Since “Sweet Nothings” started Brenda Lee on the best seller road, the Decca label has compiled a fantastic average. In the three years since that date she has been on the charts every week. Currently completing a lengthy run with “Losing You,” Decca has just issued her latest coupling, “I Wonder” and “My WholeMal a Lil-Lo,” developing other facets of her career. She’s been developing other facets of her career. She recently completed a European tour and made a strong showing at New York’s Copacabana. Seen above at her Copa opening are (left) Marty Salkin, Decca v.p. and (right) Leonard Schneider, exec v.p. During the summer, Brenda will be doing one-nighters and will star in the summer stock version of “The Wizard Of Oz” set for mid-west dates.

ARMADA Convention
Eden Roc Hotel — Miami Beach, Fla.
June 25-26

ROSA Convention
Fountainbleu Hotel — Miami Beach, Fla.
June 23-25
The Good Life—Tony Bennett

Ring of Fire—Johnny Cash

Be Careful of Stones That You Throw—Dion

Don’t Try to Fight It, Baby—Eydie Gorme

Poor Little Rich Girl—Steve Lawrence

Every Step of the Way—Johnny Mathis

Say Wonderful Things—Patti Page

Hopeless—Andy Williams

Green, Green—The New Christy Minstrels

Columbia Singles Sell!
GOOD NEWS

Things seem to be looking up once again in the record business. That's the general consensus we've felt from the field—most strongly during the past week.

Although there was evidence from many dealers during the past two or three weeks that disk sales were building, no one wanted to say anything very positive. Having gone through a soft six months, most seemed to feel that the preceding week was accidentally good, doubting that it would hold up for any length of time.

But a few gaining weeks in a row have convinced many of the skeptics that happy days are here again and happier ones can be expected.

According to the majority of people we are in touch with each week, single records are carrying the ball at present. A number of hot titles have clicked simultaneously, creating greater excitement and interest in disks than we've felt in a long, long while. Albums, however, are reported to be lagging behind the singles pace. But even here there are some indications of improvement and the hope that, with more people coming into shops to pick up singles they "must have," more LP's will be sold too.

The seasonal nature of the record industry in the United States has changed radically during the past half decade. It was about six summers ago that we reported for the first time the great surprise within the industry about how strong summer sales had been.

Since that date, the term summer slump has been erased from the record industry's vocabulary. Summer business has been very strong for enough years now to make us believe that consumer buying habits have changed greatly. It will not be at all surprising if we find the months of June, July and August developing into one of the disk industry's strongest quarters. It appears to be just that at present as far as singles sales are concerned.

It's been a tough first half-year for the record industry. And though it may be a tough pill to swallow, the lesson learned by the industry from the generally soft business period may be very beneficial for the future of the industry.

In spite of all the difficulties that have been rampant, and still exist today, increasing sales indicate that records will always be in demand. However, to what degree they will be in demand lies in the hands of various branches of the record industry, some of which are meeting right now in Miami Beach.

As business improves, it becomes easier to forget recent difficulties. Let's not forget them this time. Let's move to erase the evils and put the industry back on a profit-making, ever-expanding course.
Winner of NARAS AWARDS

TONY BENNETT'S

"I LEFT MY HEART IN SAN FRANCISCO"

• RECORD OF THE YEAR
• BEST SOLD VOCAL PERFORMANCE (MALE)
• BEST BACKGROUND ARRANGEMENT

Cash Box—June 29, 1963
**Philips Unveils LP Promo, Bows 9 New Albums**

**NEW YORK—**Philips Records gets its summer sales season underway with an LP program (Product-Price-Promotion) that offers a variety of titles on its LP catalog, including nine new releases. The program will be in effect through July 31.

The diskery will support the promotion with a heavy press release with "heavy" promo barrage, including extensive product mailings to all reviewers and radio stations, mailing of a special feature story and photo on Woody Herman, "Syd Mead" beat sheet, reviews in all pop and jazz newspaper reviewers, advertising in mailers, a heavy subsiding (with any size window, back-wall, shelf or counter space, and die-cut easel job) will be made to meet the market in each LP.


In the classical field, the label is issuing Programa Strauss: Favorite Waltzes," the Vienna Symphony Orchestra conducted by Hermann Scherchen, the second volume in the Chaillacture series of Beethoven sonatas, played by String Quartet of Prague, the third volume in the label's exclusive collection, "Concerts, Liad." in the jazz field, a strong LP seller from abroad featuring 45 Congolese boys singing the "Song Elgar's Ode to a Favorite Pilot," "Paris Folk songs (included is an expository brochure illustrated with woodcuts.)"

The Communique collection, the label noted, will be expanded further in the next few months with the releases of "Brigitte Bardot," "The Singing Nun," featuring pop music by a Belgian sister who is a bestseller in Belgium, "Songs of Faith Around the World" and "Jaqueclen Franzes," the French chanteuse.

**Smash and Fontana Set Summer Push, 10 New LP's**

**CHICAGO—**Under the promo tag of "63 Summer Release," the Smash and Fontana labels are releasing 10 new products this week, and the items and catalogs of both diskeries will be offered on a buy-one-get-one-free-one basis until Aug. 15.

Details of the program were unveiled by Charlie Recordson, director of the activities of the Mercury Records' affiliates, at an all-dealers meeting Chicago on June 14, attended by regional sales managers Doug Moody, east coast, Bill Allyn, Midwest.

Following the meeting, the regional managers jet-winged to all sections of the country to present the new release and sales plans to all Smash and Fontana dealers.

Smash and Fontana are each offering five new albums.

**INDEX**

**All Four Jukebox Firms To Exhibit At MOA Show, See Labels Hopping On Bandwagon**

**CHICAGO—**With all four jukebox manufacturers planning to exhibit at the upcoming Music Operators of America (MOA) convention in Chicago this week, it is virtually assured that the four major labels will be given a chance to display their wares to an expected large turnout.

In a joint statement out of Chicago last week, Rock-Ola and Wurlitzer announced their decision to participate in the 1963 MOA convention at the Morrison Hotel. Upcoming will include "Dynagroove," and the four firms have exhibited together at MOA since 1955.

The two other manufacturers—Sear-burg and Rowe-AC had previously announced their intentions to exhibit at the meet of jukebox operators.

The meeting will be followed by a meeting between officials of MOA and Rock-Ola to discuss theWurlitzer brought about the final agreement on rules covering the conduct of the show and the decision of both firms to participate.

It is hoped that the MOA convention will signal the reactivation of the association as a major industry force, a task undertaken with vigor by Harry Snodgrass and Bob Blundred, MOA's new guiding lights.

**NEW YORK—**While various disk industry organizations have made the trip to Miami Beach as separate entities, hope has been expressed that they will work on the site of their respective conventions with the knowledge that the get-together idea has been extended on a through-out-the-year basis.

To Ivy Perlin, president of ROSA, the one-stop organization meeting in Miami Beach this week along with ARMADA (distributors) and SORD (retailers), the problems that beset the record business at present are not confined to or affect only individual segments of the business, but are a barrier to better business conditions from the manufacturer to the retailer.

Perlin would like to see the participation of all major organizations—including the RIAA, the label association, at meets to be held at various times throughout the year.

"These meetings won't solve all our problems," says Perlin, "but they will unite everyone, and get the ball rolling in the right direction."

Perlin declares there is an urgent need for better cooperation, "less bickering" and an atmosphere that sees all major factors in the disk business in one room at the same time, affording a unique opportunity to reach both undertakings at all levels of the business.

"We would like to get everyone together," Perlin, head of J. J. Morgan, Inc., the large Philly one-stop, "to let them know what we are going to do, and, in turn, learn of the intentions of others. This can only lead in turn, to good relationships, for example, between distributors and to arrive at a condition in which they be one-stops, rack-jobbers or whatever.

Believing that there is a continually closing gap between the functions of the rack-jobber and one-stop, Perlin has also called for a single classification of what he terms the subscription function. Perlin sees the recognition of this development and the task in today's undisputed major factor in today's distribution structure as major ROSA goals. He feels that the very existence of ROSA is largely to better understanding among the rack-jobber, distributor, one-stop, rack-jobber, etc.

**Victor Gets Promo Exec Award For Drive On Dynagroove**

Marti Vason (right), president of the New York chapter of the Sales Promotion Executives' Association, presented a promotion award of the program to the W. L. Alexander, RCA Victor Records director of advertising promotion and publicity. The award was made for Victor's campaign to introduce Dynagroove.

**NEW YORK—**RCA Victor Records has launched the Sales Promotion of the Year Award by the Sales Promotion Executives' Association for its Dynagroove push.

The introduction of Dynagroove and the recording process used in making them was the campaign cited at the SPEA luncheon last week at the Waldorf-Astoria Hotel. W. L. Alexander, the label's ad-publicity-promo head, was present to accept the award.

The SPEA annually selects a co-ordinating advertising and promotion campaign as the year's outstanding example of a program involving all phases of an integrated effort to place before the buying public a product.

The object of the Victor campaign "was to introduce and sell the dramatic new sound' advance developed by the RCA Victor Record Division." Two recorders, the "Hornor" and the "Red Seal," were in the initial release. Key to the entire campaign was Victor's "million dollar campaign" to compare the recordings to any other existing records, on any type of playing equipment.

The multi-million dollar campaign was launched with heavy newspaper, magazine and trade paper advertising, newspaper inserts, TV spots, 500,000 full-page ads in newspapers and magazines, an extensive network TV and radio advertising and 1,000 of its ads were to be used on the NBC network.

**ROSA's Pearlman: Let's Keep Getting Together After Miami**

**ROSA's Pearlman: Let's Keep Getting Together After Miami**
Columbia’s ‘63 Sales Meet Set For Puerto Rico
In July (17-21)

NEW YORK—Columbia Records will hold its 1963 sales convention in San Juan, Puerto Rico from July 17-21 at the Seville-Plaza Hotel.

The Puerto Rican meet marks the first time that Columbia has held its annual sales meeting outside the continental United States. Nearly 100 delegates are expected to attend this meeting, a reflection of Columbia’s creative forces and sales personnel from all 50 states and international offices representing CBS Records in various major overseas markets.

According to reports circulating in the trade, one of the major objectives to be made at the convention is a major move in the area of product stabilization.

Goodman Lieberson, the label’s president, will officially open the convention on Wed. (17) Bill Gallagher, marketing vice president, has stated that the convention is to be presented this year “in doubt, the cost of being excited is to be presented in the history of Columbia Records.”

The principal speakers at the convention are: Bill Smith, managing director of the Australian Record Co. Ltd.; Manuel Villarreal, director general of Discos CBS S.A. (Mexico); Janey Tru- den, managing director of Discos CBS S.A. (Argentina); Leslie Gould, manager, Philips Records Ltd. England; Dr. Kozo Nakano, chairman of the board of Nippon Columbia, Japan; Hiszu (Shoe) Kano, Jun Inamaheri and Takayasu Yo- shioka, both from Nippon Columbia.

ARMADA Attorney To Address Convention

NEW YORK—Earl Kintner, attorney for ARMADA, has been holding with officials of the Federal Trade Commission and members of the Roosevelt Small Business Committee on the possibility of an FTC trade practice conference in the music business, will address the ARMADA convention at one of the business meetings this Tuesday. (25).

UA Handling New Kiddie Line

NEW YORK—Andy Miele, general manager of subsidiary labels for United Artists Records has announced that he has just concluded a deal whereby it is sole national distributor of the new formed Humpty Dumpty line of kiddie records. UA currently distributes such labels as Tony Marno’s, and others.

Talmadge will be the exclusive importer. The release of six packages will be unveiled by Arlette & Co. of Las Vegas in Chicago in July with “new family of music.” UA considers it the first major kiddie line deal in the record business in many years. Packages will be pre- pared with an intensive advertising and merchandising campaign to be staged by the trade to take full advantage of its commercial package. The packages which feature “completely new melodies, unique packaging, new art work and new design” have details on the exact nature of the label. The first four packages are as yet, but is understood that innova- tions packages are a major aspect of the line’s appeal.

UA Distirs Get Word Of “June Jackpot” Promo For Fall LP’s At Miami Meet

MIAMI BEACH—United Artists Records was told at the Miami Behind The Scene (June Jackpot) sales plan for new fall merchandising plan will be unveiled at the Miami meeting this week (24).

President Art Talmadge will pre- side over the sell-out at the Eden Roc Hotel in Miami Beach which will afford the opportunity of being unveiled to be unveiled to distributors from the 50 states, Canada and Puerto Rico.

National sales manager Joe Berger, will have instructions for the merchandising which includes albums in the pop, jazz, and country and western categories. Andre Pravin’s “I’m A Lot Of Luck” soundtrack, addition- al records will be marketed for Children series, and a special package to be released in conjunction with the Miami meeting will bear the title “The History of United Artists.”

Valu’ Sale Offers Top Quality

The titles are the two dozen new packages included in UA’s “June Jackpot” releases which are handled by Ferrante and Teicher, Al Cohn and the Hi-Hatmen, Tito Rodriguez, Ralph Marterie, Leroy Holmes, Gus Vali and Jay And The American Bandstand, all from the Detroit States which has generated much ex- clusiveness at the discjockey, and the intro is a version of a discjockey’s handle which Williams has a single version of “More” on UA release. Also on tap at the Miami meeting is a new jazz and a limbo collection.

Jazz under the aegis of impresario George Wein, will present a trio of albums including one by the genesis of the Band, Mingus, Howard McGhee, and Bud Shank. The latter is headed by Producer H. W. “Pappy” Daily, best-selling George Jones is one of the most exciting sales getting in the history of United Artists.

Century’s New LP’s A Sensation

NEW YORK—Century Records is busy backing its most recent release, an original cast LP’s this week. Called “The Man Who Shot Liberty Valance,” the label acquired the cast LP rights too long after it opened on Broadway last September. The original LP was From Swanecroft,” the 1938 Rodgers & Hammerstein show. Following in the tradition of Liberty Valance, “the biggest hit in its current revival. Both shows have received signific- ant reviews. The show’s first appearance in a Broadway musical on record, the performance in a musical by a fema and “Boys” won the Vernon Vee Award for Sullivan award of the Broadway achievement of the year.

In addition, the label is getting “brisk sales” action on Keely Smith’s “Little Girl Blue” on the new “Girman” LP and “Nelson Riddle Conducts His Score From Come Blow Your Horn.” The Nelson is 24 on the stereo best-sellers on the mono chart and is a major hit in its current revival. The show’s first appearance in a Broadway musical on record, the performance in a musical by a fema and “Boys” won the Vernon Vee Award for Sullivan award of the Broadway achievement of the year.

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Talmadge Defends Disc Club

NEW YORK—Art Talmadge, presi- dent of United Artists Records, took the witness stand on behalf of the Columbia Record Club last week’s schedule of hearings of the six-months old monopoly suit against the company.

The UPA’s testimony was a continuation of the opinions expressed by other label topppers in recent testimony. Talmadge was asked that the disc club’s alliance with the Columbia Rec- ord Club has been profitable on all levels. Increased exposure of UA releases, increased sales at the retail level, es-pecially LP’s by Ferrante & Teicher, and the great movie theme albums.

The hearings will be in hiatus for the next two weeks and will then re- sume with Columbia’s defense of its club operations.

ABC-Par Intros New LP Product To Its Distribut Gathering In Miami

“Bossa Nova Brasil” by Jureuz and his Orchestra, “The Magnificent Seven” and “Saddles of Mano” by Charlie Mingus, “Now! Sonny Stitt,” and “Now! The Taddlekrafts,” the first two LP’s handled are “Camerists In Europe,” vol. 1 and 2. recorded “five and report in Germany, two LP’s by John Coltrane (“Impressions” and “Live At The Village Gate & Johnny Havas”), “NEW! Of Ballads & Blues” by M.Cow Towner, and “Cloeatina, the New! Lou Donaldson.”

ABC will handle 10 new Christmas albums, including “Vril-Mr’s In Love With Wonder- derful” by Jimmy Scott and “Prin- cess” by Teppell. Feild. All Christmas records, also handled by ABC-Par, is re-released with “Fresh Avalon” and “Cloeatina plus 13 Other Great Hits.”
ARMADA
AMERICAN RECORD MERCHANTS & DISTRIBUTOR ASSN.
FIFTH ANNUAL CONVENTION
JUNE 25-26, 1963
EDEN ROC HOTEL — MIAMI BEACH, FLORIDA
SCHEDULE OF EVENTS

MONDAY, JUNE 24th
9:00 P.M.—Executive Board Meeting in Card Room B
12:00 Noon to 6:00 P.M.—Registration, Regency Lounge

TUESDAY, JUNE 25th
8:00 A.M.—Registration, Regency Lounge
9:30 A.M.—Meeting called to order, Cafe Pompeii
(Badges required for Admission)
9:35 A.M.—Invocation
9:40 A.M.—President’s Annual Report, Amos Hollister
10:00 A.M.—Treasurer’s Annual Report, Jim Schwartz
10:10 A.M.—Executive Secretary’s Report, Paul Ackerman
10:15 A.M.—Appointment of Nominating Committee
10:30 A.M.—Guest Speaker, Dave Kopp
10:40 A.M.—New Business
12:30 P.M.—Luncheon, Mago Liso Room
(Badges required for Admission)
2:00 P.M.—Convening for general discussion, Cafe Pompeii
(Badges required for Admission)
2:05 P.M.—Address by Edwin Abramson, CPA, on “Traveling Entertainment Expenses Under the Revenue Act of 1962”
2:25 P.M.—Question and Answer period in connection with above
3:40 P.M.—Symposium. DIVERSIFICATION FOR DISTRIBUTORS

a. Does the changing market pattern in the record industry necessitate an expansion of the distributor’s function to include the rack jobber and one stop field?
b. By entering the rack and one stop fields, will the distributor be more able to control his territory and maintain his status?
c. Does the manufacturer prefer that his distributors embrace rack and one stop operations?
d. Will the distributor’s expanded activities dilute his effectiveness in the area of “pure distribution”?
e. To effectively expand in these fields, how much more personnel and financing is required?
f. Does the average distributor have the knowledge to expand into all facets of distribution? Is there an educational campaign by ARMADA indicated?
Moderator: Irwin Fink
Panel Members: Carl Glaser, Robert Housfater, Jim Schwartz, Bob Kamheiser,
3:50 P.M.—Symposium: THE MANUFACTURER-DISTRIBUTOR RELATIONSHIP IN A CHANGING MARKET
a. Has this relationship grown more sensitive as a result of the growth of the rack jobber segment of the industry?
b. In today’s changing market, does the distributor feel he no longer enjoys manufacturer protection, to the extent he once did, in controlling his territory?
c. Is it the opinion of this panel that the incidence of direct shipping—or bypassing the distributor—is increasing, or is it the panel’s view that by and large manufacturers tend to withstand such pressure?
d. What is the panel’s opinion with regard to manufacturer allocations and extra-incentive deals?
Does this place an unfair burden on the distributor, forcing him into transshipping?
e. What would be the effect of abolition of all locations and minimizing of deals? Would sales volume suffer?
f. What does the panel recommend to better manufacturer-distributor relations? More frequent communication and discussion between the partners? Could a manufacturer-distributor advisory committee aid in bettering manufacturer-distributor relations?
Moderator: Ewart Abner, Jr.
Panel Members: John Sippel, Al Rosenhal, Paul Cohen, Jimmy Martin, Norman Walter, Kenny Sechs, Hans Lengfelder, Don Pierce, Sam Phillips
5:00 P.M.—Adjournment
6:00 P.M.—Cocktail Party, sponsored by Eden Roc Hotel, for ARMADA members, Imperial Room
(Badges required for Admission)

WEDNESDAY, JUNE 26th
9:00 A.M.—Convening for general discussion, Cafe Pompeii
(Badges required for Admission)
9:30 A.M.—Guest Speaker, Dave Miller
9:50 A.M.—General Discussion Period
10:00 A.M.—Symposium: THE PROPOSED STAND-CONTRACT
a. Is a manufacturer-distributor contract feasible?
b. A standard contract is common in other phases of the music-record industry, why not between manufacturers and distributors?
c. What are the advantages, to distributors, of a standard contract? Any disadvantages?
d. What are the advantages to manufacturers?
Moderator: Bob Shockey
Panel Members: Al Bennett, Herbert Dale, Kenny Myres, Jordon Ross
11:00 A.M.—Symposium: THE RETURN PRIVILEGE
a. Does the distributor require in order to keep his inventory clean and sellable?
b. What is fair for the manufacturer?
c. What are the panel’s views as to the following suggestions:

1. A 10 percent overall return privilege on products—singles and albums.
2. 100 percent exchange on cutouts.
3. 100 percent exchange on defective product.
4. 100 percent return on allocations.
Moderator: John Kohn
Panelists: Louis Klotman, Al Bennett, But Kottel, Phil Skiff, Bob Chilton, Joe Martin, Ahmet Er- lington
12:30 P.M.—Luncheon, Mago Liso Room
(Badges required for Admission)
2:00 P.M.—Convening of General Business Meeting
2:15 P.M.—Report of Nominating Committee
2:30 P.M.—Election of Officers
2:45 P.M.—Installation of Officers
3:00 P.M.—Adjudgment of 1963 Convention
7:30 P.M.—Benediction
7:55 P.M.—Banquet, Cafe Pompeii
(Badges required for Admission)
Entertainment: "Once Upon a Summer," Gees characters, courtesy of Columbia Pictures.

MANUFACTURERS’ ACTIVITIES
FRIDAY, JUNE 21st
5:30 P.M.—ROULETTE RECORDS
8:30 A.M.—Continental Breakfast—Kiawah Lounge
9:25 A.M.—Sales Meeting—North Imperial Room
11:30 A.M.—Ballet Luncheon—Hart’s American Gardens
COMMAND RECORDS
2:00 P.M.—Sales Meeting—Mago Liso Room
4:30 P.M.—Cocktails and Dinner—Dinner Lounge
SATURDAY, JUNE 22nd
ABC-PARAMOUNT RECORDS
10:30 A.M.—Sales Meeting—Mago Liso Room
7:00 P.M.—Cocktails and Dinner—Dinner Room
JAY-JEE RECORD COMPANY
4:00 P.M.—Sales Meeting—Meeting Room
5:00 P.M.—Cocktail Party—Dinner Room
SUNDAY, JUNE 23rd
COLPIX RECORDS
10:00 A.M.—Breakfast—North Imperial Room, followed by Sales Meeting in South Imperial Room
VIE JAY RECORDS
5:30 P.M.—Sales Meeting—Meeting Room, followed by Cocktails and Dinner in Empire Room
MONDAY, JUNE 24th
2:15 P.M.—UNITED ARTISTS RECORDS
8:30 A.M.—Continental Breakfast—North Imperial Room
9:30 A.M.—Sales Meeting—South Imperial Room
1:00 P.M.—Lunch—Mago Liso Room
ATLANTIC & ABC RECORDS
3:30 P.M.—Sales Meeting—Dinner Room
7:30 P.M.—Dinner—Hawaiian Luau Restaurant
THURSDAY, JUNE 27th
5:30 P.M.—EVEREST RECORDS
9:00 A.M.—Continental Breakfast—Dinner Room, followed by Sales Meeting in Paladium Room

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WHEN LONG WEAR STAMPER CORP.
Handles your plating needs

We specialize in record plating and our technicians devote all their efforts to deliver the very best plating available.

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Jack Berman
LONG WEAR STAMPER CORP.
36-41 36th St., L.I.C., 6, N.Y.
Phone: EX 2-4718

Cash Box—June 29, 1963
More ARMADA Members press more records at Columbia Record Productions' four factories than with any other custom record manufacturer.

Columbia Record Productions

SALES OFFICES: 799 SEVENTH AVENUE, NEW YORK 19, NEW YORK Circle 5-7300 / 2990 WEST GRAND BOULEVARD, DETROIT, MICHIGAN TRinity 6-6100
630 NORTH MCLURG COURT, CHICAGO 11, ILLINOIS Whitehall 4-6000 / 804 16TH AVENUE SOUTH, NASHVILLE 4, TENNESSEE ALpine 4-5578
6723 ALDEN DRIVE, LOS ANGELES 48, CALIFORNIA OLd 5-5277

FACTORIES: BRIDGEPORT, CONNECTICUT / PITMAN, NEW JERSEY / TERRE HAUTE, INDIANA / LOS ANGELES, CALIFORNIA
Self Examination of Prime Importance

Record Industry At Cross Roads of Its Very Existence

by AMOS HEILICHER
President of ARMADA

Thoughts of Harry Schwartz
A Tribute

by JOHNI KAPLAN
Executive VP of ARMADA

The record business has been good to most of us. We have grown and thrived; but by slow degrees in recent years the row has become more difficult to hoe. In plain talk, it has become more difficult for both the independent manufacturer and the indele distributor to make a profit. Both of these vital segments of the record business are facing a curious and drastic situation. They see a record business whose dollar volume increases annually—yet they—the indies distrub and indele manu- facturer—find it tougher to maintain their own status in this evolving industry.

As a rule, many of us have first hand knowledge of the fact that our record's "growth" has been attended by a loss of volume. The distributor finds him selling fewer copies, and fewer copies of his records. He has been cutting his prices, and at the same time taking away his best sellers. The manufacturer finds he is no longer able to keep his distributors from buying away his best sellers. He too has been cutting his prices, and the whole situation is one of a "race to the bottom". The industry is faced with a question of survival, and has no answer to the question of how to maintain the status quo.

We in ARMADA feel that a critical attitude of self-examination is of prime importance to all of us. We are making an attempt to study the existing situation, to examine the causes of the present difficulties, and to see what can be done to remedy them.

We have undertaken a study of the record industry as a whole, and have been fortunate in being able to bring to bear the combined wisdom and experience of our company's officers and employees.

We believe that the key to the problem of the record industry lies in the fact that it is a business which is heavily dependent on the goodwill of the public. The public, however, is a fickle and unpredictable element, and the record industry must continually strive to maintain the goodwill of the public.

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As you know, ARMADA is also exp- loring other areas of government aid—notably via the Roosevelt Small Business Committee. We feel this govern- ment program is a potential aid to the record industry, and that it should be carefully explored and implemented.

We are confident that, with the proper attitude of self-examination, the record industry can meet the challenges of the future and continue to be a vital factor in the world of entertainment.

JOHNI KAPLAN
Executive VP of ARMADA

Today as in no other time in its history the record industry stands at the very crossroads of its existence. Let no one doubt that the industry will not only survive the problems it now faces, but that it will grow to greater heights unforeseen by even our most optimistic planners.

The certainty of this statement is borne out by those of you who are reading this article—the individual human components who make up our industry and whose vigor and vitality have made this industry what it is and as big as it will grow to be.

There is a "point of resistance" beyond which no man will allow himself to be driven out without fighting back. Since an "industry" is nothing more than a group of men bound together—a common denominator—within this instance the merchandising of record sound—it therefore follows that if the industry can take a "point of resistance", I firmly believe we have reached the depth of our problems and that the future can only be in an upward direction.

A sign of the times is the encour- agement that in the newspapers the stock market is up, and in the walls of the record stores of America they are now filled with records of the latest hits. It is a "headline" situation, but the fact that it can be improved must be realized.

This is the situation in the music industry, and it is a situation that must be improved, not only to keep the record industry alive, but to ensure its continued growth. The need is for more stability, for more planning, and for more coordination of effort. The record industry must become a more integrated whole, and the only way to do this is through the establishment of a "record industry council".

This council should be composed of representatives from all segments of the industry—the record companies, the record retailers, the record distributors, the record manufacturers, the record recordists, and the record listeners. The council should meet on a regular basis, and should be charged with the responsibility of coordinating the efforts of all segments of the industry.

The council should be responsible for the development of a long range plan for the growth and development of the record industry. This plan should take into account the needs of all segments of the industry, and should be designed to ensure the continued growth and prosperity of the industry.

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Thanks for the number 1 hit
"It's My Party"

Thanks to all
Radio Stations and Distributors for helping us decide which single to release from

LESLEY GORE'S HIT LP
"I'll Cry If I Want To"
MG 20805 / SR 60805

SHIPPING TODAY

"Judy's Turn to Cry"
LESLEY GORE
72143

America's First Family
Of Fine Recordings
ARMADA — Since The Structural Change of Last Year

by PAUL ACKERMANN
Exec. Sec. of ARMADA

It is just about one year since ARMADA underwent a drastic reorganized and structural change. Originally created five years ago as an organization of indie manufacturers and distributors, it was altered so that it may now be considered primarily a distributor's organization. Only the latter have voting power and are classified as full members. Manufacturers—and other segments of the record industry—join as associate members with no voice in ARMADA's deliberations but no voting power.

ROSA RECORD ONE-STOP ASSOCIATION
FIRST ANNUAL CONVENTION
JUNE 23-25, 1963
FOUNTAINBLUE HOTEL, MIAMI BEACH, FLA.

SCHEDULE OF EVENTS

Sunday, June 22

9 A.M. — Business Session, Conference Room E. — For all members, record manufacturers, distributors, and retailers. Present address is from E. Bella Galloway, ex-president of Columbia Records.

11 A.M. — Cocktail Party, sponsored by Liberty Records. (Host: Herb Schmukler)

Monday, June 23

9 A.M. — Business Session, Conference Room E. — For all members, record manufacturers, distributors, and retailers. The President, Richard Bean, will present the intersection of the RIAA's Board—Board Chairman's annual report, Board officers, and all board members, including Richard Bean and John Sippel, will be present.

1:30 P.M. — Meeting of Regional Members.

Tuesday, June 24

9 A.M. — Business Session, Conference Room E. For all members, record manufacturers, distributors, and retailers. The President, Richard Bean, will present the intersection of the RIAA's Board—Board Chairman's annual report, Board officers, and all board members, including Richard Bean and John Sippel, will be present.

1:30 P.M. — Meeting of Regional Members.

ON THE EVE OF THE ARMADA CONVENTION

With the opening of the annual ARMADA Convention in Miami Beach, phonograph record industry attention is focused on the activities of the record distributors and manufacturers. The National Association of Record Merchandisers (NARM) offers its fellow association its best wishes for a most rewarding and successful convention.

With our sincere good wishes, may we take this opportunity of extending some pre-convention advice? Recent ARMADA gatherings have been characterized by a kind of panic among the distributor members, a panic that yell that record distributors are finished—through that distributing as a part of the record business is a thing of the past. In preaching this doctrine, the distributors of ARMADA are doing them a great disservice; they are

by JULES MALAMUD
Executive Director of NARM
Not'll Assn. of Record Merchandisers

What has been the result of the need in organizational structure and direction?

Initially, there was speculation that the original, five-year-old ARMADA would lose interest. Some manufacturers, in fact, did display a measure of pique and dropped out. However, a recent poll revealed the view that the newly-constituted ARMADA has created a stronger legal base inasmuch as the revamping did away with what some felt was a politeness.

This view gained increased acceptance, but it should be pointed out that a small number of key manufacturers joined ARMADA as associate members in an effort to revitalize the manufacturer segment to its strongest peak in the organization.

For instance, in approximately the last six to eight months, manufacturers who have joined include such labels as ABC-Paramount, Kapp, Liberty, Vogue, Colpix, Mondo, Hickory, Starday, Everett, Tedd, etc. These, together with the already-existing membership of such labels as A & M, Uni, United Artists, Vanguard, Columbia, Bethlehem, Park, Roulette, Roulette, Reprise and others, constitutes a manufacturer roster growing in size.

The moral to be drawn from this development is that a number of people have unsatisfactorily indicated several months ago in Chicago during ARMADA's Board meeting that the organization of the indie manufacturer was a need; that the prosperity of one is dependent upon the prosperity of the other. The moral is that the inner sanctum if hiddink implicant in the relationship, the need of necessity, a larger measure of co-operation required if the industry is to go forward.

