

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

300 Radio Stations Air 'Opry' Programs

By MARK-CLARK BATES

NASHVILLE—As one of the milestones in the history of country music, more than 300 radio stations in the United States last week began delayed broadcasts of WSM's "Grand Ole Opry" show. As of 1 p.m. Thursday (23), 314 United States and Canadian stations were under contract for the 55-minute, five-day-a-week "Opry" programs, Bob Cooper, general manager of WSM, said. Additionally,

(Continued on page 8)

CAPITOL, RACKERS REFUSE TO GIVE GROUND

CRDC Firm on Discount Policy Toward Racks

MIAMI BEACH, Fla.—In a bluntly worded five-page statement, Capitol Records reaffirmed its sales policy toward rack jobbers at the annual NARM convention here last week.

The Capitol "White Paper" (Continued on page 6)

GOODY STOCKS COUNTRY FARE

NEW YORK—Country music is really creating a stir in the North Countree:

Latest indication is the fact that Sam Goody, colorful retailer, has decided to stock a complete line of country records—singles and albums—in all his stores. Goody will also include country product in his ads.

The Goody decision follows shortly after the success of the Jimmy Dean ABC-TV show—recently renewed for next season. Dean's mail skyrocketed when he increased the program's use of country talent.

Last week, the CMA presented a country music show to automobile industry execs in Detroit—with plenty of interest evidenced.

Another good plug for c.&w. is scheduled for April 30, when Hank Thompson, noted c.&w. maestro, discusses country music on the "Tonight" show.

Gospel Music Association Organization Set June 3

NASHVILLE—Leading gospel music tradesters will meet at the Andrew Jackson Hotel here June 3 to form the Gospel Music Association, Billboard learned this week.

One of the organizers of the group, Cecil Scaife of Songs of Faith Records, said that invitations are being sent to a list of persons engaged in gospel music.

Two governors—Frank G. Clement of Tennessee and Jimmy Davis of Louisiana—are expected to attend the dinner meeting. Clement has long been an outspoken advocate of gospel music. Davis, of course, has made many outstanding sacred and gospel records for Decca.

Several local gospel music leaders said the current all-time boom in the gospel music field as evidenced by the demand for albums and personal appearances by the groups has led to the need for the proposed association.

The purpose of the association will be to promote every facet of the gospel music business, and to serve as a clearing house for those seeking information about the gospel music business.

L. A. Payola Suit Defendants Label Charges 'Ridiculous'

By ELIOT TIEGEL

HOLLYWOOD — The news that a suit had been filed in Los Angeles Superior Court April 17 charging payola activities brought expressions of shock and bewilderment from persons named as defendants. (See Billboard, April 15.)

Billboard obtained the following comments from persons named in record promotion man Al Huskey's suit:

Joseph Brillling, president of Crowell-Collier Broadcasting, in representing the company which owns KFVB, called the complaint "ridiculous." Drilling, in replying for Joe Bernard,

KFVB's general manager who could not be reached for comment, added, "The whole thing's ridiculous. Period."

Don Anti, KFVB's record librarian said he thought the complaint was "ridiculous. All I can say is it's very silly; it's ridiculous. That's all I want to say."

KFVB DeeJays

Wink Martindale, KFVB disk jockey: "It's a crying shame that when people work very hard in this business, and spend as much time in it trying to stay clean, and work in a business that's supposed to be clean and honest, that a person who is embittered can in one swoop

do away with what you've tried to build up."

Gene Week, KFVB disk jockey: "It's ridiculous. That's the only thing I have to say. Billboard made a mistake in not contacting the people mentioned before printing the story."

Roger Christian, KFVB disk jockey: "It's ridiculous. Regarding the whole thing, it's ridiculous. That's about the only thing I can say."

Bill Ballance, KFVB disk jockey: "I have no comment to make. I refer you to Joe Drilling, president of Crowell-Collier."

(Continued on page 3)

FCC Scrutinizing Allegations Made in KFVB's Payola Action

By MILDRED HALL

WASHINGTON — The alleged payola situation at KFVB is now getting scrutiny at the FCC by staff of the Broadcast Bureau's Office of Complaints and Compliance and its Renewals and Transfer Division.

No formal complaint has been entered at the FCC, but the Commission is known to be aware of allegations made in a suit brought by Al Huskey, Los Angeles record promoter, in Los Angeles Superior Court. Huskey has charged Southern California

radio and record people with payola, conspiracy and unfair business practices. (Billboard, April 25.)

The Crowell-Collier station is on the list of deferred renewals at the Federal Communications Commission. It has not been given official license renewal since 1959, while the FCC has been looking into such aspects as programming, allegations of

operating after legal hours and at higher than authorized power, and questions about handling of editorials.

Because KFVB is on the deferred renewal list, the matter (Continued on page 8)

EDITORIAL

300 'Opry' Stations

That more than 300 stations have already begun delayed broadcasts of WSM's "Grand Ole Opry" (see separate story) is indeed good news—not only for country music but for American music generally. The broadcasters are to be commended for seizing the opportunity to present to their audiences a program which has such high values on both entertainment and cultural levels.

This development, a milestone in programming, focuses attention to the notable job WSM has been doing for years in behalf of radio listeners. It has serviced its audience and it has cultivated the arts.

To many people, WSM is known as the home of "Grand Ole Opry." This is true, and is, of course, a wonderful accolade in itself. We take this opportunity to point out, however, that WSM, under the aegis of General Manager Bob Cooper, has done outstanding work in providing for its listeners a concept of balanced programming which takes cognizance of the many needs of its listeners. WSM, for instance, uses between 125 and 150 live musicians each weekend. It presents classical music (The Nashville Symphony) and other programs of high cultural and public service value. The station operation, we feel, for decades has been a credit to the American broadcasting system.

According to our reports, the "Opry" will be heard in virtually every market, and possibly overseas. A total of some 400 stations are expected to be set for the show very shortly, including a number of foreign outlets.

There's plenty of good listening ahead!

Fink Drops Other Dot

HOLLYWOOD — Dot Records Distributing Company, one of the defendants named in Al Huskey's payola suit last week, has been dropped from the complaint by attorney Max Fink. The current Dot Records Los Angeles branch is not the same company charged in the complaint and the dismissal was made to clarify the situation.

Fink explained that the Dot company, named in the suit, belonged to Mrs. Dorothy Freeman, who had operated it as a fictitious company under the name Dot Records Distributing. Mrs. Freeman is named as a defendant for actions alleged to have happened while she operated Dot and Buckeye, the now defunct distributorships.

What are the top SALES IMPACT STATIONS in Atlanta and Syracuse?

See Radio Response Chart in Radio-TV Section

14

CHARTED FOR MAY SALES!



Powerful messages and songs! Carl's success formula on tunes like "Big City Girls" and "Odd Man Out." LPM/LSP-2848



A young vibes virtuoso with his own jazz quartet. Includes "On Green Dolphin Street" and "Little Girl Blue." LPM/LSP-2880



Caught "live" on a wave of songs and rhythms. Like "Oh Lord Stand by Me" and "Life's Evening Sun." LPM/LSP-2851



"Glibness of a Mort Sahl, irreverence of a Lenny Bruce..."—Chicago Sunday Tribune. He's very funny! LPM/LSP-2852



Marty Gold and his orchestra play captivating tunes like "I Wish You Love" and "I Talk to the Trees." LPM/LSP-2882



Here's more of that exciting "Java" sound with tunes like "Cotton Candy," "Hello, Dolly!" and "Big Man." LPM/LSP-2917



Luboff's fresh new approach to the screen's most memorable themes like "Ruby" and "Laura." LPM/LSP-2895



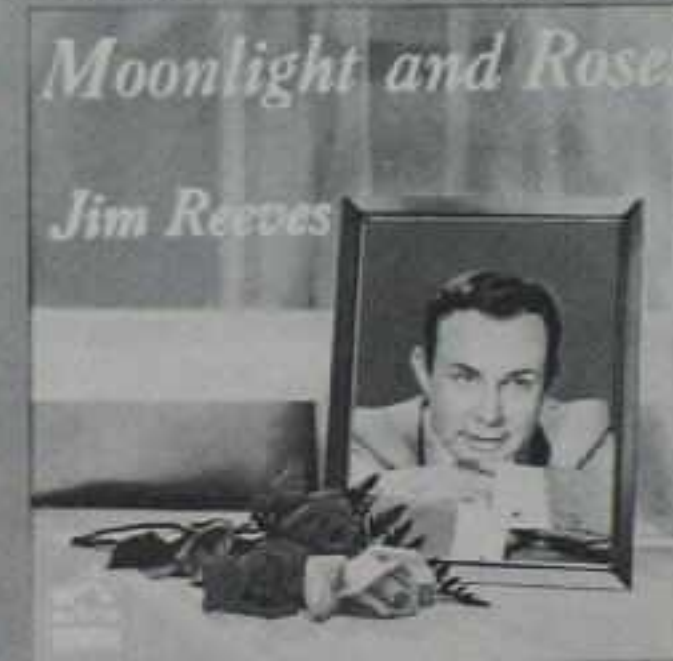
Peter plays new standards requested by thousands of his fans includes "Move" and "My Coloring Book." LPM/LSP-2853



Country-style songs with Western-style singing on tunes like "Cold, Cold Heart" and "Green Fields." LPM/LSP-2855



The World's Fair sensational musical review featuring the voices of Pearl Bailey, Liberace and many more. LOC/LSO-1090



Jim's voice has a dash of moon with a touch of roses on songs like "Moon River" and "Mexicali Rose." LPM/LSP-2854



Plays masterpieces from the guitar repertoire. Like "Tacita de Plata" and "Tarantas de Lidia." FPM/FSP-120



Porter teams up on this "live" album with other performers. Includes "John Henry" and "Find Out." LPM/LSP-2840



45 glass-clinking German beer-hall songs recorded in Europe. So real, the only thing left out is a stein of lager. FPM/FPS-119

SAIL TO PROFITS ON **RCA VICTOR**
The most trusted name in sound

L. A. Payola Suit Defendants Label Charges 'Ridiculous'

• Continued from page 1

Jim O'Neill, former KFVB disk jockey, when asked if he had ever heard about Huskey's investigation, replied: "I think everyone was aware that Al was planning to do this. There were rumors that he had tape recorder and was trying to get evidence. Everyone tended to dismiss the matter lightly. No one felt that he could do anything. Nobody dreamed he could prove this. He still has to prove these charges as far as the trade is concerned."

