY WORDS**

The following is comment from industry leaders on Capitol's price revision:

Jerry Wester, Atlantic Records, New York: "It sounds terrible to me."

Raul Acedo, G. Schirmer, Inc., New York, stated apropos the Capitol move: "I am glad to see this happen. It is a clean, honest, and businesslike price revision that has helped us, and now I am very pleased with Capitol's earth-shaking announcement. I hope others will follow." He said that "it is Capitol's prerogative to do what they have done, and we accept it... as long as they put us in the same category as a retailer who disguises himself as a racket, like it."

Norman Weiser, president, 20th Century-Fox Records: "I'm all for it. This is the next step in the industry. We never included fractional discounts in our prices to distributors."

George Prince, RCA Victor, New York: "I hope it will prove to be an ideal move, where the dealer a better seller."

Larry Newton, ABC-Paramount, New York: "We are examining the Capitol move very carefully. Sam Clark, I, and other execs have been huddling all morning."

Arnold Maxim, MGM, New York: "I am studying the Capitol plan..."

Mickey Gensler, Association of Record Dealers of New York and Newark, N.J.: "It is a step in the right direction... Competition will inevitably continue to take place."

Fred A. Ket, president and general manager, National Artist Corp., New York: "This is not phase one. This is the only phase. We have considered all possible avenues to the possibility of our entering that business as well, but that hasn't been ruled out long ago. We have definitely decided not to go to phase two."

**CAPITOL RECORDS BOMBSHELL**

**CAP DENOBS A 'PHASE ONE'**

NEW YORK — A late-flying rumor here last week that Cap-itol Records is moving to a "Phase One" of a master plan for Cap-itol's rack jobbers and one-stop, brought an emphatic denial from its presi-dent, Alan Livingston. Said he: "This is not phase one. This is the only phase. We have con-sidered all possible avenues to the possibility of our entering that business as well, but that's been ruled out long ago. We have definitely decided not to go to phase two."

**NARM WILL FIGHT CAP**

PHILADELPHIA — The need for action against the new distribution system is being underscored by Capitol's new price policy, Jules Malamud, executive secretary of the National Association of Record Merchandisers, told Billboard last week. NARM will fight the Capitol move with all its power in behalf of its mem- bers, Malamud said.

**MALAMUD SAYS CAPITAL MOVE 'BACKWARD STEP'**

PHILADELPHIA — The National Association of Record Merchandisers, through its executive secretary, Jules Malamud, issued the following statement concerning Capitol's "one-price-to-all" LP policy:

"The action of Capitol Records in disregarding the important position of the rack jobber in the phonograph industry is the most backward step taken by a record company in my memory. Motivated by a selfish fear that their traditional methods of distribution must be retained and that they must reduce the amount of product we sell to accommodate the needs of our rack jobbers, and reduces the spread and depth of catalog. It reduces the value of our classical, phonos, accessories, singles and Hit product. It jeopardizes and sub-distributor's point of sale, there's been an increased emphasis—at our own expense—in the development of the product, and "schlack" methods.

Gortikov said we must "aggressively and boldly fight the negative conditions facing us. We must face the realities, and take the leadership in the battle. The alternative is to fight. We will stay in the distribution business. We will grow in the distribution business. We will not let the discounts we've granted take the risks, and we will achieve the gains for having done so."
NEW YORK—The sound of the big bands, which has taken a back seat as more rock 'n' roll and rock 'n' roll and to-disco dancing have become fashionable, is being heard again via the reissue of old recording companies' and some radio stations' classic and popular records. It's a hot commodity, particularly among the 30- to 45-year-old age group. It's a boom in the sale of turntables and tape decks which is expected to continue into the fall.

One of the major labels that continually banks on the big band binge to boost its LP sales is Decca Records. For the third consecutive year, Decca has timed its March promotion on its box catalog with one or more LPs.

Under the heading of "The VIP's (Very Important Product) are back!" according to later in the week, the dealer incentive program for March will be highlighted by the release of nine new dance sets. Also included are the artist's entire album catalog, making a total of 12 LPs. The LPs which fall under the terms of the program include: "Black Jazz," an old rhythm and blues record, and all Decca branches and distributors.

"Cassius Clay"

IA M THE GREATEST (Blackwood, BMI) (2:13)—STAND BY ME (20th Century-Fox, BMI) (2:35)—"I'm the greatest," Clay stated in one of the headlines. The top side of Clay's poetic recitation from the album of the same title. This could be a groove for format stations because there's excitement in a rocking, blues playing vocal. It's a sign of the times.

As far as the album is concerned, the disk company executives reported that existing factory inventories were "swept clean" as soon as the phones were open. The record after the bout, Columbia's sales chief stated. "The LP is a sales mark of about 30,000 LPs since its release but the expectations are now in the neighborhood of 500,000 copies."

In addition to the publicity attendant the Clay victory, Columbia's promotions department is keeping up publicity breaks in the N. Y. Times. On the day following the bout, the production of the album cover was featured in the sports section, and on Thursday (27), a photo of Clay at a Columbia recording session hallucinated in the sports section. The caption under the above production read, "A New Best Seller?" The story referred to Clay's.pre-positions in the LP that he would knock out Liston in the eighth round. (He actually won a TKO in the seventh.)

Death Claims

Bob Francis

NEW YORK—Bob Francis, who retired from the Billboard in 1960 after 18 years of service, first as drama editor and last as chief copy editor, died of a heart attack Tuesday (25) at his home in Brooklyn. He was 69.

Francis, whose full name was Robert Francis Moore, wrote for the magazine for nearly 18 years, early years of his career, first doing features for the Weekend Edition and later, in the 1930's, writing drama criticism and feature stories.

Francis' tenure with the Billboard started in 1942 while he was drama editor he conducted The Billboard's Donahue Awards, named in memory of William S. Donahue, founder of The Billboard.

Francis is survived by his widow, the former Marjorie Reynolds; a son and sister, respectively, Mildred and Agnes D. Moore, and three grandchildren.
HIT AFTER HIT AFTER HIT AFTER HIT AFTER HIT AFTER HIT

...NOW FROM
TONY BENNETT
A NEW SINGLE!
"WHEN JOANNA LOVED ME"
\c "THE KID'S A DREAMER" 4-42996

FROM THE COLUMBIA LP "THE MANY MOODS OF TONY"

COLUMBIA SINGLES SELL!®

COLUMBIA RECORDS-HEINZ IN U.S.A.
CRDC Announces New Prices...

1. One-Price Policy on Albums
One price to all. No functional discounts. The same special trade discounts to be available uniformly to all dealers and sub-distributors alike.

2. A New, Realistic Price and Discount Level
Now 38% plus 9% . . . plus 10% to all! In reality, a sub-distributor price for all customers.

3. Year-Round Pricing
Planned purchasing now possible throughout 1964. You can stock only what you need.

4. No Discount Programs
Promotions will concentrate on product, not price. Heavier emphasis than ever on merchandising, on entertainment, on intriguing the consumer!

5. Basic Stock Protection Plan
Available to all. Adapted to special needs of dealer, rack jobber, one-stop. Insures cleaner inventories, realistic stock levels, better turn, reduced risk, improved profits. Policies continue on 10% exchange.

6. Plastic Shrink Wrap
On all new release albums beginning in May, earlier on some. All factory catalog replenishment to be wrapped beginning in April. Warehouse stocks go into plastic as soon as mechanically possible.

7. Single Records Policies Unchanged
No change in current single record price and protection policies.

8. Credit and Dating
Tailored to industry seasonal needs and patterns.

No departure from historical industry "total" or "list" prices. No change in mono-stereo price differentials. These remain vital to present industry profit structures.
New Policies... For All

A STAND FOR STABILITY

Bold moves merit frank explanations. It is the intent of these comments to justify our rationale and excite your interest and faith in our approach and in our future... and yours!

In inaugurating the foregoing policy changes, CRDC takes a "Stand For Stability." No one set of prices and credos can provide everything for everybody. But it is CRDC's conviction that these revisions will bring greater growth, added profit, and sounder business practices to the entire industry.

COLUMBIA'S ACTION

Last July CRDC's competitor, Columbia Records, announced its "Age of Reason" policy. The Columbia move gained industry applause from many in its new policies, CRDC effectively acknowledges Columbia's action and adds the refinement of price equalization.

Why No Discount Programs?

Capitol and Angel labels have been leaders in price and discount promotions. Great growth and custom er traffic have resulted. But the interest of the rack jobber in achieving the sales potential and profit... and yours!

or Rack Jobber

SERVING THE RACK JOBBER

CRDC, by its discounts, has long helped subsidize the services a rack jobber performs... but not in order to expedite its own expulsion from the distribution function. Over the years CRDC has made significant contributions, and many more can yet be made. The industry role of CRDC cannot now be delegated to the rack jobber; by design nor by abdication.

Although many rack jobbers choose to replace the role of CRDC (and of all distributors), CRDC does not choose to abandon the rack jobber. Instead, we desire to serve him and serve with him. The prices announced herein can integrate with the interests of many rack jobbers and any of their customers. CRDC expects to meet the needs of its rack jobber customers in many other ways — through realistic credit terms, adequate expanded protection policies and by offering and promoting merchandise that creates demand and turnover.

What is Radio Affected?

Is Radio Affected?

Only to reiterate the important role of radio in creating consumer interest in records. Every possible effort will be continued to foster radio station support. Present service will be maintained, plus a constant search for new ways to merit airplay. Assuring the excellence of single record and album product, of course, remains the key to deserved radio exposure.

A NOTE TO THE ARTIST

You, too, have a stake in all industry marketing trends and policies. The changes herein described help to offset several current tendencies, which are most disadvantageous to the individual artist: lesser in-depth catalog stocking; lower catalog sales; increased difficulty in obtaining in-store exposure of many individual artists; resistance to showcasing the new artist, and the shortened life cycle of the new release.

When?

The policy revisions described herein are effective at once... beginning March 2, 1964.

Our Product: A Pledge

No price, no policy; no program can substitute for offering phonograph records that genuinely please and entertain the public. You can count on CRDC to seek and offer merchandise that gives this pleasure to people... and profit to you.

For further information, please contact your local representative.

CAPITOL RECORDS DISTRIBUTING CORP.
Discount Record Center Gets First Franchise

HOLLYWOOD — The Discount Record Center chain has secured its first franchise in which it is offering to sell records and apparels. The store was opened under the name of Larry Barnett’s Reseda Music Mart in the San Fernando Valley, a suburb of Los Angeles. Barnett, who changed the name of the store to the Larry Barnett Record Center, located at Reseda Boulevard and Sherman Way, has sold all the stock in the store during the past nine months. The store is a small store in comparison with other locations of the chain. Barnett has been at the Reseda location nine months. Catalogs will be issued every six months so that long his franchise with Barnett extended, nor any of the financial statements have been prepared. It is explained that the major requirements placed on the store were to stock the merchandise which the chain advertised in the Los Angeles area and abide by the chain’s $3.19 retail price for $3.98 LP’s. Grobman said Barnett’s prices had been higher before affiliating with the chain, which is key retail outlets in the L.A. area. Two of Discount’s four locations are in Beverly Hills at Wilshire and LaCienega Blvds. and at Beverly Blvd. (recently purchased from Joseph Sach’s warehouse) and in Hollywood at Hollywood Blvd. and in Studio City on Ventura Blvd.

CAM Track Power Built On Location

ROME Specialization in movie sound tracks and original recording of Italian production was the basis for the opening of a Roma-based diskery, into the big brackets of the Italian record business.

The company, which had an Antic best seller in “Mondo Cane” track, issued by UA in U.S., has sold “Ragtagino” rights to WB records, and is now looking forward to two additions to its roster for “Mondo Cane No. 2,” film rights of which have been acquired by Columbia, and “Yesterday, To- morrow,” which will be shortly released in U.S. with material currently in negotiation stages.

Located in Rome alongside the other major diskies, is one given CAM an on-the-spot advantage in the field along with the fact that it issues disks for films which do not register sensation hits, it often opens itself for the top by sales to companies for purposely publicized purposes. CAM is operated by Campana Brothers who also issue Sorrisi e Canzoni, a leading fan magazine in disk field.

Big 3 Music Goes Madison Contacting

NEW YORK — The Big 3 Music Corporation has established a Madison Avenue, Robbins-Fest and Brill, has announced it was contacting its record labels to establish closer ties with a&r men and artists. In addition to expanding its efforts in the standard, pop, TV and film music, the company is opening its contacts with other record labels, the professional men will also be in a position to provide greater expertise to the record labels. CAM is set to present record-packaging ideas, artist and format presentations to the labels.

Actual line-up of the Big 3 staff continues with professional men Oscar Robbins, Murray Baker, Ken H. Brill, Dick Mindell and Bud Manning reporting to profession disk producers and label managers. The entire operation is under the personal supervision of Mickey Scoppo.

Greenman to United Artists

NEW YORK — David Greenman has joined United Artists Records as national promotion director, coming to UA after five years as national promotion manager for Joy Records.

Greenman, who has been in the recording business for the past 16 years, will be working in conjunction with Andy Miele, UA’s executive vice president, and manager, in radio station and disk jockey liaison throughout the country.

New Album Releases Chart on Page 42

ASCAP GROSS TOPS $37 MIL

HOLLYWOOD — American Society of Composers, Authors & Publishers grossed $37,792,908 in 1963, of which $30,585,428 was earmarked for member dividends, the Bethel跳马 to West Coast members last week.

Hoffman emphasized that despite a larger income last year, the distribution would be divided between 7,092 writers and 2,312 publishers. Treasurer noted that membership had doubled in the last eight years.

Having drawn the figures, Hoffman stated that income from licenses totaled $37,305,743, representing a 10.3% increase. Meanwhile, membership dues, $14,881, Hoffman said formalized the membership covenants tried brought in $23,525,722. Operating expenses amounted to $7,213,480, including half for salaries for 615 employees.

Mercury Changes to N. Y. Distrib

CHICAGO — Mercury is re-organizing its Eastern distribution program by transferring its Newark distributing company (All-State) to Mercury’s new office in New York to its New York branch operation, Multi-Disc.

Located in New York area will be three new men to handle sales in the area. Bob Spencer has been named management fifty per cent of Multifive, replacing Bernard Yudofsky who is now handling the other fifty per cent of the new-ly formed branch manager for Capi-

tol in New York. New York staff will be Ron Birnimeri, who was previously national sales manager for Dot. Working with him will be Ronald Roesler, former sales manager with Wendy Distributors in Newark.

Dick Stock Receives Final $s

HOLLYWOOD — As a result of insurance companies repre-

senting the Los Angeles Water and Power Department, they immediately pay claims on last December’s Baldwin Hills Dam disaster. Ed Mason of Eddie Records sticks to receive $125,000 in damages incurred in the flood.