Having defined its organizational structure, and having strengthened its membership roster, ARMADA has recently taken another organizational step to pave the way for fruitful manufacturer-distributor liaison. This was achieved through the creation of the Manufacturers' Advisory Committee—an outgrowth of the last meeting in Chicago. At that occasion, a small group was appointed, including Ewart Abner, Jr., of Vee Jay; Larry Breyer, Colpix; Jerry Baker of Colpix and John Sippel of Monroe. Ewart Abner, Jr., chairman of this committee, the board meeting and present convention at the ARMADA convention, and he has expressed that it is more representative of the total ARMADA manufacturer strength.

In recent months ARMADA has gained new distributor members such as Davis Sales in Denver (Bill Davis), Mangold Distributing in Baltimore (Manny Goldberg), Andy Hufline in Seattle, Chips Distributing in Philadelphia, etc. This indicates that in this area we have stressed more the manufacturer segment inasmuch as this segment seemed to be the one of greatest promise for the result of the ARMADA organizational change one year ago.

What is the future? Only a bold and imaginative man of genius with extraordinary vision, can say. I take the view that the present chaotic conditions prevailing in our industries and the changing marketing conditions and merchandising practices will slowly assume a pattern of normalcy. In the coming years, the Congress of the Federal Government will likely have a hand in achieving this normalcy; that in the process of achieving this normalcy, the manufacturer and distributer may fall by the wayside, but many will persist and become prosperous.

The new ARMADA structure, and the organization's aims, should prove vital to securing this new stability.
SHE'S GOING ALL THE WAY!

BRENDA

by THE CUPIDS

on KC 115
WHO SAYS STEREO RECORDS ARE IN SHORT SUPPLY?

NOT FOR OPERATORS OF SEE BURG PHONOGRAPHS!

TODAY'S BIGGEST PACKAGE OF EARNING POWER!

Seeburg Little LP Album Stereo Record
Full-color album cover, 3 miniatures, 5 title strips... and the unmatched album stereo record for high-profit 50¢ play. There are 343 of these album records in the newest Seeburg Little LP Catalog... and more coming all the time.

1 Seeburg has provided a steady flow of stereo singles to operators ever since 1960, when Seeburg alone pioneered the 33 1/3 stereo record.

2 Today, in cooperation with manufacturers of 43 record labels, Seeburg offers operators a stereo record with even greater earning power. This is the "Little LP" stereo album record. There are 343 in the newest Seeburg catalog. Many are by top artists not recorded on singles.

3 Next week, Seeburg will introduce another new international service to operators—"The Top-Earning 30." It is a weekly report of the 30 Little LP stereo album records that are actually earning the highest income in Seeburg locations around the world.

4 Read on the opposite page how you can get this list every week.
To Music Operators, Record Manufacturers, Artists, and DJs:

For many years, the coin phonograph alone made the unknown record into a big hit.

Today, the public itself, through its record purchases, makes its own hits. So if you really want a phonograph to earn money, you program the music the public buys.

1 Ever since Seeburg led the industry into stereo, back in 1958, we have been urging operators to program the music the public was buying for home play.

Again, in 1960, Seeburg virtually forced a reluctant and protesting industry to follow our adoption of the 33⅓ stereo record. We actively championed the rising profit potential in 33⅓ stereo. Right from the start, we offered built-in automatic intermix.

No other phonograph maker, at that time, pushed stereo in any form. None warned, as Seeburg did repeatedly, that increased industry prosperity lay in adult music.

To supply operators with adult music in stereo, Seeburg launched "Artist of the Week," a service still in operation. Every week it has offered operators new selections of 33⅓ stereo records.

Despite published reports from here and there that operators were "not sold" on stereo—that locations "didn't care"—what kind of music they got—Seeburg continued to promote stereo programming. We pushed stereo even further with our AY and DS phonographs.

2 In the fall of 1962, Seeburg took a giant step forward by introducing a totally new concept in coin phonographs, the revolutionary LP Console. With it came an equally new combined remote selector and stereo speaker unit, the Stereo Console.

At the same time, we created a new kind of stereo album record, the 33⅓ Little LP. This gave the operator the finest stereo of all. It offered the operator the greatest income potential of any record in the history of our business.

It did this by making possible a popular and profitable 50¢ play—and by really giving the customer music that is worth 50¢.

Certainly congratulations are due the leading record manufacturers who had the foresight to join Seeburg in developing the Little LP. They recognized, as we did, the need for true album stereo programming. Because, even then, the public was spending 85% of its phonograph record money for 33⅓ albums.

To give operators this same music, for coin phonographs, the manufacturers of 43 labels are today participating in the Seeburg Little LP program:

- ABC-Paramount
- Amphiara
- Argo
- Audio Fidelity
- Bethlehem
- Cadence
- Capitol
- Checker
- Columbia
- Command
- Coral
- Decca
- Dolton
- Dot
- Duke
- Epic
- Everest
- Grand Award
- Hi
- Horizon
- Impulse
- Jazzyland
- Kapp
- King
- Liberty
- London
- Mercury
- MGM
- Philips
- Rca Victor
- Reprise
- Riverside
- Roulette
- Smash
- Sue
- Tico
- Time
- Vee-Jay
- Verve
- Warner Bros.
- Washington
- World Pacific

Seeburg also salutes the artists whose Little LP albums in stereo are rolling up gross phonograph earnings to all-time-high levels. Regardless of whether their albums are on published "best-seller" lists or not, they are artists who are consistently making money for Seeburg operators:

- Ann-Margret
- Bobby Bland
- Chet Atkins
- Frankie Carle
- Jan August
- Percy Faith
- Brook Benton
- Maynard Ferguson
- Red Foley

3 Now Seeburg is taking another step forward to help make programming more profitable: A weekly report to operators of the 30 Top-LP stereo albums that are pulling in the biggest grosses in Seeburg locations everywhere—

10 Top-earning pops Little LPs
10 Top-earning jazz/rhythm & blues Little LPs
10 Top-earning country & western Little LPs

This weekly list of the "Top-earning 30" will be published in our regular ads to the industry and will also be available by mail.

Selection of the "Top-earning 30" will not be based on reviews or on panel opinions, but only on how much money they actually earn in Seeburg phonograph locations, as reported to us by music operators across the country.

4 To get your name on our mailing list for these free weekly reports, in advance of publication, mail the coupon below. We will keep you up to the minute on the whole stereo picture, and give you the latest additions to our constantly growing Seeburg Little LP Stereo Catalog.

Jan Garber
Benny Goodman
Woody Herman
Lena Horne
Jonah Jones
Wayne King
Guy Lombardo
Julie London
The Melachrino Strings
The Mills Brothers
Russ Morgan
Webb Pierce
Hank Thompson
Ernest Tubb
Jerry Vale
Sarah Vaughan
Dinah Washington
Kitty Wells

Joe Maranca
Vice-President
Music & Record Division

MAIL TO

Seeburg

1500 North Dayton Street, Chicago 22, Illinois

Yes, put us on your free mailing list for the weekly advance report of THE TOP-EARNING 30 Little LP Stereo Album Records.

Also send us a copy of the latest LITTLE LP STEREO ALBUM CATALOG.

Name _____________________________

Firm _____________________________

Address ___________________________

City ______________________________ Zone __________ State __________________

Cash Box—June 29, 1963
AL CASEY
And The K-C-Ettes

Produced for Stacy Records
by Lee Hazlewood

Took Off This Week and SELLING BIG in Los Angeles, San Francisco, Detroit, Miami and Cleveland

Distributed independently in your area
In Canada: Quality Records Ltd.

DJ's Write: STACY
1918 Prairie • Chicago 16

Cash Box—June 29, 1963

Looking Ahead

A compilation, in order of strength, of up and coming records showing signs of breaking into The Cash Box Top 100. List is compiled from retail outlets.

1. BREAKWATER/SCARLET O' HARA
   Lawrence Welk (Dot 16488)
2. MARLENA/CANDY GIRL
   Four Seasons (Vee Jay 539)
3. SPRING
   Birdlings & Pauline (Vee Jay 510)
4. SUMMERTIME
   Chris Columbus Quintet (Strand 35056)
5. DEVIL IN DISGUISE
   Elvis Presley (RCA Victor 8188)
6. FROM ME TO YOU/TWO SILHOUETTES
   Del Shannon (Bishop 3152)
7. SAD, SAD GIRL AND BOY
   Impression (ABC-Paramount 10431)
8. SCARLET O'HARA
   Bobby Gentry (Epic 9601)
9. RIVER'S INVITATION
   Percy Mayfield (Tangente 931)
10. MORE
    Kaz Winding (Verve 10295)
11. I'M THE BOSS
    Burt Ives (Decca 31504)
12. WILL POWER
    Cookies (Dimension 1012)
13. LAND OF 1000 DANCES
    Chris Kenner (Instant 3552)
14. YEH YEH/GET THE MONEY
    Mongo Santamaria (Battles 256)
15. LONELY BOY, LONELY GUITAR
    Darby Eddy (RCA Victor 8190)
16. IT'S BEEN NICE
    Everly Brothers (Warner Brothers 5363)
17. GET HIM
    Exciters (United Artists 604)
18. I KNOW, I KNOW
    Ronnie Hudson (Double L 711)
19. LOVERS
    Blendtones (Success 101)
20. SANDS OF GOLD
    Webb Pierce (Decca 31488)
21. THESE ARMS OF MINE
    Otis Redding (Virt 103)
22. BLOWIN' IN THE WIND
    Peter, Paul & Mary (WB 5368)
23. GOODBYE, MY LOVER, GOODBYE
    Robert Musley (Capital 4963)
24. TRUE LOVE
    Richard Church (MGM 13148)
25. I CRIED
    Tama Montgomery (Tay Me 28001)
26. TEARS OF JOY
    Chuck Jackson (Wand 138)
27. WE'RE ONLY YOUNG ONCE
    Bunny Paul (Candy 7073)
28. HOT POTATOES
    Rocky Dunks (Enjoy 1610)
29. GUILTY
    Jim Reeves (RCA Victor 8193)
30. EYES
    Ennis (Old Town 1141)
31. SOUL CITY
    Furry Hotter (Jamie 1254)
32. HOW DO YOU DO
    Gentry & The Pacemakers (Laurie 3162)
33. SAME OLD SONG
    Joe South (MGM 11345)
34. DAUGHTERS
    Blenders (Witch 114)
35. A LONG VACATION
    Rick Nelson (Imperial 3958)
36. JANIE IS HER NAME
    Roger Williams (Kapp 533)
37. ANTHONY & CLEOPATRA
    Parrots & Toppers (United Artists 607)
38. LITTLE DANCIN' DOLL
    Shelly Flint (Valiant 603)
39. SOMEWHERE IN THE NIGHT
    Terri Thorton (Downtown 036)
40. MAKE THE WORLD GO AWAY
    Timi Yuro (Liberty 35387)
41. BAJA
    Astronauts (RCA Victor 8194)
42. ANTHONY & CLEOPATRA
    Alex North (20th Fox 408)
43. WHAT A FOOL I'VE BEEN
    Carole Thomas (Atlantic 2149)
44. NINTH WAVE
    Ventures (Dallton 78)
45. LEAVE ME ALONE
    Baby Washington (Sun 790)
46. HORO FLATS
    Jimmy Smith (Verve 10234)
47. TRUE LOVE NEVER RUNS SMOOTH
    Gene Pitney (Musical 1033)
48. ROCKIN' CRICKETS
    Rockets (Talent 4148)
49. MACK THE KNIFE
    Erroll Garner (Reprise 20,179)
50. LOVE IS A ONCE IN A LIFETIME THING
    Dick & Dee Dee (Warner Bros. 5364)
FROM THE WALT DISNEY MOTION PICTURE

THE SYLTE SISTERS

SING

SUMMER MAGIC

WONDERLAND MUSIC CO. (BMI)

AMERICAN, LONDON, RIC

Cash Box—June 29, 1963
THE BEST TRIPLE-PLAY IN L.A.
PROMOTION TO MERCHANDISING TO SALES
CALIFORNIA RECORD DISTRIBUTORS
LEADING THE SOUTHERN CALIFORNIA LEAGUE WITH THESE HITS!

PUSHOVER
ETTA JAMES
ARGO

ZELAO
VINCE GUARALDI
FANTASY

DANCING HOLIDAY
THE OLYMPICS
TRI DISC

ERNSTINE
PATIENCE
VALENTINE
SAR

WHEN A BOY FALLS IN LOVE
MEL CARTER
DEEBY

COTTONFIELDS
ARTHUR LYMAN
HI FI

SANCTIFIED
SAMBA
JACK MC DUFF
PRESTIGE

GREATEST LOVER IN THE WORLD
BO DIDDLEY
CHECKER

MOKING BIRD
INEZ FOX
SYMBOL

LEAVE ME
ALONE BABY
WASHINGTON
SUE

LITTLE OLD LOVER
Bobby CRAWFORD
DEL FI

CRADLE ROCK
HEARTBREAKERS
DONNA

YOU'LL NEED ANOTHER FAVOR
LITTLE JOHNNY TAYLOR
GALAXY

CHILLIN
CON CARNE
KENNY BURRELL
BLUE NOTE

SUMMER LOVE
RITCHIE BARRET
CRACKERJACK

EXCUSE ME BABY
MR. TEARS
FOUR J

KEEP ON DANCIN
THE AVANTIS
ARGO

TOUGH TALK
JAZZ CRUSADES
PACIFIC JAZZ

MINOR CHANT
JIMMY SMITH
BLUE NOTE

KEYS TO MY HEART
THE TAFFFYS
FAIRMOUNT

HERE NOW
CHARLES KYNARD
WORLD PACIFIC

DAUGHTER THE BLENDEWS WITCH

YOU'RE GONNA BE JEALOUS
THE STARLETS
SCARLETT

KEEP ON A LOVING
CLEOTUS MARLAND
GENEVA

SINNER'S PRAYER
LIGHTNING HOPKINS
BLUESVILLE

California Record Distributors
3009 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA
TEL. RE 18601
RALPH KAFFEL—PRESIDENT & GEN. MGR.
GIL BOGOSS AND STAN BLT—PROMOTION
ATTENDING ARMADA CONVENTION
EDEN ROC HOTEL, MIAMI

ALBUM PLANS
Deals, discounts and programs being offered to dealers and distributors by record manufacturers.

ATLANTIC & ATCO
15% discount on 15 "oldies" LP's, 10 on Atlantic, 6 on Atco. Expires: June 25.

CADENCE
Catalog program offering 3-on-20. Expires: June 26.

CAPITOL
Dealers get 2 free LP's for every 10 they purchase on Dickie Dale's "Surfer's Choice" LP. Deal applies only to initial orders; on the label's "Capital-of-the-world series" German-Australian catalog, dealers get 1 free LP for every 2 purchased at the regular price.

DECCA
Dealer program on country catalog (LP's & EP's), including 11 new releases. Details available from local branches. Expires: June 29.

KING
King & Bethlehem LP's: buy-6-get-1-free; Audio Lab: buy-4-get-1-free; King EP's: buy-4-get-1-free. Expires: June 30.

MERCURY
All best-selling LP's from those sales plans introduced earlier this year on a 15-free-with-every-100-purchased basis. Deferred billing for qualified dealers. Expires: July 31.

MERCURY-WING
15% discount on entire classical catalog. Expires: July 31.

NASHBORO
Buy-4-get-1-free on entire catalog including new LP's, 100% exchangeable. No expiration date has been set.

ORIGINAL SOUND
LP catalog available on a buy-10-get-1-free basis, 100% exchangeable. No expiration date set.

PRESTIGE
15% discount on the catalogs of the Prestige, Prestige Int'l, Two-Sound, Near East and New Jazz lines; Expires: June 30; 15% discount on the Bluesville, Swingville, Lively Arts and Irish labels; Expires: July 31.

REQUEST
LP catalog available on a buy-10-get-5-free basis. Described as a limited-time offer.

RIVERSIDE
Charlie Byrd deal: distribs and dealers receive 2 free on every 10 LP's ordered on a Byrd LP's. Expires: July 16.

SELECT
15% discount on "Who Stole the Knaabh?" LP by the Mayes Bros. Described as limited time offer.

SMASH & FONTANA
"Ol Summer Release"—Catalog of both labels, including 10 new releases, are available on a buy-7-get-1-free basis. Expires: Aug. 15.

SONODOR
A buy-4-get-1-free offer on four LP's by the Orchestra Del Oro. Described as a limited-time only deal.

STARDAY
"The Cavalcade of Country Comedy & Rural Humor Sale"—Dealers got two free comedy LP's for every 10 assorted LP's purchased, except samplers. Expires: June 30.

TAMLA
Deal on 3 Little Stevie Wonder LP's: buy-4-get-1-free, 100% exchange privileges, with merchandise exchangeable any time after Aug. 10, 1963. Expires: July 12.

Cash Box—June 29, 1963
BRAND NEW FROM

BRENDA LEE

MY WHOLE WORLD IS FALLING DOWN c/w I WONDER 31510

a hit on DECCA naturally
PLATTER SPINNER PATTERN

Cash Box—June 29, 1963

Top show biz stars will be deejays this summer while WIND-Chicago radio personalities enjoy their vacation I on a trend, WFLA-Tampa Parker, Charles Farrell, Jack E. Leonard and four other stars will eschew for a week or so their usual summer stock and night club tribulations in favor of a modern, air conditioned radio studio. A different star each week for nine weeks, beginning June 29th will give the three hour daily four hour slots of the vacationing WIND personalities their own records and be strictly on their own furnishing the ad lib chatter.

Ben Zimmerman, program director of WSPT-Stevens Point, Wisconsin, set the outlet is planning to incorporate million sales hits into its Top 40 format and is in need of many past pop and rock hits preferably from the 1957-1961 period.

Winding up KVY-Pittsburgh's year long tribute to educators throughout the steel town area, Tri-State radio listeners... 1,088,959 to be exact... poured their votes into the station to name their choice as KVY's "Principal Of The Year." The station's invitation to listeners to select a Principal of the Year was a grand ending to "The Apple For The Teacher" salute in which KVY and A&P Super Markets saluted a different teacher daily and delivered two baskets of gold and silver foil wrapped apples to the subclass room of the honored teacher. Throughout the school year, KVY received 3,000 cards, letters and petitions (together with many as associated thousand names) nominating teachers to be honored serving those who.

Labels are missing a good bet, if they are not servicing Joe Martin, with "WORLD" from Mississippi. Deejay is on the air 35 hours with a morning show and late afternoon stances as well as a Sunday slot. The outlet is going 50,000 watts in July. Joe's clear signals have been sent him at 8802 Main St., Jackson, Miss.

Sorry, but one of our scribes goofed. A column stated that Dave Diamond is the new program director of KLJ-Philadelphia. Actually, Dave is handling the 10AM to 1PM personality slot only.

In an unprecedented move, the music at this year's Boston Arts Festival will be supplied over the public address system of a radio station. Visitors to the twelfth annual festival will hear WXHR-FM-Boston, according to Merrill G. Smith, station manager. The first eleven Arts Festivals held every June in the Public Garden, have had music piped in via records played from a trailer on the Festival grounds. This year, it was decided by Festival management to broadcast a radio station's programming, which is compatible with the theme of the Festival itself--a panorama of the fine and performing arts.

Romar chariots, the enactment of a typical evening at a "Grecian Overture" and the symbolic burning of Rome comprised the KEX-Portland entertainment at the Midwinter Paradise last week. The parade was the kick-off event for Portland's Rose Festival Week. KEX notes "the dance truck" which was "magically" transformed for the festive occasion into a classical historic Greek-Roman setting.

KBOX-Dallas has been cited by the Red Cross of Dallas for outstanding service to the community, which will bring about a bill of cruise for summer volunteers. The award was presented at the annual meeting of the Red Cross organization, which honored radio, TV and print for the outstanding cooperation during the past year.

Paul Compton, KHL-Hollywood deejay, hoyt out beachgoers with twice daily 10:45 and 11:45 AM reports on surf reports, weather conditions and weather reports at the southern California beaches. Compton also broadcasts the surf reports and weather conditions during the winter weather...

KJU has been named to place the "immortalized" in bronze on a bronze plaque by the Orthopaedic Hospital of Los Angeles. They will place the plaque outside the main building shortly after the dedication of three organizations which has helped it over the years by placing those names on a plaque.

KYW-Cleveland's all-night spinner, Tom Griffiths, has originated a contest designed to recognize and develop the talents of a teen-age musician for the year. The winner, sponsored by the outlet and accompanied by Griffiths will participate in the Star-Boston Ski Clinic, August 4-10, at Michigan State University, East Lansing, Michigan. Griffiths has asked his teen-age musician listeners to submit entries accompanied by a recommendation from their music instructor. Applicants must provide their own playing instruments at least one year.

The move to make all-channel TV a reality next spring will get a big boost in Chicago during the Festival Show, for FCC and electronic industry officials conduct seminars to explain the electronic regulations, affecting the entire TV industry. The meeting will also be attended by the Consumer Products division of the Electronic Industries Association. The FCC Commissioner Robert E. Lee, Chairman of the all-channel broadcasting committee will be the keynote address at the EIA-UHF clinic Monday, July 22, at 4:30 AM in the Palmer House Grand Ballroom.

A Growing Trend: a series of Wednesday night-7:30 PM broadcast on WINS-New York beginning June 29 at 10:30 PM. The folk music concerts, featuring leading instrumental and vocal artists and presented by Jim Goodwin, aired on the first half hour of "Program FM's" regular Wednesday night "On The Town" format.

When are the fish biting? This is a question fishermen have been asking since immemorial and have been getting the same answer... who knows? Now KWKH-Shreveport has taken a position toward the problem. The solution to this perplexing problem was solved by KWKH program director Frank Page and Harlan Conway of the creative department. For KWKH has aired a twice daily program telling fishermen the feeding times for fish, giving weather information, etc. Now... a program beamed directly to the fish... telling them when they will be hungry and at what time they might want a little snack. Fishermen and everyone are awaiting the results.

VITAL STATISTICS

Martin S. Flieseler, previously vep of advertising and sales development of WNEW, has been given the green light as vep of the ad department... Tom Fulton is now continuity director of WFLA-Tampa... Cook exits his program director and air spot on WSTS-Massena to take over at the WVTM, Burlington, Vermont... Bob Robin exits KOSA-Omaha for a position in the Air Force... Bill McCreary given the nod as night program manager of WWKL-New York... Larry K. Justice is the new production manager of WDGH-Philadelphia... Christopher King is now spinning 'em on KOGO-San Diego.

L. A. BREAKOUTS IN '62

THANKS TO THESE GREAT MANUFACTURERS:

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CASH BOX
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Compiled by Cash Box from Leading Retail Outlets.
"WE GO TOGETHER"—Paul & Paula—Philips PHS608-085
Paul & Paula come up with a strong follow-up to their recent chart-ster "Paul & Paula Sing For Young Lovers," with this new Philips album tagged after their current single, "We Go Together." The young couple has been clicking with singles and LPs since their wax debut last year and this one should pull plenty of coin. Best bets here are the title tune, "Oh What A Love" and "Love Comes Once."

BEAT THAT DRUM—Sandy Nelson—Imperial LP7231
Sandy Nelson, who has made consistent appearance with his Imperial LP's aimed at a teen-angled beat, unleashes his percussive talents on this new entry. The drummer takes the solo spotlight on all the bands here on a bag of rhythmic tunes which include "Turf-Rider," "Lonesome Drums," "Diddley-Walk" and "A Drummin' Good Time." The set has that money-in-the-bank sound.

"IF YOU NEED ME"—Solomon Burke—Atlantic 8085
Solomon Burke cashes in on the sales acceptance of his blockbuster single, "If You Need Me," to tag this new LP romp on Atlantic. The chanter's gospel roots are much in evidence here as he expressively delivers these R&B tunes with verve and artistry. The singer's many fans will surely dig his rhythmic renditions of "This Little Ring," "Send Me Some Loving" and "I Really Don't Want To Know."

"THE CRYSTALS SING THE GREATEST HITS VOL. I."—Philles LP1083
The Crystals, currently riding high on the best-seller lists with "Da Doo Ron Ron," include the biggie on this album outing geared for teen-age listening and dating. The girls recreate their own hits of recent months along with those by other artists. The kids will dig their swingin' versions of "He's A Rebel," "He's Sure The Boy I Love" and "Hot Parstrami." The disc is destined for multi-spins and sales.

"ON TOP OF SPAGHETTI"—Tom Glazer, Du-Be-Mi Children's Chorus—Kapp KL 1331
Tom Glazer, who is currently pulling loads of loot with his runaway best-selling single of "On Top Of Spaghetti," tags this Kapp LP session after the hit and includes eleven other kid-oriented items. The tunes are light, fast-moving, aptly suited to the folk style material here. While backed by an orch and children's chorus Glazer offers fine renditions of "Puff (The Magic Dragon)," "Dunderbeck" and "A Capital Ship." Disc has enough built-in success ingredients to score quickly.

"THE VERSATILE MARTIN DENNY"—Liberty LST7307
Martin Denney adds to his growing catalog of successful Liberty LP's with this package of jazz-oriented tunes from the current crop of hits. This easy-listening, tasteful session should follow "Taste Of Honey" up the chartsville pth. Slick sides here are "Theme From Mundo Cane" (More!), "Sukiyaki" and "Quiet Village Bossa Nova." A topdrawer disk.

"PEAK PERFORMANCES"—Anthony Newley—London L11189
Anthony Newley, who scored so successfully with his self-composed "The Kind Of Paul Am I," from his Broadway vehicle "Stop The World...!" repeats the hit on this London LP. The talented singer-composer-singer runs the vocal gambit on this session with show tunes ("Once In A Lifetime"), romantic ballads ("All Or Nothing At All") and novelty tunes ("Pop Goes The Weasel"). Eye the disk for early sales action.

"AS LONG AS HE NEEDS ME"—Anita Bryant—Reprise CL7339
Anita Bryant sings twelve of the most played and performed ballads of the past few years on this Columbia album. The lark displays wide-range vocal charms on these tunes with emotional impact. The thrust is in a superb voice as she renders "My Coloring Book," "This Is All I Ask" and "What Kind Of Fool Am I." The disk is her most exciting to date and has plenty of chart potential.

"RHYTHM PLUS BLUES"—Si Zentner—Liberty LRP3290
Si Zentner aims his big band sound at a dozen R&B oldies on this latest album outing for Liberty. With the most current R&B, the orchet-trumbone-ist utilizes some top-flight arrangements, in his treatment of these R&B favorites. Included here are "Doggin' Around," "Going To The River" and "Trouble In Mind." The sides here are very danceable as well as easy on the ears.

"PIANO Rhapsodies of Love"—George Gerele—who has been clicking in supper clubs throughout the country, unleashes a wide-range, expressive vocal talent on this program of melodic items from London. The lark sings in Italian and English with a feelingful delivery and a lot of swing. The thrust should win a host of new admirers with her renditions of "Al Di La," "A Tango Italiano" and "Tu Solamente Tu."

"SHOW STOPPERS"—Katya Ranieri—London L13308
Katya Ranieri, who has been clicking in supper clubs throughout the country, unleashes a wide-range, expressive vocal talent on this program of melodic items from London. The lark sings in Italian and English with a feelingful delivery and a lot of swing. The thrust should win a host of new admirers with her renditions of "Al Di La," "A Tango Italiano" and "Tu Solamente Tu."

"CALL ON ME"—Bobby Bland—Duke DLP77
Bobby Bland, who recently struck paydirt with "The Way Love Is," tags this Duke LP session after the hit and includes ten other blues-oriented items. The material here is R&B, the rhythm is contagious, and the wailer's delivery is polished and professional. Other standout tracks are "Honky Tonk" and "Aint It A Good Thing." Sales should zoom for the chancer.

"FOLK BALLADS FROM THE WORLD OF EDGAR ALLAN POE"—Ivy League Trio—Reprise R 6087
Here's an interesting pop-folk item in which the Ivy League Trio offers a tasteful musical excursion through some of the better-known tales of Edgar Allan Poe. Edwin Lewis and John Habash have composed some authentic, moving textual and musical settings for the group's performance of the stories. Best bets here include "The Masque Of The Red Death," "The Fall Of The House of Usher" and "The Raven." The set should appeal to a wide variety of record buyers.

"EVERYBODY'S SHOUTIN' GOSPEL"—Herman Stevens Singers—EPIC LN 21062
The Big Vibe of this new Epic album, cut live at Gotham's famed Sweet Chariot, aptly reflects all the current excitement in pop-gospel music. The group featured here, the Herman Stevens Singers, perfectly combines elements of jazz, R&B, and traditional gospel in feelingful, distinctive style. The group, really swings as they offer top-flight readings of "Can't Sit Down," "When The Saints Go Marchin' In" and "Fix The Battle Of Jericho." An impressive performance.
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THANK YOU

b/w

STOP IT STANLEY

Fox 409

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Cash Box—June 29, 1963
“UNTIL YOU'VE HEARD THE SHACKLEFORDS YOU AIN'T HEARD NOVIN' YET”—Mercury SR 68986
The Shacklefords are a rousing new pop-folk group who successfully combine elements of traditional folk and country music in their distinctive style. The crew does not attempt to carbon copy other groups but offers some compelling, listenable renditions of “Mama Was A Cotton Picker,” “Golden Bells” and their recent charted single of “A Stranger In Your Town.” Eye the package for rapid acceptance.

“HAWAII'S CALLING ME”—Marty Robbins—Columbia CL 2010
Marty Robbins, who has made quite a name for himself with pop and country material, offers proof-positive of his versatility by rendering a delightful flock of Hawaiian evergreens. Although all the tunes here sung in an authentic style, the songster has not changed his deep, rich, feelingful style of singing. Among the best tracks here are “The Sea And Me,” “The Night I Came Ashore” and “Blue Sand.” All the artist’s many fans should come out in droves for the set.

“RELAX”—Nick Noble—Liberty LST 2082
In age of rock 'n roll, bossa nova, surfin’, etc. Nick Noble is a refreshing throwback the whole back days of romantic, easy-going singing. The songster has rich, wide-range voice and a distinctive, professional style of phrasing. On this new Liberty set Noble offers a nifty program of stories with enough polish to please his many admirers. The chorister is in superb form on “More Than You Know,” “Try A Little Tenderness” and “To Each His Own.”

“THE GREAT HITS OF LEROY VAN DYKE”—Mercury SR 69082
Leroy Van Dyke launches this new Mercury LP session with his recent chart stand, “Walk On By,” and follows it up with eleven other best-selling country items. The charmer’s warm delivery and rich voice are aptly suited to these songs, all of which have made him a consistent country chart rider. Easy-listening bands are “Dim Dar Corners,” “Utility Man” and “If A Woman Answers.”

“OSCAR BROWN JR. TELLS IT LIKE IT IS”—Columbia CL 2925
Oscar Brown Jr. is equally at home with a pop ballad, a Jazz flavoured blues tune and a folk song—and does all of them superbly on this new outing on Columbia. The actor-singer-composer has an emotion-packed voice and a feelingful delivery that makes each song he sings a delightful listening experience. Superb entries here are “A Young Girl,” “If I Only Had” and “One Foot In The Gutter.”

“AT THE FICKLE PICKLE”—Campus Singers—Argo LPS 4923
Although, in recent months, a rash of new folk artists have come on the scene, but few if any of them are worthy of any special merit. The Campus Singers are a delightful exception. This duo has rousing, hard-driving pop-folk approach intermixed with ethereal vocals to and some funny Smothers Brothers-styled bits. On this, their premiere LP set the boys turn in outstanding renditions of “Sing A Hallelujah,” “The Hammer Song” and “Greenback Dollar.” Performers to watch.