KRLA's P.D. and DJ's

Reb Foster, program director and disk jockey at KRLA, Pasadena: "Neither I nor anyone has been served with papers, so we only know what we read in the paper. I'm not worried about the suit because I haven't done anything wrong." Had he heard about Huskey investigating alleged payola activities? "There were rumors about this some time ago, but I dismissed it as nasty rumors."

Casey Kasem, KRLA disk jockey: "A lot of innocent people here will be hurt. It's unfortunate that it's happened. I didn't know this was going to happen; it was a complete surprise. I had never met Huskey and I've been here one year."

Ted Quillan, KRLA disk jockey: "I would rather reserve comment at this time since I don't know exactly what I'm being charged with." He said the suit came "completely out of left field with no prior notice." When asked if he knew of payola activities in Los Angeles, he said no, but that there have always been rumblings in the business since he's been in it, "and that's 18 years."

Al Bennett

Al Bennett, president of Liberty Records: "Liberty is clean and has always been clean. The court will decide as to the validity of his (Huskey's) charges."

Peter Gram, president of Park Ave.-Garex Records and Gram Brothers Automotive Repair Service: "I'm puzzled about the connection I could have with Al Huskey since I never discussed anything with him or ever employed him. I had only met him three or four times, but I knew he was promoting records. This may be a lot of words. I don't know where I fit into the picture."

Gram admitted he has been fixing cars for disk jockeys adding, "Know anybody who isn't in an accident?" Gram said all the repairs were "done in a business-like manner. I don't give anything away. I've got bills on my books. As a matter of fact

in the last year we did very little repair work; there weren't too many accidents. If my products were played, they were played because they were good. I've had records bounced, too."

KGFJ Disk Jockeys

Bill Mercer, KGFJ Disk jockey: "I'm surprised and shocked by it. From what I've heard it's unfortunate that someone tried to deprive Huskey of a living. It's very wrong. I can't imagine in all fairness anyone doing anything to deprive any person of his living." Mercer thought his name was included in the suit "so he (Huskey) would cover everything. I wasn't offended by it; there was no resentment, just confusion. I couldn't understand why it had happened."

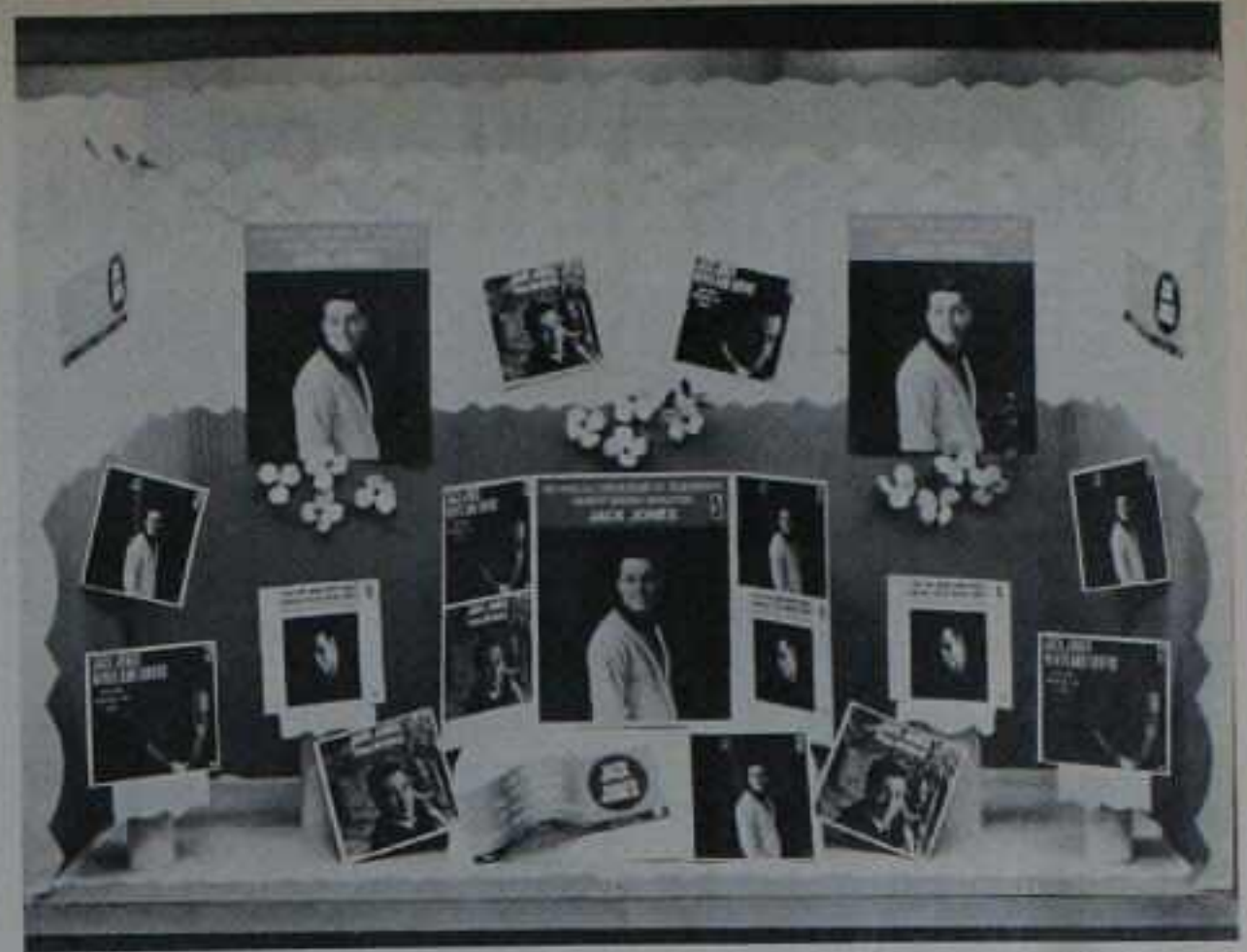
Hunter Hancock, KGFJ disk jockey: "I've really got nothing to say because I haven't been served with any papers. I don't know what I'm being accused of. I don't recall knowing Huskey."

Chuck Daughtery, KDEO,

San Diego, disk jockey: "It came as a complete surprise to me. I've not been served yet so I don't know anything."

Rudy Harvey, former KGFJ disk jockey, now with KDAY: "I had heard rumors about Al doing this but I never thought I would be implicated." Asked whether he had known of any payola activities, Harvey said, "There's always rumblings, talk and jokes about payola."

Sterling Radcliff, a former owner of Park Avenue Records with Pete Gram, told Billboard that in his estimation Gram is in no way connected with payola. "I saw what was going on and I will testify to the fact that there should be more fellows like him in the record business who keep it clean."



KAPP RECORDS is using the professional display facilities of the National Display Corporation, Newark, N. J., in its national Jack Jones promotion. The window display above is appearing in record shops and department and discount stores in the nation's top markets. Helping the promotion is the Oscar won by "Call Me Irresponsible" as the best movie song. Jones' "Irresponsible" album is featured in the display.

Marek Cites Regional Music Trends in Studio Dedication

HOLLYWOOD — George R. Marek, RCA vice-president and general manager of its record division, revealed that 40 per cent of its pop album product is purchased on the West Coast and that a good portion of its artists live in California, in offering two reasons for the company's investment in its new West Coast home.

Marek's remarks were made during open-house festivities Tuesday (21) for the nine-story \$5 million RCA Building at 6363 Sunset Boulevard.

"There are six reasons for our investment in this property," Marek said. "Forty per cent of our popular album product now originates here. Forty of our artists live here, and more will move in the future."

Los Angeles is becoming an adult, serious music center, Marek noted, citing the forthcoming Los Angeles Center for the Performing Arts as a West Coast counterpart to Lincoln Center.

Regional music is attaining greater importance, Marek said. Surfing music, which originated on the Coast last summer, was an example singled out. "Good or bad, the trend is toward re-

gional music," Marek emphasized.

Music is becoming more international. The same people who built RCA's Rome studios two years ago are responsible for constructing the new Hollywood studios, Marek boasted.

"We have a healthy faith in the future of recordings," Marek stated. "In the next 10 years popular music will grow young-

er," Marek said, noting that youngsters are constantly gaining importance as customers.

Marek spoke to the press before the 1,000 invited guests arrived for the open house party. The executive had been at the NARM convention in Miami on Sunday, had flown back to New York Monday and then flew to Hollywood Tuesday to deliver his remarks.

RCA Cuts C&W Tour of Europe

NEW YORK — Success of the RCA Victor "Nashville Sound" in European countries has prompted the label to record the country artists during their Continental trip. The disk, which has been taped on location during the country artists tour, has been tentatively titled "Nashville in Berlin."

The company says that in Vienna the group played to 8,000 Viennese c.&w. fans and in Munich the artists played to a capacity 5,000-strong audience. Coverage of the group, which includes Chet Atkins, Jim Reeves, Bobby Bare, Anita Kerr and her singers, is featured elsewhere in the issue in reports from Billboard's foreign correspondents. The group played Hannover, Essen, Karlsruhe, all in Germany; Copenhagen, Amsterdam, Stockholm and Oslo, besides the cities already named.

Reeves & Bare Get Norwegian Silver

OSLO — The current RCA Victor tour of Norway and other countries on the Continent is taxing on the country artists making the trip, according to Jim Reeves, but it's all for a good purpose says the artist.

The RCA Victor c.&w. troupe played two concerts in this country and were most favorably reviewed. During the show, Jim Reeves and Bobby Bare received silver disk awards. Bare for "Detroit City" and Reeves for "Adios Amigos." This was the first Norwegian silver disk Bare had ever received in Europe; Reeves won one some time back for "He'll Have to Go."

Speaking for all the members of the tour, Reeves said they realize the importance of tour for RCA Victor and for country music in the European nations. He also believes that the success

of this enterprise will stimulate other labels to send artists in the future.

While Reeves was aware of the importance of such a tour for country music, he also noted that the pace was a little to steep for most of the artists.

"Of course I know a promotion tour like this is necessary and I am happy RCA Victor asked me along, but I do not think it is fair to the audiences. We have been getting an average of three hours sleep during the tour. This tires the members of the troupe and we all are not at top form when we perform. I'd rather not repeat a promotion tour like this."

Besides Reeves and Bare, other members of the group are the Anita Kerr Singers and Chet Atkins.