Mason said he expected to receive all damages from the city within 30 days to cover water damage from 50 percent of his inventory which was inundated at his office on Rodeo Drive at a direct path of the flood waters. Interestingly, there were no in-

juries among Mason’s staff. Mason said his suppliers were “co-operative” in preserving his credit to start re-stocking. He expects to be fully stocked by March.

City Attorney Roger Arne

berg has issued a subpoena to 10 of the 11 companies carrying insurance for the flood damage. The subpoenas imply that the companies admitted liability but that the city acknowledged fault in the disas-

ter which resulted in about $15 million damages and five deaths.

Oscar Nominations

Melody Melts Nominees In Annual Selections

HOLLYWOOD — Music mem-

bers of the Academy of Motion Picture Arts and Sciences voted for the 36th annual Oscar competition last week. The most noto-

rious ballads as they named “Call Me Irresponsible,” “Chal-

die Market,” “Little Time” and “It’s a Mad, Mad, Mad World” as top film choices last week.

“Irresponsible” was inspired by a hit single with lyrics by Sammy Cahn, for the film “Papa’s Delicate Condi-

tion.” "Mambo No. 2" is a Cappella Mancini music with Johnny Mercer lyrics, in the form of the same name. “Mad World” was the film theme penned by Tom, and “Nothing But Love” was an original piece.

“More” was written by Z. A. Martin, with lyrics by N. Y. Distrib.

Select German Festival Song

BADEN BADEN — Finals in the 13th Baden Baden Festival Song Compe-

tion have been set for June 13 at this world famous spa. Prelimi-

nary competition will be carried on by Radio Free Berlin (West Berlin) and Radio Transworld (East Ger-

man) television network. From the 18 tunes entered in this competition 12 will be picked for the finals at Baden Baden. Tunes were: “Alterschockerne “Nein” (Philips); “Jeder Weg den ich gehe” (Electrola); “Es war das letzte Mal” (Columbia); “Eine Liebe kommt von mir” (Ariola); “Liebe kommt nur, wenn ich schaun” (Philips); “Jetzt drecht der Weg den ich gehe” (Electrola); “Du hast keinen Rosenstraum” (Arud); “Du weiset ja so wenig von mir” (Metrophon); “Alles Waere nichts ge-

schehen” (Philips); “Ich habe die Welt sichtnur um Dich” (Eldorado); “Ja, Liebe, ich fibersteht nicht sich” (Metrophon); “Wir haben die Volkslieds der Vaterland” (Telefun- ken); “Flieh! Dich bei mir um zu haue” (Telefunken); “So einfach ist die Welt” (Heuss); “Fuerherschehn die Liebe” (Elec-

tro); “Junger Mann mit roten Rosen” (Metrophon).

Les Belle Paris Move to MGM

HOLLYWOOD — The Paris Sisters, for whom MGM will have its disks produced by Ben Ven Productions here, was formerly been with Columbia.

Girls are currently midway through their tour, ending in Hawaii March 20. Nicki used her address of the independent producing firm for MGM, will handle the girls upon their return.

Cafe Wha? New Talent Showcase

NEW YORK — A new talent showcase is in the works at Cafe Wha? New York, for which was written by Dimitri Tiomkin, with lyrics by Dorothy Fields, with the added "55 Days at Peking.

In the best commercially original music score category, nominations included Alex North and "55 Days at Peking," "How the West Was Won"; Ernest Gold, "Mad World," and John Williams, "Toccata and Fugue in D minor (chorale).

In the best scoring or adapta-


The Oscars will be presented April 14 in the Santa Monica Civic Auditorium and will be carried nationally by ABC-TV.

Top Lyricist Johnny Burke Dies N. Y.

NEW YORK — Johnny Burke, one of the Nation’s top lyric-

ists, died in his sleep in his New York apartment last Tuesday (26) at the age of 55. Burke, who collaborated with many of the industry’s greatest songwriters, worked on many Bing Crosby-Bob Hope “Road” movies and won an Academy Award Oscar for “Swinging on a Star.”

His first collaborator was Harold Spina, with whom he wrote the “Best of My Heart” and “Annie Doesn’t Live Here Anymore.” Collaborating with many of the industry’s top-ers, the lyrics to “Pennies From Heavens” were co-written with Jeff Barlow. Burke was an academic award winner with many of the top-ers. He also wrote many hit songs as "I’ve Got a Pocketful of Dreams," "The Moon Got In My Eye," and "On The Sentimental Side." With Burke, he wrote "I’ve Got a Pocketful of Dreams," "Stand By Me," "Monday and Always," "Oh, You ramshackle village,” and "Imagination," among others. In 1961 he wrote the music for "Dock O’Day," which was the musical which starred Eddie Foy Jr.

March Buys May Night

NEW YORK — March, the philanthropic organization for women in the music industry and related businesses, will hold its annual May Night event on Monday night (May 4) tickets for this event will be used to sponsor a music program at the University Settlement House on East 107 St. and the Community House on East Side of this city. The funds will be used to fund new instruments, music instruction, vocal coaching, record and tape duplication, and Imagination," among others. In 1961 he wrote the music for “Dock O’Day,” which was a musical which starred Eddie Foy Jr.

MARCH BuYS MAY NIGHT
Featuring the hit songs “A Room Without Windows,” “My Hometown,” “Something to Live For” and many more! A sure bet to become a fast and fantastic success on the best seller charts!

THE ORIGINAL BROADWAY CAST ALBUM ON COLUMBIA RECORDS

*KOL 6040/KOS 2440/0Q 618*
FTC Conference: Benton Answers

Continued from page 1

highly unlikely at this stage. Anyone who wants to add any- thing to the record will have to submit a written statement. At- torney Benton said it has been a Commission experience that a second conference is usually poorly attended and unprofic- itive. In most cases, industry people who think they want to comment further do not use the first conference as a platform on second thought that the important points have been covered verbally, or in statements, and they fail to appear at a second conference.

The Trade Conference is a series of formal conferences in which business and the FTC staff fine- tune the content of the proposed rules. Anyone who wants to add any- thing to the record will have to submit a written statement. The conference is typically public climax to many in- terventions.

Continued from page 1

almost no question about rules to which the FTC will not well. But there is a certain amount of legal or not?

Tuition for the entire series is $75. Tradesters are signing up now by contacting the NARAS office here of Raymond Wilburn, director of the Bureau of Trade Education, National Association of Record Retailers, New York University.

Wallichs' Sales

Continued from page 4

service concept successful, Wal- lichs admits he's been approached to merge with other firms but has turned down these offers. "Every tine we get a close- lic," he stated, explaining that he wanted to open the new stores and then have several profitable years before he offered the public stock.

Operating with a $3.98-$4.98 list, but has turned down these offers. "Every time we get a close- lic," he stated, explaining that he wanted to open the new stores and then have several profitable years before he offered the public stock.

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WHAT MAKES STEVE SELL!

SMASH SINGLES AND ALBUMS...
SENSATIONAL TELEVISION APPEARANCES...
AND NOW A TREMENDOUS BROADWAY DEBUT
IN "WHAT MAKES SAMMY RUN?"

ON COLUMBIA RECORDS®
In conjunction with the kick-off of Billboard's Response Ratings, the radio-TV section will no longer allude to radio station managers or deejays by the use of monikers of "rock-n-roll, "middle-of-the-road" and "good music".

Fully realizing that most radio stations do not operate in a climate of just one type of music, we will try to use the following terms, or combinations of them, as frequently as possible:

"Contemporary": Referring to a station or its music, i.e., the station that primarily plays rock-n-roll and rock & roll.

"Pop Contemporary": Stations that play primarily rock-n-roll and blues type music, as well as current singles and L.P.'s of a rock-n-roll and r.f. nature.

"Mainstream": Stations featuring current L.P.'s and singles, excluding rock-n-roll and r.f.

"Soft Pop": Stations that play primarily current or fill copy versions of standards culled primarily from L.P.'s, excluding rock-n-roll and r.f.

"Contemporary Non-Reggae": Stations featuring primarily L.P. music of a subdued nature in tone and performance with an emphasis on the programming of classics.

"Oldies Station": Stations programming classical music more than 50 per cent of their total schedules.

"Country-Western": Stations programming disc music more than 50 per cent of their total schedules.

his firm's records, keeps abreast of record sales throughout the country, and keeps tabs on the current status of the disc jockeys themselves. He has to deal with the man to contact for information on new record releases, format, be it classical music, or all-ska, and the competitive situation within a market and among stations and air personalities, in the programming area.

Billboard's 16-man research department headed by Thomas Noonan, polls representatives of record manufacturers, distributors, retail record outlets and independent record salesmen, for the information contained in this survey. The research department examines every sell sheet for every record company to be sure that necessary stations have received it. Each week, every market to be sure that necessary stations have received it and are up to date with a salesman. The station's records and cuts from KUDL also are used.

Sonny, the one that calls all the shots, is playing a large role in Miami. Sonny's elephants have begun to call and vote for their favorite artists.

Title mania has gotten out of hand, according to "Ike Squashem" on a Miami station.

My thanks to the boys at WIPS for electing me to their "Beatles Booster Club." Byron Zinn, Dave Wood and Jack Conner are sending out engraved club membership certificates with their Beatle-wigged pictures in all four corners. KUDL, Radio in Kansas City, Mo., has also launched a "Beatles Booster Club" and is inviting listeners to write in for a club card entitling them to engage in future station contests around the famous group. KUDL also has been conducting a "Beatlemania Spectacular" on weekends since 8 p.m. in which all of the group's records and cuts from their albums are featured. At 9, the station invites the listeners to call and vote for their favorite Beatles tune. From the votes KUDL compiles the "top 10" tunes popular that week in Kansas City and spotlights them at 10 p.m., according to Johnny Canton, KUDL's program supervisor.

With the Beatles' Buddy Deane has a little fun last week with the current Beatlemania craze. Every evening he plays the Beatles battle among his listeners by asking them to phone in their votes for their favorite Deane reports that after all the dust has settled, and the telephone company had settled, Elvis prevailed 734 to 685.

A similar contest was run by Bob Adams, KNEO (Spokane) deejay. In KNEWland the results were different, the Beatles won by the wide margin of 4,831 to 1,531 for Elvis. Bob says that one petition signed by John Haucek, George Washington, Abraham Lincoln and Teddy Roosevelt is being checked for authenticity.

The program director is the most important single factor in the success of modern radio. He is the man who selects the music that makes up the pd. Among the things that make up the pd. Among the things that make up the pd. One occasionally hears the question: Whose pd is this? and it is the pd. Some few managers find it difficult—if not impossible—to delegate authority over the pd. Here are some ideas on how to make a big thing these days, there is a talk of a "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones who are not "sides" within a successful station. The only ones
## Top Stations

### New York

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<tr>
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<td>WINS</td>
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<td>3</td>
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<tr>
<td>2</td>
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<td>3</td>
<td>KSAN</td>
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### Top Disk Jockeys

### New York

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<th>% of 1st Place Votes</th>
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<tbody>
<tr>
<td>1. Hal Jackson</td>
<td>WORL</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>2. Rich Gress</td>
<td>WLIB</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>3. Jack Wacker</td>
<td>WLIB</td>
<td>21%</td>
<td>15%</td>
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### San Francisco

<table>
<thead>
<tr>
<th>Rank Disk Jockey</th>
<th>Call Letters</th>
<th>% of Total Votes</th>
<th>% of 1st Place Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tom DeGrazia</td>
<td>KRTD</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>2. Bob Mitchell</td>
<td>KYA</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>3. Bobby Dale</td>
<td>KEWB</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

## Stations by Format

### New York City

- Largest U.S. radio market with 16 AM and 12 FM stations licensed. More than 30 signals heard in the area.

### WMAQ

- 5,000 watt indie outlet owned by the Strauss Broadcasting Group—owner of Radio Press International (RPI). Musical format: "contemporary" with emphasis on new singles releases and proven popular current releases. Station promotes its deejays as "Good Guys" and may be considered a personality station. From 11 p.m. to 1 a.m. airs talk show, "The Barry Gray Show" across the board. WMCA editorializes. News service is RPI's Program Director, Ruth A. Meyer. Music Director, Joe Bogart.

### WINS


### WABC

- 50,000 watts. American Broadcasting Company owned. Music format: "memorabilia" with special promotion of popular current releases. Station used limited music play list featuring records primarily after they have received audience acceptance. ABC News Vice-President and General Manager, Walter Schwartz. Program Director, Richard Sklar.

### WNEW

- 50,000 watts. Metropolitan Broadcasting Company (Metromedia) owned. Music format: "pop standard," playing mostly standards from current LPs and approximately two pop (non-rock) singles per half-hour segment. Large news department, award-winning and highly respected. Strongly identifiable air personalities. Vice-President and General Manager, John V. B. Sullivan. Program Director, Warren Paulsen.

### WOR

- 50,000 watts. RKO General owned. Station is primarily talk-formatted, playing music only in the morning on "John Gambling Show," a brief period in the afternoon, and on the weekends. Music format: "standard." Vice-President and Station Manager, Robert S. Smith. Program Manager, James McLaren.

### WCBW

- 50,000 watts. CBS owned. Music format: "standard." "Jack Sterling Show" early Wake-up program features live combos. Vice-President and General Manager, Ralph W. Goshen. Program Director, Joe Cook.

### San Francisco

- 15 AM and 17 FM stations. Seventh radio market.

### KSFO

- 5,000 watts daily, 1,000 watts night. Owned by Churchill Broadcasting Corporation. Musical format: "pop contemporary" featuring limited play list. Station spotlights proven popular current releases. Strongly identifiable air personalities. President, Clinton Churchill. Program Director, Russ Syracuse.

### KFAB

Mancini Nominated: Off for London

NEW YORK — A national news magazine recently estimated the average ticket for a score was over $25,000. "That's for an average," says Henry Mancini, who was in New York last week. "I don't know where he's going to be," he gets the press for "A Shot in the Dark." While the more realistic figure is closer to $10,000, there are enough fringe benefits to make the press of Mancini's stature, to

Bennett & Basie

Add More 'B's' To Carnegie

NEW YORK — When the three B's come to Carnegie Hall here they come with a vengeance and a pop music which rocked the stalls hard, the Beatles, Bennett and Basie.

The concert stage first quivered into the reverberations that sustained screams and Basie. Tall were the Beatles, Bennett and Carnegie. "I Miss That Babeo," said Henry Manini, who was in New York last March 20, will be recorded on RCA Victor.

Frisky 'Foxy': Bert Lahr goes into vocalst in the new Broadside album "Foxy," which is slated to be put into the original Broadway cast album groove by RCA Victor.

The Sky Is Falling Foxy Loxy

NEW YORK — Although "Foxy," the Yokun-based musical which opened at the Ziegfeld Theater February 16 is not yet frozen, its prospects are lukewarm. RCA Victor, which has the original-cast album rights, has passed on recording the show and the LP. The company is still waiting for the show to be set, with the possibility of new songs to be put in and some of the songs already in to be deleted. Whatever way it goes, it's bound to be an uphill fight for the show and the LP.