“SUNSET SURF”—Jimmie Haskell—Capitol ST 1915
Despite the plethora of surf albums on the market, more continue to come. This offering from Capitol ranks as one of the better entries in that it has more universal appeal and rich melody. Without standout arrangements by Jimmie Haskell and top-notch guitar picking by Glenn Campbell, there is plenty of good listening in “Earth’s Shorebreak,” “Quigg Rides Again” and “Come September.”

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Cash Box—June 29, 1963
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LOU CHRISTIE
HOW MANY TEAR DROPS
R-4504

SMASH FOLLOW-UP TO "HOT PASTRAMI"
JOEY DEE
DANCE - DANCE - DANCE
R-4503

SMASH FOLLOW-UP TO "EL WATUSI"
RAY BARRETTO
MR. BLAH BLAH
TICO 422

CLIMBING TO #1 ON THE CHARTS!
THE ESSEX
EASIER SAID THAN DONE
R-4494
ALBUM REVIEWS

“FREDDY MARTIN IN A SENTIMENTAL MOOD”—Capitol ST 1898
For over two decades Freddy Martin has been a mainstay of music of the easy-going, swingin' variety. On this new Capitol set the orchestra offers a delightful program of the standards most requested by his many fans. Bob Ballard has come up with some lush, romantic, lyrical arrangements with a warm, authentic flavor. The band shines on “In A Sentimental Mood,” “Forever Blues” and “Who’s Sorry Now?” plus twenty-one others. Fine fare for either dancing or listening pleasure.

“AMERICANA”—Leon Payne—Starday SLP 236
Leon Payne sings and plays a dozen original folk ballads on this Starday package geared for those who like their music home-spun and tongue-in-cheek. The singer, accompanying himself on a five-string banjo, is wittily charming on such tunes as “The Hole In The Wall,” “Injun Joe” and “Michael Mulvaney.” Country fans will surely want to add this one to their shelves.

CLASSICAL

CHOPIN: Polonaises—Gyorgy Cziffra—Philips P1209195
Gyorgy Cziffra plays six Chopin Polonaises sans orchestral backing on this excellent classical disk from Philips. The pianist faithfully recreates the moods in each of these pieces, from the somber in the Sharp minor to the martial in the A Major No. 1. The popular A Flat Major, Opus 30 is brilliantly rendered by Cziffra with power and sensitivity. A standout classical offering.

BEETHOVEN: Piano Sonatas No’s 30 & 31, Ernst von Dohnanyi—Everest 6109
Here is the final performance by pianist Ernst von Dohnanyi who died a few days after this album was recorded by Everest. The pianist masterfully executes the E Major and A Flat Major sonatas, both of which are renowned for their graceful, free-flowing melody. Although the E Major is the greater repertoire opus, the A Flat Major stands as one of the composer’s monuments so the works both of them are played with authority and depth of feeling.

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Best-Selling Version With
The New Hit Sound!
MORE
(From The Motion Picture "Mondo Cane")
VERVE VK 10295

THE SOUND OF AMERICA IS ON

Cash Box—June 29, 1963
"YOU GET UGLY" (2:20) [Jobete BMI—Gordy, Osman]
"PA I NEED A CAR" (2:19) [Jobete BMI—Holland, Dozier, Gorman]
"THE CONTOURS" (Gordy 7011)
The songsters get their "Fellow Me" groove—a major Top 100 sound recently—with a many sock-rock blueser called "You Get Ugly." Plenty of vigor, an informal-instrumental know-how to put this portion on a high Top 100 plane. Blues humor is also the main ingredient of the shuffle-beat couple.
"GONE" (2:03) (Daywin BMI—Johnston, Melcher)
"SHE THINKS I STILL CARE" (2:10)
"GLAD, Jack BMI—Lipscomb, Duffy"
"THE RIP CHORDS" (Columbia 42812)
The Rip Chords, who just hit the bigtime with "Here I Stand," do double-duty here with the chart-making Tales, "Lollypops, Laces & Lipstick." It's a wild one, a rockin' and a rollin' edition of the Rip Chords, backed by the band that made their hit, the Tubeys. The song is a real groovy-groove number, and it should be a good one for the airwaves.
"CORDIALLY INVITED" (2:29) (Leona Lee BMI—King, Eston, Kane)
"SUMMERTIME (IS THE TIME FOR LOVE)" (2:05) [Jonathan BMI—Lewis, McKee]
THE MEAGUE SISTERS (Reprise 20,197)
Fames can have their biggest chart-ride in quite awhile with their first-time-out on Reprise session. It's a crying-towel, country-flavored lilter on which the gals' "Cordially Invited" to see her darling wed. However, don't overlook the other half, a bright teen twister tabbed "Summertime (Is The Time For Love).
First rate instrumental arrangement supplied by Ray Ellis with Murray Kane handling the vocal end.
"WAIT Till MY BOBBY GETS HOME" (2:20) [Mother Ertha BMI—Spector, Greenwich, Barry]
"TAKE IT FROM ME" (2:10) [Mother Ertha BMI—Spector, Sands, Darlene"
"
Cash Box—June 29, 1963
ELVIS

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**Pick of the Week**

- "LUCKY LIPS" (2:41) [Tiger BMI-Lieber, Stoller]
- "THE NEXT TIME" (2:57) [Ross Junghans, Harms ASCAP-Ray, Springer]
- "CLIFF RICHARD" (Epic 9597)
- "LOVER'S MEDLEY—THE MORE I SEE YOU, WHEN I FALL IN LOVE" (3:25) [Bregman, Vecco, Conn & Northern ASCAP-Gordon, Warren, Young, Heyman]
- "THE CAR HOP & THE HARD TOP" (2:58) [January BMI-Knee, Kusik]
- "MARCY JO & EDDIE RAMEAU" (Swan 4145)

The song duet has come up with local noise-makers before, and with the pair's tender handling of two-all time ballad greats, "The More I See You" and "When I Fall In Love," in effective counterpoint style, the team could do major chart business. Watch this touching track. Under cut is a fun item, of course.

- "Te-Ra" has what it takes to give Rex Allen another big two-market Mercury stand. See Country Reviews.

**Pick of the Week Newcomers**

In an effort to call D.J.'s attention to Pick records by "Newcomers" (artists never before on the Top 300) the editorial staff of Cash Box will list such records under this special heading.

- "WA-P-A-CHA" (2:10) [Hilde BMI—Barnum]
- "THE RITUAL" (2:10) [Hilde BMI—Barnum]
- "THE JAZZ TRIBE" (Little Star 127)

The Jazz Tribe can be all over the charts in the weeks to come with their bow on the Fantasy-handled Little Star label. It's a refreshing, Latin dance step entry, tagged "Wa-Pa-Cha," from the "El Watusi." "Watermelon Man" school. Artists continue the delightful doings on the flip which is chock full of "Ritual" chants.

- "TAKE IT FROM A GUY WHO KNOWS" (1:50) [Trio BMI—Greenwich, Powers]
- "WHAT DO LITTLE GIRLS DREAM OF?" (1:53) [Joy ASCAP—Barkan, Goering]
- "TIM CONSIDINE" (Del-Fi 4212)

Consider, whose current acting credits list a leading role in the "My Three Sons" T.V.'er, can soon become a top disk attraction as a result of his Del-Fi debut. It's a captivating, rock-a-string cha cha romancer, tagged "Take It From A Guy Who Knows," that the chorus-backed artist multi-tracks in coin-catch ing style. Backing's a charming, up tempo jamper that also merits a closer look.

- "A MILLION DRUMS" (2:35) [T.M. BMI—Barry, Resnick]
- "CANDLE IN THE WIND" (2:13) [T.M. BMI—Barry, Resnick]
- "TONY MITCHELL" (Canadian-American 157)

All concerned with "A Million Drums" probably had Top 100 stars in their eyes when they came up with this portion. Side is a potent, big-sounding rock display, with singer Mitchell furnishing an exciting over-dubbed vocal on the strong ditty and getting a highly colorful orch-chorus display. Smash potential here. Flip, previously released, is commanding, too.

- "QUE SERA, SERA (Whatever Will Be, Will Be)" (2:50) [Artist ASCAP—Livingston, Evans]
- "DADDY, OOH LONG LEGS" (2:13) [Saturday ASCAP—Crewe, Keyel]
- "THE HIGH KEYES" (Atco 6268)

The old flick hit. "Que Sera, Sera." is in for quite an exciting Latin-rock workout from the songsters and their back-up musicians. Approach owes some to clickishings by Ray Barreto ("El Watusi") and The Rocky Fellas ("Killer Joe"), and could go a long chart way. Solid speed-beat touch on "Buddy, Ooh Long Legs." Big coin potential belongs to the "Que Sera, Sera" portion.
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Best Bets

SANDY NELSON (Imperial 5955)
- "HERE WE GO" (2:00) [Travis—BMI—Pedder] The versatile drummer could repeat his "Let There Be Drums" success with this surf-rocker spiced with funky guitar. The teen dance crowd should find it a natural.

DONNIE ELBERT (Cub 9125)
- "LOVE STEW" (2:18) [J. Little/Timie BMI-Carter, Shaw, Elbert, Cook] Elbert's effective Gal-setto vocal gimmick spotlights this good-sounding rhythmic romancer. Solo trumpet choice is included in the infectious blues-slanted combo support. Sure-handed upbeat rockin'.

ANGEL MARTIN (Ritz 17004)
- "OBJECT OF MY AFFECTION" (2:29) [Bourne ASCAP-Tomin, Poe, Grier] Oldie retains its perennial charm in this affable rockbeat reading from the songstress and her genial combo-chanting female chorus backing. A date teen-market jocks may take to in a big way.

DONALD JENKINS & THE DAYLIGHTERS—THE COUNTRY'S HOPPIEST BAND
- "(Native Girl) ELEPHANT WALK" (2:41) [Collec BMI-Jenkins, Catron] Effective 45-beat entry, featuring the songster and his back-up sound doing a haunting jungle-type item (not the recent flick theme success). With sufficient exposure, side could do major chart business.

MERRY CLAYTON (Capitol 4984)
- "MAGIC OF ROMANCE" (2:17) [T.M. BMI-Barry] Mighty catchy bluesy business from the thron and her combi-femme chorus friends. Tune the stuff on is a treat for teen ears. Could make-the-grade.

(2:29) [T.M. & Lyne BMI-Clark] Further tuneful doings from the performer and same setting. Deck was produced by Jack Nitzsche.
How many ears must one man have
Before he can hear people cry?
How many deaths will it take 'til he knows
That too many people have died?
The answer, my friend, is blowin' in the wind,
The answer is blowin' in the wind.'

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Peter, Paul and Mary
SING
"Blowin' in the Wind"
WARNER BROS. RECORDS
SINGLE NUMBER 5366
RECORD REVIEWS
- best bet B+ very good
- B good C+ fair C mediocre

Best Bets

NANCY WILSON (Capitol 4991)
- "MY SWEET THING" (2:20) [BMI, EMI-Wilson, Edwards, Wilson] Label's standout LP stylist could move into the singles sales arena in a big way with this catchy rhythm blue.er. Her combo accompaniment is a delight. Eye for important airplay.

TODD MARCH ( bmi-Universal)
- "BIRDLAND" DON'T SUMMER the PAUL BMI—THREE BANDERA" [MNTB 243] This album is a hit...a sensitive after-hours warbling, including a soulful organ sound in the setting.

THE RAMADAS (Philips 40117)
- "SUMMER STEADY" (2:21) [Bmi-BM-Ford] Kids are sure to get a kick-out of the tricky bluesy reading of a happy season-of-the-summertime ditty. Session could be an important summertime teen attraction.

LOVELY TEARS" (2:08) [LeBill-EME-Evey] Boys relate a sad teen-tale here.

THE THUNDERBOLTS (Dot 10469)
- "MARCH OF THE SPACE-MEN" (2:39) [BMI-Meek] This one, cuffed by "Teletars," author of "Space Man," has that 50's sound. It's a fascinating instrumental with a steady-foot-stomp-like beat. Keep close tabs on it.


THE ECHOES (Smash 1807)
- "A MILLION MILES FROM NOWHERE" (2:31) [Raleigh BMI-Petty] Song team recently re-leased "Blue-Eyed Mountain" and get some local attention; boys turn once more to a teen idol, and there's a solid chance that they may be Top 100 bound with their per-vasive sound. Keep tabs on this track.

KEEP AN EYE ON HER" (2:05) [Raleigh BMI-Boyle, Morrissey, Johnston] Break rock-a-cha stuff that doesn't come-off as well as the top-half.

THE RAMBLERS (Almost 300)
- "BIRDLAND BABY" (1:55) [Footlight BMI-Nastasi, Herbert] The new label's being distributed by Canadian-American Records gets underway with a first-rate teen-dance-step sound. Lots of strong-sounding excitement that could happen.

POOR LITTLE OL' ME" (2:12) [Footlight BMI-Nastasi, Herbert] Too much school work keeps poor-little-ol-me away from teen fun, says this colorful cut.

FRANKIE AVALON (Chancellor 1139)
- "BEACH PARTY" (2:08) [Di-Jon BMI-Usher, Christian] The singer-actor is starred in a flick of the same name, with the main title a naturally happy item about beach fun, including a reference to the surfin' fad. Artist and his support sound go with this fine rhythmic beat.

DON'T STOP NOW" (2:04) [Adoration, Delmar & Hart- land ASCAP-Marucci, Faith] The flip also includes this wild twister.

PAUL HAMPTON (Battle 45919)
- "I'M IN LOVE WITH A BOY" [BMI-Hampton, Edwards] Label's new disk career with the Riverside Records' bygone ditty. Comments from fans which resembles some of Ray Stevens' recent hits cuts. Fun rockin' here could make it.

BANDERA" (2:45) [BMI- Hamilton, Churchill] The vocalist gets down to more serious business in this well-done up-tempo Lilt-Nashville sickle with an ironic ending.

THE MAJOR (Imperial 9068)
- "ONE HAPPY ENDING" (2:15) [Travis & Rittenhouse BMI-Kris, Mead] Tricky-sounding song team comes through with a hit side, "A Wonderful Dream," several release ago, and could return to the charts with this admittedly odd-sounding, but nevertheless infectious track.

GET UP NOW" (2:10) [Travis & Rittenhouse BMI-Allen, Mead] Guys also in position for a chart run with this partytime romp.

THE SOCIETY GIRLS (Veiday 524)
- "S.P.C.G." (2:45) [Conrad-Small BMI-Dodds] Title refers to the Society for the Prevention of Cruelty to Little Girls, a theme handled with all-out rock zest by the female singing crew. Lots of solid-sounding fun.

YOU BETTER STAY HOME" (2:31) [Conrad-Small BMI-Dodds] Against a pretty south-of-the-border rock sound, girls do an attractive job on an appealing affectation. Could get big spins. Malcolm Dodds arranged and conducted both ends.

DAVE BRUBECK QUARTET & ORCH. (Columbia 48304)
- "THREE TO GET READY" (2:33) [Derry BMI—Brubeck] Brubeck, who clickcd last time out with "Boss Nova, U.S.A.," should quickly duplicate that success with this self-penned easy-going jazz stan-za. Side features some tricky drum rolls and an excel lent battle. Eye it.

LOST SUMMER" (2:55) [Derry BMI—Brubeck] This time out the 88'er and crew offer a timely, free-flowing rock sound, culled with the tenor sax taking the melodic lead.

JERRY REED & THE HULLY GIRLIES (Columbia 42880)
- "THE SHOCK" (2:07) [Lowery BMI—Reed] The Hullies do a solid-sounding blues-type blend on a first-rate lost-love opus. Accompanying the female is a strong rock-a-stringy organ statement. Sounds like they're making the chart grade these days.

LET'S GET READY FOR THE WHIRL" (2:10) [Blackwood BMI—Thomas, Thomas] Guys display upbeat charm on the jovies ditty. Comments from the organ-led combo are noteworthy throughout. Also to be eyed.

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(London Int'l 10639)

(B+) "THE PINDER" (2:20) [Albermarle & Wiley BMI — Darryl] Songwriter offering an exciting blend on a strong folkish romance about a GI who must leave his gal for overseas duty. The potent vocal backdrop and strongly-placed vocal are high on this one.

TOWN & COUNTRY BROTHERS
(Tami)
(B+) "SANDY, SANDY" (2:20) [Albermarle & Wiley BMI — Darryl] Songs of a tender note about a strong folkish romance about a GI who must leave his gal for overseas duty. The potent vocal backdrop and strong organ are high in the quality department.

PEREZ RAPADO (RCA Victor 3834)
(B+) "KATANGA" (1:35) [Southern—ASCAP—Pando] Here's a vibrant Latin offering from the "Four Brothers" orchestra with a dominant Afro-Cuban theme sparked by bongos, cymbals and Latin-sounding choral backdrop. The side seems destined for a load of sales and spins.

(B+) "POST LOVE" (1:11) [BMI — Enricu] A happy-sounding Latin-Continental combo on this side with a pulsating cha-cha beat. Geared more for dancing, the vocal is secondary.

HANK LEVINE (Dolton 79)
(B+) "THE CRAGIN: VILLAGE" (2:08) [Holly-Vine BMI—Levine] The composer-orkster has a strong top-ten chart contender with this exciting instrumental with an Afro-Cuban "jungle" motif. Standout arrangement with spotlights and percussive brass.

(B+) "TINGA TONGA" (2:02) [Holly-Vine BMI — Levine] The jungle theme is carried over to this side with an added Latin flair. Another possible noisemaker here.

PETE FOUNTAIN (Coral 62365)
(B+) "CASABLANCA" (2:06) [Tellertone—ASCAP—Bells] The clarinetist adds a Near-East flavor to this Dixieland swinger with a touch of blues, the clarinet shines in the solo spotlight. Top-notch program fare.

(B+) "LET'S DANCE" (2:24) [Hale & Eldorado BMI—Harmun] A slow-paced, New Orleans swinger with interesting instrumental tempo changes. More fine clarinet solo work by leader.

THE SUNSETTERS
(Heartbeat 5060)
(B+) "SUMMERTIME IN VENICE" (1:42) [Pickwick—Singer, Picha, Feith] Here's a very danceable, listenable version of the popular folk theme with a Three Suns approach that gives the item a chimey feel for the juice box operators.

(B+) "MOONLIGHT COCKTAILS" (2:27) [Jewel—ASCAP—Gar- non, Roberts] The old Glenn Miller biggie gets a fresh, updated treatment from the group on this end. 45s will also like this side.

BILLY SILLS (Chairman 4404)

(B+) "THE LIFE OF THE PARTY" (1:57) [Screen Gems BMI—Keller, Kolber] The chart-writer offers for his gal to love his new romance partner. Some straight-ahead, but exciting, gallop-ork-choral backdrop. Airtime could prove this chart-writer a hit on the charts.

(B+) "I'D RATHER BUY MYSELF A TYROLIAN HAT" (2:27) [Busse Music (GEMA) ASCAP — Busse, Wilden, Stollman] Singer Billy Mo has a big hit in Germany with this non-pap-pap treat, and for English audiences he offers a rousing English-lyric vocal against a merry sound from the musicians. Might prove a field-feet success here.

"I'D RATHER BUY MYSELF A TYROLIAN HAT" (2:27) [Busse Music (GEMA) ASCAP — Niesen, Wilden] Popular polka maestro Will Glase directs a happy instrumental reading of the ditty.

JERRY MURAD & GEORGE GOBEL
(Columbia 42906)

(B+) "AH-NAH-PAH-LAH-DEY" (2:48) [Gemini—ASCAP—Fort] Jerry Murad and the Harmonicats provide some smooth backing for a charming ballad by Jerry Murad & George Gobel. Tune is a nostalgic folk-ballad scoring entry already making a hit as an apple seller. Strong sales potential here.

"SWEETHEARTS OR STRANGERS" (2:21) [Peer Int'l-BMI—Davis, Waynes] The songstress goes country on this end and gives out with some polished yodeling. Dual-market possibilities with this one.
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Peter Garfield (Roma 211)

2. (B) “Melody Blue” (2:40) [Kalamo ASCAP—Broadrick] Backed by a smooth Sy Oliver band backdrop, singer Garfield does an appealing lego vocal on a pretty moody, fine dreamy sound for the dance floor.

2. (B) “Big Time” (2:02) [Peter Maurice ASCAP—Bart] Good slick swingin’ on Lionel Bart’s hard-boiled number, which has been cut before.

Bobby Young (Guyden 2087)

2. (B+) “Only Girl for Me” (2:35) [Dandelion BMI—Brisbane] N’Iloringh, D’Muro Falls give-out with a polished, old-time-good, bright-best blend on the catchy affec tionate. Always an attention-getting teen market approach.

2. (B) “To Each His Own” (2:35) [Paramount ASCAP—Livingston, Evans] Strictly tense blend on the lovely evergreen.

LUCIS LAWTON (Laurie 3176)

2. (B+) “People Sure Act Funny” (2:17) [Bob—Dan BMI—Turner, McDougal] The personality changes that comes with this coming into money is relayed with infectious blues charm by the vocalist and his back-up, a swinging, orgnan led affair. An exciting rump that could make big populus coins.

2. (B) “I Don’t Know What I’m Gonna Do” (2:11) [Pet BMI—Holloway, Elliott] Contagious medium-beat blues work.

Guitar Crusher (King 5743)

2. (B+) “Better Days Ahead” (2:14) [Pandora BMI—Teaf, Toombs] Reliable, mostly blues-market warbling by the songster, who states the chin-up item with a good deal of understanding. Musicians and female chorus nicely support.

2. (B) “Weak for Your Love” (2:56) [Pandora BMI—King, Barry] Performer also catches the tender qualities of this feeling expression.

Mimi Evans (Kapp 537)

2. (B+) “Jimmy’s Eyes” (2:25) [Rosewood ASCAP—Goodman, Rosenblatt] The Jimmy moniker is the theme of yet another teen theme, this being about a girl’s love for a blind boy who’s sight is eventu rally restored. It’s understandably essayed by the whiskey, who is backed by an attractive combo-female chorus sound.

2. (B) “Forgive & Forget” (2:13) [Rosewood ASCAP—Goodman, Rosenblatt] Tender touch of the Nashville-Sound here.

Cash Box—June 29, 1963

Record Reviews

- Best bet B+ very good
- B good C+ fair C mediocre

The Original Soundtracks

(b) “Come on Let’s Go” (2:30) [Kemo BMI—Valens] Crew revives the late Ritchie Valens with good vocal-in strumental zest. Teeners will be interested in the rock ‘n’ roll band here.

(b) “Too Old—Too Young” (2:00) [Percom BMI—Leon ard, Amato, Federly] Team keeps on the move in this busy, funky-best attack.

Mable John (Tamla 50481)

(b+) “What Wouldn’t Love a Man Like That?” (2:45) [Fidelity BMI—Gordy, Davis, Gordy] Seems that a good kind of proud of this catchy blues offering from the songstress and her accompanying combo-chord sound. Pro upbeat blues romance.

Clark Terry (Cameo 262)

(b+) “More” (2:30) [E. B. Marks BMI—Ortolani, Oliverio] Clark Terry and crew come up with a top-flight cover of the oft-covered theme from “Mondo Cane.” Side is rendered in a danceable beat with some effective bass backing sounds.

(b+) “The Good Life” (2:15) [Porta ASCAP] This time the crew covers the Tony Bennett chart-riler with an especially tender, free-flowing arrangement.

Holland-Dzier (Motown 1045)

(b+) “What Goes Up Must Come Down” (2:38) [Jobete BMI—Holland, Dozier, Holland] Holland and Dozier’s swilling, shuffling chorus backed talkin’ and singin’ low-down blueser. Tune builds up to an effective, ork-backed, dramatic close. Airplay might be difficult here.

(b+) “Come on Home” (2:15) [Jobete BMI—Holland, Dozier, Holland] Medium-paced, raunchy tradition-oriented r&b instrumental stanza.

Popcorns (Vee Jay 537)

(b+) “I Loved You” (2:13) [Motown BMI—Fraker, Weston] The Popcorns could create some fast excitement with this funky jazz-blues instrumental. Tune has an interesting melodic beat and boasts a top-notch, rapidly-building organ backing. Watch it.

(b+) “Pluto” (1:45) [Conrad BMI—Bring, Jerellis] More fine jazz sounds. This one’s an infectious low-key affair with a potent repeating riff.

Maynard Ferguson (Cameo 251)

(b+) “Anthony and Cleopatra” (2:35) [Rosewood ASCAP—North] The trumpeter, who is currently clicking the album field, breaks through as a gifted artist with this top-notch reading of one of the tunes from the highly-touted “Cleopatra” flick. Deck should fare well with ops and deejays.

(b+) “Theme From Naked City” (2:38) [Gower BMI—May] On this end Ferguson dishes-up an easy-on-the-ears, slow-moving soulful rendition of the TV theme.
CURRENT BLOCKBUSTERS!

FUTURE BLOCKBUSTERS!!
THE KIM SISTERS (Monument 818)
(B+1) “LOVE STAR” (2:24) [Concertone ASCAP—Walker] Larras appealingly survey a pretty looking-for-a-love number. Strings are included in the invitingly sympathetic backdrop. There’s a nice easy-jo, summery feel to this session.
(B) “They Say You CAN’T HAVE EVERYTHING” (2:05) [Combine BMI—Tanner] More emotional try by the gals.

DAVE GRUSIN (Epic 9062)
(B+1) “IF YOU GOTTA MAKE A FOOL OF SOMEBODY” (2:31) [Good Songs BMI—Clark] The once-click for James Ray works well in this jazz-styled blueser. Pianist Grusin heads the showing against a good-sounding rhythmic pattern from the group backing. Could get lots of airtime.
(B) “A FELICIDADE” (2:56) [Ross Jungnickel ASCAP—Jobim] The pretty Bossa Nova tune is also good food for good-music-deck turntables.

YALE BENSON (Rode 301)
(B) “PLEASE DON’T TALK ABOUT ME (When I’m Gone)” (2:40) [Remick ASCAP—Stept, Clare] The ancient sentiment is done for the teen-trade in this homey, busy-best stand. The warble is featured with a male chorus. Label is located in Philly.
(B) “BEWILDERED” (2:35) [Aye Bee BMI—Dimuro, Cunningham] Guitar sound overpowers Benson’s vocal, done with a deep echo effect.

DIANE EMOND (CRC Charter 8)
(B) “THE BEGINNING OF THE END” (2:10) [Sherman—De-Voron BMI—De-Voron, Chandler] Larrk is nicely multi-tracked against a fine Latin-rock orch-chorus setting. As the title indicates, a gal sees an eventual break-up with her flame. Polished plaintive showing for the teeners.
(B) “STEVE IS THE ONE” (2:06) [Michele BMI—Stanley] Live ly stift about a chick who loves a guy in vein.

JOHNNY “K” WITH THE SINGIN’ SWINGIN’ EIGHT (London 9012)
(B) “LEMONADE” (1:58) [Sym- diate ASCAP—Goodman] Teeners will enjoy the sunny nature of this cute summertime novelty romantic. Songster does his stuff in front of a cheerful orch-chorus stint. Reliable entry for hot-weather exposure.
(B) “COME CLOSER, MELINDA” (2:12) [Piccadilly BMI—Hain] Further joyful rockin’.

JAN BURNNETTE (Kapp 555)
(B) “THE BOY I USED TO KNOW” (2:36) [Concertone ASCAP—Lamb, Connolly] Gossett’s U.S. rock-sound know-how in this colorful plaintive display by the lark (over-chested) and her orch-chorus backdrop. Teeners on this side of the Atlantic will appreciate spins on the deck.
(B) “UNIMPORTANT THINGS” (2:15) [Herb Reis BMI—Romero] Feelingly straight, ballad warbling. Tune is touching.

MARY LEE & THE TEMPTEEES (Everlast 5064)
(B+1) “HIPPY DIPPY” (2:30) [Boh—Dan BMI—Robinson, Dunn, Cook] Gals with a carload of good rock cheer as they lay the happy lovey-dovey item. Kids will be glad delays treated to this track. Discery is based in N.Y.
(B) “WOBBLE WOBBLE ONE MORE TIME” (2:16) [Boh—Dan BMI—Cook, Robinson] Wobble stuff with a pro-sounding approach.

CHAMP BUTLER (Gillette 637)
(B) “THERE’S AN ACHIE IN MY HEART” (2:40) [Mahala BMI—Sparkes] The full-bodied, legt voice of the vet songster reacts nicely to the old-style—gently-walked backed by a good-good music orch sound.
(B) “MY HEART BELONGS TO A STRANGER” (2:40) [Dolph BMI—Hiner, Crockett] A more rhythmic pose by the performer.

DIANE DIXON (Smash 1818)
(B+1) “HEY JIMMY” (1:46) [Sure—Fire BMI—Walker] There’s loads of good-nature to this snappy rock session about a gal who makes a direct appeal for a guy’s affection. Charming business that could attract big radio play.
(B) “A TEAR STAINED LET TER” (2:07) [Sure—Fire BMI—Fleet] An easy bounce-beat plaintive.

DAVE KENNEDY (Cuba 1133)
(B) “ZOMBIE JAMBOREE” (2:28)—The popular calypso novelty is done with authentic-sound ing spirit by singer Kennedy and The Ambassadors combo, a longtime attraction on the discery. Engaging entry.
(B) “LONELY IS A WORD” (2:49)—Kennedy works in the manner of Presley in this medium-heat wisful.

JERRY WOODARD (Century Limited 3295)
(B) “LONG TALL TEXAN” (2:06) [Adams & Eberhage BMI—Siegelbext] Good rock-iaff ditty is done with good gimmick-rock humor by the songster and his on-the-trail companions. Could be an active fun sound. Label is based in Jackson, Miss.

“YOU JUST WAIT” (2:09) [Dianiana Century Ltd BMI— Wallis] Another good-natured affair, including a “Mr. Bass Man” and other vocal tricks.

THE TWINKLES (Musidor 1081)
(B) “FAIRY TALES” (2:29) [January BMI—Dino] Fairy tales can come true, declares the young song crew of this fairly rocking showing. Appealing softie that could be in for important airtime.
(B) “OH, LITTLE LADY” (2:07) [January BMI—Dino] Gals and their backing make a similar stand here.

BETTY LUTHER (All 504)
(B) “KISS ALICIA ANN” (2:32) [Work BMI—Sanders, Luther] There’s an off-beat, folkish quality to this galling issue from the lens and a guitar-led combo. Liberty Records is handling the session, which could come-up with action.
(B) “RED ROSES & VIOLETS” (2:27) [Work BMI—Luther, Sanders] Pretty item, also in a folk vein, is given a good teen-angled reading.
<table>
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<tr>
<th>All Brands</th>
<th>Consolidated One Stop</th>
<th>Pat’s Record Shop</th>
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<td>Barney Stein (281-0259)</td>
<td>Tom Mutter (TO 5-8665)</td>
<td>Pat Cohen (MI 8-4791)</td>
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<td><strong>Acme Music</strong></td>
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<td>257 Plymouth Ave.</td>
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<td>Herb Slokin (BA 2-6057)</td>
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<td>Louis Adman (RA 2-5767)</td>
<td>Ken Vine (JU 3-2092)</td>
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JERRY WILLIAMS
(Moonglow 1061)
(B-p) "TWISTIN' PATRICIA" (1:57) [Ray Maxwell BMI—Maxwell] Familiar Mexican ditty known as "Ave Ay Ay Aye" goes, as the title clearly indicates, teen-market, and singer Williams and his combo setting rock with lots of zest. Date is an import from Europe's Sonet label.