KRLA Granted Another Month

WASHINGTON — The FCC has decided to give Pasadena-Los Angeles station KRLA another month of operation before it must go off the air. The Commission will consider joint plea of five applicants who want to run the valuable broadcast property on an interim basis. A roster of talent applied for the station when the license revoke was announced recently. Station will now stay on the air until June 1 to give the FCC time to ponder the idea of interim operation.

Comparative hearings among the 20 applicants for KRLA may take from months to years to settle. FCC will consider plea for joint interim operation by Oak Knoll Broadcasting, owned by Broadcast Foundation of California, an educational group and the one KRLA's deposed owner Donald Cooke had hoped to sell to before death sentence for the license was finalized by FCC, Goodson-Todman Broadcasting, California Regional, Crown City Broadcasting and Radio Eleven-Ten, Inc.

ADAMS AGAIN TOPS ASCAP

NEW YORK — Stanley Adams was re-elected president of ASCAP by the licensing society's board of directors Thursday (23). He has been an ASCAP board member since 1944.

Other officers elected were Adolph Vogel and Ned Washington, vice-presidents; Frank H. Connor, treasurer; Paul Creston, secretary; Jack Mills, assistant treasurer, and Morton Gould, assistant secretary.

Watson-Cap Still a Suit

SAN FRANCISCO — David F. Watson, president of Pic-a-Tune, Emeryville, Calif., rack jobber, this week denied previously published reports that the suit filed by his firm and Western One-Stops against Capitol Records, Inc., and the Capitol Records Distributing Corporation had been dropped.

Watson said that Capitol did file a motion to dismiss Count 3 of the complaint—which alleges that Capitol ceased selling to the plaintiffs in breach of distributor contracts—but that the notion to dismiss was denied.

Watson said that all three counts of the complaint are still before the court.

FRANK, BING, WARING ON LP

HOLLYWOOD — Frank Sinatra, Bing Crosby and Fred Waring and the Pennsylvanians have created a unique Reprise album, "America, I Hear You Singing," which is a patriotic showcase.

Seven arrangers created the backgrounds for the songs which have all become associated with some aspect of nationalism. Working on the project were Nelson Riddle, Ray Ringwald, Tom Scott, Hawley Ades, Dick Reynolds, Jack Halloran and Harry Simeone.

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NARM Counsel Warns Rackers On Compliance With FTC Rules

MIAMI BEACH, Fla. — Albert A. Carretta, NARM special counsel, Tuesday (21) presented to the NARM convention here a "Formula for Profitable Compliance." With the upcoming FTC Trade Practice Rules, Carretta, who represented NARM at the Trade Practice hearing in Washington March 13, said the formula can bring members into compliance with existing law and at the same time improve their profit and loss statements through elimination of illegal pricing practices.

Carretta made a strong argument for compliance "because compliance will keep you out of legal difficulties and will mean a better return on your invested capital."

Trade Practice Rules, Carretta explained, are advisory interpretation by the FTC . . . and do not constitute new law. "They merely represent an attempt on the part of the Commission to spell out in clearer language what is already contained in the rather broad and indefinite language of the trade regulation laws, Carretta then stated the crux of the Federal Trade Commission Act by quoting one sentence in the Act, reading: "Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful." He analyzed "What is unfair competition; what is an unfair act and what is a deceptive act or practice."

Regulation Needed

Carretta said it is incorrect to assume that "the government

of the U. S. is trying to tell you how to run your business. He added: "That is wrong and such a feeling only arises when one does not understand the purpose and intent of these laws. Without our trade regulation laws, our big businesses would get bigger and our little businessmen would eventually go out of business and go to work for others. . . ."

Making a profit is the primary motive in business, but some think volume selling is the primary motive, with profit secondary. The latter philosophy, Carretta noted, leads to demoralization of the entire industry. "The conservative businessman who is willing to operate within the law and with moderate profits in mind, often adopts the practices of the unscrupulous operator who wants to become Mr. Big—even though he has to violate existing laws to do it. The conservative businessman adopts the practices of his volume-hungry competitor . . . too often, one will fight fire with fire and retaliation becomes the order of the day. Price wars result and everyone suffers."

Industry-Wide Basis

Practically every industry member at one time or another violates trade regulation laws, and therefore, a member is unwilling to voluntarily correct his practices—because if he does, he will lose out to a competitor who continues to violate the law, Carretta explained. He added, however, that the device of Trade Practice Rules offer

members the opportunity to eliminate illegal practices simultaneously and on an industry-wide basis.

Carretta pointed out that rules will mean little unless the members of the industry want the rules to be effective. "Your association is the best medium for the effective implementation of such rules."

Carretta's formula for profitable compliance, a program for a "sick industry plagued by discriminatory pricing practices," entails three steps:

1) Promulgation by the FTC of rules; and it is desirable that the rules contain many examples of violations of law.

2) Following publication of rules by the FTC, NARM should undertake an educational program to explain the rules.

3) NARM should adopt a compliance program through which industry members may co-operate with the Federal Trade Commission by calling violations of rules to the attention of the FTC.

Carretta said the last-mentioned step can be most effective through the establishment of a private trade practice committee, which would co-operate with the FTC. It should not be the function of such a committee to attempt to enforce compliance on its own responsibility.

Thus, Carretta noted, under this program each industry member becomes a private detective without pay—rendering a service for the common good.

Aussies Storm B.O. for Beatles

SYDNEY — Offices opened this week for ticket sales of the Beatle performances at city stadiums in Sydney and Melbourne. In Sydney more than 7,000 tickets were sold in the first hour after tickets went on sale in the morning of April 14. Nearly 100 fans, some of whom had camped outside the store since the night before, rushed the office when it opened at 8:30 a.m.

Officials said ticket sales were the greatest number ever sold in one day in Sydney. The previous biggest sale had occurred in 1954 for Johnny Ray concerts. Similar crowds were reported in Melbourne and Brisbane. The Beatles are not due to open in Australia until June 15.

Meanwhile the Beatles have been pushed off the top of the local charts by Peter and Gordon's "World Without Love," a song composed by Beatles John Lennon and Paul McCartney.

Melcher-James Talk Pub Deal

LONDON — Marty Melcher had talks in London with the publishing world's Mr. Beatle, Dick James, which are expected to lead to an announcement shortly of James Handling the Melcher catalog here. Leslie Conn, who was general manager of Melcher Music in Britain, joined Dick James in a promotional capacity this week. James is, of course, the publisher who handles all Beatles' compositions.

Levine Will Visit ABC Licensees

NEW YORK—Harry Levine, ABC-Paramount Records executive vice-president, will meet with the firm's European licensees next month.

Levine leaves May 11 for a three-week tour of the United Kingdom and the Continent, with Paris and London meetings set. He will also visit Hamburg and Copenhagen.

Sullivan Tapes Beatles in London

LONDON—Ed Sullivan has a Beatles interview on the floor of their film set for slotting into his show. He arrived just after British TV producer Jack Good, who is in to produce the Beatles' hour-long TV special for Rediffusion.

Though their United Artists film is still uncompleted and un-

titled it is now known that the movie will be premiered in London July 6 at the Pavilion, which is situated right on Piccadilly Circus. It is expected to be a royal premiere in aid of the Variety Club and the Dockland Settlements charities.

The Beatles will attend second gala opening in their home

city of Liverpool during the same week and are expected to fly to America in July (prior to their August return to tour) for the U. S. premiere though this has still to be confirmed by UA.

It is now known that the Beatles' U. S. tour will open at the Cow Palace in San Francisco August 18. The group will get a guaranteed \$20,000 for each concert against 60 per cent of the box office plus program money. For example, if they play the Los Angeles Coliseum they could gross \$240,000 for two shows.

Disk War Waged With 'Funny Girl'

PHILADELPHIA — "Funny Girl" show album, undoubtedly the hottest selling platter package of the moment, has also developed into a hot price war among the retailers. The sales edge was gained by Sam Goody's, which sent its own truck to New York to pick up an initial shipment from its New York store to get the jump on local deliveries by the label.

Breaking with a Friday newspaper ad that offered the hot item at \$3.09 for mono with an extra 60 cents for the stereo spinning, Goody's store manager, Al Franklin said that over 1,000 albums were sold on Friday and Saturday. Some local buyers picked up the set for \$3.05 by bringing in the Goody's ad in the New York papers where that was the selling price. Franklin said that the two-day receipts were phenomenal, considering that the first ad did not break until Friday.

On Tuesday, Gimbels department store, made a strong bid to woo buyers away from

Goody's. In a co-op newspaper ad with Capitol, it cut Goody's price down to \$2.97 for the mono set and only 50 cents more to sell the stereo at \$3.47. Lit Brothers department store followed with a two-day sale, and in a co-op ad with Capitol, matched Goody's prices at \$3.09 for mono and \$3.69 for stereo.

In view of the price issue, Armad's, who operates two record shops at the nearby Cherry Hill (N. J.) Mall, advertised "Funny Girl" at \$1 under the list price.

HOLLYWOOD—Perry Botkin Jr., Jim Bowen, Jim Economides, Jimmy Haskell, Ken Nelson and Joe Reisman will debate the subject "What Are the Sounds That Sell Records" at the Los Angeles NARAS chapter's meeting Wednesday (29). Dave Pell will moderate the panel for the meet, scheduled for 8:30 p.m. in the new RCA Building.



WORLD'S FAIR DEBUT: Mrs. Ferde Grofe, Paul Lavalle, and the composer, Ferde Grofe, are shown during a backstage moment prior to performance of Grofe's new work, "World's Fair Suite." Lavalle conducted the first performance of the composition Wednesday night (22) at the Tiparillo Band Pavilion. The Suite is being published by Robbins Music wing of the Big 3.

BRITISH CHAIN GETS WARNING

LONDON — With the result of the Resale Price Bill still awaited, EMI and Decca have both acted swiftly to defend price maintenance while it lasts. Following reports that a Manchester-based supermarket chain Adsega, was selling records below list price, Decca issued a writ to prevent the firm from doing so. By registered post EMI sent letters warning the supermarkets of the legal consequences of selling their product at reduced prices. Adsega is the firm which said that it would like to use records as bargains to attract customers when the Resale Price Bill was first drawn up.

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Vol. 76 No. 18
BILLBOARD, May 2, 1964

LEIBER STOLLER GOLDNER

PRESENT THEIR 1ST HIT ON THE RED BIRD LABEL



MANY, MANY THANKS

to all the Program Directors, Music Directors and D.J.'s who have made this record a smash.