As it stands now, "Foxy" rests mainly on the appreciation of its star, Bert Lahr. The weight of a plodding book by Ian McLellan Hunter and Ring Lardner Jr., and an average score by Robert Emmet Dolan (music) and Johnny Mercer (lyrics), are apparently too much for even a comedian of Lahr's stature to carry. He pulls intermittent laughs in this free-wheeling adaptation of Ben Johnson's "Volpone" but it's tough sledding most of the way.

The Dolan-Mercer score seems to be riding mostly on "I Miss That Babeo," "Me, Baby," pop-tune but there is some pleasure to be found in "Run, Run, Run Cinderella." This is My Night to Howl, its comedy nites act: "Bon Vivant." .

Co-star Larry Blyden and featurers Julianne Marie, Cathryn Damon, John Davidson and Gerald Hiken try hard to warm the cool atmosphere by their feet out at a right angle and adapting themselves by playing their catalog repertoire. Mostly, their success was how its sold performance of "I Can't Stop Loving You" by JACK MAHER

Ferrer Boosts Joe for Town Hall

NEW YORK — Joe Bushin's first album may be presented by Joe Ferrer on March 20, will be recorded on the spot. Joe Ferrer's Bushin's piano will be backed by the rhythm section and sax sections are sections since they have been virtually untouched by the sidebars, but a lack of depth in brass sound has been just out of the power of the lion's roar. The outfit is still better than most big bands in the world, it's class by playing its catalog repertoire. Mostly, their success was how its sold performance of "I Can't Stop Loving You"

Lawrence Carols At L. A. Grove

HOLLYWOOD — Lawrence carols brightly on Broadway in "West Side Story," is currently lighting up the bistro circuit, as evidenced by her sparkling Holly- woof debut (20) at the Cacca- nut Grove. Not only is she a warm and entertaining vocalist, she's also a dynamic dancer who combines the two arts into a fast-paced whirl. As it turns out, she's also a dynamic dancer who combines the two arts into a fast-paced whirl. Unlike husband Robert Goulet, who is a proven vocalist on discs, Miss Lawrence has yet to crack the best-selling lists for Cameo-Parkway, but if enough customers support her, her comedic act and the disk jockeys discover

People and Places

By MIKE GROSS

Low Inclination Tape-Jars, who became a hot RCA Victor property via the click of their "Masked Rider L.P. will be competing with themselves on a new album released by the indie Aravel label. When an Aravel album reached the blockbusters, the key to the Victor knew there was a rival album out, he replied, "They're pressing it." Oscar Brand and Paul Nasan have been contracted by Broadway Producer Ed Padalecki for the film production, which will be based on "The Inoscent blond," by Borden Detail...

Margaret Whiting is a medley of "The Color of My True Love's Hair," the joyously popular song, "Thank Heaven for Little Boys" and a medley of "West Side" blockbusters. This earth could be her year to gain top stardom in the disc and the nightclub field...

Eliot Tiegat

GLG Going—Buys From 'Britain'

NEW YORK—GLG Productions (firm owned by George Goulet and Ken Greening) is going Joe Guercio, who controls all musical sessions for Sony and Edye and America's four top newsmakers for GLG, returned from England last March 13 to negotiate a contract with Guercio for new material. Guercio will be a rival album out, he replied, "They're pressing it." Oscar Brand and Paul Nasan have been contracted by Broadway Producer Ed Padalecki for the film production, which will be based on "The Inoscent blond," by Borden Detail...

Margaret Whiting is a medley of "The Color of My True Love's Hair," the joyously popular song, "Thank Heaven for Little Boys" and a medley of "West Side" blockbusters. This earth could be her year to gain top stardom in the disc and the nightclub field. In selecting material, Carole chose the happy "I Like Everything," as well as the sentimental "Thank Heaven for Little Boys" and a medley of "West Side" blockbusters. This earth could be her year to gain top stardom in the disc and the nightclub field.

TV Guest Appearances by Record Talent

MARCH 7 (All Times Eastern Standard)

JANET, DOROTHY-Disneyland (ABC-TV, 7:30-9:30 p.m., Saturday 7).
ASTOR, HOY-Topdrawer (ABC-TV, 7:30-9:30 p.m., Saturday 7).
BRENNER, WALTER-Hoity-Toity (ABC-TV, 9-10 p.m., Sunday 7).
BRENNER, LESTER-Priceless (ABC-TV, 9-10 p.m., Sunday 7).
CHIARO, CHARLIE-Edie Adams Show (ABC-TV, 10:30-11:00 p.m., Thursday 7).
CARTER, FANNIE-Lass-Daddy Shortcake (ABC-TV, 10:15, Thursday 7).
COLLES, ROBERT-Jimmy Dean Show (ABC-TV, 10:00-1:00 p.m., Thursday 7).
CRAWFORD, JOHNNY-American Bandstand (ABC-TV, 12:30-5:30 p.m., Saturday 7).
CRAWFORD, LEE-Flipper's Playhouse (CBS-TV, 5-6:00 p.m., Wednesday 7).
DETORRE, AL-Frisco Comy's Show (CBS-TV, 10-11:00, Tuesday 7).
HAYF, LESTER-Howdy Doody (CBS-TV, 9-9:30, Sunday 7).
READER, VERNON-Topdrawer (ABC-TV, 7:00-8:00 p.m., Saturday 7).
RAFF, JIMMY-Jimmy's Cousins (CBS-TV, 9-9:30, Thursday 7).
ROBERT, DANNY-Jimmy Dean Show (ABC-TV, 10:15, Thursday 7).
REES, ROY-Topdrawer (ABC-TV, 9-10 p.m., Thursday 7).
MOON, ROY-Topdrawer (ABC-TV, 9-10 p.m., Thursday 7).
SCHMIDT, SHARON-Topdrawer (ABC-TV, 7:30-9:30, Thursday 7).
SCHMIDT, SISTER SISTERS-Topdrawer (ABC-TV, 7:30-9:30, Thursday 7).
SMOTHERS BROTHERS-Judy Garland Show (CBS-TV, 9-10 p.m., Sunday 7).
REESE, DELLA-Steve Allen Show (SYND).
JACKSON, CHUCK-Tonight Show (NBC-TV, 11:15 p.m.-1:00 a.m., Sunday 7).
PLATT, LESTER and SCRUGGS, EARL-Everly Hi11bittee (CBS-TV, 9-9:30, Thursday 7).
JACKSON, H benefit (CBS-TV, 9-9:30, Thursday 7).
BRYANT, ANITA-Ed Sullivan Show (CBS-TV, 8-9 p.m., Sunday 7).
AXTON, HOYT-Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 7).
WOOLET, SHEB-Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 7).
TRAVELERS THREE-Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 7).
SMOTHERS BROTHERS-Judy Garland Show (CBS-TV, 9-10 p.m., Sunday 7).
WILLIAMS, HANK-Karn-Jimmy Dean Show (ABC-TV, 9-10 p.m., Sunday 7).
WOOLY, HANK-7:30-8:30, Sunday 7).

The national network TV guest appearances listed above provide outstanding promotional opportunities to both TV and record producers. The use of these appearances can be tailored to the lasting-buying public.

Genuine 8" x 10"

GLOSSY PHOTOS

$9.98 per 100

$12.00 per 1,000

$2.00 per 1,000

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$7.00 per 100

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BILBOARD MARCH 7, 1964

TALENT
HERE'S THE BIG HIT ALBUM OF 1964

DAWN THE 4 SEASONS
(GO AWAY) AND 11 OTHER GREAT SONGS

SIXTEEN CANDLES • YOU SEND ME • BIG MA'S WORLD • LIFE IS BUT A DREAM • DO YOU WANT TO DANCE • EARTH ANGEL • MOUNTAIN HIGH • ONLY YESTERDAY • CHURCH BELLS MAY RING • BREAKING UP IS HARD TO DO • DONT LET GO

... and 11 great teen tunes as only they can do them!

AND NOW ON THE CHARTS...
the other new 4 Seasons LP

"BORN TO WANDER"
PHS 600-129/PHM 200-129

PHILIPS RECORDS
One World of Music On One Great Label!
New Taped Series to Reach 90 Markets; Emery at Helm

NASHVILLE—Ralph Emery, deejay and emcee on WSM's "Grand Ole Opry," has been set to emcee a new weekly 30-minute taped show beginning here, according to John E. Denny, president of JED Radio Productions, producer of the show.

The taped program is being scheduled for some 90 markets and will feature the Nashville sound along with interviews with leading recording artists, songwriters and other music industry personalities. Broadcast date for the first show is set for early May and will be sponsored by a national consumer product.

Emery is well known to country music fans through his long association with the "Grand Ole Opry," in addition to his "Opry Almanac," a morning show on WSM-AM and WSM-FM.

Denny said the increased exposure of c.d.w. music on network TV shows has "awakened many radio executives to the selling power of the Nashville sound." He is quoted as saying "one of the major stories has been a feeling that country music was not being done in the right way, and that it was time to do something about it."

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Larry Sunbrook Suffers Attack

BIRMINGHAM, Ala.—Promoter Larry Sunbrook suffered an attack of nervous exhaustion while preparing for the opening of the new "Grand Ole Opry," has been set for early May and will be sponsored by a national consumer product.

Emery is well known to country music fans through his long association with the "Grand Ole Opry," in addition to his "Opry Almanac," a morning show on WSM-AM and WSM-FM.

Denny said the increased exposure of c.d.w. music on network TV shows has "awakened many radio executives to the selling power of the Nashville sound." He is quoted as saying "one of the major stories has been a feeling that country music was not being done in the right way, and that it was time to do something about it."

Another Sunbrook package, featuring Hank Williams Jr. and including Martha Carson, Jimmie Davis, Sonny James, Marty Robbins, Lefty Frizzell, and others, has been set for some 7,000 paid in two performances here. Advance sale here was just so-so. Sunbrook reported. In the talent lineup here, were Hank Williams Jr., Red Foley, Sonny James, Martha Carson, the Wilburn Brothers, Don Helms, Margie Singleton, Curley Fox, Patty White, Wally Fowler and Country Boy Felix and band.

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COUNTRY D. J. OF THE WEEK

Johnny's on the Move!

"They're All Going Home But One"

Johnny Wright

New songs from the million-dollar catalog of CEDARWOOD PUBLISHING COMPANY
SAVANNAH — The first c&w. spectacular to be produced by the newly organized Nashville-based Connie B. Gay organization have been set for the West Coast, with the initial show scheduled for Seattle March 4. Other dates on the tour include Victoria, B. C., March 5; Vancouver, B. C., March 6; Portland, Ore., March 7, and Spokane, Wash., March 8.

Heading up the roster of talent for the five shows are Webb Pierce, Faron Young and His Deputies, Kitty Wells, Carl Smith, Minnie Pearl, Johnny Wright and a host of Tennessee Mountain Boys, Bill Phillips and Bobbie Staff.

All talent was set by Jack B. Andrews, of Denny-Moeller Talent, Inc., Nashville. Advance promotion for all dates is being handled by the veteran Oscar Davis, who reports that advance ticket sales for the five dates are above average.

C&W Oldies In Tape Series For Stations

TORONTO — Fred Roy, of Associated Country Music Artists here, and Russ Wheeler, local C&W artist and soundman, are producing a series of taped country songs to be made available to disk jockeys and radio stations throughout the United States and Canada. The tapes will consist of old and discontinued C&W favorites, dating back to the mid-1940's, which have not been reissued on LP's. A second series will consist of songs by the best-known country artists and will include early Canadian-made songs by Hank Snow.

Programs will be available by subscription and may later be exchanged at a nominal service charge. Each tape will contain approximately 12 selections, or a half-hour show.

COUNTRY MUSIC CORNER

BY BILL SACHS

Dave Dudley is currently on tour of Missouri, Texas and Oklahoma after completing a Canadian trek for promoter Marilyn Payne. George Kent moves into the Mayflower Club, Cheyenne, Wyo., Monday (2) for a 13-week stand. Linda Manning of Cullman, Ala., was in Nashville Friday (28) to cut her initial session for Rice Records. She has recorded for the Gaylord and Fraternity labels in the past. Kathy Dee reported getting good reaction with her new United Artist release, "Don't Leave Me Lonely Too Long," was in Chicago Monday (2) to film a guest shot on an upcoming WGN-TV show being produced by Dolph Hewitt.

WTID Radio, Newport News, Va., will feature its first country music show of the year March 20, featuring Lefty Frizzell, the Stringdusters, the Carolina Buddies and WTID's own Gus Thomas. The show will be co-sponsored by the Hampton Roads Junior Chamber of Commerce.

(Continued on page 30)
It's a FOUR ALARM SMASH

FATS DOMINO

"LAZY LADY"

C/W "I DON'T WANT TO SET THE WORLD ON FIRE"

ABC 10531

and don't forget his Red-Hot new album

ABC-PARAMOUNT

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
LONDON'S 13TH ANNUAL MANTOVANI PROMOTION...bigger and better than ever

This year...

MARCH IS

MONTH

MARCH 1964

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<td>MARCH 31</td>
<td>PS 114</td>
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6 Albums not pictured above:

- **Candlelight** Mono LL 1502
- **Lonely Ballerina** Mono LL 3309
- **Romantic Melodies** Mono LL 379
- **Some Enchanted Evening** Mono LL 706

**THIS YEAR'S FABULOUS FEATURE LP...BRAND NEW**

**THIS YEAR'S FABULOUS FEATURE LP...BRAND NEW**

**MR. DEALER:** Participate now in this great sales program

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**LONDON LTD.**

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- Participation in this exclusive sales program
- Discounts on featured albums
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- 100% exchange on stereo and monaural albums
- Dating display material
REVIEWS

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its overall potential is rated within its category of release. Singles not rated in the Infectious middle tempo. The flip "(Schwartz, 1,11.115PLES is mighty inviting. Gal has multi - 

POD SPOTLIGHT

BERNADETTE CARROLL

(Pop spotlight) Bernadette Carroll (Schwartz, ASCAP) (2:16)-AS ea, TX. This side is mighty inviting. Gal has multi -

JIMMY GILMER

Ain't Gonna Tell Nobody

This side pumps "When I'm Crying" (Stein-Vanstock, ASCAP) (2:40). In the infectious middle tempo, The flip "AIN'T GONNA TELL S

Bobby Crawford, Del-Fi 4229 (American, BMI) (2:40), "I'm Lookin' For Someone to Love" (Nor Va Jak, BMI) (2:18) - Dot 16583 is "Spanish Harlem" style. Atco is working on this one. (Continued on page 22)

DANNY & THE JUNIORS

Let's Get the Banjo Out of the Attic

(Continued on page 22)

LAURA LANE

**** Hey! Baby (Le BMI, BMI) (2:30)-**** I Love You With All My Heart (Le BMI&Bill, BMI) (2:12). (2:38).

BILL MONROE

**** What Kind of Bird (Birchdale, BMI) (2:19). **** Thunder (Birchdale, BMI) (2:30). **** Rocky Mountain Water (Wit -

BOBBY FREEMAN


(Continued on page 22)
Decca, Retailers Support Price Maintenance Push

By CHRIS HUTCHINS
LONDON — The Gramophone Record Retailers Association and another disk manufacturer have moved into the battle to sustain Retail Price Maintenance here. Decca has reaffirmed its belief in Retail Price Maintenance in an official statement to the trade. The company considers RPM to be "in the interest of all concerned — factor, retailer and public." Stressing that it will enforce RPM as long as it is legal to do so, Decca adds "We are encouraged in this decision by the assurance of support, which we have received from many retailers throughout the United Kingdom." Of the major record companies, Pye alone has still not come out the United Kingdom." GRRA members, however, have declined to make any statement on his continuation of RPM. EMI, Decca, Philips and Oriole have all issued statements strongly supporting the continuation of RPM. Pye managing director Louis Benjamin has, however, declined to sustain Retail Price Maintenance because the assurance of support which is obtained by RPM is not enough to make any statement on his company's attitude to the forthcoming legislation.