(TOP) "RING BELL MAKE ME RUN" (2:19) [Ray Maxwell BMI—Program, BMI] Gal can't convince a fella that he should walk-down-the-aisle in this happy rock novelty.

THE FONTE SISTERS
(Dot 16459)
(B) "SUMMERTIME LOVE" (1:57) [Talisman ASCAP—Vaughn] Larks return to the wax wars with a sprightly rock-beat account of a cute love-dovey about a gal who would like her summertime love to turn out to be a four-seasons affair. Catchy stuff for the hot weather months.

(B) "TIPS OF MY FINGERS" (2:44) [Tree BMI—Anderson] Team gets down to more serious business as they warmly convey the somewhat country hit and curvy Ray Clark pop click. Feelingful Nashville-style session.

THE RAND FENWICK PHILHARMONIC (United Artists 610)
(B) "MOUSE ON THE MOON" (2:10) [Unart BMI—Monte]ork is tied-in with the tiny, but politically astute country folk depicted in the satirical British hits "The Mouse That Roared" and, now, "Mouse On The Moon." Deck is a catchy rinky-dink affair with a number of humorous touches. Worth novelty spot.

(B) "CARE FOR ME" (2:18) [United Artists ASCAP—Stillman, Gold] Similar jaunty attitude.

AL GARGO (Laurie 3172)
(B-p) Theme from "MOTHER COURAGE" (1:52) [Harms ASCAP—Dessau, Brecht] Fasci-
gating the Herold Berchet play—which recently played Broadway—received a cut new country-rhythm market approach from the Garzone musicians, who comprise a full orchestra. Could prove a left-field success.

(B) "PARQUALE" (2:13) [Lurisa-
tan ASCAP—Monte] Guillas have a mandolin manner in this sometimes outright swingin' instrumental novelty.

BILLY ECKSTINE (Mercury 72218)
(B-p) "(You Made Me Love You) DARLING WHY DID YOU?" (2:48) [Robbins ASCAP—Adamson, Lane] More sure-handed ballad firing from Eckstine. Source of this attractive end is an LP, "The Golden Hits Of Billy Eck-
stine."

LINDY ADAMS (Tri Disc 108)
(B-p) "SURPRISE PARTY" (2:35) [Marc-Jean & Keymen BMI—Smith] Two surprise parties for a fella conflict each other in this groovy, sprightly novelty, featuring the lark and a full ork-
erushes.

(B) "A BIRD IN THE HAND" (2:28) [Mark-Jean & Keymen BMI—Smith, Regan] Busy blues rhythm.
Dee Irvin, who is currently riding the charts with "Swinging On A Star" (#31 on this week's chart) was born twenty-five years ago in New York City. Dee made his performing debut at the age of twelve as the lead vocalist in his church choir. During his high school years, he played clarinet in the school orchestra, but he gained his greatest recognition as a vocalist.

When the artist isn't recording or playing night-club dates, he usually can be found at a piano creating original songs. He has written such tunes as "Everybody's Got A Dance To Do But Me" which was his first release on the Dimension label and "He Is The Boy" which was on the back side of Little Eva's "Looomotion."

Johnny Cash

Johnny Cash, who is presently hitting in both the pop and country markets with "Ring Of Fire," was born on a farm near Kingsland, Arkansas. Johnny grew up with hard work and singing.

At twelve he was writing songs. During his high school years, he sang on radio station KLCN-Blytheville, Arkansas. At twenty-two, Johnny enlisted in the Air Force. Following his discharge he was making a poor living as an appliance salesman in Memphis when he met Luther Perkins, who played guitar, and Marshall Grant, who played bass. They immediately began getting together every night at home, diligently rehearsing even though no professional career was in sight.

Finally, Johnny and his "Tennessee Two" gathered enough courage to approach Sam Phillips of Sun Records for audition. Phillips was so impressed with the charter that he immediately signed him to a recording contract. Then the Cash story turned roy. In short order the artist came up with a host of hits including such biggies as "I Walk The Line" and "Ballad Of A Teen-Age Queen."

In 1958 Johnny switched to Columbia where he has successfully continued in his hit-making ways.

Johnny Cash

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Cash Box—June 29, 1963
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JAKE FRIEDMAN, PRES.

NEW YORK:
Cliff Richard, Britain's number one songster with two gold and 14 silver discs to his credit, makes his debut on the Epic label with a pair of sides tagged "Lucky Lips" and "The Next Time." The young chanter will soon be seen here in a new flick, "Summer Love," which is already a box-office smash in England and on the continent. . . . George Gershkevich, recently pacted to Reprise, is currently on a national promo tour on behalf of his just-released LP, "Piano Rhapsodies Of Love." The pianist is also musical director for "My Favorite Martian," a CBS TV'er making a Fall debut. . . . Actor-chanter Paul Hampton out with a new Battle single dubbed, "I'm In Love With A Bunny" (At the Playboy Club). . . . Bobby Vinton, scoring with "Blue On Blue" (Epic), will play the Steel Pier 7/7. . . . Anfa Bryant will participate in "Music Under The Stars" with a 60 piece symphony orchestra in Memphis on 6/20. The lady has a new Columbia LP, "As Long As He Needs Me." . . . Tenor Charles K. L. Davis premieres on Colpix this week with an album called, "The Exciting Voice of Charles K. L. Davis. . . . Songstress Teri Thornton, holding forth nightly at the Bon Soir, has new Audio-Fidelity single and LP tagged "Somewhere In The Night," both of which are doing very well. . . . Jimmy Roell and has a new Roulette LP, "Showcase" that's getting plenty of airplay around the country—particularly one band called "Main Femmina." . . . Screen Gema Music toppler Ronnie Krehbiel again on vacation in Conn.—he hit a soft ball 400 feet! . . . The Straight Ahead Rhythm Inc., very happy over initial spinner's reaction to Ronnie Baxter's Agon release, "True Love Is A Stranger." Ronnie is headed for a North-east promo tour. . . . Charles Koppelman, director of Screen Gems Columbia Music, buzzes that the firm has big plans for new talent find, Toni Wein, and that young Bobby Crawford's new deck, "Mrs. Smith, Please Wake Up Joan" (Del-Fi) looks like it's headed for the top of the heap. . . . Adrienne Lawner of the Connie Francis office sends along word that she is having a ball in Europe.

The very successful "The World Of Kurt Weill In Song" moved from the Howell Cabinet into much larger quarters at One Sheridan Square last week. A musical revue called "Booth, Britannia?" replaced the Weill show at the Howell. . . . Diane Dixon makes her debut on Smash with a release dubbed, "A Tear Stained Letter" b/w "Hey Jimmy." . . . Lonnie Kaufman writes that the Michael-Ann waxing of "Somebody Else Is Taking My Place" is beginning to break. Marty wax tells us Vanguard is rushing out a new single by The Topper Singers. . . . Joe Petralia (Indie Record Promotion) buzzed that he and his assistant Pete Costa are moving their offices to Suite 207, the Park-Sherton's long established "music room"—the phone number is still JU 6-895. . . . RCA Victor's genial "Hipster," Elliot Horne, will have a book published by Simon & Schuster, Dec. Called "The Hibitionary," the book covers everything from psychoanalysis to the "bomb" and is an expansion of the article which appeared in Life a few months ago. West Coast record promoter Irwin Zucker jets into NY this week for a week of confabs with clients and contacts. He'll be stopping

(Cont'd on pg. 45)

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Cash Box—June 29, 1963
CLIFF RICHARD

Don't Drag That String Around.

The new debate on Victor with a teen-angled tune called "Tommy" and a vocal tag "Fun House." ... Sid Prosen info that Cliff Richard will do a promo p.m. tour on behalf of "Caravan," the evening of "True Life." ... Kapp's Danny Ganis wires that "Sunlight" by Bert Bacharach is out of contract in Canada. Maynard Ferguson, who has a chart roll with his premier Cameo LP, "The New Sounds of Maynard Ferguson," did a one-week stint at the Metropol last week. ... The Four Airmos have just completed a soundtrack assignment for the new Elvis Presley flick, "Fun In Acapulco," due for Sept. release, and have embarked on a three-month tour of the Orient. The group completed a Capitol recording chore before taking off. ... Sir Records is negotiating with Henry Ford II to record a two-pocket LP on The Story of Capitalism. The format calls for Ford to tell the story to his children. ... A wildly enthusiastic first-night audience was on hand to greet singer-songwriter Leonie Sattin for her Living Room opening last week (17). On hand to voice their approval were Roy Hamilton, Nipsey Russell, Damita Jo and Teddy Wood, and Marv and Trudy Schlechter in Spotter Records, Lonnie's label affiliation. ... Mac Wolfson is excited over the new re-leases on the Amity-Mala labels. The single is tagged "Stay" by Perry & Monarch, and under the

ANITA BRYANT

Amy banner is "Play Me A Sad Song" by Dottie Daniels, and "Nanny Gale" (Riverside) into the Macambo, Montreal, Canada, for a two-week end-of-year engagement. ... Steve Hillage's_lp, "Birdland Disturb" that the Prince Lasha Quintet will play opposite Dizzy Gillespie at Birdland. ... The quintet has a new LP tag, "The Contemporaries." ... Love, the Gotham promo rep for Reprise, see the "Trini Lopez At PJ's" LP and single. "La Vie en Rose" looks as big as he is—and he's 6'5". The "Joyful Giant" A/M is also that of Garner's "One World Concert" LP and "Mack The Knife" single are getting plenty of action. (Cont'd on pg. 46)

CHARLES K. L DAVIS

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Malamud — On Eve of Armanda Meet

(Cont'd from pg. 12)

The phonograph record industry is the one where they are creating the "Mourner's Prayer but the patient is not dead..."

What has been the hystorical an-swer to the pantie? — Become rack job-ber. And what has been the hystorical as-so-ciation, promises to teach the dying distributors how to become rack job-ber. What possibilities could be accom-lished by such an approach? The one at Armanda, and perhaps, an increased growth and further strengthening of NARM.

There is only one way that the ARMDA Convention can be the greatest sale for its membership, It must abandon the negative attitude which has charac-terized the last few meetings, and adopt a positive point of view. It must abandon the inclination to pub-licly yeam for the "good old days," and to face up to the problems which exist. The phonograph record indus-try today. Who says the "good old days." We do, so good, when a handful of distributors got rich from a hand-ful of manufacturers? This record industry has grown, because it has grown, the number and types of record distributors in each area have grown; the number and types of record manufacturers have grown; and the number and types of retail outlets have grown. With growth comes problems. They will not go away merely calling them evil, but by lamenting what they have done to the business.

Let us examine some of the changes in all three levels of the record indus-try: manufacturing, retail outlets, and distribution. The old 78 record, produced by a handful of well-established record companies, was the fore-runner of what we have today—an album market at every price level, from the highest quality, artist-oriented, prestige album; through the standard popular price range pop and classical product; down to the economy, budget, low-priced (almost single record priced) bargain LP, produced by hundreds of companies, large and small, established and fled-gling. This, of course, in addition to the thousands of 45's, put out each year on hundreds of labels, many unheard of before and after the single appears. The phonograph record business being sold in the thousands of retail outlets in the nation—in decreasing amounts, every year in the traditional specialty record store, and in increasing amounts in the supermarkets, drug stores, variety stores, and discount houses. Why should this be? Basically, I think, because the consumer is different. The record connoisseur who shops the specialty record store has become less significant as a retail sales factor, and the man on the street is more apt to shop for his records in the mass merchandising outlet, at the same time as he does his other shopping, has become the far greater, more significant sales factor, to the record industry as a whole. In fact, widespread discounting, across the board discounting, as all types of record product has brought some of the more selective record buyers away from the former specialty store customers, into the mass merchandising outlets, too. Of course, there is still a market, which will, just as there are specialty record stores which will survive and prosper, the consolidator who wants to individulalized service such a store gives him. But the bulk of the business comes from the public, the consumers who are Madison Avenue influenced, television oriented, and price conscious.

As a result of the changes in the type of record product manufactured and offered for sale, and in the changes in number and variety of phonograph record consumers and the type of outlets which they patronize, it was inevitable that the phonograph record distribution place-
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Cash Box—June 29, 1963

Record Ramblings

CHICAGO:

Sammy Kaplan, freelance promo man in the Midwest, advised that Kitty Kallen's "We'll Cross That Bridge" (RCA-Victor) is real big in Detroit. Also high on Sammy's hit roster are "The Greatest Lover" by The Shepherds Sisters (Atlantic), a "battle" winner on Lee Allen's WXYZ show; and "Thee Me Man" by Cray-Ons (Counsel). Erwin Bargh boasts a topnotcher in the new Paul Anka side "Hello Jim" which debuted on the CB chart last week and is gaining fast in Chl. Before "hitting" out to Fort Leonard Wood for a brief army tour RCA-Victor's Ivy Brusco extolled three new RCA decks; Elvis Presley's "You're The Devil In Disguise," "Tommy" by Anita Gordon and a Latin tantalizer "Katana" by Perez Prado.

... Slingerland Drum Co and Avedis Zildjian Co are co-hosting a cocktail party 7/22, in conjunction with the 62nd annual Music Show, and will feature entertainment, by Dick Long & ork spotlighting Gene Krupa on drums. Promo man Ralph Cox is concentrating on albums "James Brown At The Apollo," The Polka Ambassadors" (King) and the Hawkshaw Hawkins-Cowboy Copas "In Memory" package...

Jimmy Mathis, climbing fast with "Every Step Of The Way" (Columbia), will do three shows at McCormick Place 7/18-20, with Don Costa conducting. ... A happy follows these days is Stacy Records pres by Jim Gaylord who's enjoying "gratifying response" to the idea of Laser effort "Surfin' Holland." ... Sig Sakowitz (WGN-WT AQ) flies out to Guantanamo Bay, Cuba 7/7 for a week to tape Navy

(Cont'd on pg. 49)

Cash Box—June 29, 1963

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BANKRUPTCY SALE

By order of the U.S. District Court Southern District of Florida, said assets of Pan American Distributing Corp. Inc. A.K.A. Record Service Co. Inc., located at 3401 N.W. 36th St. Miami, Florida will be offered for sale in parcel or bulk free of and subject to liens at public action to the highest and best bidder for cash on Friday, June 28, 1963 at 2:00 PM, 2nd floor, U.S. Federal Building, 300 N.E. 1st Ave., Miami, Florida. Said assets consist of records & accessories, plant equipment, office furniture & air conditioners. Over $650,000 at wholesale, of clean merchandise. Inspection will be held from 9:00 AM till noon & from 1:00 PM till 4:00 PM, Wed. & Thurs., June 26 & 27, 1963 on said premises. Said sale is subject to confirmation by the court. For information call from 9:00 AM to 5:00 PM, 635-4702, Mel Stavros, Receiver Space Trustee, U.S. DISTRICT COURT.

Cash Box — June 29, 1963
Marilyn Burroughs will make her night-club debut July 17 at Ye Little Club in Beverly Hills. . . . The entire staff of KFWB disc jockeys participated in the all-night graduation festivities at Disneyland . . . Bobby & the Iles debuts on Al Kavelin's March label with, "Murlock Love," already in his brackets at KAFY, Bakersfield . . . Jack Nye and His orchestra currently appearing in the Cinegrill of the Hollywood Roosevelt Hotel for an indefinite period. . . . Steve Riggio reports that the ear upsurge in Coast play on pianist Jack LaFarge's latest, "Blues On Velvet," on the Regina label . . . Jimmy Griffin, Reprise Records discovery, will be spotlighted June 28th at the Cow Palace in San Francisco when the Bay City Djs present their annual bash . . . Mike Shepherd of Pacific Distributing going all out on "Come Go With Me," later, will play in L.P. by Dion. It was lifted from an LP.

**HERE AND THERE:**

**PHILADELPHIA**—Bobby Rydell will make his first appearance in behalf of his Columbia film "Bye Bye Birdie" at the Aladdin Theater this week. Stage and screen celebrities will attend a reception at the Sheridan Hotel for the Cameo-Parkway singer-actor . . . Ted Kelmel writes that the Columbia clicks in his area are "Feelin' No Pain" by The Del Satins, "Hopeless" by Andy Williams, "Green," "Green" by the New Christy Minstrels . . . Herman Kaplan, Pat's sales mgr. for Cameo-Parkway buzzes that the Dovells new LP, "You Can't Sh Down" is their stringest album offering to date . . . Harry Fink (A&L Distrib) notes that things are buzzing in his territory with Big Dee Irwin, "Old Smokey Locomotion" by Little Eva and the new waxing by the Cookies, "Will Power." . . . Ed Cotal, Chips Distrib promo man, recently did his best job of promoting—be he becomes engaged to Gail Miller, designer for Soroal Knitting Mills . . . Matty "The Humdinger" Singer famed that ABC-Fair, has busy sides with "Without Love" by Ray Charles, "I'm Afraid To Go Home" by Roy Hyland, "Kiss and Run" by Tommy Roe, and "Tears in My Eyes" by the Passimians. Matty say local reaction is tremendous on Roberta Sherlock's "Somebody Bigger Than You and I." . . . Bob Neller pens that promo gal, Chris, of Bamma Records went in town to promote "Part Of A Fool" by Little Bobby. Bob also mentioned that his distrib will handle the Wayne Haley recording of "Please Cry" (Spot) . . . Marva Musicus writes from Chancellor that former promo gal Barbara Cartausi leaves soon for Wash., D.C., to train for a foreign secretarial post in the consulate in Johannesburg South Africa, and that another promo gal, Marti Jewel, is now Mrs. Franklin Moore and recently gave birth to a baby boy, Marni see the discothe is very excited about the new Frankie Avalon release, "Beach Party." . . . NASHVILLE—Bobby Lewis, who has written and recorded a tune called "Sandra Kay" for Saber Records, visited here on behalf of the disk. The songster appeared on several major radio and TV shows.

**RECORD MERCHANTS DISTRIBUTORS CORP.**

Promotion covers Michigan, N. Ohio and Canada.

Salesman (3) Cover Michigan and N. Ohio.

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<th>Name</th>
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<td>L &amp; F</td>
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**TOP 100 ARTISTS**

(See Top 100 titles and labels)

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<td>Vee, Bobby</td>
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<td>Vee, Bobbi</td>
<td>83</td>
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**RECORD MERCHANTS DISTRIBUTORS CORP.**

3700 Woodward Detroit 1, Mich.

Contact—Ed Peterson—Sunny Carter

Promo Mgr.: Armen Boladian

Sales Mgr.: Chuck Allee

**WHY PAY MORE FOR RECORDS?**

60c IS OUR PRICE FOR ALL 45 RPM SINGLES—FREE TITLE ETC. FOR ALL SINGLES—FREE TITLE ETC. FOR ALL RECORDS INCLUDING COUNTRY-Western and Rhythm & Blues.

Why not cut your expenses? Order from us! Receive all your records in one shipment.

**STEADMAN ONE-STOP INC.**

Servicing Entire North East

Featuring Complete Rack Service

140 E. 3rd. St. Mt. Vernon, N. Y.

(914) OW 9-3166

Leading Distributor In The Mid-West

SERVICE IS OUR SPECIALTY

IKE KLAYMAN

A & I RECORD DIST. CO., INC. 1000 Broadway, Cincinnati, Ohio

Cash Box—June 29, 1963
A survey of key radio stations in all important markets throughout the country to determine by percentage of those reporting which releases are being added to station play lists this week for the first time and also the degree of concentration combining previous reports. Percentage figures on left indicate how many of the stations reporting this week have added the following titles to their play list for the first time. Percentage figures on right indicate total from left plus the percentage title received in prior week or weeks.

(SURVEY COMPLETED TO JUNE 19TH)

<table>
<thead>
<tr>
<th>% OF STATIONS ADDING TITLES TO PROG. SCHED. THIS WEEK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL</th>
<th>TOTAL % OF STATIONS TO HAVE ADDED TITLES TO PROG. SCHED. TO DATE</th>
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<td>33 %</td>
<td>Rock Me In The Cradle Of Love</td>
<td>Dee Dee Sharp</td>
<td>Cameo</td>
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<td>31 %</td>
<td>Will Power</td>
<td>Cookies</td>
<td>Dimension</td>
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<tr>
<td>30 %</td>
<td>Green, Green</td>
<td>New Christy Minstrels</td>
<td>Columbia</td>
<td>30 %</td>
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<tr>
<td>28 %</td>
<td>No One</td>
<td>Ray Charles</td>
<td>ABC Paramount</td>
<td>28 %</td>
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<td>28 %</td>
<td>Little Dancing Doll</td>
<td>Shelly Flint</td>
<td>Valiant</td>
<td>25 %</td>
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<tr>
<td>27 %</td>
<td>Fingertips (Pt. 2)</td>
<td>Little Stevie Wonder</td>
<td>Tamla</td>
<td>27 %</td>
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<tr>
<td>26 %</td>
<td>I Love You (Don’t You Forget It)</td>
<td>Perry Como</td>
<td>RCA Victor</td>
<td>26 %</td>
</tr>
<tr>
<td>26 %</td>
<td>I Will Love You</td>
<td>Richard Chamberlain</td>
<td>MGM</td>
<td>26 %</td>
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<td>25 %</td>
<td>Be Careful Of Stones That You Throw</td>
<td>Dion</td>
<td>Columbia</td>
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<td>24 %</td>
<td>Hopeless</td>
<td>Andy Williams</td>
<td>Columbia</td>
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<td>Surfing’ Hootenanny</td>
<td>Al Casey</td>
<td>Stacey</td>
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<td>23 %</td>
<td>My True Confession</td>
<td>Brook Benton</td>
<td>Mercury</td>
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<tr>
<td>22 %</td>
<td>When A Boy Falls In Love</td>
<td>Mel Carter</td>
<td>Derby</td>
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<td>Blowing In The Wind</td>
<td>Peter</td>
<td>Paul &amp; Mary</td>
<td>Warner Bros.</td>
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<td>20 %</td>
<td>Like The Big Guys Do</td>
<td>Rocky Fellers</td>
<td>Scepter</td>
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<td>19 %</td>
<td>Wipe Out</td>
<td>Surfaris</td>
<td>Dot</td>
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<td>17 %</td>
<td>Hello Jim</td>
<td>Paul Anka</td>
<td>RCA Victor</td>
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<td>17 %</td>
<td>Danke Schoen</td>
<td>Wayne Newton</td>
<td>Decca</td>
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<td>17 %</td>
<td>Soul City</td>
<td>Pervis Herder</td>
<td>Jamie</td>
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<td>17 %</td>
<td>Detroit City</td>
<td>Bobby Bare</td>
<td>RCA Victor</td>
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<td>16 %</td>
<td>More</td>
<td>Kai Winding Orchestra</td>
<td>Verve</td>
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<td>15 %</td>
<td>Just One Look</td>
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<td>Atlantic</td>
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<td>15 %</td>
<td>Don’t Say Goodnight And Mean Goodbye</td>
<td>Shirley &amp; Sirelles</td>
<td>Scepter</td>
<td>15 %</td>
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<td>15 %</td>
<td>Judy’s Turn To Cry</td>
<td>Leslie Gore</td>
<td>Mercury</td>
<td>15 %</td>
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<tr>
<td>14 %</td>
<td>Denise</td>
<td>Randy &amp; Rainbows</td>
<td>Rust</td>
<td>14 %</td>
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<td>14 %</td>
<td>Surf City</td>
<td>Jan &amp; Dean</td>
<td>Liberty</td>
<td>14 %</td>
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<tr>
<td>13 %</td>
<td>Make The World Go Away</td>
<td>Timi Yuro</td>
<td>Liberty</td>
<td>13 %</td>
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<tr>
<td>12 %</td>
<td>I (Who Have Nothing)</td>
<td>Ben E. King</td>
<td>Atco</td>
<td>12 %</td>
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<td>11 %</td>
<td>Till Then</td>
<td>Classics</td>
<td>Musicnote</td>
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<tr>
<td>11 %</td>
<td>Don’t Let The Sun Catch You Crying</td>
<td>Steve Alaimo</td>
<td>Checker</td>
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<td>11 %</td>
<td>While It Lasted</td>
<td>Esther Phillips</td>
<td>Lenox</td>
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LESS THAN 10% BUT MORE THAN 5%

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<td>Radio!</td>
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<td>Here Comes Roggedy Ann</td>
<td>Allan Reynolds (RCA Victor)</td>
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<td>Summertime Night</td>
<td>Hoppy Tones (Capitol)</td>
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<td>Easier Said Than Done</td>
<td>Eddies (Routette)</td>
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<td>76 %</td>
<td>Poco Loco</td>
<td>L. B. Wilson (Vivid)</td>
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<td>Harlem Nights</td>
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<td>Ableene</td>
<td>George Hamilton IV (RCA Victor)</td>
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<td>Love Is A Once In A Lifetime Thing</td>
<td>Dick &amp; Dee Dee (Warner Bros.)</td>
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<td>La Bombo</td>
<td>Trini Lopez (R appointed)</td>
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<td>The Minute You’re Gone</td>
<td>Sonny James (Capitol)</td>
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<td>Ray Stevens (Mercury)</td>
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<td>7 %</td>
<td>From Me To You</td>
<td>Del Shannon (Bigtop)</td>
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<td>7 %</td>
<td>Suckin’ Holiday</td>
<td>The Ventures (Tri-Disc)</td>
<td>7 %</td>
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</tbody>
</table>

Cash Box—June 29, 1963
THE

ORIGINAL

LARGEST

MOST READ

MUSIC

DIRECTORY

COMING SOON!

Cash Box—June 29, 1963
ONE-STOP Record Service

TOWN HALL RECORD ONE-STOP
994 RUTLAND ROAD
BROOKLYN 12, N. Y.
PR 4-9600

CASH

# 1 CASH FOR YOUR OLDIES
# 2 CASH FOR YOUR NEW RECORDS
# 3 CASH FOR YOUR LP INVENTORY

CHESs PROD. CO.
2120 Michigan Ave.
Chicago 16, Ill.

TOWN HALL RECORD ONE-STOP

GREETINGS TO OUR FRIENDS IN ARMADA
WOW! We're Making It BIG!!

“SHAKE A TAIL FEATHER”
THE 5 DUTONES
ONE-DERFUL (!) 4815

NEW ADDITIONS to TOP 100

74—BE CAREFUL OF STONES THAT YOU THROW
Don (Columbia 42810)

78—GREEN, GREEN
New Christy Minstrels (Columbia 42805)

79—ROCK ME IN THE CRADLE OF LOVE
Dor Deo Sharp (Capitol 260)

84—I (WHO HAVE NOTHING)
Ben E. King (Atco 6587)

91—I CAN’T STOP LOVING YOU
Bobby Pate (Candy 101)

92—MY BLOCK
Four Pennies (Rust 5071)

94—I WILL LOVE YOU
Richard Chamberlain (MGM 13148)

97—COTTONFIELDS
Ace Cannon (HI 2056)

100—I AM A BEAR FALLS IN LOVE
Mal Carter (Dorby 1003)

AIMEQ at OPS

“RAMBLIN’ ROSE” “ROSES ARE RED” —Sammy Kaye Orch.—Decca 25604
“SUMMERTIME IN VENICE” “MOONLIGHT COCKTAILS” —Summers—Heartbeat 5000

AIMED at OPS

“GIVING UP ON LOVE”
AKI ALEONG
VeeJay 527

MY BLOCK
THE FOUR PENNIES
RUST 5071

Hot New Release!
WIN A FREE TRIP TO "PARADISE" (For 2)*

Compliments of CURIO RECORDS and Their 1st Release

"FALLING FROM PARADISE" by Bobby Brown

**#Q 100**

Be Our Guest At The Magnificent EMERALD BEACH HOTEL in Nassau, Bahamas

(From Thursday June 27 and stay up to 5 full days)

Leave from Miami International Airport and fly via Pan Am Jet Flight.


WINNER WILL BE ANNOUNCED AT THE COCKTAIL PARTY SPONSORED BY THE EDEN ROC HOTEL FOR ARMA DA
THANK YOU

Audio Fidelity Inc.
Time Records Inc.
Sherman Sales Co. Inc.
Laurie Records Inc.
Motown Record Sales Inc.
Swan Records Inc.
Dimension Records Inc.
Coed Records Inc.

AND ALL THE OTHER MANUFACTURERS WHO HAVE HELPED IN THE DEVELOPMENT OF THE NEW MARKETS OF PUERTO RICO AND THE CARIBBEAN AREA.

Tony Rivera

FORTALEZA
RECORD DIST. INC.
BOX 612, BAYAMON, P.R.

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We Offer The Finest Facilities
In The Distributing Business

DO YOU HAVE THE FINEST?

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13380 CAPITAL, DETROIT 37, MICH. 548-3171

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2542 St. Clair Ave., Cleveland 14, Ohio

Shelly Haims
Phone: 781-4177

PISTURBING
Your Distributor Should Be
FENWAY
1601 Fifth Ave., Pitt., Pa.
Phone: 391-3973

Herbert Cohen, President
Promotion:
Nick Conci
Jack Hakim
Bill Roberts

SURE SHOTS

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicates are already beginning to sell in quantity or else give every indication of doing so.

"DETROIT CITY"
BOBBY BARE ................. RCA Victor 8183

"WIPEOUT"
SURFARIS .................. Dot 16479

"GOODNIGHT MY LOVE"
FLEETWOODS .............. Dolton 75

"COME GO WITH ME"
DION .......................... Laurie 3171

"BE CAREFUL OF STONES THAT YOU THROW"
DION .......................... Columbia 42810

"HOOTENANNY"
GLENCOVES .................. Select 724

"GREEN, GREEN"
NEW CHRISTY MINSTRELS .... Columbia 42805

"ROCK ME IN THE CRADLE OF LOVE"
DEE DEE SHARP ............ Cameo 260

"MOCKINGBIRD"
INEZ FOXX .................. Symbol 919

Murray Expands Sue Artist Roster

NEW YORK—Juggs Murray (behind desk), proxy of Sue Records, recently expanded his label’s stable by signing several new artists to recording contracts. Sitting (left to right) around the desk are Ray Bryant, who has an LP called “Groove House,” Ernestine Anderson, who cut an album tagged “New Sounds Of Ernestine Anderson,” and an instrumental combo, Julie and Jack, whose offering is titled “Things With Strings.” All of the new albums will be released within the next few weeks.
Col’s Kapralik: Disk Biz Has No Regional Barriers

HOLLYWOOD—Dave Kapralik, director of pop artists and repertoire for Columbia Records, is applying his theory of breaking down regional barriers. The New York-based exec was in Hollywood last week (17) on a coordinating visit with the local A&R department as part of his policy of visiting the Coast office to bring the two A&R staffs closer together. The West Coast A&R operation is headed by Irving Townsend, Columbia’s west coast operations vice president.

Kapralik believes that geographical boundaries should not exist in the record business. “Too many things happen quickly in the music business today,” Kapralik says, “to think of regional trends. We must align our thinking and movements on both coasts to take advantage of breaking trends and developing talents.”

In recent months, Columbia’s A&R men have been flying cross-country, with East Coast-based producers using the Sunset Boulevard studio and the Hollywood producers utilizing the New York facilities, thus keeping in touch with their artists and eliminating unnecessary delays in waiting for the performers to return to their home bases before recording them.

Mercury Memorial LP on Pope John

NEW YORK—Mercury Records has released an LP containing material from a specially recorded collection of tapes presenting the highpoints in the reign of the late Pope John XXIII. The tapes of Pope John speaking represent the first time a total presentation of life in the Vatican State in recordings has been authorized by the State of Vatican City.