George Goldner



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| Superior Record Sales Corp.
New York City | | |

*DALE BROKE THIS RECORD FIRST IN MASS.

Tough Line at NARM

• Continued from page 1

CRDC Firm on Discount Policy Toward Racks

• Continued from page 1

outlined the label's reasons for discontinuing the 10 per cent functional trade discount and charged the rack jobbers with the following practices:

1. Taking away key accounts from the label and attempting to displace the distributor.
2. Selling less of the Capitol-Angel product to many of these accounts.
3. Using the 10 per cent discount to subsidize the displacement of Capitol distributors.
4. Replacing the Capitol-Angel product with *schlock* merchandise.
5. Working through the NARM board to obtain distributor prices for NARM members.

Capitol Charge

Capitol further charged that doing business with rack jobbers has become less and less profitable for the label and that the rack jobbers were slow payers, demanded more and more dating, used Capitol money for operating and expanding, were responsible for fantastic returns and swap demands, attempted to take unfair advantage in the ex-

NARM RE-ELECT STEEN; ELECTS OTHER OFFICERS

MIAMI BEACH—Cecil Steen of Recordwagon, Inc., Woburn, Mass., was re-elected president of NARM at the Sixth Annual Convention here. This will be Steen's second term. Steen was presented with a plaque on behalf of his service to the membership, and he thanked the board for its aid during his first year.

The officer and board line-up of NARM, in addition to President Steen, is as follows: George Berry, Modern Record Service, New Orleans, vice-president; Don Ayres, Record Wholesales, Inc., San Francisco, secretary; John Billinis, Billinis Distributing Corporation, Salt Lake City, treasurer.

The above and the following constitute the board: Jim Tietjens, Musical Isle, Milwaukee; Alvin Driscoll, Pioneer Distributing, Wichita, and Stanley Jaffe, Gordon Sales, Seattle.

change price, were guilty of trans-shipping and operating sub-rosa as dealers, shared trade discounts for accounts they didn't service and demanded even a greater discount because of the margin squeeze.

Capitol admitted that not all

(Continued on page 8)

NARM Seeks Antitrust and FTC Support

• Continued from page 1

tion, climaxed simmering discontent by rack jobbers over the policy of Capitol Records' Distributing Corporation. (See separate story. The CRDC statement, given out by Stan Gortikov, recapped the sweeping revision of CRDC's sales policy inaugurated March 2 and offered additional perspective and clarification of CRDC's position. The CRDC statement was blunt and forthright, and was adjudged by many convention registrants as an indication that the honeymoon was over, as between rack jobbers and some major manufacturers; that each was taking a new, hard look at the other and re-evaluating their relationship. Until the issuance of the NARM resolution, it was felt that the rack jobbers would take the rough medicine quietly.

Manufacturers' discussion at the convention tended toward the view that developments at the NARM convention last year in San Francisco was the first of several hard blows taken by the record merchandisers. At

NARM AWARDS BEGIN WITH VINTON & SOURIRE

MIAMI BEACH, Fla.—Bobby Vinton's "Blue Velvet" on Epic and "Dominique," by Soeur Sourire on Philips tied for the Best Selling Hit Single in the NARM poll. The Best Selling Album winner was "Peter, Paul and Mary" on Warner Bros.

Columbia won top honors in three categories: "West Side Story" won in the Best Selling Movie Sound Track Album category, and Columbia's Andy Williams took the nod as best Selling Male Vocalist. Barbra Streisand won the Best Selling Female Vocalist award.

RCA Victor's John Gary won in the Most Promising Male Vocalist category, and Mercury's Lesley Gore and Capitol's Nancy Wilson tied for top honors in the most Promising Female Vocalist category. Peter, Paul and Mary scored a second win as the Best Selling Vocal Group.

Mercury's Smothers Brothers took the Best Selling Comedy Recording Artist category; Disneyland topped all as the Best Selling Children's line and Billy Vaughn of Dot scored as Best Selling Orchestra. Somerset Stereo Fidelity topped all others as the Best Selling Economy Price Product under \$1 retail, and RCA Camden won the nod for product selling over \$1 retail.

The poll named RCA Victor as the NARM Associate Member Company of the Year.

The awards were presented during the NARM Awards Banquet Wednesday evening at the Eden Roc here. Appearing at the banquet was a star-studded show, emceed by Decca artist Red Foley and including Bobby Vinton, John Gary, Barbara McNair and Harve Presnell.

A drawing for a mink stole was won by Mrs. Charles Schlang, whose husband is president of Mershaw of America. The stole was offered by Jubilee Records.

that time manufacturers stood firm and refused to accord distributor rights. This was subsequently followed by the Columbia and Capitol programs.

Though vocal fireworks did not erupt at the convention, the simmering undertones were unmistakable. When Capitol at its dinner party presented awards to NARM members Charley Schlang, Jack Goldbart, Monroe Goodman, etc., for their outstanding merchandising of Beatles records, each of them had a brief, pithy remark. One said: "This is in lieu of a discount." The other stated: "I hope I get out of here alive."

A major record manufacturer presented his view of the matter by remarking that "They—the rack jobbers—must learn that they cannot get all their demands; that we have to make a reasonable profit."

This hardening of attitude, and the indication that neither side would at this time take a backward step, was a key facet of the convention.

Steen and Malamud indicated that no date had been set by NARM for the presentation of its case to governmental agencies. This will occur when special attorney Albert A. Carretta

has researched the matter. It is also understood that a long time may elapse before there might be clarification by the federal governmental agencies. In answer to a question by reporters, Steen did indicate that clarification by the government could have precedential meaning for the record industry.

The NARM resolution was very carefully worded—Steen pointing out that it does not charge CRDC with a violation of law; rather, in paragraph four, the resolution uses the phrase, "may constitute a violation." Of course, the NARM leaders feel that a strong argument can be made that illegality exists.

The resolution follows: "Whereas the vice-president and national sales manager of Capitol Records Distributing Corporation recently advised three regular members of the National Association of Record Merchandisers that said corporation had elected to 'cease selling Capitol and Angel product' to the three regular members, and

"Whereas said election has been made effective by an actual refusal to sell said products

(Continued on page 8)

MAREK'S VIEW:

Rack Merchandisers to Play Vital Role in Record Industry Growth

MIAMI BEACH, Fla.—George R. Marek, RCA Victor executive vice-president, in addressing the NARM Convention Monday (20) on the general subject of a "Reaffirmation of Faith," analyzed trends emerging during the past decade and gave his prognostications—or wishes—for the future. The RCA Victor executive's talk was illustrated by slides and was replete with literary allusions. He traced the revolutions in merchandising and selling; the development of self-service; the internationalization of music; the growth of interest in music, and the growth of leisure time which fosters additional interest in all forms of entertainment.

Moving to the future, Marek presented his "guesses," stating: "Perhaps these guesses are no more than wishes—wishes I wish for you and for me. I have 10 wishes." These are, in condensed form, as follows:

- 1) The record merchandiser will become even more important . . . and his function of distributing records through multi-product retail outlets will continue to be vital. Marek added, however, that the record merchandiser must improve; he must develop new ideas rather than engage in an undisciplined drive for volume. Marek suggested that informed sales personnel be added "to the bloodless browser box" in some locations.
- 2) Records are likely to be sold shortly in supermarkets, variety stores and other non-record outlets overseas. The American pattern of distribution will develop in foreign countries.

In connection with this, Marek expressed the wish that NARM become an international association.

3) Marek expressed the need for an improved LP record—one totally "free of ticks, pops and scratches."

4) He expressed the hope that monaural would die soon. "It's half dead now, and I do predict that within the next five years it will die, as 78 has died. And what a relief that will be!"

5) "I hope that the industry will come through with some new ideas for new phonographs—machines which are cheaper, better able to get off a record what we put on . . . and are smaller and weigh less."

6) Marek foresaw (in the event point five materializes) the time when most homes would have at least two phonographs.

7) He foresaw that music, in the form of tape or in the form of a new type of record player, would be available in automobiles. Car music may offer a new opportunity to NARM, he added.

8) See and hear tape, Marek said, may become a commercial reality within the next 10 years. "This may double our business, though it will quadruple our union problems."

9) New, exciting artists will add new excitement to the record business, Marek stated.

10) Finally, Marek added, NARM and the record manufacturer should match the consumer's enthusiasm. "My wish is for faith within our industry, faith which demonstrates itself in a reasonable effort to solve

the many problems which a growing business spews to the surface . . . and not an unreasonable bickering or a throwing up of hands."

Marek added that "our opportunities are great." He displayed a chart which predicted an increase in population, between 1964 and 1970, by almost 50 per cent in the age group of 18 to 24.

Gallagher Advises Rack Jobbers To Get Product Customers Want

MIAMI BEACH, Fla.—Bill Gallagher, Columbia Records' marketing vice-president, Tuesday (21) told members of the National Association of Record Merchandisers to forget about regarding the customer as a person who will buy whatever they have on the racks and to make an effort to provide the customer with the product he wants.

"The essential marketing job of management in the record industry," he explained, "is to view the business from the market place, not the market place from the business. Today's record buyer is no longer a sales target—he knows what he wants and it's our job to make it as accessible to him as possible—at realistic prices."

Gallagher emphasized that intelligent buying determines the success of the record merchandiser. He pointed out that the

consumer doesn't care what the merchandiser has in inventory—but he does care to get what he wants.

Cost Analysis

"I urge you," Gallagher said, "also to initiate an accurate system of cost analysis so that you can properly appraise what it costs you to orbit merchandise—the type that goes out the front door and returns via the back door."

"Price alone has never been at the core of the rack merchandiser's success—you can afford to pay an equitable price for merchandise that turns—you cannot afford to stock your racks with price merchandise that returns."

He told rack jobbers to take a more active part in record promotion.

"If you're servicing a major chain in your community that buys radio time," he said, "and you know that you have a hot album on the racks—encourage the advertising people with the chain to have the album played during spots, etc.—window streamers, artist appearances, tie-in promotions with theaters and concert promoters, all contribute to maximum market penetration. You must learn to live up to your responsibility of creating and fulfilling the demand of the consumer."

He also advised rack jobbers to work with manufacturers on displays.

Gallagher, in an obvious reference to the functional discount, said, "We do maintain that as specialists you should receive adequate compensation for the specialized services you render—these are basic economics."