GRRA Lobbies
Area meetings of the Gramophone Record Retailers Association have been held in Belfast (Ireland) and Glasgow (Scotland) to discuss the RPM situation. All over Britain, 1,000 GRRA members have been urged to lobby their Members of Parliament until the Government's White Paper on RPM is published. Publication date is unknown, but within three days of the paper coming out, there will be a meeting of the industry to consider it. Manufacturers, retailers and distributors will all be represented at this crucial meeting.

Irish Showbands Beat Disk Drum
DUBLIN — Currently dominating the Irish scene are a conservatively estimated 600 show bands, most of which are seven or eight-piece outfits. Because of the instant chart success of titles by the Capitol, Miami and Royal show bands, the other, non-recording groups, are rushing to have disks issued.

Whether the disk reaches the hit parade or not, the mere fact of having a record is in itself automatically ups a band's fees in ballrooms. Telefis Eireann's "Showband," emceed by Paul Russell, which hit the peak of its popularity with the AMT Corporation of America, to play "I Gotta Drive," by the Matadors on Capitol, Miami and Royal bands. The AMT outfit manufactures toy autos. Danny Davis, national promotion director for Colpix-Dimension, has already sent out over 200 miniature automobiles to leading deejays around the country.

BLOOM BOOMS WITH Records
LONDON — British washing machine millionaire John Bloom is preparing to enter the record business. Bloom has built up an industrial empire by his getting direct-selling methods. These have brought him success with his Rolls washing machines and other household appliances. He has now formed Rolls Record Company on a nominal capital of $300 to manufacture and deal in records. It is not known whether he will try out on his own or tie up with an already established label.

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Very Important Product

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DECCA RECORDS

Let's Dance Latin
WARREN COVINGTON

invitation
PETER DUCHIN,
the French Nightingale

Jan Garber
Dancing Under The Stars

THAT LATIN FEELING...
BERT KAEMPFERT

Come Dance To The Hits
with SAMMY KAYE
AND HIS ORCHESTRA
RED SAILS IN THE SUNSET
SOMETHING THERE I LIKE
ARMS OF LONDON

DANCE TO
ARTIE SHAW
AND HIS ORCHESTRA

OLD-TIME POLKAS AND WALTZES
DICK ROGERS

AVAILABLE NOW AT ALL DECCA BRANCHES
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<tr>
<th>Rank</th>
<th>Title</th>
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<td>11.</td>
<td>(You Can't Let the Boy Own) The Power</td>
<td>The Man in You</td>
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<td>12.</td>
<td>LAST NIGHT I HAD THE STRANGEST DREAM</td>
<td>The Kingston Trio</td>
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<td>13.</td>
<td>WATERLOO</td>
<td>ABBA</td>
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<td>14.</td>
<td>BIG BEAR'S DANCE</td>
<td>The Turtles</td>
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<td>15.</td>
<td>I'M YOUR HOOCHIE COOCHIE MAN</td>
<td>The Drifters</td>
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<td>16.</td>
<td>HE WALKS LIKE A MAN</td>
<td>Harry Nilsson</td>
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<td>17.</td>
<td>CANDY</td>
<td>Donny and Marie</td>
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<td>18.</td>
<td>WHAT'S EASY FOR TWO IS SO HARD FOR ONE</td>
<td>Dean Frey</td>
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<td>TELL ME BABY</td>
<td>The Dave Clark Four</td>
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<td>MY HEART BELONGS TO BLUE WINTER</td>
<td>Del Shannon</td>
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<td>I WANT TO HOLD YOUR HAND</td>
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<td>SORROW</td>
<td>The Rolling Stones</td>
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<td>I LOVE YOU MORE AND EVERY DAY</td>
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<td>FREE WAY YOU DO THE FOOL</td>
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<td>DON'T YOU CRY</td>
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<td>TELL IT ON THE MOUNTAIN</td>
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<td>MO' ONIONS</td>
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<td>LOOK HOMEWARD ANGEL...</td>
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<td>HONK IF YOU SEE JOE</td>
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<td>WELCOME TO MY WORLD</td>
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<td>CAN'T WAIT UNTIL YOU OWN THE NIGHT</td>
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<td>HE'S NOT JUST A BOY</td>
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<td>SIMPLE TIMES ARE HARD TO FIND</td>
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<td>YOU DON'T OWN ME</td>
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<td>THE BOY WITH THE BEATLE</td>
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<td>AIN'T NO Sendin' GIMME NO FOOL</td>
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THE VERY BEST OF POPULAR MUSIC
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THE VERY BEST OF CONNIE FRANCIS...E/SE 4167
THE VERY BEST OF DAVID ROSE....E/SE 4155
THE VERY BEST OF GEORGE SHEARING....E/SE 4168
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THE VERY BEST OF KATE SMITH

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THE VERY BEST OF AL HIRT & PETE FOUNTAIN

NEW!

THE VERY BEST OF DURANTE

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Great Performances!
Great Profits!

Over The Rainbow
YOU MADE ME LOVE YOU
THE TROLLEY SONG
The Boy Next Door
I CRIED FOR YOU
GET HAPPY / I DON'T CARE / BUT NOT FOR ME
IF YOU FEEL LIKE SINGING, SING
JOHNNY ONE NOTE / SINGIN' IN THE RAIN

Another Hot Stock-In-Depth Series From MGM Records

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As great as his Carnegie Hall Album
(Recorded "live" at the Greek Theatre)

Here's Belafonte at his best—in person. A 2-L.P. Dynagroove package recorded at the Greek Theatre in Los Angeles where Harry packed 'em in for a month. His program ranged from calypso to Broadway—prison songs to teen beat—an African "Boot Dance" to songs of social satire—plus spontaneous and razor-sharp ad libs!

Order this great 2-L.P. album now on RCA VICTOR

RCA VICTOR
The most trusted name in sound
For Week Ending March 7, 1964

**TOP LPs**

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

<table>
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<tr>
<th>No.</th>
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<th>Label</th>
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<td>MEET THE BEATLES</td>
<td>6</td>
<td>A &amp; M</td>
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<td>INTRODUCING THE BEATLES</td>
<td>5</td>
<td>A &amp; M</td>
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</table>

*Record Industry Association of America* (R.I.A.A.) listing of certification as million dollar LP's.
POPP SPOTLIGHT

WHEELS

The Takers, RCA Victor LPM 2866 (M); LSP 2866 (S)

With six LPs embracing the "drag sound" currently on the album best selling chart, it's evident that the crooner is strong and getting stronger. The Takers are well known by the young drag set and they are with it throughout their latest offering here.

COUNTRY SPOTLIGHT

FARON YOUNG'S MEMORY LANE

Capitol T 2037 (M); DT 2037 (S)

These fine old masters are reaching back into the past, and the performances by Faron Young will refresh many memories. A fine package for folk listeners (e.g., Alton King and Philadelphia folkies) interested in the style.

SEJS ALBUM REVIEWS ON BACK COVER

SPECIAL MERIT PICKS

Special merit picks are now available on the back for those albums which deserve exposure and which would have commercial success without their respective categories of music.

POP SPECIAL MERIT

AN EVENING WITH CAROL LAWRENCE

Capitol T 2039 (M); ST 1096 (S)

This virtual duet of the night club set with which she toured over the New York critics at the Paris Room East last fall is completely sampled. The voice has lost some of its natural beauty, but it remains a charm. The individual arrangements by Gusty Vizzi and the orchestra are from a first rate level.

POP SPECIAL MERIT

FREDDY MARVIN PLAYS THE HITS

Capitol T 2028 (M); ST 2028 (S)

This is the second volume of Austin's "Freddy's Theme Songs," and it works as well as the kick of the first, with Marty Robbins againaku's theme, Marty Robbins againaku's theme, and Marty Robbins againaku's theme. The disks were made between 1950 and 1960.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

THE TIMES THEY ARE CHANGIN'
Bob Dylan, Columbia CL 2105 (M); CS 9005 (S)

REFLECTING
Chad Mitchell Trio, Mercury MG 20891 (M); SR 60891 (S)

NEW ACTION LP's

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

LOVE HIM

Donny Evers, Columbia CL 2131 (M); CS 9831 (S)

A TIME TO KEEP

Chet Hanks and Daniel Buklyn, RCA Victor LOC 1068 (M); (No Stereo)

QUIET NIGHTS

Miles Davis, Columbia CL 2106 (M); CS 9806 (S)

WOODY HERMAN: 1964...

Philips PHM 200-118 (M); PHS 600-118 (S)

THIS IS ETHEL ENNIS

RCA Victor LPM 2786 (M); LSP 2786 (S)

PERSPECTIVE ON BUD & TRAVIS

Liberty LRP 3341 (M); LST 731 (S)

WOMEN IN MY LIFE

Sergio Franchi, RCA Victor LM 2869 (M); LSC 2686 (S)

50 FABULOUS GUITAR FAVORITES

Al Costa & His Ork, United Artists UAL 3200 (M); UA 6320 (S)

COMPETITION ALBUMS

Astronauts, RCA Victor LPM 2858 (M); LSP 2858 (S)

HELLO YOUNG LOVERS...

Jimmy Durante, Warner Bros, W 1531 (M); WS 1531 (S)

THE HITS OF JUDY GARLAND...

Capitol T 1999 (M); ST 1999 (S)

KISMET

Monty Norman & His Orch/Various Artists, London PM 55001 (M); SP 44043 (S)

THE GREAT HITS OF FRANK SINATRA...

Capitol T 2056 (M); ST 2056 (S)

GOLDEN HITS OF JERRY LEE LEWIS...

Smash MG 27040 (M); SMS 67040 (S)

THE VERY BEST OF JUDY GARLAND...

MGM E 4204 (M); ST 4204 (S)

FUNNY SIDES OF RUDY VALLEE...

Juliette JOB 2051 (M); (No Stereo)

50 FABULOUS PIANO FAVORITES...

Ferrante & Teicher, United Artists UAL 3243 (M); UA 6343 (S)

THE ORIGINAL PENETRATION...

Pyramids, Black LP 16501 (M); BRS 36501 (S)

MAKE LOVE TO ME...

George Maharis, Epic LP 24079 (M); BN 26079 (S)

WAYNE NEWTON--IN PERSON...

Capitol T 2039 (M); ST 2039 (S)

FOUR-STAR ALBUMS

The four-star rating is awarded new albums which are considered most promising and which are potentially in their respective categories to make it. These are selected by deal leaders, critics and rock-jockeys handling that category.

THEME FROM EXODUS AND OTHER FILM SPECTACULARS...

Eddie Kendricks, Motown⊥0001 (M); (No Stereo)

"LE STRINGBRIDGE-NANNY...

Bradley Waye, Vee Jay VJ 1081

THIS IS WHERE IT IS IN THE ORIG.

Vanguard Artists, Vee Jay VJ 1084

REYNOLD BRIDGES...

Jack Scott, Capitol T 2035 (M); ST 2035 (S)

ALBUM REVIEW POLICY

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

(Continued)
PARADE OF MARCH HITS ON RCA VICTOR

Three teen stars on one album. Songs like "I Remember" by Paul Anka, "Tenderness" by Sam Cooke and "Too Late" by Neil Sedaka. LPM/LSP-2720

HOMER AND JETHRO GO WEST
Hear how the West was sunk! There's loads of sales with hilarious songs like "Streets of Weehawken" and "Oh, Give Me a Home." LPM/LSP-2674

THE BALLADS OF IRVING BERLIN
The always-haunting Melachrino string with renditions of Irving Berlin ballads like "Blues Skies" and "Cheek to Cheek." LPM/LSP-2817

MORE OF EVERYTHING THE LIMELITERS
The kings of the folk world sing standards like "No Man Is an Island," "The Best Is Yet to Come" and "Willow Tree." LPM/LSP-2644

IMPACT AT BASIN STREET EAST
Seven swingin' musicians caught "live" breaking up Basin Street East. Includes "It's All Right with Me" and "Walk Right In." LPM/LSP-2810

THE WOMENFOLK
A most thrilling new folk group with a fresh and different sound. Includes "Green Mountain Boys" and "Whistling Gypsy Rover." LPM/LSP-2832

A great romantic orchestra plays the nostalgic songs of a generation like "At Last" and "Boulevard of Broken Dreams." LPM/LSP-2645

FERRUCCIO TAGLIAVINI
The rich voice of a great tenor expresses the tenderness of Italian songs like "La Spagnola" and "Come il rose." FPM/FSP-121

MORE HANK SNOW SOUVENIRS

"KIMBERLY JIM"
The exciting music from the movie "Kimberly Jim" starring Jim Reeves. Songs include "Strike It Rich" and "Roving Gambler." LPM/LSP-2780 (s)

A great romantic orchestra plays the nostalgic songs of a generation like "At Last" and "Boulevard of Broken Dreams." LPM/LSP-2645

DELLA REESE AT BASIN STREET EAST
Catch her "live" performance at Basin Street East. Selections include "And How," "Chicago" and "Nobody's Sweetheart." LPM/LSP-2672

ONLY HAVE EYES FOR YOU
HUGO WINTERHALTER
His Orchestra

THE BALLADS OF IRVING BERLIN
The always-haunting Melachrino string with renditions of Irving Berlin ballads like "Blues Skies" and "Cheek to Cheek." LPM/LSP-2817

"KIMBERLY JIM"
The exciting music from the movie "Kimberly Jim" starring Jim Reeves. Songs include "Strike It Rich" and "Roving Gambler." LPM/LSP-2780 (s)
COUNTRY MUSIC CORNER

MARCH 7, 1964

* Continued from page 18

MERCE and will be ensemb by the WTIE T Men, Johnny Eastoe, Gray Ingram, Gus Thompson and Tommy Thompson, and the Big T little gal, Ann Smith. Hank Snow and His Rainbow Ranch Boys (Jimmy Crawford, Johnny Johnson, Buddy Spicher and Jimmy Widener) have just concluded a 19-day flying tour of the Far East and are due back in Nashville this week. Next week they begin a brief swing through Canada, arranged by the Decca-Moeller office. Snow and his lads are also scheduled for an early appearance on the Jim- ney Dean ABC-TV network show.