Titled simply “Pope John XXIII,” the album presents a chronicle of the Pontiff’s brief reign, including his voice recorded during his election and coronation, his closing address to the Second Ecumenical Council, a public audience, a canonization ceremony, and one of his last appearances at the window of the Papal Palace to bless the people in St. Peter’s Square.

The album is narrated by Father O’Dell, chief announcer for Vatican Radio, who provides brief translations (the Pontiff speaks in Latin, French and Italian in the album) and explanations of the events portrayed. Produced under the direction of Harold Lawrence, musical director of Mercury’s classical division, the album is composed of tapes selected from “The Sounds of The Vatican” (Martin Haley Productions), a sound portrait of the State of Vatican City and one of the most extensive efforts in recording history.

The excerpts included in the Mercury album were recorded during a period ranging from early December, 1962, to February, 1963, except for the election and coronation segments, which were recorded by Vatican Radio in 1958.

Included in the album is what is perhaps one of the most moving moments in the Pope’s entire reign, which took place during a general audience in late January of this year.

Large groups of South American pilgrims appeared at the St. Charlemagne, and many of them could not be accommodated. Their disappointment was intense, and sensing this, His Holiness went out of his way to meet them and give them an informal audience of their own.

Ed Newmark Joins IPG As 1st Staff Producer

NEW YORK—Ed Newmark has become the first staff producer to join Independent Producers Group, Inc., according to Sid Parnes, veep and general manager.

Newmark, who recently left A&R producer for the Harmon label, will combine the usual functions of an indie producer. He’ll be responsible for the selection of his own artists and material, the making of the record and the promotion of the final product.

Parnes pointed out that each staff producer will be an “entity within himself” and will not be involved in any way with the product of other OPG producers, whether they be exclusive or non-exclusive.”

Newmark’s first product for IPG is “Ooh Ooh” by Joey E. Ross, featured on the “Cet 54, Where Are You?” TVer.

Indie Master Firm Cutting Foreign Hits In English

NEW YORK—Straight Ahead Rhythms, Inc., an indie producing firm here, plans a novel service for foreign publishers. Firm, according to Gene Grace, topper, will produce English versions of foreign hits for sale or lease to American labels. Firm, which has been producing for two New York-based labels, Agon & Dragon, cut 12 masters during May. Dates include “Chicken Back Part 1” by The Gay Jays (Agon), “True Love Is A Stranger” by Ronnie Baxter (Agon) and “Don’t Go” by Joe DeLuca (Dragon).

Best Wishes For A Successful ARMADA Convention

MARBEL DIST. CO. INC.
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(Baldwin 3 2440)
MARSHALL VERBIT, pres.
Baltimore, Md.
6 E. Mt. Royal
Baltimore, Md.
(Plaza 2 4668)
STAN HOFFMAN, Mgr.
Visitor From S. Africa

NEW YORK—Dan Hill, recording director of the Gramophone Record Company, Ltd., of Johannesburg, South Africa (CBS affiliate in that country) returns to his home office this week after a four week stay in America. Hill had visited with the Columbia people in the U.S. to examine recording techniques and studio advances made in this country during recent years.

Pitching-In & Helping Out

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PROMOTION EXPLOITATION PROFIT
BOB STERN
RON RICKLIN

Cash Box—June 29, 1963
NEW YORK—Million-dollar grossers are no strangers to Ferrante and Teicher, United Artists Records piano duo, currently assaulting the charts with album from “Cloepatra.” In the above pie a smiling Talisman, U.P.I. & Associated Press, Los Teicher (left) and Art Ferrante (right) with gold records for their “West Side Story” and “Tonight” albums.

Battle’s “Spaghetti” LP With Glazer Bows $1.98 Line

NEW YORK—Battle Records, the Riverside label’s affiliate, gets a new $1.98 LP line, tagged the “6000” series, underway with the release of “On Top Of Spaghetti!” for folkster Tom Glazer, who is doing big Top 100 business with a Kapp singles outing on the title song.

Battle’s version of the tune is a “live” concert recording, and also features a kiddle chorus, heard on other tracks. Diskery, formed a year ago, has made its biggest sales impression so far with “Watermelon Man,” a singles date by Mongo Santamaria.

K/C Names 3 New Dists

HOLLYWOOD — K/C Records, the Nat King Cole diskery, has named the following new distribs: Cleve-Disc Distributors, Cleveland; Surf Records, Los Angeles; and Heilicher Bros., Minneapolis.

“II” Is Breaking Out

NEW YORK—Atco Records personnel, considered a literate lot, may sound ungrammatical when they refer to the chart action of the new Ben E. King single, but all should be forgiven. When they say “I Is Breaking Out” they mean the title of the deck, subtitled “(Who Live Everything)” Situation parallels the effective (and correct) use of the singular, “The Birds Is (Swimming) in a Day for the Alfred Hitchcock thriller. The King deck makes its first appearance on the Top 100 this week in the number 84 slot.

“Bravo” For Connie

NEW YORK—Connie Francis, who is currentlyH, using a Zurich chart with “If My Pillow Could Talk” on MGM, is shown above receiving an award from Bravo, a leading German publication. Mr. Kreimer of the magazine made the presentation.

If you are reading someone else's copy of Cash Box why not mail this coupon today!

Cash Box—June 29, 1963
L.A. NARAS To Elect New Governors

HOLLYWOOD—Los Angeles chapter voting members of NARAS, the disk awards association, will elect 21 new members to its board of governors to replace incumbents whose terms expire next month. Ballots are expected to go out this week (24).


URC Opens Vegas Studio

LAS VEGAS—United Recording Corp. of Nevada, newly formed subdivision of URC in Hollywood, has opened its new Las Vegas studio at 3143 Industrial Road.

Eye-Catching Window Displays Help Spark Sales Of "Cleo" LP

NEW YORK—Part of the huge success of the "Cleopatra" soundtrack can be attributed to more than 2,000 dealer window displays across the country spotlighting the highly-touted 20th Century Fox-flick and album. The soundtrack, which is now approaching the 350,000 sales mark, recently received added impetus when the film opened in several key situations. The left picture above shows the Corvette window in New York while the Sam Goody (New York) flick-disk tie-in is highlighted in the right shot.

20th C-F Tapes Go Through Bel Canto

NEW YORK—20th Century-Fox Records has completed arrangements with Bel Canto for the distribution of the label's catalog on pre-recorded tape with Bel Canto set to immediately release the "Cleopatra" soundtrack and the track from "The Longest Day."

In line with the release pattern of the "Cleopatra" soundtrack, Norman Wexler, vice-president of the label, stated that Bel Canto had agreed to a "substantial" advance payment for the tape distribution rights and that Bel Canto would follow-up the release of the two soundtracks with other catalog product in the immediate future.

Weiser said the label was looking forward to tape sales on "Cleo" in a sales pattern similar to the strong acceptance of the LP, which has gone over the 300,000 ordered mark. It's 8 on the stereo chart, 27 on the mono chart.

Cancel Chi Charity Lunch

CHICAGO—"The Baseball Celebrity Day" luncheon set for this week (24) to benefit the Combined Jewish Appeal here has been cancelled. Leading White Sox and Yankee ballplayers were expected to appear in a father-and-son program.

According to Milt Saltstone, local distributor who is chairman of the CJA amusement division, the campaign decided to drop the luncheon because of the number of boys who will be out of town for the summer months and in camp. "We feel that it would not be a success if both the fathers and sons were not there," he said.

In place of the luncheon, the division plans to hold a general fundraising campaign throughout the Chicago area.

Laurie Tags Murray Singer To Head Special Projects

NEW YORK—Murray Singer has been named director of special projects at Laurie Records. In announcing the appointment, Eddie Mathews, general manager of the currently hot diskery, said that the post was necessary in the label’s effort to "enlarge and expand and keep abreast of the current trends, changes and distribution problems."

Singer, a 15-year disk industry vet, will keep in close contact with leading rock-jockers and one-stops in the U.S. He is credited with being responsible for the Bobbie Bear jazz line, including the discovery of Chris Conners and Bernard Pfeiffer.

Laurie and its Rust affiliate are currently doing big chart action on "One Fine Day" by The Chiffons and "Come Go With Me" by Dion, both on Laurie, and "Denise" by Rarely & The Rainbows and "My Block" by The Four Pennies, both on Rust.

Decca Inks Clarke Of "Virginians"

NEW YORK—Decca Records has signed Gary Clarke, featured on the NBC TV series, "The Virginians," to its stable of exclusive pactees. Artist, who was inked by Bud Dant, the label's west coast A&R head, will start his Decca career with a singles release during the first week of July. Clarke has played the role of "Steve" on the TV'er since its debut in May, 1962.

Sher To Frisco

SAN FRANCISCO—After six years with Mutual Distributors in Boston, Gerry Sher has been transferred to the San Francisco branch, Stone Distributors, of the George & Lee Hartstone distrihb set-ups. He'll head the west coast outlet's promo dept.

A HIT!

CLOWN TOWN
B/W
ENTER LAUGHING

Words & Music by Gladys Shelley

STEVE CLAYTON
RAY ELLIS ORCH.

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THE BACHELORS
"CHARMAINE"

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"The Original...The Hit!"

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"Laff of the Party"

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Mills Music, Inc.

New York, N.Y.

The Original...The Hit!

"JANIE IS HER NAME"

ROGER WILLIAMS

KAPP 533

Mills Music, Inc.

New York, N.Y.

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Mills Music, Inc.

New York, N.Y.

The Original...The Hit!

"JANIE IS HER NAME"

ROGER WILLIAMS

KAPP 533

Mills Music, Inc.

New York, N.Y.

Tarzan Says "JANIE IS HER NAME"

"JANIE IS HER NAME"

ROGER WILLIAMS

KAPP 533

Mills Music, Inc.

New York, N.Y.

The Original...The Hit!

"JANIE IS HER NAME"

ROGER WILLIAMS

KAPP 533

Mills Music, Inc.

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Mills Music, Inc.

New York, N.Y.

The Original...The Hit!

"JANIE IS HER NAME"

ROGER WILLIAMS

KAPP 533

Mills Music, Inc.

New York, N.Y.
Victor's "Cleopatra"

NEW YORK—A RCA Victor A&R executive, Luigi and Hugo look over the recently-released Victor album of the "Cleopatra" score as arranged and conducted by Riz Ortolani with the Rome Sound Stage Orchestra. Picture (left to right) are Hugo Petretti, Riz Ortolani and Luigi Creatore.

Summer Sked For Victor Disk Plants

NEW YORK—Vacation schedules for RCA manufacturing plants—including the record division—have been announced. The record plant in Indianapolis will have a shutdown period beginning June 30, with restricted receiving operations (the tape division's vacation period is July 11-21 with a complete shut down of receiving operations during that period). The Rockaway, N.J. plant will be closed from July 14-21 with restricted receiving operations. There's no summer shut-down of the Hollywood plant and receiving operations will be normal.

Buzz Curtis Into Indie Promo Arena

PHILADELPHIA—Buzz Curtis, veteran Philly distriibutin has moved into the indie promo field in this city. He will headquarter at 2201 Brynmaur Ave. Curtis was formerly with Mainline Dist. and Universal Dist.

Col's MAP Debuts 22 Products For '64

NEW YORK—Masterwork Audio Products, designed and sold by Columbia Records Sales Corp., previewed its 22 new products for '64 at recent regional distributor meetings in New York and Chicago.

Kenneth Glancy, vice president of CRSC, reported that initial reaction to the 1964 Masterwork line was "overwhelmingly enthusiastic." Glancy noted that orders were "beyond all projections and figures, with certain models more than double the preliminary expectations."

J. J. Harris, national sales manager of Masterwork Audio Products, listed the highlights of the model line. The Masterwork model No. M-1716 is an deluxe stereo automatic portable, featuring an FM/AM transistorized amplifier and solid state circuitry handwired and the Garrard AT-10 changer. The instrument is encased in two matching burn-proof "Samousito" luggage cases. The new total combined weight is only 32 lbs.

Among the console models are models M-4006, M-4070 and M-4080. These self-contained stereo consoles feature AM-FM-FM stereo, handwired components, Garrard AT-0 changers, handcrafted cabinets of solid wood and wood veneers, together with other features. The M-4060 and M-4070 boast contemporary curved exteriors, and the M-4080 offers an authentic Italian Provincial cabinet.

The most advanced model in the new American made transistor clock radio (M-3050), in half the size of the standard clock radio—the unit is 6 1/2" wide, 3" high and 3 5/8" deep. Another new radio single out in the 1391 Masterwork line is the deluxe allowing mini model with AM-FM-FM stereo, M-3020. The decorator styled unit features two 6 1/2" concert tone speakers. The two speaker size envelope can be placed up to 20 feet apart for stereo separation, and supplement the matching receiver unit which has a 10-tube handwired chassis.

Among the new portable tape recorders was the deluxe model M-700 which offers up to four hours' playing time with 7" reels, though all size reels can be used. A three-speed direct drive tachometer, the unit contains a 1/2" speaker and all accessories including a dynamic microphone.

Boston Pops To Premiere Commissioned Milhaud Opus

BOSTON—"A Frenchman in New York," a new work by contemporary French composer Darius Milhaud commissioned by RCA Victor Records, will have its world premiere Tuesday (25) in Boston's Symphony Hall by the Boston Pops Orchestra, Arthur Fiedler conducting.

The work, about 21 minutes in length, details Milhaud's impressions of the American metropolitan scene in the same way that "An American in Paris" reflected George Gershwin's views of the French capital.

Immediately following the premiere performance, Fiedler and the Boston Pops will record the new composition as well as the companion Gershwin work for Victor.

3 Men On A Record

NEW YORK—International singing star Perry Como recently stopped in to the Cash Box editorial offices to promote his Warner Bros. deck of "Uno Per Tutte." Standing (left to right) in the above picture are Marvin Dehn, the label's east coast promo manager, Pericelli and CB editor Irn Howard.

Checkin' The Music

NEW YORK—Going over the music during a playback of "Theme From Irma La Douce (Look Again)", Eplax wax artists Adam Wade (left) and George Mathias register smiles of pleasure. Wade cut the theme for the dicky last week, while his label-mate Mathias, who is currently working with "Where Can You Go," stopped in to visit.

Salesmen Are Up With The Lark, Survey Finds

CHICAGO—To prove that traveling salesmen are a hard working, dedicated group of men, O'Hare Inn, this city, surveyed its staff of telephone operators on the wake-up hours of the thousands of salesmen who use O'Hare Inn as their Chicago headquarters.

Dan Pavis, O'Hare Inn manager, reports that the most popular rising time for salesman is 6:30 a.m.

Over 50 per cent of the 400 overnight guests at O'Hare Inn leave wake-up calls of 6:30 or before and only 15 per cent leave calls for later than 7:30 a.m.

"Wives may have to resort to trickery to get their husbands awake at home, but when they're on the road, they're up and at 'em early," says Pavis.

And only a handful leave instructions for a second follow-up call to insure their being thoroughly awakened, he adds.

A McElhiney Does A McElhiney A Sales Favor

NEW YORK—George McElhiney, a record customer, walked into the Framingham, Massachusetts branch store of Jordan-Marsh, recently inquired about an LP catalog and came upon an album put out by MGM Records entitled "Instrumental Golden Giants" by Bill McElhiney.

He became intrigued with the fact that he had the same last name as the MGM recording artist and asked the sales clerk to play the album for him.

As the album was being played over the P.A. system, other customers in the store became interested in the music and in a short space of ten minutes five copies of the album were sold. Jordan-Marsh continued to play the album over the P.A. system and was able to sell a total of 23 albums during the day. George McElhiney (customer) was still interested in finding out if Bill McElhiney (artist) and all were still related. Telephoned the artist in Nashville to tell him how much he enjoyed the album and to see if they were related.

Bill McElhiney (artist) and George McElhiney (customer) both have Kentucky blood lines, which are so intertwined, they could not trace their lineage, but both McElhineys were quite amused over the incident and the interest it created for the MGM album.
 Expect Home Entertainment Product Sales To Reach $25 Billion In '63

CHICAGO—Sales of home entertainment electronic products will reach $25.1 billion, an increase over last year's mark of $24.2 billion, it was reported here this week at the annual meeting of the Electronic Industries Association.

Photo sales are expected to move upward to 5.1 million units sold, worth $444 million, from last year's 5 million units at $385 million. Sales of radios, including auto sets, are expected to increase to an approximate last year's level, reaching 19.1 million units valued at $285 million.

Report was given to the convention by Morris Solin, chairman of EIA's consumer products division and president of the electric radio and TV division of Lear-Siegler, Inc.

4-Way Promo Set For "The Great Escape"

NEW YORK—Columbia, Capitol, United Artists and Warner Brothers have announced their mutual participation in a national music promotion campaign with UA films to back the domestic openings in July of the Mirisch-Alpha release, "The Great Escape." These names are set for this month's three singing promotion tours of "The Great Escape." Tours will be launched by Mitch Miller, Jimmy Haskell and the Kirby Stone Four. The United Artists soundtrack album, with score by Elmer Bernstein, will also be released this month.

The promotion will include an intensive music campaign on radio and TV and in music and disk shops. Included as part of the all-out promo campaign will be a Mitch Miller "sing-along" trailer in color to be used extensively in theaters to cross-promote films. It will also be the basis for a series of TV spot announcements.

Can-Am's New Label: Almont

NEW YORK—Canadian-American Records is distributing a new diskery called Almont. First showing on the market for the label is a singles release, "Birdland Baby" and "Poor Little Ole Me" by The Ramblers, a vocal attraction. C-A's Bernie Lawrence is setting up distribution for Almont, with most markets already set.

Fancy Travelin'

NEW YORK—Planted by two stewards maestro Sammy Spear, proudly displays his new London LP, "Sammy Spear Plays A Little Travelin' Music For Jackie Gleason," as he alights at Idlewild Airport after completing some speeded-up traveling of his own. The musician, accompanied by Ed Kissack and Walt Maquire of the label, recently accomplished a whirlwind deejay and press tour of Chicago, Baltimore, Philadelphia, Washington and Boston to promote the album.

Mahalia Jackson Attacks Pop-Gospel Sound

NEW YORK—Mahalia Jackson, the gospel singer, has condemned the "pop-gospel" movement in no uncertain terms.

At a press conference in Hollywood last week, the most famous of all gospel artists termed the performance of gospel music in nickelodees as "down right blasphemy" and castigated those " oportunists" who are trying to make a musical fist out of gospel music.

At least two clubs in New York provide such music. These are "The Sweet Chariot," which presents only gospel acts against the background of gospel gimmick decor, and Trude Heller's, a Greenwich Village cabaret. Her own label affiliation, Columbia Records, has a deal with The Sweet Chariot whereby the label is cutting "live" at the nity (label and its affiliate, Epic, have already debuted initial LP's from the club).

The artist decided to voice her opinion after receiving word that a Hollywood club, Bourbon Street, was planning to follow in the footsteps of The Sweet Chariot.

"The word of God is too precious to be so degraded by presenting it in a night club," she declared.

"Gospel is glorified and sanctified music and I don't ever recall anyone trying to degrade it as are the people selling it as pop gospel," she said.

Vinton's "Blue On Blue" LP Issued By Epic

NEW YORK—Epic Records has announced the release of a new Bobby Vinton LP tagged after his current hit single, "Blue On Blue."

Leonard Levy, label exec, said the new issue by Vinton has more universal appeal in that the material is geared for adult and teen acceptance. The album theme is completely blue with "Blue Skies," "Blue Moon" etc.

MGR Bows Brasselle LP

NEW YORK—Actor-singer Keefe Brasselle wares дixie music in a new LP just released by Merry-Go-Round Records, an affiliate of New York's Ford label. Tagged "Keefe Brasselle Sings Dixie," the album is being offered at a 15% discount during June and July, with a 20% discount on cash sales. LP will be released in Canada by Sparrton Records. MGR has distrib in all areas except Boston, N. Carolina and Louisiana.

NARM's Mid-Year Meet: July 31-Aug. 2 In Chi

NEW YORK—NARM, the record-jobber association, has set its annual mid-year gathering for July 31-Aug. 2 at the Edgewater Beach Hotel in Chicago.

In all mid-year NARM gatherings since their inception in 1961, a highlight will be person-to-person sales meetings between labels and record-jobbers, the basis of which is to preview fall & winter LP merchandise.

The change in date from early Sept., as in previous years, was made, an announcement said, for the purpose of enhancing the value of the sales conferences by providing for a more timely presentation of the manufacturers' fall and Holiday product.

An opening luncheon will be held on Wed. (31) for both regular (rack-jobber) and associate (label) members. The person-to-person meetings will begin immediately following the opening luncheon, and will continue all day Thurs. (1) and until Noon on Fri. (2).

The regular membership will have its first opportunity to meet as a group—on Wed. (31) at 9 am—since the annual NARM convention in San Francisco last March. In addition to this first meeting, a second evaluation meeting will be held at a Fri. luncheon, following the close of the person-to-person conferences.

Chairmen of the confab are Harold Goldman of EMIobject, St. Louis, and James J. Tiedens, Musical Isle Record, Milwaukee.

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JAMES MacARTHUR "Ten Commandments of Love" S-1230 SCEPTER RECORDS


 DOT'S BOONE EP SELLS AT HIGHER PRICES NEW YORK—Dot Records is charging $2.99 for its new EP featuring Pat Boone in four songs from The Main Attraction. The upcoming flier in which he co-stars with Nancy Wynn. Tunes include the title song, previously released as a single, "Amore Baciam," "Si Si Si" and "Gondoli Gondola."

JOE Davis Mixes Distrib On New Singles Releases, Sells Direct To One-Stop, Ops, Dealers NEW YORK—With the exception of the New York area, Joe Davis will be selling a singles release sans drums.

Davis, who believes that "every few distributors are of any real value to a record manufacturer," is selling the date, "Be Faithful" sung by Dean Barlow & The Crickets on his Beacon label, direct to one-stops, dealers and operators. Davis' lone distrib is Fortem Distributors in New York. Davis says that by selling direct he's "eliminating the middle man's profit, such as the distributor who cashes in on the record and uses the records to transship around the country—and most of all delay payments to the smaller manufacturer."

Disk is being sold at $40 a record, payment to be made direct to Davis, based in New York, on the tenth less 2½. After the first order, the re-order will be sent providing payment for the first order is made. No second order will be filled until payment for the first order is made. All shipments will be sent prepaid, with out cost to the buyer, says Davis. And for cash payment with order (cash, check or money-order), each disk goes at $35. Davis will send free copies of the deck to dealers named by customers.

Promotion—Mangold Style BALTimore—Manny Goldberg of Mangold Distributors, this city, and his promotion man Ed "Beard" Kalicka have been running the gunn of promo activities to stimulate business.

The firm issues its own plug sheet in addition to a publication called "The Platter Chatter," which helps everyone keep abreast of all-label happenings in the Balt.-Wash. market.

Innovations made by necessity include the use of a helicopter to ferry artists to and from TV shows which are on the air within an hour of each other, in Baltimore and the other in Washington.

Creating excitement is also part of the salesman's days work by use of in-store promos and displays, all part of the increased promotional activities at Mangold.

MIAMI Benefit Date MIAMI—"Thanks from the City of Miami" is what Mercury's Ray Stevens (center) heard from Howard Berger (left), municipal representa- tive, as Jerry Goodwin of WQAM looks on approvingly. The key to the city was presented to Ray in front of Miami's Torch Of Friendship, as a token of thanks for the show. "My Heart Has Grown," to help raise money for Variety Children's Hospital.

Debbie To Reprise NEW YORK—On page 56 of this issue, a headline declares: "Debbie Reynolds To Dot. Actually, as the body copy notes, the performer has moved from the Dot label to Reprise Records.

ANDERSON TO CLEVE-DISC AS CINCY AREA HEAD CLEVELAND—Bob Anderson, yet another big name in the Cincinnati area, has joined the staff of Cleve-Disc Distributors, this city, as regional area manager for Cincinnati.

Godfrey Dickey, the outlet's general manager, said the appointment sets the stage for the hiring of a promotion man and a sales assistant in that area to report directly to Anderson. Anderson will be responsible for the promotion and distribution of the labels now being represented by Cleve-Disc for the Cincy-Indianapolis area, including Liberty, 20th Century Fox, many labels in the London Group, and the various IPG (Inde- pendent Group) labels.

Cleve-Disc is part of the George & Lee Hartatome distib family.

WB Sees PP&M's "Blowin'" A Message Song Success NEW YORK—When Harold Rome wrote "Sing Me A Song of Social Significance" back in the '60s, he didn't expect it to become a hit. He was right.

But, Peter, Paul & Mary, the Warner Bros. label's big folk attraction, could have a big item with a folk tune, "Blowin' in the Wind," a sailor's lament with lyrics with social significance. In fact, the label feels the deck is moving because of its anti-war message for today's cold- war world. By prebaseline, the diskery said it had sold 120,000 copies to distribute and was "breaking wide open." Side 2 is 22 weeks on this week's Looking Ahead.

New OS LP Promo HOLLYWOOD—Original Sound Records has a new LP program. Beginning this week (25), the label is offering its catalog on a buy-10-get-1 free basis. LP's are available while stock last. No expiration date has been set.

Audio Matrix serves record industry leaders with the finest masters, mothers and stampers, using our own specially-developed Audiomatic Process to produce all-nickel matrices of the highest quality.

Greetings from Milt Gelfand and Julie Filekins AUDIO MATRIX, INC., 915 Westchester Ave., The Bronx 59, New York LU 9-3900
**COUNTRY TOP 50**

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<tr>
<td>1</td>
<td>Act Naturally, Buck Owens (Capitol 4397)</td>
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<td>24</td>
<td>Still, Bill Anderson (Decca 34158)</td>
<td>49</td>
<td>Building a Bridge, Claude King (Columbia 34729)</td>
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</tbody>
</table>

**COUNTRY ROUND UP**

An estimated 20,000 people paid homage recently to Lester Flatt in his hometown of Sparta, Tennessee. The throng also put forth some mighty high praise for Lester's partner, Earl Scruggs. "Lester Flatt Day" began several months ago when the Spiritual Singers Club decided that it was about time that somebody did something to show Lester how much of Sparta thinks of him. Activities began with a luncheon at which all of Spartan and fraternal organizations presented Lester with special citations and Earl was made an honorary citizen of the county. The luncheon was followed by a parade which drew the estimated 20,000 people, after which Flatt and Scruggs were given more citations, toppled off with Mayor Wilford Mills presentation of the key to the city for Lester. The parade was made up of about 70 units, including marching bands, horseback riding groups, commercial floats, clowns, motorcycle riding teams and three different versions of "The Beverly Hillbillies," the famed TV's for which Flatt and Scruggs played the original music.

If any deejays missed out on the monster "Guiltify," you'll find next week's greatest hit, "The Caucasian," is one of those times. It was released by Capitol and the record company's engineers were very careful to make sure that the production was just right. The song is very carefully planned and the arrangement is quite well done. The deejays who play this hit are sure to get a big audience reaction.

**Cash Box—June 29, 1963**

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**REDO MADDOX**

(Mercury's Most Colorful Entertainer)

"DOWN TO THE RIVER"

Capital 24973

On Tour
The Redo Maddox Show

Elko, Nevada May 29—June 11
Los Vegas, Nevada June 13—June 19
Cottonmouth, Texas June 25—July 1
Dallas, Texas June 22
Anderson, Indiana June 29—July 5
Minneapolis, Minnesota June 26—29
New York July 1
New Mexico July 2, 3, 4
Hawaii July 11—July 21

Bookings—Contact: Jimmy Brogdon
Box 294, Oceanside, Calif.
Phone: 729-3031—Area Code 714
COUNTRY REPORTS

WLDY

Corell, Wisc.

1. Ball Moody River (William Bros.)
2. Pearl Pearl Pearl (Fiat & Scroggs)
3. Cold And Lonely (Billy Webb)
4. Old Shebeen (Darrel Brown)
5. Still (Bill Anderson)
6. Ring Of The (Johnny Cash)
7. Son Of God (Widow Pixiel)
8. The Other Woman (Shirleen Lomax)
9. Goodbye Kisses (Cowboy Capitol)
10. Six Days On The Road (Dave Dudley)

JIM THOMPSON

WFAQ

Mt. Airy, N. C.

1. Don't Call Me From A Hanky Tank
2. Still (Bill Anderson)
3. Act Naturally (Black Owens)
4. Ball Moody River (William Bros.)
5. Old Shebeen (Darrel Brown)
6. Old Shebeen (Darrel Brown)
7. Your Mother's Prayer (Buddy Coggs)
8. Don't Tempt Me (Carrie Hall)
9. Leave Me Alone (Pearl Steel & Floyd Sr.)
10. Dave To The River (Base Mollard)

WIBW

Bedford, Ind.

1. The Man Who Robbed The Bank (Hank Snow)
2. Still (Bill Anderson)
3. I'm Seeing My Love (Sister Davis)
4. Pleased Pearl Pearl Pearl (Effort & Scroggs)
5. Sweet Dreams (Patsy Cline)
6. Act Naturally (Black Owens)
7. Leaving On Your Mind (Patsy Cline)
8. Act Naturally (Black Owens)
9. Don't Tempt Me (Carrie Hall)
10. Head Over Heels (Don Gibson)

MIKE HOYER

KMA

Shakopee, Iowa

1. Leave Me Alone (Pearl Steel & Floyd Sr.)
2. Still (Bill Anderson)
3. I'm Seeing My Love (Sister Davis)
4. Pleased Pearl Pearl Pearl (Effort & Scroggs)
5. Sweet Dreams (Patsy Cline)
6. Act Naturally (Black Owens)
7. Leaving On Your Mind (Patsy Cline)
8. Act Naturally (Black Owens)
9. Don't Tempt Me (Carrie Hall)
10. Head Over Heels (Don Gibson)

The MOST TALKED OF SONG OF THE YEAR!

Ernest Ashworth's TALK BACK TREMBLING LIPS

HICKORY 1214

DICK TAYLOR

CHED

Edmonton, Ont., Can.

1. Leave Me Alone (Pearl Steel & Floyd Sr.)
2. Nappa To Be Unhappy (Gary Bank)
3. Crazy Arms (Marion Worth)

DON RAMSAY

CJC

Soult Ste Marie, Mich.

1. Leave Me Alone (Pearl Steel & Floyd Sr.)
2. Nappa To Be Unhappy (Gary Bank)
3. Crazy Arms (Marion Worth)
4. Yellow Bandana (Forest Young)
5. Leaving On Your Mind (Patsy Cline)
6. Act Naturally (Black Owens)
7. Leaving On Your Mind (Shirleen Lomax)
8. Head Over Heels (Don Gibson)
9. Pearl Pearl Pearl & Pearl Steel (Fifi & Scroggs)

CHUCK BROWN

WJVS

South Hills, Va.

1. Night Train To Memphis (Grandpa Jones)
2. Night Train To Memphis (Grandpa Jones)
3. Leaving On Your Mind (Shirleen Lomax)
4. Leaving On Your Mind (Shirleen Lomax)
5. The Other Woman (Shirleen Lomax)
6. We Return To Memphis (Grandpa Jones)
7. Head Over Heels (Don Gibson)
8. Mr. Juke Box (Ernest Hall)
9. Talk Back Trembiling Lips (Ernest Ashworth)

WGGN

Chicago, Ill.