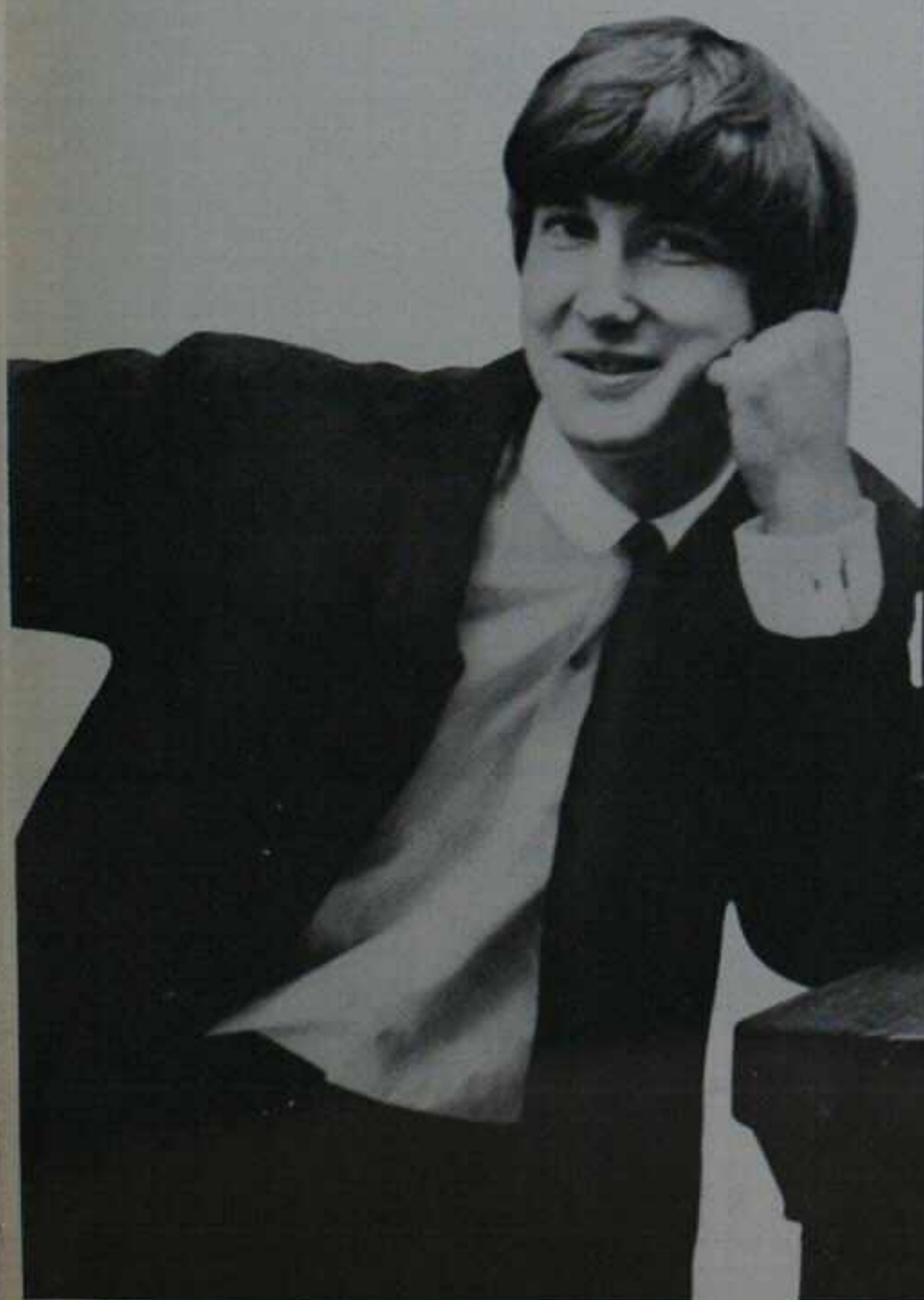
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Peter & Gordon

**A World
Without Love**

Written by
**John Lennon & Paul McCartney
of The Beatles!**

#5175



*** #1 in England's Melody Maker & New Musical Express charts for April 18!**

#2 in the Billboard & CashBox British charts for April 25—right behind THE BEATLES' "Can't Buy Me Love!" #5150

FCC Scrutinizing Allegations Made in KFWB's Payola Action

• Continued from page 1

of the alleged payola activities, which are liable to criminal penalties under the anti-payola amendment of 1960, will officially be responsibility of the Renewals and Transfer division.

However, payola complaints usually go to the Office of Complaints and Compliance in the FCC's Broadcast Bureau. The investigation of the matter will probably land in Broadcast Bureau hands in any case.

Usual procedure is for the FCC, once it has learned of accusations of payola either in the press or by individual complaint, to query the station directly about the matter. It may then send investigators to make an on-the-spot investigation if the situation warrants it. In the KFWB case, FCC might possibly await the outcome of the California court suit to see what comes out under oath. If the situation warrants it, they may act without waiting for outcome of the court suit.

The staff has to draw up a record of its findings, which are then submitted to the full Commission by the chief of the Broadcast Bureau, James Sheri-

dan. The time factor in any FCC case is anybody's guess. Some drag along for a number of years; some are acted on swiftly. When a case gets the interest of a member of Congress, particularly chairman or member of House or Senate Commerce Committees which have jurisdiction over FCC, the Commission may move faster.

The FCC has a wide range of sanctions, from simple reproof to license revoke. If criminal liability is involved in serious

payola case, the FCC turns the prosecution over to the Justice Department.

It is very unlikely that the Federal Trade Commission will take any hand in the KFWB case. The FTC stands aside in payola cases, since the Communications Commission has specific sanction under its statute. While commercial bribery and anti-competitive practices are alleged to be involved among record companies named in the Huskey suit, the payola aspects are primary in the view of the FTC. Also FTC staffers note that a case has to involve substantial competitive injury and concern a considerable segment of an industry to get action by the overloaded Trade Commission.

NARM Seeks Antitrust and FTC Support

• Continued from page 6

to each of the three regular members; and

Whereas, each of the other numerous regular members of the National Association of Record Merchandisers are now conducting their respective businesses under the continuing threat that similar action may be taken by Capitol Records Distributing Corporation against each of them; and

"Whereas, there is reason to believe that said action by Capitol Records Distributing Corporation may constitute a violation of the provisions of either the Clayton Act, as amended by the Robinson-Patman Act, or of the Sherman Anti-Trust Act.

"Therefore, be it resolved, that the Board of Directors of the National Association of Record Merchandisers, in meeting assembled on April 22, 1964, and after ratification by the membership, unanimously directs its special counsel to place before both the Chairman of the Federal Trade Commission and the Assistant Attorney General of the United States in charge of Anti-Trust Division of the Department of Justice all known facts relative to this action of the Capitol Records Distributing Corporation with the request that the Federal Trade Commis-

sion or the Department of Justice take such criminal or civil action as may be warranted under existing laws."

The three NARM members referred to above are Pic-A-Tune, Oakland, Calif.; I. J. Morgan Company, Philadelphia, and Music City Record Racks, Inc., Los Angeles.

It was learned that rack jobbers had discussed helping those members who had been cut off —by supplying them with merchandise. Steen, in answer to a question on this matter, stated that Capitol would not take any action against members acting on this matter.

In general, Steen and Malamud felt the convention was the best thus far—with an attendance figure of about 350. For the first time, guest record merchandisers were invited, and several of these have applied for membership. Malamud said that the attendance was a record one both for rackers and manufacturers. "This is not a club," he noted, adding, "We are hoping to solve mutual problems."

In answer to a question regarding NARM's possible expansion into an international organization, as suggested by RCA Victor Executive Vice-President George Marek, Steen stated he was watching the overseas scene carefully; that Philips was already experimenting with rack merchandising in France.

300 Radio Stations Air 'Opry' Programs

• Continued from page 1

several foreign stations are negotiating for broadcast rights of the show, Cooper said.

Only the commercials and references to dated events are being edited out of the show in an effort to retain "total spontaneity," Cooper said. "We are retaining all the fun and foolishness, any slip-ups or goofs . . . just as it occurs every Saturday night at the Grand Ole Opry House," he added. (The Grand Ole Opry House was formerly known as the Ryman Auditorium and was purchased by WSM several months ago.)

Significantly, the more than 300 stations entered into the agreement with WSM almost overnight even though the powerful Nashville station had made only one mailing of a one-page letter outlining details of the offer. This immediate acceptance from all parts of the country indicates the universal appeal of the "Grand Ole Opry" specifically and country music in general, Cooper said.

More Expected

Len Hensel, WSM's national sales manager, who is now helping in arrangements for the show, said he expects more than 400 U. S. stations to be broadcasting the "Opry" within 60 days. The "Grand Ole Opry" is now being heard for well over 1,500 air hours weekly in virtually every market in the country.

Cooper said that Edwin Peterson, senior vice-president of Keystone Broadcasting System, Chicago, has provided considerable support to the program by having purchased the "Opry" show for a large number of Keystone stations throughout the country.

The show, which is produced by Ott Devine, general manager of the "Opry," is supplied to the stations in the form of an LP vinyl 12-inch disk. The disk allows local stations to insert their commercials without operational difficulties through the use of nine continuous spirals in each daily program. WSM's Charlie Bragg acts as recording engineer for the show.

Low Price

The show, which is being sold to the stations, is going at a price reported at considerably less than what might be normally expected. The reason for this, Cooper said, is in WSM's desire to place more emphasis on the promotion of the "Opry" as opposed to using the program for a hard cash return.

WSM's clear channel Saturday night broadcast of the "Opry" is continually sold out from 7:30 p.m. until midnight and for one and a half hours before and after the show to blue-chip advertisers, including Martha White Mills, Ford Motor Company, Kellogg Cereals and Pet Milk.

CRDC Firm on Discount Policy Toward Racks

• Continued from page 6

rack jobbers were guilty of these sins, but added that the innocent ones were in the minority.

The following statement outlined the policy of the Capitol Record Distributor Corporation with regard to its rack jobber policy.

"CRDC will solicit only those accounts whose current exposure and sale of Capitol-Angel products are significantly below their potential or below their own prior experience. CRDC will not solicit an account that can better be serviced by its rack jobber. CRDC will not seek business from those accounts whose rack jobber is conscientiously marketing reasonable amounts of our product.