Buck Owens and band set for one-nighter at George De Angelo's Coral Bar, East Paterson, N. J., March 6. Ferlin Husky, Wade Ray and Bill Anderson played the Coral Bar recently to big business. The Country Gentlemen of Music—Don Hillman, Lonnie Tatsumi, Eddie Briggs and Ron Franklin—of KOAD Radio, Lemoore, Calif., recently collected some 300 dozen cookies for the patients of the Kings County Hospital in Hanford, Calif., in a 24-hour Valentine's Day drive. KOAD is the only 24-hour c&w station in Central California.

Edie Skelton, who recently launched her own "Eddie Skelton Show" as a regular Saturday (4 p.m.) feature on WCFL-TV, Bristol, Va., plans to kick off a similar venture soon in Bluefield, W. Va., via video tape. Working with Eddie on the Bristol show is steel guitarist Billy Bowman, formerly of the Bob Wills orch. Skelton also plans to present a country music show once a month in the East Ten- nessee sector, with Skeeter Davis and Ferlin Husky already sched- uled for two performances at Civic Auditorium, Kingsport, Tenn., April 10... Record pro- moter Slick Norris and wife, Betty, accompanied by their three sons, return home to High- lands, Tex., this week after a fortnight's stay in Nashville.

Charlie Moore and Bill Nueller and Their Dixie Partners recently moved from Pensacola, Fla., to Spartahurgh, S. C., where they are appearing on WTID- TV, and dubbing on WNOK- TV, Columbia. S. C. Moore and Nueller have a new bluegrass album release on the King label titled "The Best of Moore and Nueller". They are working a new single on the same label, "Truck Driver's Queen."

Minnie Pearl and Carl and Pearl Butler show their wares at Seattle, Wash., March 4, and Victoria, B. C., March 5.

* Continued from page 28

THE BEST OF RICHARD HAYMAN
Arct. AM 1306 (M); ALS 1011 (S)

ALL BY MYSELF
See Ranny, Capitol T 2032 (M); ST 2032 (S)

LUDWIG SENFL: COMPOSER TO
BACH: CANTATA NO. 51; SUITE
THE BAROQUE CONCERTO
YOU'RE NO GOOD
JULIA LEE
ALL BY MYSELF
THE BEST OF RICHARD HAYMAN

New York Pro Musics (Greenberg).
THE COURT & CHAPEL OF EM-
PEROR MAXIMILIAN I
S 36153 (S)
Virtuosi
Capitol T 2046 (M); ST 2046 (S)
Capitol T 2038 (M)
2032 (S)
Sue Raney. Capitol T 2032 (M); ST 2030 (S)
SELECTS.

MR. MAESTRO RECORDS
7 Central Park West, N.Y.C.
NOT EVERY NEW RECORD COMPANY CAN START WITH

* A MILLION SELLER AS HAS.

WE AREN'T DELUDING OURSELVES THAT EVERY RECORD TOLLIE PUTS OUT WILL SELL A MILLION...
HOWEVER WE EXPECT TO GET MORE THAN OUR SHARE.

FOR EXAMPLE WE THINK THAT OUR NEXT RELEASES OF

T-9002
ALL MY LOVING
BY THE DOWLANDS

&

T-9003
BACKFIELD IN MOTION
B/W
BAD MOTORCYCLE
BY THE ANGELOS

MAY NOT SELL A MILLION BUT IT WILL SELL A LOT OF RECORDS AND MAKE US ALL A LOT OF MONEY.
OUR BIG BROTHER (YOU KNOW THAT LABEL THAT SAYS IT IS ONLY #9 IN SALES—VEE JAY) CONSIDERS US RATHER BRASH FOR A YOUNG PUNK THAT IS PROBABLY #799 IN SALES AT THIS MOMENT.

WATCH US GROW... OUR FIRST THREE RELEASES ARE ALREADY GONE.
### HITS OF THE WORLD

#### AUSTRALIA

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<td>&quot;IF I HAD A HAMMER&quot;</td>
<td>Peter, Paul &amp; Mary</td>
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<td>2</td>
<td>&quot;DON'T LOSE YOUR HEAD&quot;</td>
<td>Peter, Paul &amp; Mary</td>
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<td>3</td>
<td>&quot;CRIMSON &amp; IVORY&quot;</td>
<td>Peter, Paul &amp; Mary</td>
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<td>&quot;THE OAK TREE&quot;</td>
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<td>&quot;DO YOU LOVE ME&quot;</td>
<td>The Ronettes</td>
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<td>&quot;BE MY BABY&quot;</td>
<td>The Ronettes</td>
<td>Philles</td>
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<td>&quot;WHERE HAVE ALL THE BEAUTIFUL GIRLS GONE?&quot;</td>
<td>The Troggs</td>
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<td>&quot;MADAM SHARPE&quot;</td>
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<td>&quot;LA MAMMA&quot;</td>
<td>Charles Trenet</td>
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<td>&quot;CITTA' VUOTA&quot;</td>
<td>Mina</td>
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<td>&quot;OGNI VOLTA&quot;</td>
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<td>&quot;MANTILLA ESPANOLA&quot;</td>
<td>Rita Pavone</td>
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<td>EMI</td>
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<td>&quot;LA PREMA CHE INCONTRO&quot;</td>
<td>Massimo Modugno</td>
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<td>&quot;COMME UNE CHANSON&quot;</td>
<td>Brigitte Bardot</td>
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<td>&quot;I WANT TO HOLD YOUR HAND&quot;</td>
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<td>&quot;CARMEN&quot;</td>
<td>Bizet</td>
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<td>&quot;DOMINIQUE&quot;</td>
<td>The Girl</td>
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<td>4</td>
<td>&quot;LES BEAUX JOUES&quot;</td>
<td>Alex</td>
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<td>&quot;DO RESTA&quot;</td>
<td>Juanita</td>
<td>Telmex</td>
</tr>
<tr>
<td>2</td>
<td>&quot;NO ME QUESO&quot;</td>
<td>Ruben Aguirre</td>
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<td>3</td>
<td>&quot;NO ME QUESO&quot;</td>
<td>Ruben Aguirre</td>
<td>Telmex</td>
</tr>
<tr>
<td>4</td>
<td>&quot;EN EL CAMINO AL SUR&quot;</td>
<td>Joselito</td>
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#### SPAIN

<table>
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<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;LO MEJOR DE MI&quot;</td>
<td>Vicente Amigo</td>
<td>Telmex</td>
</tr>
<tr>
<td>2</td>
<td>&quot;EL AMOR ES EL MEJOR&quot;</td>
<td>Manolo Escobar</td>
<td>Telmex</td>
</tr>
<tr>
<td>3</td>
<td>&quot;NO ME QUESO&quot;</td>
<td>Ruben Aguirre</td>
<td>Telmex</td>
</tr>
<tr>
<td>4</td>
<td>&quot;NO ME QUESO&quot;</td>
<td>Ruben Aguirre</td>
<td>Telmex</td>
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#### SWITZERLAND

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<tr>
<td>1</td>
<td>&quot;INCORE&quot;</td>
<td>Carla \ocialy</td>
<td>Philips</td>
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<td>2</td>
<td>&quot;IL MIO CUORE&quot;</td>
<td>Anna Maria \icialy</td>
<td>Philips</td>
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<tr>
<td>3</td>
<td>&quot;LA PISTA&quot;</td>
<td>Anna Maria \icialy</td>
<td>Philips</td>
</tr>
<tr>
<td>4</td>
<td>&quot;IL MIO CUORE&quot;</td>
<td>Carla \ocialy</td>
<td>Philips</td>
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#### SOUTH AFRICA

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<th>Song Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;HOW CAN I BE HAPPy?&quot;</td>
<td>Johnny Clegg</td>
<td>Decca</td>
</tr>
<tr>
<td>2</td>
<td>&quot;DON'T LET ME CROSS OVER IN YOUR BEAUTY&quot;</td>
<td>Johnny Clegg</td>
<td>Decca</td>
</tr>
<tr>
<td>3</td>
<td>&quot;MAMA NTO&quot;</td>
<td>Johnny Clegg</td>
<td>Decca</td>
</tr>
<tr>
<td>4</td>
<td>&quot;BABY DON'T WHEN THE BLUES COME CRYING&quot;</td>
<td>Johnny Clegg</td>
<td>Decca</td>
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### Notes

- "I WANT TO HOLD YOUR HAND" is featured in the film "A Hard Day's Night."
FROM THE CHAD MITCHELL TRIO

the soaring new single TELL
FLYING FOLIOS

Mills Mines With Soloists’ Personal Arrangements

NEW YORK—A flock of recording artists are spreading into the school market via publications in the Mills Music catalog. Herb Ellis, featured guitarist on the Steve Allen Show, has written “The Herb Ellis Jazz Guitar Style” which is a compendium of jazz hints, how to accompany vocalists and instrumentalists, improvise on guitar solos. Several of the solos are taken from Ellis’ Epic Records releases.

United Artists’ Al Caiola has arranged a folio of guitar solos with jazz improvisations of Mills standards. The book is titled “Gala Guitars.”

Warren Covington, currently at work on a volume of trombone solos, has just published two solos, as recorded on Decca Records, “Tipsy Trombone” and “Trombonanza.” An orchestration of the former is also available. Covington, on an educational kick, is also appearing at trombone concerts and clinics for Selmer, instrument manufacturer, recently being featured at the University of Michigan mid-winter music conference.

Organ Effects

Mercury artist Eddie Layton, currently on a West Coast concert tour for Hammond Organ, just completed his latest volume which includes how to play many special effects on the organ, as well as recorded solos. The folio is called “Eddie Layton’s Hammond Organ Party.”

A second folio for the organist, just released, is “Mills Solo Serenade” by Frank Renaut, now touring England and the Continent for Lowery organs in a concert series.

Other recording artists preparing publications for Mills are Paul Winter, the Dukes of Dixieland, Al Bollington and Richard Haymen. Emphasis of Winter, the Dukes and Hayman will be on arrangements for the growing dance band market.

POST TO POST OR VICE VERSA

NEW YORK — Confusion Compounded. If you read what was supposed to be an unscrambling item on the dual roles of the Carl Post or/and Posts last week, forget it. It’s all changed.

No charge for children under 12.

TRINI COPS ANOTHER: Trini Lopez has been picking up gold and silver medals all over Europe as a result of his worldwide hit, “If I Had a Hammer.” Latest was garnered in Benelux countries where he received gold disk from Pete Fellemann of Artone, Holland.

PRESTIGE GETS BRITISH DISK

NEW YORK — Prestige Records has acquired the hit British disk “5, 4, 3, 2, 1” by Manfred Mann. The record is a top of the chart entry in England where it went to the No. 3 slot. The disk was scored from a beat band.
THEY'RE DOING IT AGAIN!

Bob Luman
WITH
THE FILE

Kris Jensen
WITH
LOOKIN' FOR LOVE

c/w
Bigger Men Than I (Have Cried)
HICKORY 1238

c/w
In Time
HICKORY 1243

Breaking All Over — Place Your Orders NOW

Hickory RECORDS, INC. 2510 Franklin Road, Nashville 4, Tennessee
**BMI Elects Eight New Vice-Pres.**

NEW YORK — Eight new vice-presidents were elected to Broadcast Music, Inc., by its board of directors at its winter meeting in Palm Springs, Calif. The new officers, who will serve as a part of the company’s corporate structure, are Robert J. Bur- tons, vice-president, broadcaster relations; George Gabriel, vice-president, publishers administration; Theodora Zavin, vice-president, public relations; and Tom O’Hara, vice-president, public relations.

The newly elected vice-presidents are Justin Bradshaw, vice-president, national advertising; George Gabi- nelis, general sales and service manager; Rich- ard Rosenblatt, general manager, Los Angeles; Edward J. Molinelli, vice-president, finance and treasurer; Frank Falsone, vice-president, Nashville; Russell Sanjek, vice-president, public relations, and Theodora Zavin, vice-president, publisher administration.

Roger G. Harris, vice-president in charge of writer relations, continues as the v-p, writer administration.

**Feist Handles Roman Fall**

NEW YORK — The rights for the music of the forthcoming Samuel Bronston film, “The Fall of the Roman Empire,” have been acquired by the Big 3. The Leo Feist wing of the firm will handle the scores. The music has been written by Dimitri Tiomkin and the sound-track record will be released on Columbia Records. The music rights, however, are being distributed overseas by Big Three affiliates.

The Big Three are already planning exploitation of the music in their areas. “Fall of the Roman Empire” is scheduled for release in Europe and Asia during the week.

**RCA Camden And Sabo On Journey**

NEW YORK — RCA Camden has tied in with Sabo Airlines for a “Sabo Airlines” promotion. The promotion is keyed to the RCA Camden Living Strings album release for March, “On a Sentimental Journey,” covers the advertising, promotion and sales of current and catalog RCA Camden product until May 2.

Prizes for winning distributors will be four round-trip tickets to Sabo Airlines destinations, plus awards to European cities: Brussels, Paris, London, Amsterdam, Madrid and Rome. Contest winners may enter in any or all of the cities. In addition, there will be a list of flight tickets (two to each winner), each of which will receive $1,000 cash in the journey. Winners of the contest will be determined by points awarded to performance in two areas — sales and advertising.

**Dave Kleger Set As Promo Head**

NEW YORK — Dave Kleger has been set as national promotion manager for the Deutsche Gramaphon line. Kleger was most recently classical promotion manager at Columbia Records. He succeeds Jack Romann, who left the company.

**Singer Buying Hot Norwegian Record Label**

OSLO — The Norwegian singer Silvinho, who is having a tremendous hit with the song “Esta Noche,” has bought the island of the record label. The label, which is run by his father and his mother, has been in business for over 20 years.

**Jazz, Sports Festivals Continue San Remo Gala**

SAN REMO — Basking in its new glory as an Italian music capital with no less than 12 songs from the recent festival on best seller lists, more than twice any previous festival, this city is going ahead with plans for the annual Jazz Festival and a new Sports Festival to be held March 21-23.

Duke Ellington and a group of his band members held the headliner event Monday evening, and 4600 people attended.

**Out of Sight, Out of Mind**

Sunny & The Sunliners

Year Deep 1027

**BRILLIANCE—QUALITY RECORD PRESSING**

Originate of the Patented rim drive: Hollo-Ton, Inc.

RESEARCH CRAFT CO.