1. Two Out Of Three (Bob Gailton)
2. Still (Bill Anderson)
3. Act Naturally (Black Owens)
4. Act Naturally (Black Owens)
5. This Is Me (Jim Reeves)
6. Sand Of Gold (Widow Pixiel)
7. Walk Me To The Door (Rory Price)
8. Old Shebeen (Darrel Brown)
9. Mr. Juke Box (Ernest Hall)
10. You Hurt Me (Melba Mack)

HEATHER PUBLICATIONS

3285 S. Woodsworth Blvd. Denver 27, Colo.

It's important that YOU be in the new 1964 Country Music WHO'S WHO

Deadline is near—contact us at once for details. Artists, DJs, etc. send your photo AIR-MALL TO

In the top ten thanks DJ's

BUDDY CAGLE

"YOUR MOTHER'S PRAYER"

Capitol #4923

Personal Management: DON SESSIONS Box 47, Bell, Calif.

Cash Box—June 29, 1963

THE COUNTRY REVIEWS

B+ very good C+ fair
B good C mediocre

THE CASH BOX BULLSEYE

"WERE THE TALK OF THE TOWN" (2:92)
[Bluesbook BMI—Owens, Weber]

"SWEETHEARTS IN HEAVEN" (2:48) [Pamper BMI—Owens]

BUCK OWENS & ROSE MADDOX (Capitol 1992)

Buck Owens, who is currently hitting big with "Act Naturally," and Rose Maddox, who is climbing up the charts with "Down To The River," join forces on this ultra-commercial Capitol item tagged "We're The Talk Of The Town." The tune is a lively, up-tempo, bluegrass-styled hill-billy romper with a contagious listenable melody. On the flip, "Sweetheart In Heaven," the duo offers a pretty, sentimental, slow-moving, tear-jerker with some top-notch moving lyrics.

="TO-RA" (1:57) [Tronic BMI—Bill, Pierce]

"SILVER SPOON, LONELY ME" (2:47) [Todd BMI-Null]

REX ALLEN (Mercury 72137)

Rex Allen, who clicked in twin-market fashion with "Don't Go Near The Indians" a short while back, can easily duplicate that success with this bright new Mercury novelty tagged "To-Ra." The tune is a rollicking, happy-go-lucky, chorus-backed off-beat ditty with a delightful, listenable melody. The flip, "Silver Spoon, Lonely Me," is a tender, shuffle-beat tradition-styled country tear-jerker eased with loads of noise by the singer. Also merits a close look.

"ANGELS LIKE YOU" (2:15) [MARY ANN] (2:23)
[Troy BMI—Bandy]
[Fredrick Har] [Columbia 27109]

The vet Columbia hitmaker hasn't scored in quite a while but he has enough things going for him with this double-header entry to reach the charts in no time flat. One side here, "Angels Like You," is a medium-paced, shuffle-beat chorus-backed wopper with a warm south-of-the-border flavor. The other side, "Mary Ann," is a fine, moving rendition of the folk sturdie, Eye 'em both for rapid sales.

"DIVORCE ME C.O.D." (1:48) [American BMI—Travis, Stone]
"DARK AS A DUNGEON" (3:16) [American BMI—Travis]

GREEN RIVER BOYS (Capitol 4996)

The Green River Boys have scored in the past and they can reach the charts again with this bright new Capitol outing tagged "Divorce Me C. O. D." The boys, featuring Glen Campbell, unleash their potent vocal and instrumental full-boat on this rousing, up-tempo, fast-moving novelty. Deck could break rapidly. On the attractive choruser, "Dark As A Dungeon," the group dishes-up a top-notch rendering of the Merle Travis-penned folk standard.

The Springfield's seem to be headed toward the dual-market route with their new Phillips release. (See pop reviews.)

DAVE RICH (Decca 51513)

(B+) "I WANT TO KNOW YOU LORD" [Window BMI—Rich]

If this top-flight country-religious deck is any indication of his talents, newcomer Dave Rich has a rosy future indeed. The singer has a rich baritoned voice and gains top-com- manding delivery. Could happen.

(B+) "THE GREAT SPECKLED BIRD" (7, D.)

Shuffle-beat reading of the oldie with a warm country flavor.

BILL BROCK (Liberty 55003)

(B+) "HARDTIMES" (2:10) [Moss Rose-Rose-Brooke] Newcomer Bill Brock could come quite a bit out with this hard-driving teaming-up with the Clansmen. The tune is an interest- ingly written ballad with a strong country feel.

(B+) "IF YOU'RE AFRAID TO TELL HIM I WILL" (2:47) [Moss Rose-Rose-Brooke] Out the songster offers a tender, slow-moving country tear-jerker.

ARTHUR 'GUITAR BOOGIE' SMITH (Starday 634)

(B+) "MASTERS OF THE GAME" (2:30) [Starday BMI—Smith, Thomson]

The vet country singer comes on real strong on this rousing, extremely fast-moving chorus-backed novelty with some fine advice for all gofers. Deejays should come out in droves for this.

(B+) "TRAVELIN' BLUES" (2:15) [Starday BMI—Smith] Slow-moving, rumbling, instrumental country-folk blueser.

BILLY FRIZZELL (Arlon 1015)

(B) "OUT OF A CLEAR BLUE SKY" (2:20) [Goin BMI—Frizzell, Adams] Lefty Frizzell's brother, Billy, makes his wax debut on this high-spirited, up-tempo, hard-driving country lament. The charter's wide range vocal talents and professional phrasing are an extra plus here.

(B) "OH FOOLISH ME" (2:10) [Goin BMI—Adams, Frizzell]

On this, Little Frizzell renders a pretty bluegrass-styled tear-jerker with a spinnable sound.
<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Country</th>
<th>Format</th>
<th>Label</th>
<th>Catalog</th>
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<td>Be True To Yourself</td>
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<td>45</td>
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<td><em>I Love You</em> You Don't You Don't You*</td>
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<td>(Fordham-ASCAP)</td>
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<td>(DeVoria-BMI)</td>
<td>45</td>
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<tr>
<td>I Wish I Was A Princess</td>
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<tr>
<td>Just One Look</td>
<td>40</td>
<td>(Promier-BMI)</td>
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Cash Box — June 29, 1963 — International Section
Australia’s Best Sellers

1. Tamouré (Bill Justis—Philipps)
2. If You Wanna Be Happy (Jimmy Soul—HMV) Cake Music
4. How Do You Do It (Gerry & The Pacemakers—Parlophone) Leeds Music
5. Proud Of You (Jay Justin—HMV) Cake Music
7. Summer Holiday (Cliff Richard—Columbia) Allan’s Music
8. I Will Follow Him (Little Peggy March—RCA) Leeds Music
9. Jezbel (Bob E.G.—Festival) Aberbach/Cornell

Cocktails For Edoardo

Klein Exits RCA

ROME—RCA Italiana recently hosted a cocktail party for the Italian press on the occasion of the release of his initial LP in their Rome studios.

LONDON—Yet English music man, Andrew Klein, has learned to announce as his new personal manager of RCA Italiana, and Vianello...

Cash Box—June 29, 1963—International Section
EMI Records Ltd. has acquired the exclusive rights to material from the Buena Vista and Disneyland labels, which will be issued on HMV. The announcement is in line with the company's policy of bringing together the full range of labels owned by EMI Records Ltd. and James A. Johnson, executive vice president of Walt Disney Productions, who is to join EMI Records Ltd. as president of the new label.

Agreement has been reached for the release of Transatlantic Records highly successful LPs of "Songs of Love, Lost and Living" in United States on the London label.

Following the success of such folk artists as Joan Baez, The Weavers and Odetta, the legendary disc group are now available on the London label (tagged "Hear 'Hawaiian War Chant""). The first British folk group from Liverpool The Spinners. No strength to the world's show business, the group has already appeared on American TV with Peter Seeger. The album under their three-year contract is scheduled for pre-Christmas release.

Two more groups, also from Liverpool, The Mersey Beats and Earl Preston and the TVS are cutting tracks for release on Fontana in the near future. In the meantime on the same label Wayne Fontana and The Mind Benders have waxed "Hello Josephine."

With the original London cast LP of Leonard Bernstein's "On The Town" just released the next major show LP's to be issued by CBS will be from "Cameo" including the Broadway Cast LP, a jazz version by Andre Previn and the London Symphony Orchestra. CBS also has the "Say Wonderful Things."

Another husband and wife team currently cutting its first LP together, this time for release on Philips, Ronnie Carroll and Millicent Martin. Entitled "Mr. And Mrs." the disk due in September, marks the couple's most successful year to date with their recently released British hit, "The Year Of The Virgin." For Columbia a new British folk group from Liverpool The Spinners. No strength to the world's show business, the group has already appeared on American TV with Peter Seeger. The album under their three-year contract is scheduled for pre-Christmas release.

Top British actor Paul Scofield has just recorded "Hamlet" for trans-Atlantic release on the Caedmon label. American release is likely to coincide with the acceptance of the actor for his Broadway performance by the Tony in December. Mercury releases are being planned by Philips to follow its take over of Decca January 1 1964. Vera Lynn just back from the Blocker Festival in Holland where she sang "Land Of Hope And Glory," the number which won her a Gold Disk and sold over 200000 copies in the Netherlands. Vera has just cut a new LP for release here on the HMV label.

A new label that publisher Harry Lewis of Marilyn Music is considering several take overs for his company. "I Saw Her Standing There" from The Beatles LP "Please Please Me" published in France by Paul and Paula now high in the American charts is released here at the end of the month on Philips. The duo are currently wittling out a charts with "Young Lovers" both titles published by The Tin Pan Alley group.

Top British actor Paul Scofield has just recorded "Hamlet" for trans-Atlantic release on the Caedmon label. American release is likely to coincide with the acceptance of the actor for his Broadway performance by the Tony in December. Mercury releases are being planned by Philips to follow its take over of Decca January 1 1964. Vera Lynn just back from the Blocker Festival in Holland where she sang "Land Of Hope And Glory," the number which won her a Gold Disk and sold over 200000 copies in the Netherlands. Vera has just cut a new LP for release here on the HMV label.

A reception was held recently at the Astor Club for RCA country & western star Jim Reeves, who is currently touring American bases in London.

Another singer Rolf Harris, currently in the States promoting his latest single storming hit "The Man Kangaroo Down Sport" released on Epic also presented the company with his latest single penned by Galt McDermot, "I Know a Man." Dick Dale here on Columbia and published by Robbins Music.

Fellow Australian Dorothy Baker, who arrived in Britain a few months ago, has first release on the Parlophone label a Mitch Murray composition "Try To Be Nice To Me," which again is published by Robbins. The European premiere of MGM's "Wonderful World Of The Brothers Grimm," written and directed by Ennio, will be opened by H.M. King Frederick, Margaret and Lord Snowdon. Score by Leigh Harline is published by Robbins Music. The movie also includes the soundtrack LP on MGM and the TV series has been wated by Tony Hatch (Pye), Lawrence Welk (London) and David Rose (MGM). In the States the group, the Fleet Street And Tin Pan Alley Dats Team was formed, made up of journalists and show business personalities, the idea being to keep Scientology itself and its church a secret "We have to sell the myth of "Kate" with Acker Bilk playing clarinet. Pye Records, which issued the disk has paid the highest royalty fee ever and all proceeds including the publishing rights are held by Francis Day & Hunter, who are financing children's charities.


**Great Britain's Best Sellers**

**Great Britain Top Ten LP's**

1. (1) Please Please Me — The Beatles (Parlophone)
2. (4) Summer Holiday — Cliff Richard (Columbia)
3. (3) It Happened At The World's Fair — Elton Presley (RCA)
4. (2) Reminiscing — Buddy Holly (Columbia)
5. (6) Billy — Billy Fury (Decca)
6. (5) West Side Story — Soundtrack (Decca)
7. (7) I'll Remember You — Frank Ifield (Columbia)
8. (8) Sinner's Blues — Frank Sinatra, Count Basie (Reprise)
9. (9) The Shadoes Greatest Hits — The Shadoes (Columbia)
10. (9) Hats Off To Del Shannon — Del Shannon (London)

**Great Britain Top Ten EP's**

1. (1) Frank Ifield Hits — Frank Ifield (Columbia)
2. (2) Holiday Carnival — Cliff Richard (Columbia)
3. (3) Kid Galahad — Elvis Presley (RCA)
4. (4) Dance On With The Shadows — The Shadows (Coventry)
5. (5) Just For Fun — Bobby Vee (Liberty)
6. (6) Out Of The Shadows — The Shadows (Coventry)
7. (7) Billy Fury And The Tornadoes — Billy Fury (Decca)
8. (8) Frank Ifield Hits — Frank Ifield (Columbia)
9. (9) On The Air — The Spotticks (Decca)
10. (10) Telstar — The Tornadoes (Decca)

**We're Preparing It Now!!**

The original, the largest and most used world wide record and music industry DIRECTORY.

**THE ANNUAL CASH BOX DIRECTORY**

Make your plans now to be a part of this vital industry SPECIAL.
Celebrating the big success of Sukiyaki in America, number 1 in Cash Box Top 100, Toshiba Records, distributor of the Capitol label in Japan, held a Sukiyaki Party here on June 7 inviting many music concerns and reporters. So in the photo are Natsuhiko Ishibata (left), director of Toshiba Records, Kyu Sakamoto (middle), the singer of 'Sukiyaki,' (original title "Ue o Motte Aruku"); and Rokusuke Ei, right the lyric writer.

Friday was a free day for the guests, but rehearsals were held for the main show that was presented on Saturday. On Saturday evening, the festival finals were held and presented on a 2 hour international TV show which saw Daniele teenager Gitts take first place for the "Yah Will Win Cowboy song."

(1) I was a cowboy for my husband, written by Rudy Von Den Dovenhull and Nile Nobach, published by Minerva Music and recorded on Columbia. (2) "Good" written by Norman and Robin Drates for the song "Oh in Bombay, Oh in Rio" (Whether on Bombay or in Rio), which she recorded for Arlto Records and third prize went to Gerhard Wendland for the song "Lindy Dooh, Wenn's Zum" written by the Prove (Lind, If It's Not Enough to Cry) recorded on Philips. The festival was well handled this year and went very smoothly.

This was the third annual Pop Festival to be held in Baden-Baden and the event will continue to be a yearly presentation. The "infrat-test" (to be compared to the French or Italian festival) is the last major event in which a much requested Taingo and last year "Zwei Kleine Italiener" from Conny took first place and went on to sell over 1 million records in Europe. Last year's festival also saw the Kibbi which went on to become best sellers.

Cold supper and wine for winners were chosen. There were 600 points in all. Eighteen songs were chosen from the over 250 compositions sent in to the festival jury from German composers. All of the songs were new and had not been recorded. The German record period was taken as the last major event in which a much requested Taingo and last year "Zwei Kleine Italiener" from Conny took first place and went on to sell over 1 million records in Europe. Last year's festival also saw the Kibbi which went on to become best sellers.

Today's vote went to the beautiful and smooth singer Rachael/Phyllis (Philips). It was awarded the "Shina no Yoru" performed by her, with the song written by Kiyoshi Hori. Her song was composed with dances, and the song was given a prize and was also given to the Japanese singer of "Sukiyaki." This was her first appearance and was a great success.

At the stage performance of Count Basie, now on Koseinenkin Hall, is Chieri Bri, Nippon King Records' No. 1 songwriter, who joined Basie on June 8 and sang some of her favorite numbers, while Jimmy Witherspoon, the Basie singer, sang with a Japanese band, Park and Flats, which also sang with Basie in Tokyo. The second group of Rodgers and Norman Dancers arrived here to join the Toho Musical Show "13 Dancers From Broadway," to be staged as a July program.

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Label</th>
<th>Name</th>
<th>Date</th>
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<td>H. Pope</td>
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<td>1963</td>
<td>Polydor</td>
<td>'The Love You Save'</td>
<td>June 8</td>
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Argentina's Top Ten LP's

1. Afrikan Best—Bert Kaempfert (Polydor)
2. Nico Fidenco—Nico Fidenco (RGE)
3. Europa—André Penazzi (Audio-Fidelity)
4. Frontera—Alfredo Nolletti—Nelson Gonzales (RCA)
5. S' Voice—Ray Conniff Singers (CBS)
6. Show Docura—Money Franco (Copacabana)
7. Ed Lincoln—Ed Lincoln (Musidisc)
8. O Candelo—Italo Mauri—various Artists (Odeon)
9. Boitado—Sergio Vial—various Artists (Odeon)
10. Bohemian Rhapsody—Queen—various Artists (Odeon)

Brazil's Top Ten LP's

1. Afrikan Best—Bert Kaempfert (Polydor)
2. Nico Fidenco—Nico Fidenco (RGE)
3. Europa—André Penazzi (Audio-Fidelity)
4. Frontera—Alfredo Nolletti—Nelson Gonzales (RCA)
5. S' Voice—Ray Conniff Singers (CBS)
6. Show Docura—Money Franco (Copacabana)
7. Ed Lincoln—Ed Lincoln (Musidisc)
8. O Candelo—Italo Mauri—various Artists (Odeon)
9. Boitado—Sergio Vial—various Artists (Odeon)
10. Bohemian Rhapsody—Queen—various Artists (Odeon)
DENMARK

German singer Peter Kraus ended his stay at the famous restaurant Kysten Perle outside Copenhagen, and was replaced by Norwegian singer Ann-Kristin Reidar in the line-up of his tour in Denmark.

Holger Faehlesgaard did very well with his first RCA Victor record in Denmark and has now had his second single for the same label released.

Teddy British is on the road in Sweden with his new single "I'm Only A Fool with You," which was written in Studio 29 on June 29, 1963.

Norvick Polyphon A/S (NPA) rushed out her latest recording, "Was der Wind Erkältet" and "Okay, Monsieur" on the market. The Adlon nightclub in Copenhagen contracted Lisa Lill during the first half of June and NPA released her Danish version of "The Best Things In Life Are Free"/"Walkin' My Baby Back Home" on Sunday.

Maria Callas in Denmark for concerts, her first Danish tour, SGA (the EMI Danish company) has rushed out a special list of Callas records available, SGA has also announced that the CD's has been masterminded from only the soundtracks from the film "King of Kings," scheduled to open at the Bialto in Copenhagen soon. French singer Josephine Baker is in Copenhagen at this moment. "I've Lost You," her new SAGA single, has released her "Je dois amours" on an EP, SAGA has also released an LP to celebrate the 80th birthday of Danish actress Clara Fontoppian. Gitte has just returned from Japan to update her recent success with "We Wanna Go Fishin'" on HMV.

FINLAND

The UNO record "All Star Festival" has now sold more than 12,000 copies in Finland. Los Paraquayos, who appears on the record, are now doing very well with their present tour in Finland.

Osmo Ruskakinen of Musik-Frazer back from a week's bix talks in Stockholm. He told Cash Box that "Hey Paula" is doing very well and might appear on the charts soon either with Paul & Paula or the Finnish version with Marion Rung and Johnny Forsell, both on Philips. The actress-singer Tamara Land sings Russian on her recent Fontana record "Katinusha." Newcomers Ulla & Tina on Decca has made their record debut with a Finnish version of the German "Wini Wini," and the popular group The Sounds is now on charts with not less than two of their recordings, both being old Finnish songs.

NORWAY

Paul and Paula on Philips entered the charts in Norway with "Young Lovers:" this week they are making their new album "The Oslo Sessions," which was released with a cover of "Hey Paula" and "I'm Only A Fool With You." Wencie Myhre has made a Norwegian version of "We Wanna Go Fishin'" for Philips. The Swedish version is made by "Norway In Popular Songs," including instrumental version of pop songs of yesterday and today, mainly Norwegian copyrights. The 12" mono has been released.

Swedish singer Birgitta Bäck made a record in Norway for Jorgen Prasad this week, she appeared at the Norwegian charts in one recently. Newcomer Reidar Christiansen debates on HMV with two cowboy & western songs (of Norwegian origin).

SWEEDEN

Börje Ekberg of Metronome in Germany for the German Song Festival at Baden-Baden. British singer Emily Ford, now touring Sweden, just made a record for Philips.

American group, The Prophets now in Sweden where they are touring with Karusell and Atlantic, who recorded the Swedish hits midsummer when they start a three week tour in France and Spain. Once again, the group has trouble with the military authorities who want the triumphant Udo Jahnsson to do his military service. He has been replaced by a British drummer, Derek Skinner, who will tour with the band in France and Spain.

British Oriole is soon releasing a single with Karusell artists Little Gerhard and The Chicks.

Geoff Nielson, head of Sonet Grammofon AB reports to Cash Box that the Italian label Durium will be handled by Sonet in Sweden for the future. Every Sunday, Sonet will release a new single. A report from Philips is that Nilorgeorgs Musikförlags AB and Edition Syltvain AB leaves their old office at Nyborgatan 39 and moves to Lisengatan 9-11, Stockholm O, Thore Ehrling, head of their organization, told Cash Box.

Yvonne Norman, recording for Record Records, has been contracted for her new single with the Swedish group "The Eiders.

With Clipper Richard at the top of the Swedish charts with his Columbia recording "Lucky Lips," he is also topping the charts in Denmark, Norway and Sweden with the same record at the same time, something that only Elvis Presley has managed to do before.

**Danmark's Best Sellers**

1. **Lucky Lips** (Clipper/Richard/Columbia) Belinda (Scandinavias) AB
2. **Lucky Lips** (Clipper/Richard/Columbia) Belinda (Scandinavias) AB
3. **Blame It On The Bossa Nova** (Eydne Gorme/CBS) No Polka
4. **Wonderful Things** (Ronnie Carroll/Philips) Imudson
5. **Hey Paula** (Philips) Multitone A/S
6. **A Jack To A King** (Ned Miller/Karussell) Palace
7. **Blame It On The Bossa Nova** (Eydne Gorme/CBS) No Polka
8. **Lucky Lips** (Clipper/Richard/Columbia) Belinda (Scandinavias) AB
9. **I've Lost You** (Decca) Newcomers
10. **Summertime** (Columbia) Philips
11. **I've Lost You** (Decca) Newcomers
12. **I've Lost You** (Decca) Newcomers
13. **Lucky Lips** (Clipper/Richard/Columbia) Belinda (Scandinavias) AB
14. **I've Lost You** (Decca) Newcomers

**The Best in Scandinavia ... Bens**

**Canada (cont'd)**

Biggles of the all-time Assyrian and Cleopatra waxings available seems to be, at the present time, the work of "The Best in Scandinavia ... Bens" by Cash Box—June 29, 1963—International Section
Italy's Best Sellers

ITALY (cont'd)

On Tour For The Summer

BRUSSELS—the successful Paraguayan group, Digno Garcia and his Caris, (now are living in Belgium) left Brussels recently for an extended Euro-

pean tour. The group has booked a September for a series of TV appearances and club dates. The group is currently putting their hopes in their recently-

released Palette single of "Noche."

Norway's Best Sellers

1. 4. Lucky Lips (Cliff Richard/Columbia) Belinda (Scandinavia)
2. 5. De Tusen Sjøs land (Ray Adams/Fontana) Musikk-
Huset A/B
3. 12. A Jack To A King (Ned Miller/Karussell) Palace
Music
4. 8. Kiss Me Quick (Elvis Presley/RCA Victor) Belinda (Scandi-

navia) AB
5. 3. Blame It On The Bossa Nova (Eddie Gorme/CBS) No-
published
6. 15. A Summer Holiday (Cliff Richard/Columbia) Musik-Huset
7. 6. Nobody's Darling But Mine (Frank Ifield/South-

ern) Music AB
9. 9. Singel Og Sand (Oklahoman/Philips) Edition Lyche
10. 1. Young Lovers (Paul & Paula Philips)

Sweden's Best Sellers

1. 4. Lucky Lips (Cliff Richard/Columbia) Belinda (Scandinavia)
2. 5. My Baby's In Another State (Roy Orbison) London) No Publisher
3. 8. In Dreams (Cliff Richard/Columbia) No Publisher
4. 6. I Will Follow Him (Little Peggy March/RCA Victor) No Publisher
5. 1. How Do You Do It (Gerry & The Pacemakers/Columbia)
Sonora Musikforfals AB
6. 3. I'm Gonna Be Loving You (Les Leyton HMV) Musikforfals AB
7. 2. Anno (The Spotnicks Karusell) No Publisher
8. 1. From Me To You (The Beatles/Partehone) Sonora Musik-
forfals AB
9. 9. Song Of The Times (The Cascades-Warner Bros.) The Ehrig Musik AB
10. 6. Rhythm Of The Rain (The Cascades-Magnum) Theor Ekning Musik AB

Italy's Best Sellers

This Week
Weeks

1. 1. "I Went To The Over" (Mario Andino) RCA
2. 2. "Take My Heart Away" (The Beatles) RCA
3. 3. "Tell Me Why" (The Beatles) RCA
4. 4. "A Whole Lot Of Loving" (The Beatles) RCA
5. 5. "Help" (The Beatles) RCA
6. 6. "Get Back" (The Beatles) RCA
7. 7. "I Want To Hold Your Hand" (The Beatles) RCA
8. 8. "We Can Work It Out" (The Beatles) RCA
9. 9. "The Long and Winding Road" (The Beatles) RCA

Cash Box—June 29, 1963—International Section

The text is a list of best-selling songs in Italy, including artists like Tony Bennett, Harry Belafonte, and others. It also mentions the release of new albums and singles, and the performers' activities, such as tours and television appearances. The text is written in Italian and includes the artist's names, song titles, and record labels.
In a business which has grown with each passing year to a record $30 million in 1962 and an expected $32 million in 1963, it is not unreasonable to ask where the gains in coin machine volume come from. We might add, "Where can we expect to see the greatest gains during the coming year?" The first answer is a little easier to pinpoint, once you study the market volume. The second solution may not come as easy. Forecasts have never appealed to us from either end—whether it’s tomorrow’s business barometer or today’s weather forecast. The coin machine and vending business is too unpredictable. As for the weather, we still look at the sky before donning a raincoat. So let’s forget for the moment where we can expect the greatest gains in the future. The gains being made today are important too, and a bit more factual.

Probably the single most important factor in the perennial increase in dollar volume is the actual cost of the machines, for with all the increase it is a fact that the number of machines declined while the volume in dollars for this past quarter increased by more than $1 million compared with 1962’s first three months.

The average cost of a juke box shipped from the USA rose from $551 to $577, which doesn’t say that these are the actual selling prices of course, but when the average goes up one can assume that the quality of the equipment has improved—demand for new and late model equipment is the reason.

Second, the reason for increased juke box and games shipments lies in the rising level of living in Europe, a factor which has supported the growth of the American export market, for without Europe there would be little or no market to speak of. The growth of the record industry, the impact of American music on the Europeans, and the simultaneous breaking of bits here and abroad, has helped the juke box share greatly in the success of popular music. Games on the other hand have fared well with lifting of restrictions in some areas, and the universal appeal of the pin game, something that strikes us as incongruous when you realize that the country which gave birth to this amusement device is working overtime to limit its growth. Europe will remain a major market for development of the pin game sale by the American manufacturer and of course the exporters, hence a reason to expect continued success here.

Finally, a major factor in the continued growth is the common denominator—language of the trade. We do not speak of the native tongue but of the understanding between buyer and seller that when one asks for a reconditioned late model bingo at a certain price he gets what he asks for. No longer is the export market the dumping grounds. The professional exporters have steadied the market and the coin machine has indeed become universal.

For those who earn income from the export market, tomorrow will bring continued profits. The demand for high quality music and games is likely to continue. Vending needs time but here again, the potential is bright, if slow. Coin machine markets not living up to potential—even in Europe—may open next week for all we know. One in particular—Spain—may remove restrictions or limits and when this happens another outlet will then be developed. Competition from overseas factories doesn’t appear to be serious. Tomorrow is something else again.

But as each year ticks off, we become more aware of one underlying reason for the success of the export market. That reason is quality equipment, at a price. This uneven balance of trade may not hold true for radios, appliances, or other products which flood the US market. But it’s true for the juke box and the amusement machine, and this is likely to be the case for some time to come.

Cash Box—June 29, 1963
Rock-Ola, Wurlitzer Agree To Exhibit At MOA Convention, Expect Move To Spur Participation By Record Companies

**Rock-Ola, Wurlitzer Reps Issue Joint Statement**

CHICAGO—The following statement was issued to Cash Box at press time by heads of the Rock-Ola Manufacturing Corporation and The Wurlitzer Company: Rock-Ola and Wurlitzer Co. have announced the decision to participate in the 1963 MOA Convention to be held at the Morrison Hotel in Chicago. On Wednesday, June 19, a meeting between officials of the Music Operators of America and phonograph manufacturers' representatives, brought about final agreement on rules governing the conduct of the show and the decision to participate was made by Rock-Ola and Wurlitzer.

**Wurlitzer Vacations From July 19 To Aug. 12**

NORTH TONAWANDA, N. Y.—The Wurlitzer Company announced last week that the firm's North Tonawanda plant will be closed for vacation July 19 to August 12. There will be no shipments from the North Tonawanda factory during this period. Distributors were requested to check inventory and place orders immediately. Notice was sent to Wurlitzer distributors and sales representatives around the world.

**Mondial's European Distributor Network Revised To Broaden Scope**

NEW YORK—Suren Fejsian, President of Mondial Commercial Corporation, said that representatives of many of the foreign countries advised that the traffic was down and that the recent showing, which featured closing sales and restrictions in certain territories, Fejsian was informed that coin machines are now in demand principally in the gambling-type equipment. Mondial's European distributors were requested to check inventory and place orders immediately. Notice was sent to Wurlitzer distributors and sales representatives around the world.

London Flips Over "Go Cart" Pin As Mar-Matic Ltd. Leads Export Sales

**Fejsian Returns From Month-Long Trip**

Chicago, June 24—Among the new amusement pin machines exported to Europe by the J. H. Keeley & Company, Inc., none have so far gained the prestige of Englishmen as the firm's newest, the action of the "Go Cart" pin game according to the company official, Mar-Matic is the London representative for J. H. Keeley's pin game. Consequently, descriptive material was sent to the London firm for distribution to all the Continent. The export order for the "Go Cart" used in the last few weeks by the firm has been increased twice in the last month in order to fill all distributor requests, according to Nernoff.

The new pinball game is patterned after the "Go Cart," the popular sport in the United States of racing small motorized carts on small racetracks. The fast-moving mobile sport has captured the interest of the Continent as well as here. The European, a long time racing enthusiast, is evidently finding the J. H. Keeley pinball game a substitute for the version of the sport, a thrilling challenge.

The new game's servicing features are added plus in rolling the machines abroad, it was learned, new "Go Cart's" long-wear cabinet has an extending front of steel, and the machine also features the new playboard lock release mechanism. The cabinets, with the familiar chrome surface, are all painted polished chrome sides, side rails and front rail.

Chi CJA Lunch June 24 Cancelled

NEW YORK—Officials of the R. H. Belam Company here agreed that the trade last week that effective July 1st the new address of the exporting company will be 210 West 35th Street, New York 10, N. Y. The firm's telephone number will be 405-1111, the same. Belam is a leading exporter of coin machine and vending equipment. Victor Haim is president, Morris Nahum is Sales Director.

Chi CJA Luncheon June 24 Cancelled

NEW YORK—The "Baseball Celebrity Day" Luncheon, sponsored by the Combined Jewish Appeal, Monday, June 24th at 12 noon in the Governor's Mansion of the Country Store Restaurant, 1500 North Walsh Avenue, has been cancelled.

The luncheon which was to feature leading White Sox and Yankee ball players, was going to a Father and Son's program, and was to include free gifts for all.

According to Milton T. Salstone, executive director, Belzinger Chairman of the CJA Amusement Division, "The committee has decided to cancel this luncheon because it is believed by the number of boys who will be out of town for the summer months and in camp, We felt that it would not be a success if both the Fathers and Sons were not there."