"This means that in many cases CRDC will solicit no accounts of a given rack jobber, but instead will do everything possible to support the current relationship between that rack jobber and his customers.

"In short, this approach will be a selective one, very much akin to a rack jobber's own practice of selectively soliciting accounts regularly served by the conventional distributor."

Retail Options

Options listed for the retailer under the new Capitol policy would be to buy exclusively from the rack jobber or exclusively direct from the distributor, to buy the product of major labels direct from distributors and other product from rack jobbers and to buy Capitol-Angel product direct from CRDC and other product from rack jobbers.

McCormick on KFWB Staff

HOLLYWOOD — After several weeks of negotiations between KFWB and several Negro civil rights organizations, Larry McCormick has been hired as a disk jockey. The announcement was made jointly by Jim Hawthorne, national program director and vice-president of Crowell Collier Broadcasting, and James Tolbert, president, Hollywood chapter, NAACP.

It is understood McCormick will fill in on weekends and during vacation periods. He was formerly with KDAY, local r.&b. station. Local chapter of CORE recently picketed KFWB as the opening move to have a Negro hired.

McCormick is the first D. J. moving to a major Top 40 station here from an r.&b. station. In past months both CBS and NBC have also hired Negro talent from r.&b. oriented Los Angeles stations.

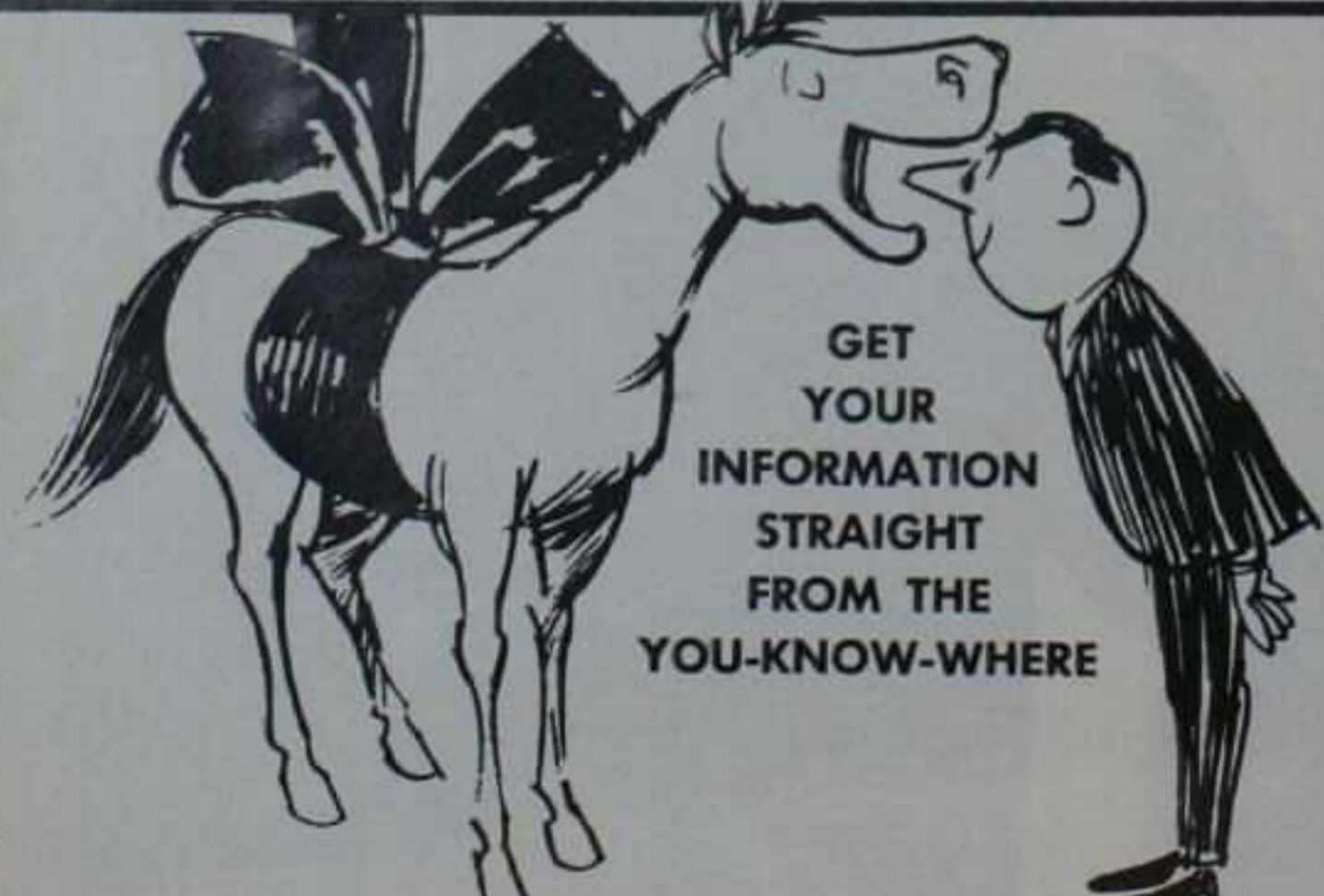
While the statement admitted that in the past CRDC deserved to lose accounts to rack jobbers, it maintained that "CRDC is far more skillful today in servicing an account than it was in times past."

It added that CRDC will not attempt to solicit accounts that rack jobbers are servicing in an efficient manner.

Capitol justified its policy of selling to customers of rack jobbers at the same prices rack jobbers pay for their merchandise by pointing out that Capitol performs many services for the retail outlets. That statement read, "Certainly we should not be expected to subsidize those services, especially when such subsidy reduces the amount of our product sold, separates us from our present customers, and contributes to our ultimate expulsion from the distributor scene."

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- COMPLETE COORDINATION of the campaign between all departments at Liberty and Vikki's personal management and publicity offices

Soon, everyone will know that "...there's no one quite like her!"



LIBERTY RECORDS

Personal management: Arnold Mills & Assoc.

NYC's Second Ave.: Banjos To Juke Box Flick 'Bikinis

NEW YORK—While Greenwich Village Bohemians move to Hoboken and the Beatniks move to this city's upper West Side, much of the city's small club and musical life continues to build a new entertainment area on the Upper East Side.

Last fall and winter a rash of new clubs broke on First and Second avenues. Staid neighborhoods have given way to the glitter and the tinsel of San Francisco revisited.

The club scene on the Upper East Side between 60th Street and the German town atmosphere of 86th Street, continues to grow with more and more new night spots popping up. Practically all of them feature banjo music, folk music, traditional jazz, or modern jazz.

Each of these places is in the San Francisco revisited groove, with crystal chandeliers, or marble top tables set into a dark hardwood and some kind of shining copper motif.

The reason for the growth of this area with its folk to jazz tinge is understandable, for the location is the living and breeding place of young bachelorhood. Before the bright young from out of town marry and move to Westchester and Connecticut, they live in the apartments that dot this upper East Side. They bring their collegiate tastes to town and look for places to gather that present the

kind of music they like. The closer to home the better.

Each of these clubs has a distinguishing characteristic. Few offer the same kind of entertainment. Banjos are very much in vogue, but not every place has banjos. The Red Onion has Dangerous Dan McCall and his banjo band, the Hootenanny has the Wilbur DeParis trad jazz band. The Gordian Knot has had Al Cohn and Zoot Sims and Randy Weston to name just a few of the jazz stars.

Sparks Pub in the upper 70's on Second Avenue has another gimmick that's packing the bar. The place sports an imported juke box, made by Scopitone in Europe, that shows full-color pictures along with foreign language recordings. The machine is filled with the liveliest of European artists. Francois Hardy, Orlando, John Hallyday are a few of the European artists represented. In addition the machine also showcases two American artists in Dion and Paul Anka, and British thrush Petula Clark.

The young crowd spends 25 cents a shot to see these pictures and hear tunes like "Sherry," "Locomotion" and other American hits of the past sung in foreign tongues. But there's an added bonus for the men. The color pictures are almost sharp and clear. As a result the lovely ladies (dressed in high fashion and low bikinis), who prance

about in just about every sequence, are that much easier to appreciate.

NIGHT CLUB REVIEW

Goulet: Highlight In Pittsburgh

A highlight of the nightclub season here (Pittsburgh) was the debut of Robert Goulet, the Columbia recording star, at the Twin Coaches with a capacity audience on hand to greet the handsome Canadian.

The personable Goulet has acquired a lot of showmanship since his first appearance at the Civic Arena last year, and the gals flipped all during his 45-minute stint. A high point of his act was his strolling through the audience warbling love songs at the ringsiders for major results.

Interspersing his vocals with some witty patter gets Goulet off to a fast start, and his medley of standard ballads including "If I Could Be With You," "Take Me in Your Arms," "You, You're Driving Me Crazy" and others should insure the Twin Coaches of a really big week.

His "Soliloquy" from "Carousel" was a welcome change of pace and his "If Ever I Should Leave You" from "Camelot" got him off to a rousing finish. The dancing Hamilton Twins and Jess Wilson's orchestra are also strong assets to a fine bill.

LEONARD MENDLOWITZ

CONCERT REVIEW

Makeba Vibrant At Philharmonic

Miriam Makeba captivated a good-sized audience at New York's Philharmonic Hall, April 18. It was largely a one-woman show, although there was occasionally dancing, in company with singing, by five dancers who seemed sometimes to confuse the audience, though there could have been no doubt as to the earthiness of their intentions, of their interpretations.

The program was heavy on the African part of Miss Makeba's repertoire, but there was also songs in other languages. The various "click" songs continue to beguile the audience. There were two charmingly cute story-songs: "Naughty Little Flea" and "One More Dance." Another song, "La Fleuve," seemed to suggest the flow of its "River" title.

But the highlights of the evening were "Forbidden Games," the lyrical, lovely "Willow Song" from Othello, and an Indonesian lullaby that electrified the audience.

It is difficult to identify the Makeba who, only a few years ago, sang somewhat differently on the tiny stage of New York's Village Vanguard, with this dynamic, vibrant singer who dominated the huge Philharmonic stage.

What has happened is the shoot of a star. The sensitive—even the insensitive—audience must feel that her strength comes from being compelled by something more than herself. She sings with her whole self, and then that extra part; perhaps, part of an immense river, or, even, as a root of heaven.