Hollywood, Cal. 46
US VEE JAY PEOPLE
WOULD RATHER FIGHT
THAN ADMIT WE ARE
ONLY #9 IN SALES...

...we're trying awfully hard
to do better.

...SOME OF OUR CHAMPS
AND TOP CONTENDERS

JERRY BUTLER
VJ-588 GIVING UP ON LOVE

BETTY EVERETT
VJ-585 THE SHOOP SHOOP SONG
(IT'S IN HIS KISS)

WADE FLEMONS
VJ-578 WATCH OVER HER

THE BEATLES
VJ-581 PLEASE, PLEASE ME
VJLP-1062 INTRODUCING THE BEATLES
VJLP-1085 THE BEATLES & IFIELD

THE FOUR SEASONS
VJ-582 STAY

9056 SANTA MONICA BLVD. • LOS ANGELES 69, CAL. • CR 3-8500
**Electrola Rides Beatles Wave; Diskery Tops German Market**

By OMER ANDERSON

**COLOGNE**—Die Beatles singen auf Deutsch!

Electrola is bringing out the first record made by the Beatles in any foreign language. The title is "Komm gib mir dein Hand."—"I Want to Hold Your Hand." The flip side is "Sie liebt Dich."—"She Loves You."

The Beatles sing German with hardly an accent, and it develops they picked up a smattering of the language while singing at the Star Club in Hamburg in 1961.

Electrola is releasing the Beatles' maiden effort in a foreign tongue even as Beatlemania is sweeping West Germany. German teen-agers are donning Beatles wigs, sweatshirts, blue jeans and leather jackets. The latest fads are fingernail portraits, which are transferred to the four fingers of both hands.

The Beatles were recorded in Germany in Paris while singing at the Olympics by Electrola producer Otto Dehmler. An initial 100,000 pressings will go on sale March 5 in Hamburg, Munich, Frankfurt and Cologne, with general distribution to follow.

**Group Singing Boom**

Electrola reports that the Beatles are riding a group-singing boom. Disks by groups—Beach Boys, the Shadows, the Dave Clark Five, the Swingin' Blue Jean—are having unprecedented sales.

Electrola's alienation in waxing the Beatles in German and timing release of the record to ride the shock waves felt here from the U. S. Beattle craze, illustrates the enterprise which has lifted Electrola to the top of the German record field.

Electrola now accounts for 25 per cent of German record sales. Despite the slump in singles, EMI's German subsidiary managed to boost singles production 17 per cent last year (while the general German industry's singles output sagged 20 per cent). Overall, Electrola disk production increased 15 per cent, and, despite competition from tape recorders, the diskery produced more records (15 million, with general distribution of 20 per cent were LP's) than it did in the 1959 peak year for the German record industry.

Electrola scored unusual success in connecting prevailing trends in German record production. Its light material pushed past the 50-50 ratio to classics and accounted for well over half the diskery's sales in 1963.

And Electrola doubled the industry's average for stereo sales booming to 30 per cent.

**Big Dee Irwin**

**Off for London**

**NEW YORK**—Big Dee Irwin, Dimension Records artist, left for England recently for six weeks of personal appearances and TV engagements. His single, "Swingin' on a Star," is currently clicking in England. Dann Kesler, who manages Irwin with Buddy Kaye, accompanied the singer and will stay for about two weeks. During his stay Kesler will meet with British publishers and artists and repackage men.

**MANTOVANI'S 13th MONTH BIT**

**NEW YORK—**Mantovani is up for his 13th annual London-inspired "Month." In the previous 12 years, London has designated May as "Mantovani Month" but this year it will be held in March. This year's program features a national contest for London's salesmen with 30 prizes to be awarded, including eight grand prizes, each consisting of an all-expense-paid trip to London for two. Mantovani's complete 37-LP catalog, including the new "Folk Songs Around the World," will be available on the program. Terms include extra discount, delayed billing, exchange privileges, advertising money and a wide variety of display material.

**STOMPIE DOWN UNDER**

Pictured in the center of the touring U. S. group, the Surfords, when they were in Sydney, is Little Portie (Amphetamine). The young lass has had a huge local hit in "He's My Blond-Headed Stompie Wompie, Real Gone Surfer Boy." The disk is due for release in the U. S. on the new World Hits label.

**THE COLLEGE MARKET**

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

**COMING MARCH 28**

**MUSCRIPT ON CAMPUS THE COLLEGE MARKET FOR RECORDS AND TALENT**
Jack Jones will be on seven big TV shows in less than 12 weeks.

Judy Garland Show, Feb. 23
Bell Telephone Hour, Mar. 10
Ed Sullivan Show, Mar. 15
Jimmy Dean Show, Mar. 26
Bob Hope Show, Apr. 10
Joey Bishop Show, in April
Jack Paar Show, May 15

All the top pros agree: the Jones to keep up with is Jack!

(A word to wise record retailers, juke box operators and disc jockeys is sufficient: over 100 million TV viewers will want to hear more Jack Jones.)
Ampex & Roberts Electronics Will Invade Mass Market

NEW YORK—Two manufacturers of higher priced tape recorders are now setting up a combined effort to invade the mass-market field with expanded product lines. One is Ampex, the New Jersey company, and the other is Roberts Electronics, and both outlined their forthcoming expansion plans during the recent CES in Chicago.

Meeting with an advisory group of dealers at the company's new consumer products plant here, John H. Trux, marketing manager, said Ampex is general manager of the consumer products division, and John Latter, marketing manager, discussed these upcoming changes.

Ampex will begin enlarging its recorder product line this fall with the introduction of a new line priced at less than $500. The Ampex line price will go from $150 to $300—of all price classes except the very lowest. The Ampex lines will begin with units at less than $300. Of some 2,200 U. S. audio products, 350 are handled by Ampex dealers. The company hopes to expand this number to between 500 and 600 in the next year and a half. It's also going out after more car dealers, and will have a display at the convention of the Master Photo Dealers and Home Appliance Association in Chicago this month. For the high-line, the company will also seek appliance-TV dealers, particularly those who specialize in high-end products, because 50 per cent of its current distribution is through audio stores, 10 per cent camera dealers.

Although Ampex will continue its one-stop distribution, it will largely eliminate manufacturers' representatives, switching to direct factory sales in all large markets, dealing through community-employed district managers.

The Ampex officials also outlined a new product program for dealers, and is considering price maintenance and a new co-op advertising policy.

A second national sales meeting in Los Angeles, meanwhile, the new management team of Roberts Electronics, headed by Vice-President-General Manager O. X. Pinney, previewed plans for new models designed to make Roberts the most competitive in the field.

Roberts is a division of the Radio Corporation of America, one of the firm's two divisions. The line will be expanded, Pinney said, "to cover the entire mass-market field."

Although complete details of the meeting's developments were left for future announcements,Pinney summarized later as a three-pronged effort to sell the benefits of packaged tape, to sell the new product for both the high and low end of the line, (2) to develop new markets and dealers via an expanded sales base, and (3) to expand Roberts' trade and consumer advertising schedule to achieve high price protection for the new product in the mass-market as well as in the hi-fi specialty field."

EQUIPMENT NEWSLETTER

Is Mass-Market Stereo Dying?

By DAVID LACHENBRUCH

(Second of two columns on the views of S. R. Herkes, Motorola marketing vice-president.)

MOTOROLA'S TED HERKES sees a basic fault in retailing through the entire structure of home entertainment and appliance merchandising. It shows up most obviously in the home field of the mass-market phonograph—a product whose sole reason for existence is taxation, and which is not a necessity like the refrigerator or television.

Last week we aired our concerns as they affected the mass-market field of recorded music. This week we're considering it from the manufacturer's point of view. It's an all-important situation: "If the dealers don't believe in the product, they won't sell it. We can't sell what they won't sell."

The business probably reached its peak in 1962, said Herkes. "Last year the industry was creating numbers—not sales. The omens were so good that dealers couldn't pass them up. But there comes a time when they're choking—and this may be it."

In the highly seasonable phonobusiness, some 25,30 per cent of the year's sales are made in December. "We can't go into December with substantial inventories," he noted. But December was a poor month and January and February hasn't been exactly buoyant. The market, he said, has been following a general pattern of record sales over the last three years after major innovation. Although a sales high of 5,029,000 phonographs sold to dealers, Herkes attributed that to the "clean-up" of a year after the forced draft of promotions and price deals, resulting in a glut of merchandise at the dealer level. "Every single manufacturer told us to see if the goods move out of dealers' inventories."

Herkes estimated that we've got two months' worth of inventory left, and that manufacturers have put two months' worth of money into it. The risk, he said, is "like the razor-blade manufacturer. It's to the manufacturer's advantage to set up a volume price group. If he can sell, fine. Failing that, he's got a problem."

The industry, he believes, is far too diversified for unified promotion. It's not a necessity like the refrigerator or television, and it's not a product story. "Our product is entertainment and recreation. Let him listen. Sell him on pride or ownership."

There are differences among phonodealer situations. Herkes, who runs his own operation, noted, "The phonograph has been closely associated with the music business. By and large, the music dealer does the best job in selling phonographs. The music merchant is like the razor-blade manufacturer. It's to his benefit to sell the instrument, because if he sells, he's satisfied. If he fails, the person selling it has to shoulder the blame."

What is the answer? Herkes stresses what he calls the "cornball approach." It's almost too obvious to require saying, but it contains such ingredients as salesmanship, demonstration, product performance.

"Show the customer the furniture, the appearance. Let him listen. Sell him on pride or ownership, on his kids need for a better musical instrument. Talk features. You can make a sale. There's enough character in the consumer—he appreciates what you're trying to tell him."

Herkes, however, believes the situation is basically an industry-wide problem, requiring a concerted effort on the part of the benefits of packaged stereo itself. He is not very hopeful of any such combined efforts. "As it is," he says, "all our product training efforts and advertising is aimed at the minute someone comes upon with a better deal."

Stereoists need a rightful share of the consumer dollar, and the dealers need to get that share by knowing exactly the wrong way, he believes. "The history of this industry is that it takes two to three years to fill the consumer pipelines after every major development. Then there's a drop-off. That's what appears to be happening now. I hope I'm wrong this time. But one thing I'm certain of: If you can't sell the benefits—of any product—there won't be a market. Mass-market stereo is in this danger today."

PHONO-TAPE

MERCHANDISING

BEST SELLING

PRE-RECORDED TAPE

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape dealer reports. Tapes are sold to contact top dealers throughout the country on a weekly basis. Popular reels as well as classical reels and other types of pre-recorded tape are reported on these pages with emphasis on popular reels.

POPULAR REELS

Pos. Title, Artist, Label & No.

1 WEST SIDE STORY
Sound Track
Columbia DG 417

2 I LEFT MY HEART IN SAN FRANCISCO
Dannyé Brent, Columbia DG 419

3 SOUTH PACIFIC
Debbie Reynolds, RCA Victor FTP 501

4 CHARADE
Harry Mancini & His Orch, RCA Victor FTP 1291

5 BARBRA STREISAND ALBUM
Dorothy Kost, Columbia DG 311

6 MUSIC FOR LOVERS ONLY
Jackie Gleason Show timed, Capitol SW 587

7 HONEY IN THE HORN
Al Ross, RCA Victor FTP 1292

8 THEMES FOR YOUNG LOVERS
RCA ORCHESTRA, RCA Victor FTP 1294

9 CAMELOT
Original Cast, Columbia DG 344

10 HOW THE WEST WAS WON
Sound Track, RCA Victor FTP 4071

PHONO-BEST SELLING

PHONOGRAPHICS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on a result of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in each of the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is the share of the total number of "weighted" sales, not the actual number. Rated sales are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN $201 and $300

POSITION

This 11/30/63 Issue

5/31/63 Issue

BRAND

% OF TOTAL POINTS

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

Magnavox...
RCA Victor...
RCA Victor...
General Electric...
Motorola...
Curtis-Mathes...
KLH...
Masterwork...
Voice of Music (V-M)...
Sylvania...
Others...

35.3
9.0
5.4
5.1
4.9
4.9
4.9
4.9
4.4
3.9
10.0

28.1
12.2
8.0
6.1
5.9
5.5
5.1
4.9
4.9
4.9
4.8
4.8

From this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. A different price group is not shown above to show the best results or any period other than the previous month. Those brands that appeared in previous issues for this category do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

11/30/63 Issue: Delmonico (5).

10/31/63 Issue: Pockeard-Bell (7).

Victor Springs

Spring Sale

NEW YORK—RCA Victor is launching a special spring sales program for RCA Blank Mag- netic Tape, reels and snap-load cartridges. The program in- cludes special prices, advertis- ings and promotion and point-of-sale materials. RCA Blank Magnetic Tape is used to make compact cassettes and smaller several reel sizes. Another feature of the promotion is the Pre-Pak BTR-1, which in- cludes 12 various sizes and kinds of tape and a compact counter- top merchandiser.


35.3
9.0
5.4
5.1
4.9
4.9
4.9
4.9
4.4
3.9
10.0

12.2
8.0
6.1
5.9
5.5
5.1
4.9
4.9
4.9
4.8
4.8

28.1
12.2
8.0
6.1
5.9
5.5
5.1
4.9
4.9
4.9
4.8
4.8

From this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. A different price group is not shown above to show the best results or any period other than the previous month. Those brands that appeared in previous issues for this category do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

11/30/63 Issue: Delmonico (5).

10/31/63 Issue: Pockeard-Bell (7).
Cassius Clay also said:
“This album will outsell ‘My Fair Lady.’”
Any arguments?

The comedy album of the year
On Columbia Records
Pilot Pilots 'Non-Technical' Components

NEW YORK—A new line of audio components, especially designed for music dealers "who shun shoveling component merchandising as too costly and too technical" has been announced by Pilot Radio Corporation.

The fair-trade line initially is composed of three electronically matched and integrated modules consisting of stereo FM -AM receivers, record changers and speakers. The low-end set is $529.50, stepped up to a 70-watt system with solid-state amplification at $725 and a 110-watt system, also with solid-state amplifier, at $899.50.

A self-demonstrating merchandise display piece enables the dealer to demonstrate the components with a minimum of technical knowledge and floor space (it's six feet wide, two feet deep, eight feet high). The control units actually does his own demonstrating by twisting a knob on any of the three component-system units. The modular music systems, according to Pilot, are designed to be a self-sufficient, non-technical -even general manager Roland J. Kalb, is completely new, and none of the units are available in Pilot's regular component line.

Gen. Electric Sets New License Fees

SYRACUSE—A basic patent covering the FM stereo broadcasting system now in use has been issued to General Electric, the company announced this week, in informing the industry of a schedule of license fees. The patent coverage includes home FM stereo receivers, record changers, and broadcast transmitters.

R. C. Wilson, general manager of GE's Radio and Television Division, announced that the company will license individual stations to use FM stereo transmitters at a royalty of $50, covering the full 17-year life of the patent.