The luncheon, according to Belzinger, will hold a general solicitation campaign throughout Chicagoland.

R. H. Belam Moves

NEW YORK—Officials of the R. H. Belam Company here agreed that the trade last week that effective July 1st the new address of the exporting company will be 210 West 35th Street, New York 10, N. Y. The firm's telephone number will be 405-1111, the same. Belam is a leading exporter of coin machine and vending equipment. Victor Haim is president, Morris Nahum is Sales Director.

**Chicago Luncheon Will Be On Hand Since 1959**

Chi CJA Lunch June 24 Cancelled

NEW YORK—Suren Fejsian, President of Mondial Commercial Corporation, said that representatives of many of the foreign countries advised that the traffic was down and that the recent showing, which featured closing sales and restrictions in certain territories, Fejsian was informed that coin machines are now in demand principally in the gambling-type equipment. Mondial's European distributors were requested to check inventory and place orders immediately. Notice was sent to Wurlitzer distributors and sales representatives around the world.
### Phonographs

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### Amusement Machines

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### Vending Machines

**Country** | **1st Quarter Volume (Jan.-Mar. 1963)** | **No. of Units** | **Dollar Volume**

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<td><strong>TOTAL</strong></td>
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**GRAND TOTAL** | 3261 | $922,510 |

All Statistics Based On U. S. Dept. Comm rec Reports

Cash Box—June 29, 1963
ANALYSIS
OF 1963 FIRST QUARTERLY COIN
MACHINE EXPORT VOLUME REPORT

GENERAL
At the risk of sounding repetitious, 1963 should be the greatest export year the coin machine industry has ever seen, in terms of volume. At this time last year—analyzing the 1962 first quarter returns, we predicted a good year for coin machine investment. But those predictions of $30 million dollars in equipment going to foreign lands from US suppliers. Well, sir, look for $52 million this year if the first quarter returns are any criteria, for the first quarter total hit $8.5 million.

Phonograph sales did exceedingly well. Vending was a big disappointment but only in the eyes of those who are specializing in the merchandise machines and those who look lovingly as though at a child and expect it to excel as do the others—in this case music and games. In the case of vending, only time will help the food machines make progress in overcoming the problem. There are more junk accepted and that is not more problems than it once did here and the least of these problems is not custom and tradition. The pace is slower and citing just one problem in one country, see our special report on the vending show in this issue on Japan, where it is still considered impolite to eat while standing. So standing is still prevalent there. But the children of Japan live an altogether different life. Juke boxes and games are something else, thank goodness.

PHONOGRAPH
Would you agree that 6,583 juke boxes is a lot of machines? That's what was shipped from the US during the first three months of the year and at a cost to the overseas buyers of $3.7 million, an increase of $1 million over this period last year, when 5000 machines were shipped. If you take the increase in machines and divide it into the increase in dollars, it will indicate to you that the dollar is still on the rise and the sale of brand new machines is definitely at an all time high.

In North-Central America, the total number of machines shipped 10% but the prices were up 12%, another barometer of late model quality. The Dominican Republic wasn't a factor this time last year but it zoomed from nothing to 162 machines during the first 3 months and the price was $50 thousand.

South America fared badly with little action to speak of. Europe gained almost $1 million based on the 1000 machine increase, Belgium led the pack with 2273 machines, Western Germany running second with 1853 units. Cyprus came on the list with a small purchase of phonographs and again in the games dept. Britain was steady, France increased, Greece matched its previous figure, Italy climbed to 60 units, Switzerland took the same 166 machines and Yugoslavia joined the juke box users (with much publicity we might add) by buying 200 machines.

The reason Asia's total doubled was Japan, who bought 578 machines valued at $218 thousand. With the exception of the Nansel Islands, the action was rather quiet.

The Aussies matched last year's volume with 100 and the Canary Islands made the column with 2 machines. The Juke box continued to score throughout and some of the noise came from foreign manufacturers who insist on trying to sell their wares to US operators without success. Perhaps the Cinebox will pave the way.

AMUSEMENT
The number of amusement machines shipped to foreign lands was almost identical with the previous year's quarter and again the dollar volume picked up an extra $800 thousand so you can assume that there were some shiny new bingos in with those vintage Grandma machines from the arcade houses. The dollar figure in fact just missed topping the $4 million mark and that's progress. North America fell off in units and dollars. So, America picked up to $168 thousand, Asia was about constant, Australia up slightly, Africa dipped and was low to begin with but the big user—Europe—came slaming home with a 2000 machine increase. This is $35 million, indicating what we know is again presenting and more sales.

Last year France came whining in with $1 million in games and did it again this year with a little more. Belgium climbed from half-a-million to $860 thousand, the Swiss dipped slightly, Western Germany more than doubled its intake to reach half-a-million, another big user, the French, stepped from $375 thousand to $859 thousand, and it wasn't all slots according to the experts.

VENDING
About one-third of the vending volume went down the drain when you compare last year's quarter which was optimistic with this year's first three-month report which is not so good. The action dipped to below the $1 million mark and that's not much to split up. Number of machines dropped to 3261, a handfull. And the reasons as mentioned before are many. For one thing your dealing in food and drink and the US had its own problems along those lines. There is not too many years back. And with all the success in vending today, how many automatic restaurants do you see, and how many hot food installations are operating to peak efficiency and profit. So we cannot criticize. In the meantime, exhibitions such as the one covered in this issue which profiles the Tokyo Fair help to spread the gospel around the world. There are many problems and it's a long range investment the US develops the vending machine to the point where it is accepted by the foreigner, you can look for unlimited growth. But in the meantime, its the music-games business that gets the biggest play.

North America, and that's Canada of course, dropped to a smattering of 492 machines during the Jan-March period. So, America almost didn't show up at all, and in Europe the increases were clearly in Belgium, France and the UK, a nation where vending might see the greatest growth. However, dips were registered in the Netherlands, Sweden, Switzerland and West Germany. The Continental totals dipped, but one third, is heavy.

Japan carried Asia and bought 90 machines for $122 thousand. Here's the country on the Continent with the greatest potential but again, the progress is slow. But who is to mock $12 million potential for '63 when just ten years ago the mido-games business wasn't doing too much more.
what's all this jazz?

All this jazz, to put it factually if a little breathlessly, is the new Rowe AMI coin-operated phonograph. It's realistically priced; it gives you programming flexibility—change from 200 selections to 60, or 100, or right back again; it delivers the orbital sound of Stereo Round* without remote speakers; it has a dramatic, full-width personalization panel; a "Top Talent" tune display that eliminates "double" title strips; it has loads of salesmanship in its constantly changing light, color movement; it has a diamond stylus good for 50,000 plays.

Tell you what. Why not see your Rowe AC Services distributor today? He can give you the full story a little less breathlessly.

*Pat. pending

ROWE AC SERVICES
18 South Michigan Avenue, Chicago 3, Ill.
Rowe sets the standards in vending equipment,
bill changers, music systems

Cash Box—June 29, 1963
American Syndicate Transforms
Isle Of Man Into Gambling Casino

- Largest Fruit Installation
  In Great Britain

LONDON—The largest assembly of
fruit machines ever to be housed and
operated under one roof within the
British Isles can now be found in
Douglas, Isle of Man, where an
American syndicate has transformed
the Castle Mona Hotel into a vast,
Las Vegas style Casino.

The Castle Mona has been adapted
for gaming as a temporary headquar-
ters while a new multi-million dollar
Casino is being built nearby.

Plans for introducing large scale
gambling to the Isle of Man were
first put forward several years ago
by members of the Manx Government
as part of a plan to attract more
visitors to the island in an effort to
offset the fast diminishing tourist
trade.

Strategically placed in the Irish
sea, midway between England and
Ireland, the new Casino is only 70
minutes flying time from London and
due to the island's unique Manx laws
we can offer gambling facilities impos-
ible to find elsewhere in the British
Isles.

For instance, there is no limit to
the permissible number of fruit ma-
chines allowed and already some 150
have been installed and distributed
throughout the halls and in the five
gaming rooms set aside for Roulette,
Black-Jack and Chemin-de-fer.

Jennings and Keeney have secured
the sole concession for fruit and pay-
out machines installed at Castle Mona
which are being supplied by Mar-
Matic Sales Ltd., sole concessionnaires
for both firms in Europe. Most of the
fruits are sixpenny play but in the
gaming rooms there are also a num-
ber of shilling and two shilling ma-
fine which tokens have to be
purchased.

During normal licensing hours the
Casino is open to the general public
but entry into the gaming rooms,
where a special drinking license has
been granted between 11 P.M. and
5 A.M., is limited to members only.
Facilities for immediate membership
are available either on a yearly basis
at £1 or for 28 days at £10-

here in search of parts for the con-
struction of an art exhibit, Active's
head Jane Ash was referred the student
to the service department where a
motor and some used parts were
turned over to the artist.

The result was revealed last week
in a letter to Ash, which stated that
the design which was submitted by
the student won first prize in Basic
Design at the Temple University Stu-
dent Show. The Dean of the School
wrote that the award "... signifies
the faculty's belief that you are do-
ing distinguished work ...

Said the student to Ash, "I am sure
the junked pinball motor and the re-
lays and switches which you gave me
were a factor in my success. If you're
interested in seeing the machine I
constructed I'd be flattered to show it
to you." At press time, Ash had not
yet seen the machine.

Old Pingames Never Die
Active's Parts Used In
Prize-Winning Art

PHILADELPHIA — Several months
ago an art student wandered into the
Active Amusement Machine Company
here in search of parts for the con-
struction of an art exhibit, Active's
head Jane Ash was referred the student
to the service department where a
motor and some used parts were
turned over to the artist.

The result was revealed last week
in a letter to Ash, which stated that
the design which was submitted by
the student won first prize in Basic
Design at the Temple University Stu-
dent Show. The Dean of the School
wrote that the award "... signifies
the faculty's belief that you are do-
ing distinguished work ...

Said the student to Ash, "I am sure
the junked pinball motor and the re-
lays and switches which you gave me
were a factor in my success. If you're
interested in seeing the machine I
constructed I'd be flattered to show it
to you." At press time, Ash had not
yet seen the machine.
S.C. Ops Hear Tax Official On Licensing

OPS HEAR TAX POINTERS: James W. McGrath, Administrative Assistant to the South Carolina Tax Commission addressed concern at meeting.

COLUMBIA—The South Carolina Coin Operators Association held its regular quarterly meeting at the Varsity Restaurant, Columbia, S. C. on Sunday, June 16th, with excellent representation by member operators as well as non-members, several of which joined the Assn. following the meeting and others committed themselves as intending to join presently.

The guest speaker was James W. McGrath, who is Administrative Assistant of the S. C. Tax Commission. He made an excellent and timely address geared basically to operator-tax commission relations in respect to machine licensing and general operating practices, and expressed definite approval of the aims and purpose of the association, particularly in the field of Public Relations.

FIRST QUARTER TOTALS

<table>
<thead>
<tr>
<th>Machines</th>
<th>Dollars</th>
</tr>
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<tbody>
<tr>
<td>PHONOGRAPH</td>
<td>6,583</td>
</tr>
<tr>
<td>AMUSEMENT</td>
<td>10,062</td>
</tr>
<tr>
<td>VENDING</td>
<td>3,261</td>
</tr>
<tr>
<td>TOTALS</td>
<td>19,906</td>
</tr>
</tbody>
</table>

Cash Box—June 29, 1963

Mar-Matic Sales Ltd. 31-35 Kirby Street Hatton Garden, London E.C. 1, England

General Sales Co., Ltd. Ireland Island, Bermuda

Mar-Matic Sales Co., Inc. 1009 E. Baltimore Street Baltimore 2, Md.

From the Four Corners of the Globe the Coin Machine Industry depends upon

BELAM FOR EXPORT

PHONOGRAHS
(Seeburg, Wurlitzer, Rock Ola, AMI)

BALLY BINGOS, BOWLERS, SHUFFLES
GOTTLIEB PINBALL MACHINES
FRUIT MACHINES
(Mills, Jennings)

and for CIGARETTE MACHINES, CANDY VENDORS, BOTTLE VENDORS, ICE CREAM VENDORS or anything in Vending contact our Vending Division:
BELAMEX VENDING INTERNATIONAL, INC.

23 EAST 26th STREET, NEW YORK 10, N.Y. MU 9-3622-4-5

Note: New address effective July 1st—51 MADISON AVE., NEW YORK 10, N.Y.
In Both Export and Domestic Markets, our good Reputation has been Established for over Twenty-Seven years.

S H A F F E R M U S I C C O M P A N Y
849 North High St., Columbus 15, Ohio.
Phone (614) 294-4614

CHICAGO—Two outstanding factors were stressed by Alvin Gottlieb, D. Gottlieb & Company, when he announced the introduction, last week, of Gottlieb’s “Square Head” single-player pinball amusement game. These features are: (1) The game offers the operators and players Gottlieb’s “Add-A-Ball” and (2) it features a “Tic-Tac-Toe” play and scoring motif.

He said: “When our ‘Add-A-Ball’ idea was first introduced it was very enthusiastically hailed by the trade in the United States and overseas. Now, when you pair it up with the exciting ‘Tic-Tac-Toe’ play idea—you’ve got a winner in every sense of the word.”

Gottlieb stated that “Square Head” has already proven itself to be a big money maker, and profit producer, in several random test locations over the past weeks.

“We’ve always been a way ahead in all areas of designing and creativity in mechanical excellence, as well as in cabinet innovations, in our factory. This far-sighted planning has been the prime reason for D. Gottlieb & Co.’s number one position in the development and manufacture of coin-operated pinball amusement games for over 35 years. And, that is the reason for the great demand over the years in the resale of our equipment all over the world.”

Another Gottlieb innovation he mentioned is the fact that a new “TILT” feature allows the player to continue on in the game even after he has committed a “TILT.”

Naturally, “Square Head” has the “Tic-Tac-Toe” game for playing and scoring. When a player completes a line of “X’s” or “O’s” he lights the rollovers and holes on the playfield for additional balls to play.

This novel exciting feature, according to Gottlieb, re-sets each ball out of play. A new design allows either the “X” or “O” to appear in the center of the square to eliminate any confusion. In other words, it is actual “Tic-Tac-Toe” play.

Four rapid-action pin bumper offer fascinating ‘staccato’ play on the playfield. Gottlieb added two holes (at either side of the playfield) above up to 500 points when they are hit.

There are two flippers (at the bottom) located to give players the best possible skill shooting opportunities. High scores give additional balls to the players.

Rosen Sales Reps To Europe For 60 Days

PHILADELPHIA—Two representatives of David Rosen Inc. will leave for Europe this week on a 60-day tour which will take them into approximately twenty European cities. The representatives—Lewis and Evert Rosen—sons of the President of the firm, David Rosen, will leave NYC June 25 for Shannon and return to Philadelphia on August 27. Following is the itinerary: June 25 depart NYC arrive Shannon; June 26 arrive Dublin; June 27 arrive Glasgow; July 2 arrive London; July 8 arrive Brussels; July 9 arrive Antwerp; July 12 arrive Amsterdam; July 14 arrive Berlin; July 15 depart to Germany for 5 days; July 21 arrive Vienna; July 23 arrive Zurich; July 27 arrive Milan; July 29 arrive Venice; July 31 arrive Florence; Aug 2 arrive Rome; August 6 arrive Naples; August 10 arrive Genoa; August 12 arrive Nice; August 17 arrive Paris; August 22 arrive London; August 25 arrive Dublin; August 27 arrive Ibadelw.

The two men will call on many of Rosen’s export customers while in Europe, and to countries around the world. The firm is active American representative for AC Services distributor, and also represents the following amusement machine lines: Chicago Coin, Williams, All-Tech, Midway, Auto-Photo, Irving Kaye, Nix-Play, and more than a dozen record companies. The firm is currently sponsoring a merchandising campaign which is intended to establish the publicized “Coinbox movie-music machine” throughout Pennsylvania.

ATTENTION, COIN MACHINE BUYERS AROUND THE WORLD ! ! ! ! ! ! ! ! ! !

Eli Ross Distributors, newly appointed Rock-Ola factory distributor in the State of Florida, and leading amusement machine lines for Chicago factories, will make available to all inquirers, a complete list of all types of inventory, complete with prices, for export market, upon receipt of your letter or cable. Contact us today for first choice of wide selection of inventory ready for immediate shipment to the export coin machine markets.

E L I R O S S D I S T R I B U T O R S
852 N.W. 71st STREET
MIAMI, FLORIDA

COIN MACHINE EXCHANGE, INC.
1750 W. NORTH AVE. — CHICAGO 22, ILLINOIS
CABLE: FIRSTCROSS
TELEPHONE: 2-0500

FRUIT MACHINES
HAS FLIPPERS
BINGO

CROSSE DUNHAM & CO.
350 GREEendale ROAD, YORK, PENNSYLVANIA
CABLE: CROSSEDUNHAM
TELEPHONE: 85124

CASH BOX—June 29, 1963
Juke Box-Advertising Idea To Break
In 300 London Teenage Locations

7 Second Spots At 91c
Per Week Per Machine

LONDON—Juke box advertising, in the form of 7-second sound spots is to be introduced to Great Britain on September 1st, this year in 300 selected top teenage sites in the London I.T.V. Area. England will, therefore, become the first market in the world to take advantage of the immense promotional opportunities offered in this exciting new medium.

The London Area has been chosen according to reports, because it has 25% of all boys and girls in the 16 to 24 are bracket; because new ideas tended to be more readily accepted in London than anywhere else in the country; because the available income per head in the London area is greater than any other part of the British Isles (i.e. higher wages and lower unemployment figures); and because of the fact that advertisers appreciate that London is the country's richest market, and are therefore unlikely to restrict their advertising appropriation in this area.

The firms behind this far-sighted idea, which has attracted a good deal of world-wide interest is J. B. Marketing Limited of 85 Soho Square, London W.1, who have the exclusive exploitation rights for the British Commonwealth of the Injectomatic Tape Reproducer specially designed for this purpose.

J. F. Marketing also have the exploitation rights for those other areas advertised as being under British influence, and in South Africa, North Central and South America.

The Injectomatic Tape Reproducer is the result of several years research and development by the joint patentees, who manufacture the device in Austria.

The device enables sound advertising to be played between record plays on juke boxes. J. B. Marketing in England have decided that the advertisements should be of 7-second duration, which coincides with the minimum interval estimated at 9-second between plays. The sound level of the commercials is controlled independently, and supplementary low-speakers are added where required to extend coverage to all parts of the location.

Ronald Ratcliffe, Marketing Director for J. B. Marketing Limited, told Neville Martin, Cash Box Executive Director, that initially the company is concentrating on the teenage market with 200 top teenage locations in the London I.T.V. Area. However, the scheme will be extended to other parts of the country, and consideration is being given to the introduction of the idea to juke boxes in licensed premises.

J. B. Marketing are convinced that the introduction of this new advertising medium offers a highly effective way of reaching the free-expenditure teenage market which has a national total of over 6 million potential customers. Until now this market has been difficult and expensive to isolate. The new medium offers advertisers strong marketing potential.

A tape of commercials, recorded by leading national advertisers has been running in test locations and there are indications that the audience has been intensely interested. Criticism has so far been nil from site owners and audience alike. This is because the commercials are both interesting and appealing, according to reports.

The advertisement reaches the teenager in his own language and his own environment. The Company has decided to accommodate 20 advertisers only, each of whom through the basic purchase will be entitled to 3 variations of message—the tape contains a total of 60 commercials.

The cost to the advertiser for getting his message across in 3'0's for six months is, allowing for a development discount, £2,600 ($7,280.00) which is 0.6d (1c) per week per site.

Marklan Limited, the British Member of Communications Affiliates Inc., is carrying out a research program for J. B. Marketing in order to further define the audience and effectiveness of this new medium.

Joe Ash Says:

Active's The Largest Title

DISTRIBUTOR IN THE COUNTRY

Exclusive Distributors for Gottlieb and Rock-Ola in Eastern Penna., So. Indiana and Louisiana.

MARVEL Manufacturing Co.
284 W. Fullerton Ave., Chicago 47, Ill.
Phone: Dickens 2-2424

Cash Box—June 29, 1963

GOTTIEB

Around the World
Atlas
Mademoiselle
Merry Go Round
Oklahoma
Sweet Sioux
Texan
Liberty Belle
Seven Seas
Universe
Contest
Whirlwind

WILLIAMS

Kismet
Valiant
Serenade
Magic Clock
Metro
Highways
Three Coins
Reserve
Darts
Jungle

DOMESTIC

SHUFFLES

Atlas
Dual
Big Bonus
Zenith
Sunny
Surefire
3-6 Way
Line-Up
Del Club

PHONES

Seeburg B-C-R-K-V-VI
Wurlitzer 2100-2150-2200-
2300-2500
Rock-Ola 1453-1454-1448-
1458

MISCELLANEOUS

United Jumbo Bowlers
United Bonus Bowlers
Bally Challenger Bowlers
Williams Vanguard Guns
Williams Crusader Guns
Williams Titan Guns
Williams Space Glider Guns
Midway Shooting Galleries
Genco State Fairs
United Pirate Guns
Keeny 2 Gun Fun
Bally Spinners

Phyllis Mars, Managing Director of England, and Ronald Ratcliffe, Marketing Director, J. B. Marketing Ltd. with the Injectomatic Tape Reproducer which presents advertising messages between record plays on Juke Boxes.

ZIPZAG

Counter Game
5-ball play. 1-c to 10s
Size: 17" x 17" x 9". In line scoring.
High scoring. All natural wood cabinets.

SHUFFLEBOARD SCOREBOARDS

Coin operated. 15. 25 and/or
30 points. (House Rule) Overhead
double-faced model on chrome stands; complete with coin box.

SPECIALS!

POOL SUPPLIES

S-Oz. Bumper Pool Balls (100) $9.00
2½" Balls, 1-15 w/Cue Ball ... 13.00
¾" Balls, 1-15 w/Cue Ball ... 14.00
48" Cues ..................................... $1.50 ea.
54" Cues ... $1.95 ea./25 $1.50 ea.
60" Cues ... $2.95 ea./25 $2.50 ea.
Plastic Triangle, 2½" ........... 1.00
We carry complete line of Pool supplies. Write for free 16-p.

SPECIALS!

PHONOGRAPH PLASTICS

We carry replacement plastics for Wurlitzer, Seeburg & A.M.I.

MARVEL MANUFACTURING CO.
284 W. Fullerton Ave.,
Chicago 37, Ill.

Call Write-Cable: MARVEL FOR PHONE COIN MACHINE EXCHANGE, INC.

DETROIT: 7743 Park

HICAGO: 1072 W. Milwaukee

DIVISION OF EMPIRE COIN MACHINE EXCHANGE, INC.

PHONY

Domestic Distributors for:

ROCK-OLA UNITED
WILLIAMS MIDWAY
Pool Tables by FISHER
Six (6) offices to serve operators in America and throughout the world faster—better and more economically.

Headquarters for

Phonographs — Vending Equipment — Kiddie Rides
Shuffle Alleys — Bowling Alleys — Skee Balls
Pinball Games — Bingo — Arcade Equipment

Write, Cable, or call for the most extensive inventory of thoroughly reconditioned Coin-Operated equipment in America.

Exclusive distributors: Rowe—AMI—Bally

R. F. Jones Co.,

Write to:

Carl Lawson
or Ed Heinle
San Francisco 10, Calif.
Cable: Jonco

1269 So. Figueroa St., Los Angeles 15, Calif.
1314 Pearl St., Denver 2, Colorado
841 Halekauwila St., Honolulu, Hawaii
506-721

No reviews, no panels, just count the money.

Top selling little LP reports, based on actual plays, available from Seeburg

Chicago—Joe Marzala, vice-president of Seeburg's Music & Record Division, announced last week that Seeburg is making available to music operators a new programming aide designed to assist operators in the programming of the Little LP Stereo Albums which are available for sale through Seeburg distributors.

A weekly report to operators of the 30 Little LP Stereo Albums that receive the largest grosses on Seeburg machines in locations everywhere will be made available. The thirty top earners will be broken down into three categories: pop tunes, jazz/rhythm & blues, and country & western. The listing will be published in regular weekly advertisements, but operators may receive an advance list by writing to Seeburg in Chicago.

Marzala stated that selection of the "Top Earning 30" records will not be based on record reviews or on panel opinions. "We are interested only in how much money they actually earn in Seeburg phonographs, as reported to us by the operators of these same machines," said Marzala.

To get your name on the Seeburg mailing list for advance reports, plus regular mailing on new releases, operators were asked to write to the factory in Chicago, at 1590 North Dayton Street.

Memorandum

From: Harry Snodgrass, MOA Pres.
To: All Phonograph Mfrs.
Message: "Thanks"

Following is a statement from J. Harry Snodgrass, president of Music Operators of America (MOA), made last week when it was informed that Rock-Ola and Wurlitzer announced their intentions to exhibit during the forthcoming MOA Convention, September 4 thru 6, in the Morrison Hotel.

Snodgrass stated: "I am gratified to know that the Wurlitzer Company and Rock-Ola Manufacturing Corporation will exhibit at the 1963 MOA Convention. This means that every one of the phonograph manufacturers will display their lines in one place for the first time in several years.

Shalom!

Gisser finds export a challenge, but there's luck and a few surprises

Cleveland—Morris Gisser meets many coin machine representatives from foreign lands in the course of the exporting business conducted by Cleveland Coin Machine International but last week two visitors from Buenos Aires helped bring about the following story.

No one in the office at the time the Argentinian visitors arrived could speak Spanish and a rush call was put through to the firm's forwarder who was nearby. The shipper served as interpreter between Gisser and the coinmen from Buenos Aires until the party left for a local restaurant for lunch. The forwarder couldn't join them but Gisser was saved once again through the native tongue of a waiter who worked in the eatery. "Ordering was no problem because the coin machine representatives order, of all things, a Spanish Omelet!" said Gisser. After hours of conversation interpreted by more than one dual-speaking bystander Gisser was surprised upon leaving the office how well the visitors understood the "Hasta La Vista" with a "Shalom!"

The dazed cohnman returned to his Cleveland offices however and managed to continue serving the other export firms who make up the wide realm of customers serviced by Cleveland Coin International. The exporter believes in concentrating on developing several individuals in widely scattered ports such as Okinawa and Thailand, rather than fighting the competitive battle in Europe and similar heavy business areas.

"In any port," concluded Gisser, "we find the business a challenging one.

We sell service

Write us for latest U.S. market data and price quotations on jukeboxes, games, bingos, fruits.

Duarte International
835 E. 31 St., Los Angeles 11, California

If you are reading someone else's copy of the Cash Box why not mail this coupon today?

The Cash Box
1780 Broadway
New York 19, N. Y.

Enclosed find my check:

$15 for a full year (52 weeks) subscription
$30 for a full year (Airmail in United States)
$30 for a full year (outside United States)
$45 for a full year (Airmail outside U.S.)

Name
Firm
Address
City Zone State

Please check proper classification below:

My firm operates the following equipment:

Juke boxes
Amusement games
Cigarettes
Vending machines

Be sure to check business classifications above!

Cash Box—June 29, 1963
Former TV Producer
Named VP-Genl. Mgr.
Of ‘Cinebox’ Firm

M. S. "Mickey" GREENMAN

HICKSVILLE, N.Y.—M. S. "Mickey" Greenman has resigned as manager of United Press Movietone News to become vice-president and general manager of Cinevision Corporation of America, a subsidiary of Estey Electronics, Inc., it was announced last week by Stanley Green, president of Estey.

Cinevision Corporation holds the exclusive United States rights to ‘Cinebox,’ the new entertainment medium being introduced in the United States. The ‘Cinebox’ is a motion picture jukebox, which holds 30 three-minute color sound films.

As operating head of Cinevision, Greenman will direct the distribution of the Cinebox through all marketing channels and in addition will coordinate production and supply of films for the machine.

Greenman has a broad background in communications, having served in the news service, radio, television, and magazine fields. In 1959, as president of Newspix—

‘Cinebox’ Premiere
June 26 In NYC

NEW YORK—The highly publicized 'Cinebox' movie-music machine, which has been on test in several areas here will be officially introduced to the trade during a reception scheduled for Wednesday, June 26, at Too's Shore Restaurant, Stanley Green, President of Cinevision Corporation of America, a subsidiary of Estey Electronic Corporation, was expected back from Europe last week following a trip on which he was to negotiate deals for fifty films for eventual use on the coin-operated machine.

In fact, he produced sports and special events shows for television, including the 10-game Notre Dame football schedule.

He joined United Press International in 1938 and for 14 years was a broadcast news editor, processing news for UPI radio and television subscribers. Later he was associated with Cowles Magazines Inc., as a sports editor and managing editor. Subsequently he became an independent television producer.

He rejoined UPI in 1960 to organize and manage its commercial film division, an activity he continued to head while managing United Press Movietone News.

A native of New York City, he attended Boston University and was graduated from New York University with an A.B. degree in 1941. He is a member of the Overseas Press Club of America.