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PEOPLE AND PLACES



One of the basic tunes in her repertoire is "Them There Eyes." The tune might well have been written expressly for her. The eyes belong to Peggy Lee and they shine with warmth and charm Monday (27) when she made her debut performance at the Americana's Royal Box.... Visitor to the States currently is the director of Europe No. 1 Radio, Lucien Morisse, who also promotes concerts at Paris' Olympiad. He has also started his own label, A-Z. He goes from New York City to Las Vegas, Nev., to Los Angeles and back.

"Never Say Die" a new musical about hair styling begins previews at the Bowery Theater May 10. Book and lyrics are by Jerry Douglas and the score is by Hal Jordan.... Mitzzi Mason playing the Sniffin Court for two weeks.... Barbara Votens on her way to stardom. She's set for an hour on the telephone.

Condolences go to Eddie Mathews of Laurie Records who lost his father last week in Chicago. Sadness was lifted somewhat however, for his first girl was born just 12 hours after his father's death.... Carol Taylor makes her TV debut on the "Today" show this week.

With no newly produced Bobby Darin sides available, Atco Records has scored a bit of a coup by releasing "Milord," cut sometime back while the artist was under contract to the label but never before issued.... Rod McKuen doing the "Johnny Carson" show May 15.... Bernard H. Horowitz has been named chairman of the board of Dawn Records.... Among the artists showing interest in a new ballad, "Was It Springtime?" are Barbra Streisand, Tony Bennett and Dolores Hawkins. Tune was co-authored by Mike Parris who is the night manager of the Tin Pan Alley Record Shop in New York City.

Beatles' Lennon With Sour Look

As might be expected, the writing Beatle, John Lennon, has too little good to say about the world around them (John Lennon, "In His Own Write," Simon & Schuster, 78 pp, \$2.50).

It would help to read the book if one heard many Beatle records first. Or, it is possible that one will understand the records better after reading the book. The words are cleverly garbled and the general theme is juvenile, and a little bit veddy-sick Thurberesque. Or, maybe, as Paul McCartney writes in the foreword: "None of it has to make sense, and if it seems funny then that's enough." (You see, he also has problems with commas when he writes.)

Nonetheless, or, perhaps, not to gather the worst, there is a certain METHOD in the madness herein. There is a shortie on the man who was "Partly Dave," that is a pungent comment on the one-half personality and such, a friendly Frankenstein of a Frank, a tumor with a personality, partygoers who kill their host, and the crippled lady who on her wedding day worried about whether she should weave flowers around the spokes of her wheelchair.

Or, if one must hold your hand, it is a question of dollars and nonsense sometimes spelled in peculiar fashion. Such as: "One upon a tom..." and all the lads who were "norman," and why were all the people wrong when they had their information "from a reliable sore." Or, perhaps more pertinently:



JOHN LENNON

"There is a lot to do in Liddy-pool, but not all convenience." To review in kind:

But do you lyke the rite you mayan ask? You mite tyke it like a good lad there, more rite than write, or, if writ, more to be served upon than censored like the poor girl who knew Max Maugham in the setting summers of his daze. Like. BILL COSS

SHANGRI-LA

by

VIC DANA

A big single — now a bigger LP! Features Academy Award winner "Call Me Irresponsible" as well as "Charade," "Hello Dolly," and others in Vic Dana's finest performances of his career.

BLP-2028/BST-8028



Dolton Records, a division of Liberty Records, Los Angeles, California



Monthly Country Show Is Mammoth Success

By MARK-CLARK BATES

CHARLOTTE, N. C.—Paul Buck, general manager of the Charlotte Coliseum here, is demonstrating that country music packages spell success.

Buck's "experiment" with country music package shows has led to a regularly scheduled, monthly spectacular here called "Carolina Country Style." And the show is becoming one of the nation's most important, regularly scheduled c.&w.

But it is not just that the show is drawing 12,000 fans ... capacity crowds ... every month to the coliseum that makes this a story worth telling. Rather, it is the method Buck uses to virtually insure box-office success for his show that makes the Charlotte experiment

important to the trade and particularly to the promoter anxious to see the turnstiles move.

Charlotte is a city of 240,000 people and is the commercial center of a greater market area of approximately 2,500,000 people. This greater market includes a heavy concentration of rural citizens. Nevertheless, Charlotte is the "shopping center" for these people and Buck, wisely, is taking advantage of the potential.

Radio Promotion

There are 54 radio stations in the area and Buck brings all of them into the promotion of "Carolina Country Style."

On the evening of each show Buck invites disk jockeys—and their wives or dates—from all 54 stations to a pre-show steak dinner. An important part of

the dinner is the presence of the evening's stars ... for instance, Minnie Pearl, Ray Price, Webb Pierce, Tompall and the Glaser Brothers, Loretta Lynn and Jim and Jesse.

The jockeys are then treated to top seats at the show. Before, during and after the show the jockeys are invited to visit the artists' lounge where literally dozens of tape recorders may be used by the jocks to tape interviews with the artists for subsequent broadcast. Then ... as if that were not enough, Buck invites all of the guests to a post-show cocktail party in the clubroom at Owens Auditorium next door to the coliseum.

The good will which Buck creates with the area's radio (Continued on page 18)

RADIO REVIEW

'Talk-Back' Format Unveiled by WNBC

By GIL FAGGEN

NEW YORK—One thing constant in radio is change. And change it does. Among the giants in the industry slow to change its approach to modern radio programming has been the NBC owned and operated radio stations.

Even for this broadcasting giant, resistance to what radio should be doing to win friends and influence people could not continue much longer in the wake of no ratings and declining revenues. NBC owned WRCV in Philadelphia, for example, is perhaps the only 50,000 watt to be topped by three FM stations.

Change has taken place and vs. taking place throughout the division, however. Newly appointed vice-president for the NBC owned radio stations, Mike Joseph, has been spending much time roaming the many hallowed corridors of WMAQ, Chicago (where the strains of Joe Gallicco's 26-piece NBC orchestra may still be heard) and there no doubt will be

changes forthcoming from the ultra-conservative 50,000 watt.

NBC's flagship station in New York, WNBC, unveiled its "Talk-Back" format the end of March in an effort to capture some of top-talker WOR's listeners as well as some new advocates. The format is based mainly on audience participation via aired telephone conversations. No guests are used and no specific topics designated. The listener is completely involved in the programming and calls most of the shots.

The only music played on the station is featured on the Big Wilson Show, 6 to 10 a.m. At present, station management is fervently looking for a talker for its late morning slot, 10 to noon, where another telephone talk-back show will be aired.

A break in the talk-back routine takes place from noon to 2 p.m. with an interview program remoted from the Cafe Francaise adjacent to Rockefeller Plaza's famed ice skating rink. Hostess is the equally famous opera star, Mimi Benzell.

Gifts From WNEW

NEW YORK — More than four million people throughout the United States and 25 other countries have received tickets from WNEW-Radio, New York, offering free admission, rides, parking, dancing and stage-shows at Palisades Amusement Park, Palisades, N. J. The station sent the ducats to groups planning to visit Gotham this summer as part of the "Visit the U.S.A." program of the U. S. Department of Commerce.

The show, which spotlights guests from various walks of life, differs little from hundreds of similar women's-type shows aired across the country.

At times the din background noise, and the uncontrolled talking of several guests at one time creates an atmosphere of complete confusion to the listener. Miss Benzell is most pleasant and charming, but more than likely will not make much of a dent in the competition.

General manager, George Skinner, and program manager, William Schwarz, have not as yet placed a telephone gabber in the 2 to 6 p.m. segment now occupied by two funny talker deejays in their own rights, Steve Woodman and Keith Rich.

Messrs. Skinner and Schwarz have brought in from Buffalo sports expert Bill Mazer who fields listener's telephoned sports questions daily from 4:30 to 6 p.m.

Mazer is well and widely versed in all areas of sports and does a highly creditable job handling the questions and discussions. The sports talk-back concept successful on the coast has probably been slotted in the new WNBC format in an attempt to capitalize on the traditionally vociferous New York area sports fan, who rarely is at a loss for words when it comes to expostulating on the Mets, Yankees, etc.

Mazer's show is followed by a 60-minute news block and the Edith Walton discussion program aired 7:05 to 7:30 p.m.

A New Star is Born

The new star, so far, of WNBC's "Talk-Back Radio" is a swash-buckling Canadian, Brad Crandall—the "Walter Mitty" of New York radio. Crandall magnificently identi-

(Continued on page 37)

Bill Gavin's Column
On Page 40 This Week

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

WWRL Example Of Negro Radio's Vital Resurgence

NEW YORK—The powerful social revolution brought on by the integration movement may eventually bring a revolution in Negro radio. In recent months the Philadelphia Chapter of NAACP, aided by Georgie Woods, WDAS deejay, brought pressure on the large Philadelphia radio stations to hire a Negro air personality. NBC-owned WRCV did. A similar campaign is currently taking place in Los Angeles where CORE has been picketing KFVB in an effort to force an integrated staff. It is reported that KFVB is about to hire a Negro deejay, Larry McCormick, formerly of KDAY and KGFJ to do the all-night show.

Negro deejays these days make no bones about it when they speak of positions on the "white stations." One of the strongest arguments used is that most of the top-rated contemporary music formatted stations are featuring a preponderance of rhythm and blues music and Negro recording artists—so why not have a competent Negro deejay as well.

There seems to be little doubt that if integration is successful it may mean the end of Negro-oriented radio as we know it today. However, on the other side of the coin, deep thought must be given to the important role being played by Negro radio in heavily Negro populated areas.

Many argue that the Negro-oriented radio station is more important to the Negro today than ever before for specific information, personal identification and entertainment not provided by other type stations.

Many argue that the Negro-oriented radio station is more important to the Negro today



than ever before for specific information and entertainment not provided by other type stations.

WWRL a Leader

An important case in point is New York City's WWRL which was recently purchased by Egmont Sonderling, operator of a chain of Negro-oriented radio stations, for \$2.1 million.

Sonderling brought in Frank Ward as general manager. Ward, a 17-year programming vet, was instrumental in setting up the successful WVON in Chicago, owned by the Ches Brothers. Ward has brought in some of the top names in Negro radio. Enoch Gregory, formerly of WBEE, Chicago, is doing the 6 to 10 a.m. show; Hal Jackson, the WWRL popular stalwart has been moved out of the afternoon to shore up the 10 a.m. to 2 p.m. time period; Rocky Grosse, formerly of WLIB, is holding forth 2 to 7 p.m. and Fred Barr's "Gospel Time" occupies the 7 to 10 p.m. segment. Jocko Henderson's "Rocket Ship Show" is aired 10:30 p.m. to midnight and "The Magnificent Montague" is wowing them in the midnight to 6 a.m. slot.