According to the current issue of the industry news service, Television Digest, there are now 307 FM stereo stations on the air, and this number is expected to grow to more than 400 by the end of the year.

The royalty rate for radio manufacturers is 50 cents per "reception device," which includes parts kits, with transmitter manufacturers being charged a royalty of 50 cents per transmitter. The royalty schedule covers only receivers manufactured after February 25, the date of the patent.

New Ad Program

NEW YORK—A new retail advertising program designed to "build local Norelco dealer advertising to a level unequaled by any other tape recorder producer" has been announced by the High Fidelity Products Division of North American Philips Company at a series of coast-to-coast meetings.

Norelco representatives told dealers that the company had earmarked more than half of its total advertising dollars for a special ad fund for the local use of dealers. One hundred percent company-paid, it permits the dealer to promote his own store as well as the Norelco line, according to product manager W. Semmelink.

Included in the ad mats promoting the full Norelco line of tape recorders and accessories are a special promotional campaign ad, Norelco will use major consumer and hobby magazine and AM-FM radio point-of-purchase displays are also included in the advertising program.

This form is designed to aid dealers in ordering and broadcasters in programming.

Disk Deals for Dealers

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


ABC-PARAMOUNT—Expires March 31, 1964. Started January 9, 1964. On all new singles, in addition to the normal wholesaler's promotional allowance, 10 per cent on all new and catalog ABC-Paramount and Impulse albums.

20th Century-Fox—Expires March 31, 1964. Started February 1, 1964. A 10 per cent discount on all albums during the "Last Leaf Spring" sales program.


PRESTIGE—Until further notice. Started February 1, 1964. A 10 per cent discount on all albums of Prestige and subsidiary labels. Special December promotions: Buy 10, get 11 free; buy 11, get 12 free.

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

Say You Saw It in Billboard
The NARM Story:

The Record Merchandiser in Today's Marketing Evolution

Exciting and Comprehensive Editorial Content:

"It could be the most exciting documentation of a vital segment of our industry ever published. I know it will show that progressive phonograph record merchandisers are serving the phonograph record consumer, and are being served by the leading record manufacturers in our industry, as they cooperate in a continuing enlargement of the phonograph record market, as well as those of allied products."

JULES MALAMUD
Executive Director of NARM

Some Planned Features:

- The Record Merchandisers' contribution to the record industry; expanded marketing horizons - increase of retail customers reached - merchandising developments in packaging, fixtures and promotional aids.
- Capsule profile of each NARM member
- The Retailer's point of view; these offered promotions and selection of product by the record merchandiser
- The History of NARM; its service to the record industry - its forums provided for outstanding leaders of the industry to convene and discuss industry problems - its person to person sales conference technique - its public relations contact with mass merchandising business publications
- Special features on 1964 NARM Convention
- Keynote speakers: Lieberson, Marek, Wallichs.

An Exceptional Advertising Opportunity

"We will actively cooperate in suggesting to our Regular and Associate Members that they give serious consideration to participating in the supplement."

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A Fully-Documented In-Depth Report Published As a Colorful 8½ x 11 Reference Section of April 25

Billboard

Excerpts from a letter by JULES MALAMUD
Executive Director of NARM

Officially Authorized by NARM... Exclusive with Billboard

"...will appear exclusively as a separate part of the April 25, 1964 issue of The Billboard. I am happy to inform you that the Board of Directors of the National Association of Record Merchandisers, Inc. has authorized me to announce their approval of the proposal made by The Billboard to our Board during its meeting in Chicago, Illinois, on July 30, 1963."

Full World-Wide Distribution, Including 1964 NARM Convention

"We are extremely pleased that this supplement will be distributed not only to The Billboard's readership with the April 25 issue, but will also be distributed at the Sixth Annual NARM Convention, April 19-23, 1964, at the Eden Roc Hotel in Miami Beach, Florida."

BIG PLUS: Thousands of Extra Copies for NARM Members to Use

"The plan to enable individual NARM members to obtain extra copies, carrying their personalized advertising messages for distribution to their present and prospective customers, is an excellent one."
RAYMAR'S
MEMORY LANE
We can supply you with 400 of the greatest oldies but goodies. List upon request! Wholesale only! Let us introduce you to the world of hard-to-get records.
100 Assorted New 45 RPMs, $8.00 per 1000 (1 to 2 yrs old)
WE SPECIALIZE IN CURRENT "TOP 100" 45'S AND LONG PLAY
WE ALSO BUY INVENTORIES OF THE ABOVE.
RAYMAR SALES CO.
170-21 Jamaica Avenue
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32 New York
Olympia 8-4012

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT
FOR SALE
DEMOS BY "ECHO-FOR"-FINE SONGS-
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Cleveland, Ohio, Chicago, Ill., Garmisa Dists., Inc.

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Newark, N.J., Essex Record Dists.
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The Creative Use of Technology and the
Composing and Arranging
Thomas Frost, Gerry Mulligan, Bob Thiele

The Repertoire of the first session.

You may phone in your enrollment and pay for the course the evening

Avenue & 38th Street, N.Y.C.

presented by New York University in conjunction with NATIONAL
and dissected by leading members of the recording field in

These problems and many others like them will be debated, discussed,
and dissected by leading members of the recording field in

Don Costa, Bob Crewe, Gunther Schuller

The Repertoire Problem:

Archie Bleyer, Moderator

Lawrence, Steve Sholes

Harm A Concert or Night Club Career?

How Can a Recording Career Help or

or ARRANGER COMPROMISE FOR THE SAKE

OF PERSONAL DISSATISFACTION?

Who Really Makes the Decision

Can an Artist Perform on Records as

in Person?

How Much Should an Artist, Composer

or Arranger Compromise for the Sake

of Records?

Mr. Maestro Records
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Rockin' to the Top
Jerry Smith's
EASY ROCKIN' CHAIR

Order Boss K. 204
Now or from your "One Stop"

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Packed with the kind of sta-
tistics, surveys and informa-
tion that will help the entire
industry plan for more profit-
able programming.

Your opportunity to reach and sell
radio station management and
programming personnel in a
reference edition stations will
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March 14—Advertising Deadline

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Nashville, Tenn., 37203
725 15th Avenue South
615 244-1836

Conceived, Written and Produced
as only Billboard can...
United Adds Flash Bonus To Tempest Shuffle Alley

BUFFALO - The B&B Distributing Company has named Wurlitzer distributor for Western New York State. B&B is a partnership of Charles Brod- erick and John Bilota. Brod- erick, a veteran operator, has so far concentrated on coin- operated amusement machines, with Wurlitzer distributing companies in Syracuse, Albany and New York. B&B will hold open house for all New York State operators Saturday (7) from 9 a.m. until 5 p.m. Re- freshments will be served and factory officials are expected to be on hand.

Montreal Court KillsGamingRap

MONTREAL - The Quebec Court of Appeals recently ruled that a pinball game should not be labeled as a gambling device simply because it is difficult for the player to win.

Justice Paul Casey and Pierre Budeaux upheld the appeal of Rita Toupin against a 1963 con- viction of operating a gambling house. She owns a snack bar which she used as a pinball machine.

With one justice dissenting, the court held that the prosecu- tion had failed to prove beyond a reasonable doubt that the particular machine, the skill and experience of the player, or the ultimate purposes, of little or no importance.

No Slowdown in Coin Exports

NEW YORK - Exports of United States coin machines and amusement and amusement machines for November 1963 continued to show gains, rising from $3,251,698 in 1962 to $3,470,340 a year later in total dollar volume, according to figures re- leased by the U. S. Depart- ment of Commerce.

The 1963 total of machines exported was 7,894, compared to 6,262 in November of the previous year, and Belgium was the leading customer, importing 1,677 machines valued at $882,110. The highest figure

B&B Named By Wurlitzer

thefluence and prestige of the Central Federation of Or- ganizations of Coin-Operated Trade. The sale is in the face of serious trade problems, the ZOA has achieved its own membership and in its relations with manufacturers and distributors, which membership owns about 80 per cent of coin machine locations.

Verband der Automatenbe- triebe e.V. is a respected organi- zation representing a sectional subdivision of the trade -arcade op- erators. The merger came off simply because the two organiza- tions decided there was no real difference in their functions.

The negotiations producing the new organization were of the German trade's new drive for unity (Continued on page 54)

the direct Bonus Flash, Fluch, Regulation Bonus. Flash Bonus combines the flashing lights of Flash and the bonus scoring options of Bonus. The buyer tries to time his shots to coincide with the high- est score on the flashing lights. Streaks range from 60 to 400 and spares from 35 to 300. The player also builds up a separate bonus score. In frames 1-7 bonus scores count 400, spares 200. In frames 8-10 bonus scores are doubled, up to 600. At the end of the game, the player can have the full bonus score added to his regular score. Tempest also has three digit score added to a four digit for the high-score games. Tempest also has the other point- tor features: Formica side rails, steel cash box and a colorfully designed cabinet. Shipments are expected to begin shortly.

No Slowdown in Coin Exports

The top five nations, in dollar value of imports were Belgium, West Germany, France, Switzerland and Italy. The lowest five importers were Argentina, Brazil, Greece, Portugal, Philippines and the United Kingdom.

The top five nations, in dollar value of exports were Belgium, West Germany, France, Switzerland and Italy. The lowest five exporters were Argentina, Brazil, Greece, Portugal, Philippines and the United Kingdom.

No Slowdown in Coin Exports

Coin Machine Exports

November 1963

Country

New Value

Photographs Value

New Value

Photographs Value

Amusement Machines Value

Amusement Games Value

Total Value

Value

Belgium

645

$543,194

394

$232,136

251

$117,778

1,070

$572,108

West Germany

402

242,631

247

182,276

92

62,254

761

$517,162

France

311

18,549

117

15,710

54

10,953

280

$45,115

Switzerland

5

3,310

3

1,580

2

1,540

10

$6,430

Italy

4

1,695

1

595

1

595

6

$3,885

United Kingdom

4

18,549

4

15,716

1

10,953

10

$35,218

Canada

25

110,814

21

94,535

4

21,279

50

$226,628

Japan

109

78,404

98

64,215

11

15,499

218

$168,118

Venezuela

22

22,628

2

13,955

8

4,345

4

$30,928

Australia

58

45,911

58

20,134

5

10,567

8

$76,576

Argentina

4

2,685

3

1,540

4

1,540

11

$5,769

Sweden

3

3,750

3

1,540

4

1,540

7

$7,830

Peru

28

24,232

24

13,771

4

5,442

6

$43,447

Netherlands

5

42,137

4

33,056

11

9,079

21

$85,272

Korean Republic

3

20,446

2

10,223

2

10,223

7

$30,903

Total

1,053

$1,149,729

852

$232,367

5,499

$2,088,044

7,894

$3,470,340

TOTALS

36,715,000

56,000

$4,565,000

60,000

$5,170,000

110,000

$6,735,000

30,000

$1,800,000

50,000

$7,500,000

200,000

$15,000,000

500,000

$25,000,000

25,000

$1,250,000

10,000

$50,000

2,000

$10,000

1,000

$5,000

500

$2,500
THE NEW
ROWE AMI TROPICANA
brings you
“THREE-IN-ONE”
PROGRAMMING
TO SATISFY
ANY LOCATION!

Suddenly, any location becomes the focal point of exciting, big-time entertainment when the new Tropicana starts playing. This great new music-maker is an unbeatable money-maker. See it at your Rowe AMI distributor’s now.

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ALL IN ONE PHONOGRAPH

- Exciting New Styling
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- 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
**Boston Operators Take Dim View on Adult Programming**

By CAMERON DEWAR

Boston Operators take dim view of the programming idea of the century which has been discovered by the music industry — the 33 1/3 RPM single.

"They now have only to look back on 1963," says Sam Baker of Melo-Tone Vending Company in Somerville. "With teen-agers the 33's are a dead loss," says Baker who has found little success with his attempts at better programming with little LP's and 33's in general. His programming is based on his own judgment, the Bill-board listings and what is selling at the one-steps. "When they get

**Milwaukee Operators Step Up Use of 33 Singles and LP's**

By BENN OLMAN

Milwaukee — Beer city operators who have been swimming against the current in the coin machine business are effectively using adult programming.

"These just keep on playing well, I'll keep them on a little longer," said Leo Simone of AMCO, which is using some of the Wurlitzer coin picture reveals.

"The greatest advantage of the hit '45 -rpm singles comes when you have little LP's and stereo singles do very well. People who have developed preferences for specific artists need a taste for finer music. That's why we're doing this," he said.

"We hope to show these people how to appreciate old lime tunes.Operators are stepping up their adult programming. There is a feeling of the hit '45 -rpm singles coming when you have little LP's and stereo singles do very well. People who have developed preferences for specific artists need a taste for finer music. That's why we're doing this," he said.

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SORRY!

We are completely sold out of MONTE CARLO. The deluge of orders caught us with our plans down to the extent that we were unable to swing into additional production in time to satisfy the current demand.

We sincerely apologize to all the distributors and operators whose MONTE CARLO orders we could not completely fill.

Sample shipments of our great new two-players flipper game, BONGO (we almost wrote BINGO), will start within a week, and, when you see BONGO, you may be glad you got cut off short on MONTE CARLO.

I and all of us at Bally take this opportunity to thank the distributors and operators who have helped Bally become leaders in the flipper field in a few short months. Thanks and thanks again.

Bill O'Donnell, President
BALLY MANUFACTURING COMPANY
MANDELL GUARANTEED
USED MACHINES

SALES AND SERVICE CO.
NORTHWESTERN
446 W 36th
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Everything for
Complete
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Pistachio Nuts, Jumbo Queen,
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ABT Guns...

MANDELL GUARANTEED

One-third Deposit, Balance C.O.D.

300 lb. minimum prepaid on all
170 ct., 210 ct.

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NEW VICTOR

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New large capacity for
1175 BALLS of 100-COUNT GUM
Equipped with De Luxe base.
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Say You Saw It in
Billboard

NVA Meeting in Miami Beach
Shaping Up as Best Show Ever

CHICAGO—If Cassius Clay had not made such a mockery of the phrase, "the greatest," it might be used to describe National Vendors Association's forthcoming convention, April 15-19, at the Deauville Hotel in Miami Beach, Fla. As it is, it's still not a bad tag line. Advance reservations are excellent, according to NVA counsel Don Mitchell, and the exhibitor total also promises to be as high, if not higher, than any in history.

An attractive sidelight of the show will be the large number of prizes the various exhibitors are planning to give out during the automatic wind-up banquet Sunday (19).

South Bend, Ind., and Oak Manufacturing Company, is donating a three-day vacation for two at the Trojan Laelia Hotel. Included are expenses plus round-trip transportation.

Lead Bank is donating a television and stereo combinations. Another exhibit is donating a set of silverware. Other prizes will be announced soon.

From the standpoint of buy-

power, however, the conven-
tion is the meeting place for virtually every one of consequence. It is also an annual clearing house for information on legislative developments, business techniques and new equipment and supplies.