J. H. KEENLEY & CO., INC.
2600 W. Fiftieth St., Chicago 32, Illinois
Telephone HEmlock 4-5500

EXCLUSIVE KEENLEY FEATURES

- Easy maintenance—Automatic front-release eliminates screws and moulting bolts
- Long-wearing playfield—Hardwood surface has extra hard finish
- Play mode easy—Automatic ball hole gives player a ball to play at all times

MUSIC OPERATORS!
Write for FREE
Advance Reports On TOP-EARNING 30 Little LP's
Based On Actual Collections
• Mailed To You Each Week Free Of Charge
• See Our Ad Pages 14-15 This Issue
THE SEEBURG SALES CORP.
1500 North Dayton St.
Chicago 22, Illinois
ATTENTION EUROPEAN BUYERS

Export Sales Representatives of David Rosen Inc., Leading Exporters of Coin-Operated Equipment, Will Visit Your Countries

LEWIS ROSEN

June 26 thru August 25
ELLIOT ROSEN

In addition to the equipment listed below, orders on any and all other types of equipment may also be placed, by contacting the David Rosen Representatives while they are in your country. Schedule follows:

<table>
<thead>
<tr>
<th>June 26</th>
<th>Dublin</th>
<th>July 10</th>
<th>Antwerp</th>
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<tbody>
<tr>
<td>June 30</td>
<td>Glasgow</td>
<td>July 12</td>
<td>Rotterdam</td>
</tr>
<tr>
<td>July 2</td>
<td>London</td>
<td>July 14</td>
<td>Amsterdam</td>
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<tr>
<td>July 8</td>
<td>Brussels</td>
<td>July 23</td>
<td>Zürich</td>
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MUSIC

<table>
<thead>
<tr>
<th>5 AMI E 80's</th>
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<tr>
<td>9 AMI E 120's</td>
<td>$95.00</td>
</tr>
<tr>
<td>10 AMI G 200's</td>
<td>$195.00</td>
</tr>
<tr>
<td>2 SK 100A</td>
<td>$495.00</td>
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<tr>
<td>2 AMI K 120</td>
<td>$495.00</td>
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<tr>
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<tr>
<td>2 AMI J 120</td>
<td>$595.00</td>
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<tr>
<td>2 AMI J 200</td>
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<tr>
<td>2 AMI Lyric</td>
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</tr>
<tr>
<td>3 AMI Continental I 200</td>
<td>$595.00</td>
</tr>
</tbody>
</table>

SHUFFLES

| 1 ABC Daily | $95.00 |
| 1 Bally Blue Ribbon | $30.00 |
| 1 Dished Chute | $150.00 |
| 2 CC Explorers | $95.00 |
| 1 United Imperial | $75.00 |
| 1 Bally Jet | $95.00 |
| 1 Bally Jumbo | $95.00 |
| 1 Bally King Pin | $95.00 |
| 2 United Leagues | $75.00 |
| 2 United Handicap | $100.00 |
| 1 United Cylinder | $150.00 |
| 3 CC Championship | $150.00 |
| 1 UN Eagle | $150.00 |
| 2 UN Atlas | $175.00 |
| 1 UN Rebound Shuffle | $50.00 |
| 14 CC Rocket Shuffle | $75.00 |
| 1 Magic Ball | $75.00 |
| 3 United Regulation | $125.00 |
| 1 Select-A-Play | $100.00 |
| 1 Bonus Score | $95.00 |
| 1 Congress Shuffle | $75.00 |
| 1 Keysey Diamond | $75.00 |
| 1 Feature Shuffle | $75.00 |
| 1 Fastball | $100.00 |
| 1 UN Shooting Star | $75.00 |
| 1 Triple Strike | $100.00 |
| 2 Red Pin | $95.00 |
| 1 Bowl Master | $375.00 |

ARCADE EQUIPMENT

| 1 Gnome Number Ball | $5.00 |
| 1 Sphynx Card Vender | $50.00 |
| 1 Spalding Basketball | $175.00 |
| 1 Airline Letter | $50.00 |
| 2 Air Hockey | $75.00 |
| 1 Air Hockey | $75.00 |
| 1 Air Hockey | $75.00 |
| 5 Ridget Movies | $75.00 |
| 1 Basketball Champ | $75.00 |
| 1 Bat & A Scare | $75.00 |
| 1 Play Football | $75.00 |
| 1 Striking Power | $75.00 |
| 1 3D Viewer | $75.00 |
| 1 CC Crane | $75.00 |
| 1 Foot Vibrator | $75.00 |
| 1 Zorber Horoscope | $75.00 |
| 5 U Seat A | $92.00 |
| 4 Williams Crane | $95.00 |
| 10 Gypsy Grandma, with stand | $150.00 |
| 1 Ploy Super Basketball | $150.00 |
| 3 Jumbo Super Hockey | $150.00 |
| 1 Set Shot Basketball | $150.00 |
| 2 CC Jet Fleet | $175.00 |
| 4 Space Age | $150.00 |
| 1 Gnome Horoscope | $245.00 |
| 5 Williams Road Racer | $375.00 |
| 2 CC Pro Basketball | $425.00 |
| 1 Over-the-Top | $125.00 |
| 5 New Williams Voice O Graph | $150.00 |
| 10 of Auto Photo Recorded, like new | $1000.00 |

KIDDIE RIDES

2 Tanks $125.00
1 Midway Racing Car | $195.00
1 Donald Duck | $195.00
1 Sports Car | $195.00
1 Savannah | $195.00
1 Rocket Patrol | $195.00
2 Rocket Ships | $195.00
4 Ocean Liners | $195.00
1 Sea Stakes Boat | $195.00
2 Rollercoaster | $195.00
1 Jr. Auto Test with film | $195.00
4 Space Ships | $215.00
3 Super Combos | $215.00
3 Merry Go Round | $245.00
2 Lancer Horses | $245.00
1 Round the World Trainer | $245.00
1 Auto Test with film | $245.00
1 Trigger Horse | $195.00
1 Choo Choo | $195.00
2 Test Pilot with film | $215.00
1 Pony Race | $215.00
1 Teenie-Weenie Trolley | $345.00
5 Flip Engine, with machine | $395.00
5 Copter Turnpike Cruisers | $695.00

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THE 'CINEBOX' will make its debut here on Wednesday, June 26, when Stanley Green and his Eddy Electronic operation opens host a "Cinebox" at Shor's emporium. Green was in Europe last week, was expected to negotiate for the production of 50 films, which will announce the company's new target. Where the movies will come from, and also announced the appointment of a VP and Gen'l Mgr. in charge of films—Mickey Greenman. With Ed Ratajack appointment, the new and office coming off satisfactorily, and Dave Rosen's program in Philadelphia, it could be an important night in the history of the business.

Al Hirschfeld has been retained to supply the design for the 'Cinebox' set, following the success of the new manufacturing firm's bumper model the previous week. Meanwhile, the distributing end of the business gets attention as Chicagoalthough Goldsberry's "Steele's" series as sales chief Art Brier plans to make road calls soon, spoke with Maury Sykes in Bermuda and he said he had to hold the phone a moment while he dried himself off following a dip in the local ocean. Kidding of course, Maury is working night and day turning out cabinets for the Kenney equipment which in turn finds its way around the world. They are holding their share of attention as Maury keeps the London outlet—Mar-Matic Ltd.—buzzing with equipment.

A. Varten, Mondial's sales head, embarks for Europe June 28 to visit with the firm's network of distributors.

And Monty Wolf, just what the new offices of R. H. Belan Company will be located at 61 Madison Avenue effective July 1st.

Our old friend Arnold Silverman, on the phone from the coast, tells us he loves the climate and also the sales on Seeburg music. The AMCO Music & Vending firm is selling Gottlieb, Williams, Kenney and Fischer equipment as well and the latest Williams "Skill Pool" is getting more than the usual amount of attention.

Si Redd's Cinch Shinto Vender is turning up all over the New England area into the firm's coffee vending machines. Si is doing a great promotion job on these machines.

Too bad the Chicago Combined Jewish Appeal had to be cancelled because of the conflict in kid's vacation dates. The appearance of that many baseball stars would have turned the affair into a sensation. The Warlitte Company will close for vacation July 4th-12th. I hear they have a couple of new games earlier in the week before departing for Chicago. . . . Exports of coin machines are expected to total $32 million this year.

Dave Rosen's son, Levon and Eliot, will spend 6-7 days in Europe calling on export accounts and enjoying themselves. Dave can't go. "Too busy," states the man who is working himself into a panic to get the machines off.

The crew at Mike Munis is busy trying to service the domestic arcade business, the export customers, and at the same time keep Dave's new "Desert Gun" game in the new "Seeburg Speedway" game is also on display. . . . The Seeburg factory in Chicago will send you a top selling list of Little LP's based on juke box plays, if you write for it. No charge. Should help you pick your disks.

New equipment along the avenue and in the distributor branches in Jersey end California are being "double dipped" out in Runyon's Springfield outlet and the word from most markets is that one is the game of the factory's best. . . . Irving Kaye's pool tables, with new design features, are also available through Runyon's outlets. . . . Chicago Coin's "Riot Gun" of course was released last week and the factory's pushing production to meet increasing demand. . . . "Ramp Art" has added a "Steele's" alley joins the "Astro" shuffle and the "Rumpus" on the factory production lines. . . . "Keg" the "Cinebox" in installations is making American Shuffleboard is shipping the 'Imperial' and 'Electra' pool tables. . . . Fischer pool table line is still selling well nationally. . . . Johnny Prantz has tipped us over on one of his new electronic coin and-ball features. . . . Midway's "Rifle Range" is getting good reviews. . . . Valley's pool table line trying to keep up with the orders. . . . and with the many people these days about record programming, you can look for increased machine sales and increased collections on Juke boxes, providing the ops take heed to the words of the manufacturers; "Program properly and you'll make money!"

---

GAMES MUSIC VENDING

Check BANNER FIRST!

WURLITZER 2200 $295
SEEBURG V-200 195

RECONDITIONED — REFURBISHED

We carry the complete line of Phonographs, Games, Arcade and Vending Equipment. Write for Complete List!

Terms 1/3 DEP, Bal. Sight Draft or C.O.D.

WORLD WIDE DISTRIBUTORS

Cash Box—June 29, 1963
Chicago Chatter

The Chicago International Trade Fair opened to the public last Wednesday, June 19 (running thru July 7).

Rock-Ola's George Hincker info that practically all hands are on "deck" at the Rock-Ola plant, where chief executive officer Edward G. Levine said that production on vacation, is, havin' a fine time. Hugh Gorman returned last week. We hear charges of "PRO" leveled at Hugh, who—during his recent holiday had the unmitigated 'gall' to post a letter (containing one 4" (100 lb.) hole. Hugh (the dog!) swears he's only an amateur—and a duffer, at that.

A pre-convention preliminary meeting chaired by Lou Casola and Bob Blunden was held last Wednesday at the Morrison Hotel. Also in attendance were A. D. Palmer, of the Wurlitzer Corp.; Fred Pollock, of Rowe AC Services; and Les Rock, of Rock-Ola Mfg. Corp. Major issues involving the exhibiting and other convention matters were discussed. Most points, Blunden said, were resolved to the complete satisfaction of everyone in attendance. A. D. Palmer was expected to remain in the city for a few days before returning to Tomawanda, New York. The results? Rock-Ola and Wurlitzer join Rowe AC and Seeburg at the MOA Show!

First Coin's Joe Kline, Sam Kolber and Fred Kline were hosts last week to Senior Advisor M. De Brackelee, and Senior Roberto, from Buenos Aires, Argentina. Sam Kolber reports export business has been good with difficulty to acquire enough good, used coin machine equipment to fill the export orders that are piling in.

Chicago Coin's Mort Secore dashed out to Cincinnati briefly last week. With him on this trip was his aide Julie Pollack. ... Herb Perkins, Purveyor Distribs, jetted out to the West Coast last week on business. Herb sold export business is booming at Purveyor.

During a brief visit with Dave Gottlieb, Alvin Gottlieb and Judd Weinberg we were informed that Gottlieb's "Square Head" Add-A- Ball pinball amusement game (with a new "Tie-Tac-Toe" idea) is now on the production lines for immediate shipment. Nate Gottlieb advised that production will be considerably stepped up for rush shipping of orders to distributors prior to the plant's closing for vacation shortly.

Production at Williams Electronic Mfg. Corp. is humming along full speed about the new "Circus on Wheel" and "Major League" baseball amusement games. Prexy Sam Stern and Vice prexy Art Weinland are keeping an eye on production and shipping to see that all orders are shipped before the Williams office closes for annual vacation, from June 26 thru July 15.

Dean McMurdie, executive vice prexy of Rowe AC Services, and vice president Fred Pollak returned last week from a whirlwind jet tour to the West Coast. Dean flew to ... Gil Kutt, owner of Empire Coin Machine Exchange, and general sales manager Joe Robbins reports that a terrific second half year is expected in export business thru Empire International, the firm's exporting subsidiary. The big problem these days is keeping a large enough inventory of equipment for the foreign shipments. Gil and Joe greeted visitors last week from South America.

At press time (last Wednesday) a heavily attended service school session was in progress at World Wide Distribs, hosted by Nate Feinstein, Irv Ovitz, Fred Skor, Harold Schwartz and Harry Freser.

There was lots of action at the Seeburg plant last week. Genial Dan Collins, manager of Seeburg's eastern division, visited the factory. Vice prexy Tom Harvey brought the East Coast on business. And Ed Cleland returned from a trip through the sunny southland. Stanley Jarocki advised that Stuart Auer, vice prexy in charge of West Coast operations for Seeburg, is back on his feet after brief convalescence after major surgery. He just returned from a short trip to Hawaii.

Herb Gottinger, Bill DeSelim, Ray Kiehl and Roy Kraemer are keeping tabs on United bowlers and shuffle alleys. They are ready for shipment prior to the factory's closing for vacation, on Thursday, June 26. Last week's reports were received last week from Joe Shields, general manager of J. H. Keeney & Company, on sales of Keeney's new "Go Cart." Clayton Nemeroff, Keeney's general sales manager, informs us that the newest Keeney amusement game is receiving widespread acceptance in all markets, domestic as well as in foreign markets.

The continuing excellent weather is keeping sales activity very heavy at Atlas Mfg. Co., according to Paul Horwich, general manager. Eddie Ginsburg is finding it difficult to stay away from the office to keep an eye on his thoroughly horse on his beautiful farm. Atlas Mfg. Co. is also completing work on the new "Olly-Pombo," an amusement game.

3RD NORTHERN AMUSEMENT EQUIPMENT AND COIN-OPERATED MACHINE EXHIBITION

AN INVITATION TO EXHIBIT IS EXTENDED TO ALL MANUFACTURERS, DISTRIBUTORS, AGENTS AND DEALERS.

SPACES ARE AVAILABLE FOR EVERYTHING IN THE BUSINESS FROM LARGE RIDES TO SMALL MERCHANDISE.

CASH RIDES—IT'S AVAILABLE FOR EVERYTHING IN THE BUSINESS FROM LARGE RIDES TO SMALL MERCHANDISE.

CASH RIDES—IT'S AVAILABLE FOR EVERYTHING IN THE BUSINESS FROM LARGE RIDES TO SMALL MERCHANDISE.

CASH RIDES—IT'S AVAILABLE FOR EVERYTHING IN THE BUSINESS FROM LARGE RIDES TO SMALL MERCHANDISE.
Japan Looks At Vending

TOKYO—The recent Fifth Tokyo Intl. Trade Fair probably advanced the cause of vending more in several weeks than all of the effort exerted in this direction over many years. A special segment of the fair was devoted to Automatic Merchandising. Fourteen American vending machine manufacturers did their best to present the industry to visitors who will eventually be expected to buy from the machines and to the firms who are studying the possibilities of operating the machines. Forty-five machines were displayed and the food, beverage, candy, amusement gum was covered.

Japan's surging economic growth has presented the vending industry in the U.S. with an opportunity to capitalize on this situation. During the last twelve months trade fairs in Tokyo with special American pavilions such as the one pictured here attracted 5.5 million visitors. It was the hope of the U.S. vending manufacturer, and the countless suppliers, that within a reasonable amount of time the immediate future will change the thinking of the Oriental who still considers it impolite to stand while dining. This thinking, plus other problems which are evident here in Japan, tend to slow the growth of vending while other industries flourish. The Automatic Merchandising exhibition at the Tokyo Fair April 16 thru May 6 helped to speed this growth by overcoming anxieties through practical demonstrations. Japanese men and women ate hot food, drank cold soda, bought dry goods, and had their pictures taken—all after dropping a coin. They liked what they received and may very well continue the habit forever.

Canteen Names Wilson Asst. Sales VP

President of Sales of Automatic Canteen Company of America was announced by Charles J. Ritzen, Vice President, Sales.

Wilson, who joined Automatic Canteen in 1952, has been a Regional Sales Director of the company's Western Sales Region since June of 1955. Prior to that he served as Branch Salesman in Chicago, Branch Manager in South Bend and Louisville, and Regional Sales Director for the Southwest in Tulsa, Okla.

Ritzen also announced that Paul Ridgeway, Regional Sales Director, Western Sales Region, will remain in the San Francisco Bay area to handle regional sales matters, assuming the additional duties formerly performed by Wilson.

Kelly Addresses Hospital Purchasing Agents

ST. LOUIS—"When we talk about vending, we really are talking in large measure about the skills of the vending machine operator," Robert R. Kelly, vice president—marketing of Universal Match Corporation, told hospital purchasing agents at the annual convention of the Catholic Hospital Association of the United States and Canada in Chicago, June 9, 1963.

"The candy machine, the sandwich machine, the machine that serves platters of hot or cold food, are the operator's tools," he said. "We who manufacture this equipment believe they are excellent tools, but we also are keenly aware that they must be in the hands of experts to give you and the public the many benefits they provide."

The Universal Match vice president praised the purchasing agents for the contributions their profession has made in developing outstanding methods—providing the public with food, beverages, snacks, cigarettes, and other good and services, when, where, and under the conditions they are wanted.

"Remember, service is the vending operator's bread and butter! He makes his profit, not by charging high prices, but by capitalizing on the volume of business that can be done by a properly located and serviced vending machine, or group of vending machines."

Kelly said that vending's rapid growth, particularly in food service, give it ever-increasing abilities to meet the needs of hospitals. He suggested two tests to the purchasing agents in exploring the opportunities vending offers: "First, would vending give you dollar advantages over non-vending methods? Second, would vending make it possible for you to extend, or expand, services to your patients, your medical staff, your other employees, and your visitors?"

He said that the best way for the purchasing agents to get the answers was to turn to the vending machine operators in their communities. "They are skilled to know and understand exactly what your problems and requirements are," Kelly said. "And all it takes to get their help—whether it is to inquire about the possibility of installing a candy machine, or to review your entire employee cafeteria arrangement—is a telephone call!"
The Only Complete Buyers' Guide Available Featuring Illustrations of Machines, National, International, Territorial Outlets For All Types of Equipment. The Bible of the Business for Twenty-One Years ... An Annual Event Looked Forward To By Every Firm In the Industry! Be Sure Your Firm Participates!

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CANDY MACHINES
List of manufacturers of candy and cookies machines. Illustrations of current model candy-cookie-snack vendors.

SUPPLIERS
Complete lists of firms supplying the coin machine and vending equipment industries: parts, supplies, merchandise, candy, cigarettes, allied industries.

EXPORT-INTERNATIONAL
1962 export statistics of phonographs, amusement machines and vending equipment, new and used, shipped to foreign markets during 12-month period. Analysis of value, country-by-country breakdown of dollars, units, by category.

HISTORY OF YEAR IN REVIEW
Month by month record of trade events as they happened. People, equipment, and trade news reference.

JOBBERS-DISTRIBUTORS
Complete listing of every known equipment jobber in the U.S. State by state breakdown for easy reference.

ADVERTISEMENTS
Institutional sales messages from leading firms supplying the coin machine and vending business with equipment, supplies, accessories. Quick reference to buying sources.

ANNIVERSARY SECTION
In observance of Twenty-First Year serving the trade.

FIRST EDITORIAL FORMS CLOSE JULY 1st
Reserve Advertising Space Now. Advertising Rates, Deadlines, Mechanical Requirements On Request!

Cash Box
ANNUAL COIN MACHINE & VENDING DIRECTORY
31st Anniversary Edition
Cash Box—June 29, 1963
Cash Box

VENDING NEWS
The Vending Machine Industry's Only NewswEEKLY

Glasco Cuts Weight Of Shipping Crates, Saves Up To 60% Exporting Costs

NEW YORK—When Glasco Corporation, Muncie, Ind., changed its packaging for the overseas shipment of its Pre-mix and Bottle Vendors, the company felt as thrifty as Glasco Scotty, the Scotsman shown on the container. This company manufactures vending machines, sold both in the United States and overseas, that supply pre-mixed and bottled soft drinks.

More than 25,000 coin-operated commodity vending machines were shipped overseas from the United States by American manufacturers in 1962.

Humi-Gard was developed by the West Monroe, La., research laboratories of the Forest Products Operations of the Packaging Division of Olin Mathieson Chemical Corporation. This container has built-in moisture resistance and was designed especially for the packaging of products subjected to high humidity during handling and shipment. Such protection is particularly important for the Pre-mix and Bottle Vendors because in transportation these machines may be stored in the dank holds of ships for considerable periods of time. Moisture can deteriorate the surface and metallic parts of the machine. Also, Humi-Gard’s moisture-repellent surface reduces desiccation and weakening of the box structure caused by moisture.

By using the specially treated corrugated containers, this manufacturer has also simplified its inventory problem, according to James Downey, director of purchasing.

“Previously,” he said, “we used corrugated containers for domestic, plywood for export. Now we use corrugated for both. This means simplified record-keeping and less chance of exhausting supplies.”

Downey also pointed out that the new shipping container facilitates immediate identification of the product and the company name by means of print and artwork because of Humi-Gard’s smooth printing surface.

Lily’s New China-Cote Hot Cups Available In Two Designs

Lily-Tulip Cup Corporation announces the completion of its China-Cote improvement program with two new designs for all hot drink vending cups called the Color Leaf Striped and White Leaf Striped Designs.

Replacing the old patterns, the two new designs each incorporate a vertical stripe and different leaf pattern executed in six vibrant colors, all intermixed within the tube.

THE NEW: This corrugated container made of specially-treated material is now used by Glasco Corporation—an eight-pound container.

THE OLD: This is the plywood crate previously used by Glasco Corporation, for the overseas shipment of its Pre-mix and Bottle Vendor.

Interstate Names DeSarno

NEW YORK—Samuel J. De Sarno has been appointed Director of operations for The Brass Rail Food Service Organization, Inc., it was announced by David J. BERGE, President. The Brass Rail Food Service Organization, Inc., is the division of Interstate Vending Company which will operate food services and merchandise facilities at The New York World’s Fair.

ACCEPTS HALF DOLLARS OR TWO QUARTERS AND RETURNS CHANGE IN NICKELS

Also accepts dimes and nickels

- Returns change in nickels with pack of cigarettes...For example: 30¢ price pack and 4 nickels; 35¢ price pack and 3 nickels, etc.
- Capacity in nickels: 690 (115 nickels per tube)
- When changer is empty—illuminated sign indicates: “USE CORRECT CHANGE ONLY.”
- 50¢ merchandise can be vended upon insertion of any denomination of coins totaling 50¢.

PLACE YOUR ORDER...ONLY SmokeShop HAS IT!

PLUS ENDLESS OTHER DESIRABLE FEATURES FOR THE CUSTOMER AND OPERATOR

Glamorous Outside, Simplicity Inside...the new Smokeshops are amazingly versatile and their price is right!

“Remember...by using Smokeshops, what you save in servicing and upkeep adds to your profits!”

PERSONALIZING FEATURE on all models:

Now you can identify each location by inserting its name in a prominently displayed space. A feature that helps you acquire and keep locations...they’ll love it!

NEW “SMOKESHOPPER” BRAND SELECTORS

Each a single unit with self-contained display label for simplified, individual selection of cigarette brands. Brand selectors are enclosed in a compact eye-level panel, well lighted for action!

THE STARLITE SERIES

Color choices galore!

AUTOMATIC PRODUCTS COMPANY

301 Chestnut St., St. Paul 2, Minn. • Phone: 724-4591
NAMA Blue Book Announced

CHICAGO—The 1963 edition of the complete source book of the Automatic Vending Industry is now available, according to National Automatic Merchandising Association (NAMA), publisher of the volume.

Entitled Blue Book of automatic merchandising, this latest Vending Industry reference is completely revised from previous years’ issues.

It features more than 200 pages of illustrated information about the automatic food, merchandise and service machines. 

Listed in the Blue Book are 215 vending machine manufacturers, 402 vendible product suppliers, 512 manufacturers of component parts, fixtures and services and more than 1,400 operating company members of NAMA.

The names of export managers in the machine manufacturers’ category are added this year for the first time.

Listing also includes comprehensive information about the types of products and gives the names of key executives such as chief company officers, sales managers and marketing directors. In addition, each listing is indexed according to product for easy reference.

Cost of the book is $3 for a single copy and $1.50 each for additional copies.

Orders should be directed to NAMA, 7 South Dearborn Street, Chicago, Ill.

NAMA

Dixie Cups For Industry

NEW YORK—A new line of hot and cold drink vending cups aimed at promoting better job performance and greater awareness by employees of the profit motive in American business has been introduced by Dixie Cup.

The cups, each with a message and an appropriate cartoon, cover six subjects — profits, housekeeping, security, quality, waste and safety. The themes are illustrated with 12 different cartoons.

The Dixie “E-R” cups — for employee relations — range in size from sewer for 10-cent-

NORTHWEST SALES OF OREGON
1430 S. W. 2nd Ave.
Portland, Oregon

NORTHWEST SALES OF SEATTLE
3150 Elliot Ave
Seattle, Wash.

ORNATT MUSIC CO.
2269 Madison Avenue, Memphis, Tenn.

REX-BILLOTA CORPORATION
871 S. Division St.
Detroit, Mich.

ROANOKE VENDING MACHINE CO.
4930 W. Broad, Richmond, Va.

ROBINSON DIST. CO.
221 Edgewood Ave.
S.E.

ROYAL DISTRIBUTING CO.
2070 Seymour Ave.
Cincinnati, 37, O.

SANCHEZ DISTRIBUTING CO.
405 Plymouth N. Minneapolis.

GEORGE SHEAFAR
500 Oak Dr., Minneapolis, Minn.

SOUTHERN MUSIC DIST. CO.
509 W. Central, Oklahoma City, Oklahoma.

STANDARD AUTO MACHINE CO.
805 Broadway, Little Rock, Ark.

STRAUS VENDING MACHINE CO.
1472 Washington St., Boston, Mass.

UNITED DISTRIBUTORS
902 W. Second St., Wichita, 3, Kan.

VALIANT AMUSEMENT CO.
8129 McDowell, Phoenix, Ariz.

VERKAUF-AUTOMATEN, A.G.
Bacheggerstrasse/Milchstrasse 25
Zurich 10/37, Switzerland

WAYMOUTH DISTRIBUTING CO.
2725 W. Figueroa St., Los Angeles 6, Calif.

WILLIAMS DIST. CO.
71 Dennis St., Houston, Tex.

THE WURLITZER CO.
78 Brookline Ave., Boston 15, Mass.

NAMA.

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N.Y. State Assoc. Head Reviews MOA's 6-Mos.

HURLEYVILLE, N.Y.—Millic McCarthy, President of the New York State Coin Machine Association, surveyed the past six months of MOA activity recently, and in letter form, expressed her reactions to MOA President Harry Snodgrass. "As convention time approaches, and I look back over the past six months, I note with pleasure the progress and development of MOA. With your and Bob Blundred's "How can we best serve you" attitude, you've created an atmosphere that makes us feel it's OUR organization," stated Mrs. McCarthy. "As you know, it has been my aim to have the MOA. become stronger by establishing closer working relations with the existing and potential STATE and LOCAL associations in the industry. The formula you people have worked out as a test seems to be working well, and I plan to present it before our state association at their next meeting."

"I also like the emphasis you are placing on having all segments of the industry participate in MOA matters and policies. The fact that distributors were present to offer their views on the development of a Code of Ethics for the industry is just an indication of how the program is working. It was also pleasing to see representatives of the music machine manufacturers in attendance at the Board meeting," continued the upstate association head.

"I realize the rebuilding of MOA will take several years, but the mere fact these first steps have been taken is gratifying. It has caused a "Brotherhood" feeling among operators and distributors that will in due time bind the members into a more solid organization than we ever had. Your plans to have the survey of location contracts previewed at the 1963 MOA Convention, your Code of Ethics development, your efforts toward a school for mechanics, Bob's coming down to the "grass roots" Sun-Glo's Decepoli Off On Sales Tour

BELLEVILLE, N.J.—Carmine Decepoli, head of Sun-Glo Shuffleboard Supplies, Inc., has advised Cash Box that he will embark on a two-week business-pleasure trip to the Southern States area and then on to several islands in Nassau in the Bahamas.

Several coin firms are included in the supplier's itinerary and it is expected that the firm's lines will be discussed. Sun-Glo has just marketed a new powdered wax and is currently in production on a paste, cleaners, scoreboards for shuffle games, and the firm's plastic and steel weights.

Joining Decepoli will be his wife, and his son Edward, who recently graduated from Seton Hall University, and has joined the firm. Edward's wife Carol and the couple's baby son, Ed-ward Jr., will also travel with the group.

In the south, the Decepoli entourage will visit Tampa, Daytona and Miami. Sun-Glo products are sold internationally under the firm's brand name and is also packaged for individuals under private labels.

level, is the type of service the operators need from their organization. "Knowing the vast area you have to cover, we in the East are trying to strengthen our own ranks so as to be of better service to you. If we can be of any assistance when a problem arises, please call on us, and we will be happy to cooperate," concluded the letter which was addressed to Snodgrass June 14th, following announcements which stated that Rowe AC had joined Seeburg in the exhibitor ranks, and also other optimis- tic reports from MOA offices in Chicago.

Cash Box—June 29, 1963
Chicago coin's NEW RIFLE GAME SENSATION!!!

2 WAYS TO PLAY!

Shoot Against Time - OR
25 Shots for 10¢
Choose the Action!

• Replica of real 22 caliber rifle fires with authentic rifle shot sounds! Bell rings when target is hit!
• New extra-sturdy colorful cabinet design!
• Tamper-proof Steel cash box!

SLIDE-OUT SERVICE PANEL —
Assures fast, easy, FRONT servicing!
Fuses and entire mechanism readily accessible!

• Optional Extended Play and Match-Play feature!
• Shoot the Bank Robbers! SEVENTEEN Exciting TARGETS in all!
  • 2 Running Gangster Targets FLASH CONTINUOUSLY during game!(with Bonus feature)
  • 2 Surprise Gangster Targets POP-UP unexpectedly! (with Bonus feature)
  • Doors swing open and then close revealing 3 other colorful Targets! (with Bonus feature)
  • Black Cat Bonus Target jumps up and moves across fence after 5 Men-in-Window Targets have been knocked-off!
• Number of shots per coin is adjustable! Time is adjustable!

Today's New Bowler Sensation!
GRAND PRIZE
6 player Bowling Game

New 6-player
STRIKE BALL
Puck Bowler

Profit Proven 2 Player
ALL STAR
Baseball Game

See these profit winners at your Chicago Coin distributor.

ATTENTION EUROPEAN OPERATORS!
Contact local distributor or phone/cable: MONDIAL COMMERCIAL CO., 350 Fifth Avenue, NYC. Phone, Wisconsin 7-5659—CABLE ADDRESS: MONDOMOV NEW YORK

Cash Box—June 29, 1963
IT TRIGGERS A TREMENDOUS CASCADE OF SILVER COINS

THE WURLITZER GOLDEN SELECTOR BAR

Far and away the greatest play stimulator ever developed, the Ten Top Tunes Feature is a Wurlitzer exclusive. And now the Wurlitzer Golden Selector Bar gives it even more fantastic earning power. No other phonograph has this feature. It's one reason why Wurlitzer has the Winner. There are a dozen more marvelous money-making features built into this phonograph. See and hear them at your Wurlitzer Distributor TODAY.

You've got a winner when you install a

WURLITZER 2700

THE WURLITZER COMPANY / NORTH TONAWANDA, N. Y.

107 YEARS OF MUSICAL EXPERIENCE
United's Capri Bowling Alley

5 Ways to Play

Dual-Flash | Flash | Regulation | Advance | Bonus

Popular Read-Out Feature
For All 5 Types of Scoring

Players' Choice of Easy or Normal Strike

Featuring
New Stainless Steel Enclosure for Coin-Mechanism with Extra Large Cash Box

Standard 10¢ Play (Optional at Extra Cost)
Double-Nickel-Dime-Quarter Half-Dollar Play

Available in 13 FT. and 16 FT.
Standard Lengths

* 4 FT. and 8 FT. Sections are available to increase lengths as desired

Designed by the Originator of Coin-Operated Shuffle Alleys and Bowling Alleys

Chrome Rail

See Your United Distributor Today!

United Manufacturing Company • 3401 North California Ave., Chicago 18, Illinois • Cable Address: UMCO
You’d have to be a stereo bug to top ROCK-OLA sound

We don’t mean to be smug. It’s just that we have an exceptionally good sound system going for us... and for you, too! So good, in fact, that even if you corralled the most expensive equipment you could find, our full dimensional sound would still go you one better.

Take versatility for example. With the Rock-Ola Capri or Rhapsody, you can play 33 1/3, 45 rpm, stereo, or monaural... mix them in any sequence, any bank, with our new Mecli-O-Matic Changer, and still get full dimensional sound so near to stereo even an “educated ear” couldn’t tell the difference, for sure! All of which means: you can install the Capri or Rhapsody anywhere—for top profits—whether it’s Aunt Martha’s coffee shop or the Ritz downtown. And if you need more stereo for a larger location, simply attach our extension speakers and get sound unequalled by anything else on the market!

How can we make such a claim? By combining perfect stereo cone tweeters, above, with the main unit speakers, below, then factory pre-angling them to achieve what we call “beaming the music”... providing full dimensional sound whatever the location!

Simple. Yet highly effective! Like all Rock-Ola features... simplicity is the key to top profits.