Fla. Ops to Get Result
Of Suit on Vending Tax

CHICAGO—Florida opera-
tors should have the results of a suit for a declaratory judgment on the State's vending tax within weeks, according to Don Mitchell, legal counsel of Na-
tional Vendors Association.

NVA is allied with the Florida op-
erator in its wrangle with the State. Florida has a general tax on coin machines of all types, including vending ma-
chines.

However, there is an exempt-
tion for confection and food machines vending 1-cent por-
tions. Florida operators contend that ball gum is included in the exemption. The State feels that ball gum is not a food. If the State's position that ball gum is not a food is upheld, op-
erators would have to pay a 75-
cent State fee (per machine) plus a series of local levies.

Mitchell said he is optimistic about the suit. He has every hope the State will uphold the NVA position.

Bulk Banter

Los Angeles

A new operator in the field is Chuck Harris, who is oper-
ating in the Torrance and Gar-
dena area with 600 Acorn ma-
chines. Bernie Salk, and his wife, Lee, are back from a trip to Palm Springs, where Bernie went to get relief from his arthritis.... Harry Gasborg, one of the early day salesman at Operators Vending Machine Supply Company, is still a visitor at that establishment despite his 88 years....

Bob Gladstone went fishing to Cat-
alina Island but had to return without dropping in a line be-
cause of rough waters.... Len
Hamilton and Art Thornton of Len-Art Vending in Oxnard came down to Los Angeles for supplies.... Parke Hammer missed the meeting of the West-
ern Vending Machine Opera-
tors Association, marring a just about perfect attendance mark of
many years.

R. Werner is now a full-time bulk vendor around the city and around Hawthorne, where he has Knafish Enterprises. .... and Jusdina Siegel of Bellflower are back from a stay in Europe that they visited because of Mr. Siegel's arthritis....

Steve J. Watson in Los Angeles from Denver to obtain supplies for his San Diego Vending Company. Phil Sroten of Western Vending Machine Service is on the mend following recent illness. Joe Arguelles of Seal Beach in Los Angeles on a business-
trip.

Oak Mfg. to Host Party at New HQ

LOS ANGELES—Bulk vend-
ing machine operators will be hosted by Oak Manufacturing Company and Operators Vend-
ing Machine Supply Company when they move into new and larger quarters March 29.

The open house festivities will be held from 1 to 5 p.m. at the new location, 660 South Avenue 21, in the 2100 block on North Main Street. The location is accessible to the Golden State Freeway by the Main Street off ramp.

A Real Collector's Item!

All the kids want 'em
—All the kids wear 'em
KODAK Flicker Rings
with changing picture
Vestametal.

ONLY $12.50 per M

PAUL A. PRICE
3500 S. Eberwein, N. Y.

Say You Saw It in
Billboard

FIFTEEN DIFFERENT 10c CAPSULE MIXES
FREE DISPLAY FRONT

All mixes are packed 250 per bag hand counted . . . biggest value for the best quality in 10c Capsule vending

FREE illustrated Capsule Gumballs and Rings Bulletin

10c PENNY KING
Company

2534 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms
Western Assn. Makes Progress In Fight Against Unfair Taxes

LOS ANGELES—A report considered “most favorable” on the fight of the Western Vending Machine Operators Association was presented by Eugene Zola, counsel and executive secretary, at the regular monthly dinner meeting Tuesday evening (25) at the Baron Castle Restaurant here.

The meeting was delayed in starting until traditioned radios were shut off following the Laxton-Clay fight upset. Despite the fight, the meeting was well attended.

President Preston Coombs called for the report, promised at the time when the association met in January.

Stay of Action

Zola said that Buena Park, where the license is $4 per penny machine and $9 for a 5-cent machine, had granted a stay of action without enforcement or collection until the matter could be studied. When the matter of the per machine fee was brought out about a year ago, Zola was successful in obtaining relief for the operators.

He said that the situation in Gardena appears favorable but no definite action has yet been taken by the city council, which is reviewing the licensing structure.

El Segundo, Zola said, had ruled to let the license of $1 per machine for penny units remain, but had reduced the one of $4 on nickel machines to $2. He added that La Habra will review its license structure, in May or June and there is a possibility that it may be lowered. Seal Beach has referred its bulk vending license situation to the city attorney. It will be returned for action to the city committee.

$2 Fee

Whitmer will continue to license on the basis of pedestals with a $2 fee for penny machines. No change was reported in the assessment for 5-cent units.

Stephen J. Watson of San Diego Vending Company, who joined the association at this meeting, was awarded the Titan machine donated by Oak Manufacturing Company and Operators Vending Machine Supply Company. The presentation was made by Ed Rosen of the Operators company and President Coombs for the association to which the machine had been given.

An invitation was extended to members to attend the open-house Operators Vending Machine Supply Company and Oak Manufacturing Company will hold at the new location, 650 South Avenue 21 (2100 block on North Main), on March 29.

Mrs. Carl Angott Dies in Detroit

DETROIT—Mrs. Mabel Angott, 52, died suddenly February 14. She was the wife of Carl Angott Sr., founder and president of Angott Distributing Company, a major Detroit coin machine firm since 1932, and territorial distributor for Wurlitzer since 1949.

Mrs. Angott was well known in the music industry as unofficial hostess for many events sponsored by her husband’s firm. Survivors include her husband; two sons, Carl Jr. and William, who are partners in the business; a daughter, Mrs. Judith Harper, formerly secretary of the firm, and a younger son, Donald, who was in Holy Sepulchre Cemetery.

Eppy Has JFK Flicker Rings

NEW YORK—Eppy Charms, Inc., this week released John F. Kennedy flicker rings to bulk vending operators. The items are for capsule sale or for penny charm machines and come with four display cards with slips to display the rings in capsule machines or 10 labels for penny machines.

Sales to Turin

WASHINGTON—The American Consulate in Turin, Italy, has informed the United States Department of Commerce that O.E.M.P.L., 19 Via Donizetti, Turin agent and importer, seeks the direct purchase of coin machines from the United States.

Outstanding Merchandiser of all time, greatest ever in the Bulk Vending field.

Interchangeable Merchandising Display Panel Selectorama vends 100 Count Gum, V-1 and V-2 capsules and is available in 1s., 5c., 10c., 15c., and 25c. and 50c..

Selectorama multiple units put on a tremendous display, yet take up very little floor space. Space required of this unit is only 3 square feet, 18" deep and 24" wide. Be first with the finest of bulk merchandising. Double and triple your sales with this great Vendor. Write for further details, color circular and prices, or contact your Distributor.
German Coin Manufacturers

To Push for Lower Tariffs

Byomer Anderson

Coologne—West Germany's coin machine manufacturers will press for a lowering of tariffs on coin machine equipment at the round of tariff-cutting negotiations in Geneva in April. The German trade wants the maximum possible reductions, and it would be ecstatic if tariffs were to be abolished entirely on coin machines.

Specifically, the German trade is unalterably opposed to the raising of a European Common

Market barrier against coin ma-

implify exports and could damage the world trade gen-

eral.

Endered by VDA

The German trade's stand against protective tariffs is en-

forced by Verband Deutscher Automaten Industrie, the federa-

tion of manufacturers, a powerful organization enroll-

ing all major producers in this country.

The federation's attitude is un-

usual even in a country where industry is export-oriented, this attitude being that it welcomes competition from the German market, even as for the world market, with U.S. and other foreign producers.

With the help of farmers, the pov-

ty growers and the coal pro-

ducers try growers and the coal pro-

ducers against protective tariffs, the coin machine manufacturers

have opted for free trade—the freer the better. This attitude the Ger-

man manufacturers will seek to propagate for Geneva for the negotia-

tions.

Improve Quality

German manufacturers have long argued that protective tar-

iffs merely encourage development of a "hot house" local in-

dustry unable to compete with foreign production and hence subsidized through tariff protec-

tion. Forced to compete, German manu-

facturers have been steadily improving the quality of their products.

Despite the saurering of the German coin machine boom, the manufactur-

ers have stuck to the position that the German trade fully able to compete for the German market

with the U.S. trade. Cooxistence has been the order of the day in

West Germany, German manu-

facturers maintaining that they were operating from a different "technical conception" from that governing the U.S. trade, and hence, were not in literal com-

petition.

Fischer Reports Run on 'Elimination' Pool Rules

CHICAGO—"We appreciate you printing our story, but help!"

This was the way Bill Weikel of The German trade warned that an effort on the part of Common

Market members to raise barriers against outside producers will merely invite reprisals which will
damage the world trade gen-

eral.

"ONCE AGAIN THE ARCADE SEASON WILL BE HERE—ORDER EARLY AND BE PREPARED FOR A BANG-UP YEAR!"

Fischer was referring to the Bill-

dboard story (February 22) re-
garding the new "Elimination" pool game for which Fischer was circulating the rules.

Weikel noted that after the February story appeared, Fischer was swamped with re-

quests for copies, so much so that the publishing company, haunted and Fischer is having more printed up.

"Please tell the operators to be patient," Weikel asked. "We'll fill them as soon as our supply is replenished. In the meantime, they might con-
tact their Fischer distributor.

Weikel said a large number of rules were sent by Fischer to its distributor organization, and operators still may find copies available there.

Bally Names Diamond Coin For Va., N. C.

CHICAGO—Bally Manufac-

turing Company last week named Diamond Coin Machine Exchange of Alexandria, Va., to add to its roster of "official" machines. Diamond has offices in Nor-

folk, Va. and Charlotte, N. C.

The firm is headed by Chris Chrestensen and Jim Donnelly and is a highly successful competitor of the Diamond of Dixie. Chrestensen has attended an Atlas Music Com-

pany session at Atlas and other non-market members. Besides the big name, we expect

to add them to our roster, and

all said. "Don't let that worry our

players."

Weikel said a large number of rules were sent by Fischer to its distributor organization, and operators still may find copies available there.

Bally Solves Jap Problem

Bally SCRIPT

CHICAGO—Printing instruc-

tions for coin machines can be a problem — especially when they have to be in a foreign language—and even more so when the language utilizes ori-

ental characteristics.

Bally Manufacturing Com-

pany's Herb Jones ran into the problem recently when he was making up instructions for the firm's "Deluxe Bowler" for the Japanese market.

Lucy Jones found a Jap-

ese newspaper in Chicago and the translation was done promptly. However the text is still somewhat unusual, as the photo above illustrates.

Wycoff Joins Chi Dynamics

CHICAGO—Ralph Wycoff, former advertising and public relations man for Rock-Ola Manufacturing Company, has joined Chicago Dynamic Industries here as assistant sales man-

ager. Wycoff has most recently been with Documat, coin-oper-

ated photocopy firm.

Wycoff has close to 20 years' experience in the industrial field. He started with Gerrard Steel Strapping, a division of U. S. Ida, last year as advertising and market development manager.

From Gerrard, he went to Baker Industrial Trucks, a lift-

truck manufacturer, and later to Eclipse Lawnmower Corpora-

tion. He joined Rock-Ola in 1961, remaining with the firm some two years.

Wycoff is active in numerous civic and religious organizations, among them the Fathers' Club of St. Francis High School, the Parents' Club of St. Michaels church, the board of direc-

tors of the St. Michael Boy Scout troop. He is married and has a daughter, Mrs. Charlotte Wycoff, and a son, Berkley, of Chicago. Services and burial were held in Chicago.

Mr. Coin Man

You're in business to make money. Billboard is in business to help you. Weekly dollars and sense information in every area of your fast-paced industry will help you keep your operations—new machines—new products—new services—new money-making ideas.

Some good pop tunes on 33’s they’ll do business,” says Sam.

BOWLING

BALLY

Pan-American $295

Super Sport $295

Tip Top $295

Chicag-o Coin

Red Crown $295

Golden Cup $295

Pennants $295

Champs $295

Queen $295

United

Top $295

Tip Top $295

Team Mate $295

Lights $295

Diplomas $295

Platium $295

Ranger $295

Horseman $295

MONROE COIN

MACHINE EXCHANGE, INC.

2423 Myrtle Ave.

Cleveland 16, Ohlo

September 1-4-60

Say You Saw It in Billboard

With a Bowler's Best

RENO, NEVADA

June 8-10

ACTIVIST'S CHOICE FOR

THE LOWEST PRICES AND

BEST EQUIPMENT ALWAYS

Exclusive Cylindrical and Rock-Ola Distributor for Kentucky

South Jersey and Delaware

International Equipment for Export

MARVEL MANUFACTURING CO.

8245 Waukegan Rd., Chicago 24, III.

H-187, W-112, D-87

Distributors Wanted

HERE IT IS—A NEW Counter Game

Marvel's NEW

SLUGGER

Accurate, Competitiveness Scoring

A Roll Steel-Maker $54.50

Stainless steel body, non-slip

Durable, wear and tear resistant

Marvelous results with every roll

MARVEL MANUFACTURING Co.

BUY NOW

INTERBORO MUSIC CO., INC.

600 East Cheyenne, Phila. 24, Pa.

M-I-7-1363

Send 1 Deposit Between C.O.D.

Send 1 Deposit Between C.O.D.

For booklet or reservations, see your

FOR SALE

INTERBORO MUSIC CO., INC.

MARCH 7, 1964

BILBOARD 53
FOR SALE

CAMEOS & GAMES

Chicago - The Chicago Daily Record newspaper is featuring an advertisement for the sale of various gaming equipment. The ad lists items such as AMI 80 Sel. Wall Box, AMI E, AMI G 200, AMI Bar Brackets, Seeburg, Seeburg V 200, Wurlitzer 2510, Wurlitzer 2404, LewijIones, 1442 Rock-Ola, CC King Bowler, and many more.

Additionally, the ad promotes a Chicago Coin Distributor with a list of games and machines, including big brand names like Wurlitzer and Rock-Ola. It also advertises for a service to change the name of machines.

The ad concludes with a call to action for interested parties to write, wire, or phone for more information. The contact number is provided as 1301 Melrose 5-1593.

The March 7, 1964, issue of Billboard magazine features a headline about the Chicago Coin Distributor, advertising for a service to change the name of machines. The ad includes a list of games and machines, including big brand names like Wurlitzer and Rock-Ola. It also advertises for a service to change the name of machines.

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Talk To Your WURLITZER Distributor About the TEN TOP TUNES FEATURE

He'll tell you in specific dollars and cents the proven extra earning power of the exclusive Wurlitzer Ten Top Tunes for a half-dollar feature. And he can back it up with examples all over his territory. Talk to your Wurlitzer Distributor in terms of the location-winning Wurlitzer 2800 that offers a whole galaxy of features including the finest musical reproduction of any automatic phonograph. Learn how you can liven up your route, accelerate your earnings by investing in these play-promoting phonographs.

WURLITZER 2800

Makes the swing to HIGHER EARNINGS
Another Hit Album from América's Most Imaginative Young Folk Group!!