(Continued on page 37)



"Yak, yak, yak, yak, yak, yak..."

YOU'RE ON THE AIR WHEN YOU CALL WNBC RADIO, PL 7-8866. TALK SPORTS WITH BILL MAZER FROM 4:30-6 PM. TALK ANYTHING WITH BRAD CRANDALL FROM 7:45 PM TO MIDNIGHT. AND LISTEN TO THE NEWEST SOUND IN NEW YORK—YOUR OWN VOICE AND YOUR NEIGHBORS—ON WNBC RADIO, 660 ON YOUR DIAL.



FIRST WEEK VISITORS to New York's World Fair will have a chance to audition the CBS Radio Network's "Parade of Sound" exhibit at the 52d Street and Sixth Avenue site of the new CBS Headquarters Building. New Yorkers and visitors have been treated to various features emanating from 37 specially equipped audio-picture panels promoting network stars and features. Special highlight of the display are summaries of local news and weather conditions from cities where CBS owns radio stations. On the lines are direct reports from WCBS, New York; WCAU, Philadelphia; WEEI, Boston; KMOX, St. Louis; WBBM, Chicago; KNX, Los Angeles, and KCBS, San Francisco.

FROM MATT MONRO

England's Swingin'est Male Singer!

"FROM RUSSIA WITH LOVE"

The Original Soundtrack Recording of the Title Song

a hit single

#55682

a hit album

LRP-3356/LST-7356

FROM RUSSIA WITH LOVE 

Original Soundtrack Recording of the Title Song by **MATT MONRO**

CHARADE • LOVE IS A MANY SPLENDORED THING • UNCHAINED MELODY • EXODUS • AROUND THE WORLD • THE SECOND TIME AROUND • FRIENDLY PERSUASION • THE GREEN LEAVES OF SUMMER • SOMEWHERE • MY LOVE AND DEVOTION • TILL THE END OF TIME

From Russia with Love

LIBERTY

FROM RUSSIA WITH LOVE, CHARADE, EXODUS, THE SECOND TIME AROUND, LOVE IS A MANY-SPLENDORED THING, UNCHAINED MELODY, AROUND THE WORLD, FRIENDLY PERSUASION, MY LOVE AND DEVOTION, SOMEWHERE, THE GREEN LEAVES OF SUMMER, TILL THE END OF TIME

FROM LIBERTY WITH SALES



KMSL INVITES CHART CHECK

UKIAH, Calif.—Country and western formatted KMSL carries the following legend on its "Top 20" list distributed each week in the area:

"This list is compiled by written requests to the KMSL studios and also by phone requests... tabulated weekly by the staff and is open at all times to an independent auditor or other responsible media for the purpose of satisfying all parties that these charts are published without bias or favor whatsoever to any recording company mentioned herein."

THE ORIGINAL OXFORD SOUND

Chad Stuart

Jeremy Clyde

YESTERDAY'S GONE

WA 1021

SOON TO BE SEEN ON THE STEVE ALLEN SHOW (MAY 7th)

WORLD ARTISTS RECORDS, INC.

550 Grant Street Pittsburgh, Pa.
Phone: (412) 281-1110

VOX JOX

By GIL FAGGEN



"But he's the guy who won it," claims WHEC's Ed Meath, as Rochester Ford dealer J. Scheurman hands him keys to a Galaxie 500—top prize in WHEC's Safety Slogan Contest. Eleven-year-old winner (in driver's seat) is Tom Sova of Newark, N. Y. Tom's dad Bud Sova sitting up front, is vice-president and general manager of WACK (Newark).

WNAC (Boston) reports more than 12,000 listeners entered its recent "Phrase-of-the-Day" contest. The sender of the postal card entry listed a friend's name in addition to her own. Then WNAC personalities Roy, Jim and Gus, Bill Han and David Allen phoned the friend asking for the slogan. If the friend knew, both she and the entrant would receive identical radios, phonographs,

cameras, etc. Consolation prizes were awarded, too.

THE SOUTH MAY RISE AGAIN WOVX (Atlanta) had Confederate money floating all over the Capital of the South recently. Fortunate listeners grabbing hold of the \$100 bills from participating sponsors, received from \$7.90 to \$790 depending on the serial number printed on the bill.

WIBC (Indianapolis) ran a contest inviting listeners to call and record a special WIBC phrase. The recorded voices were played back on the air and listeners calling in and correctly identifying their voices received \$10.70. A special drawing was held and a winner received his height in silver dollars (\$616 worth). WIBC

(Continued on page 36)

POP-STANDARD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	2 Wks. Ago	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	1	HELLO, DOLLY, Louis Armstrong, Kapp 573		12
2	2	DON'T LET THE RAIN COME DOWN (Crooked Little Man), Serendipity Singers, Phillips 40175		10
3	3	WHITE ON WHITE, Danny Williams, United Artists 685		9
4	4	SHANGRI-LA, Robert Maxwell, His Harp & Ork, Decca 25622		7
5	5	FOREVER, Pete Drake, Smash 1867		9
6	8	EBB TIDE, Lenny Welch, Cadence 1422		7
7	14	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046		4
8	9	SHANGRI-LA, Vic Dana, Dolton 92		6
9	10	COTTON CANDY, Al Hirt, RCA Victor 8346		4
10	11	CHARADE, Sammy Kaye & His Ork, Decca 31589		5
11	12	PINK PANTHER THEME, Henry Mancini & His Ork, RCA Victor 8286		5
12	7	THINK, Brenda Lee, Decca 31599		9
13	13	WRONG FOR EACH OTHER, Andy Williams, Columbia 43015		3
14	—	I DON'T WANT TO BE HURT ANYMORE, Nat King Cole, Capitol 5155		2
15	20	THE VERY THOUGHT OF YOU, Rick Nelson, Decca 31612		2
16	18	WHENEVER HE HOLDS YOU, Bobby Goldsboro, United Artists 710		3
17	15	DIANE, Bachelors, London 9639		3
18	17	TODAY, New Christy Minstrels, Columbia 43000		3
19	—	PEOPLE, Barbra Streisand, Columbia 42965		5
20	16	I SHOULD CARE, Gloria Lynn, Everest 2042		5

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 Years Ago May 4, 1959

- Come Softly to Me, Fleetwoods, Dolphin
- The Happy Organ, D. Cortez, Clock
- Sorry, I Ran All the Way Home, Impalas, Cub
- Pink Shoe Laces, D. Stevens, Crystallite
- Guitar Boogie Shuffle, Virtues, Hunt
- A Fool Such as I, E. Presley, RCA Victor
- I Need Your Love Tonight, E. Presley, RCA Victor
- Tell Him No, Travis & Bob, Sandy
- Venus, F. Avalon, Chancellor
- Turn Me Loose, Fabian, Chancellor

POP—10 Years Ago May 1, 1949

- Wanted, P. Come, RCA Victor
- Make Love to Me, J. Stafford, Columbia
- Cross Over the Bridge, P. Page, Mercury
- Young at Heart, F. Sinatra, Capitol
- I Get So Lonely, Four Knights, Capitol
- Answer Me, My Love, N. K. Cole, Capitol
- A Girl, A Girl, E. Fisher, RCA Victor
- Sacred Love, D. Day, Columbia
- Man With the Banjo, Ames Brothers, RCA Victor
- Here, T. Martin, RCA Victor

RHYTHM & BLUES—5 Years Ago—May 4, 1959

- It's Just a Matter of Time, B. Benton, Mercury
That's Why, J. Wilson, Brunswick
Almost Grown, C. Berry, Chess
Kansas City, W. Harrison, Fury
Come Softly to Me, Fleetwoods, Dolphin

- So Fine, Fiestas, Old Town
Pink Shoe Laces, D. Stevens, Crystallite
Happy Organ, D. Cortez, Clock
Where Were You (On Our Wedding Day), L. Price, ABC-Paramount
Since I Don't Have You, Skyliners, Calico

70 weeks on Broadway and still going strong
NOW BOOKING COAST TO COAST

HENRY GUETTEL TM ARTHUR CANTOR by special arrangement with DAVID MERRICK and DONALD ALBERTY

present

OLIVER!

LIONEL BART'S

MUSIC, LYRICS AND BOOK BY LIONEL BART freely adapted from Dickens' "Oliver Twist"

OCT. — PA., MD., VA., N. C., GA.
NOV. — FLA., GA., TENN.
DEC. — ARK., LA., TEX.
JAN. — TEX., OKLA., KAN., IA.
FEB. — ILL., WIS., MINN., N. D., CANADA
MAR. — NORTHWEST, CALIF.
APR. — CALIF.
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FROM SI ZENTNER

America's swingin'est big band!

"FROM RUSSIA WITH LOVE"

Great arrangements of top adventure themes

A Hit Single #55683 b/w "The James Bond Theme"

A Hit Album LRP-3353/LST-7353

...Visual sound STEREO

LST-7353



FROM RUSSIA WITH LOVE



CHARADE

SI ZENTNER

AND HIS ORCHESTRA

THE JAMES BOND THEME

BURKE'S LAW
PETER GUNN
M SQUAD
THE FUGITIVE
DRAGNET

MR. LUCKY
THE 3RD MAN THEME
BOND'S "007" THEME
THE MAN WITH THE
GOLDEN ARM



FROM RUSSIA WITH LOVE, THE JAMES BOND THEME, BOND'S "007" THEME, CHARADE, BURKE'S LAW, THE FUGITIVE, THE MAN WITH THE GOLDEN ARM, PETER GUNN, M SQUAD, DRAGNET, MR. LUCKY, THE 3RD MAN THEME

FROM LIBERTY WITH SALES



RADIO RESPONSE RATING

ATLANTA, GA.

STATIONS BY FORMAT

TOP STATIONS

Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WQXI	51%
2.	WPLO	34%
3.	WFOM (Marietta, Ga.)	15%
★ For POPULAR LP's		
1.	WSB	48%
2.	WGST	30%
3.	WIIN	14%
4.	WAKE	8%
★ For R.&B.		
1.	WAOK	57%
2.	WERD	38%
3.	WQXI	5%
★ For JAZZ		
1.	WERD	47%
2.	WAOK	26%
3.	WGKA-AM-FM	24%
4.	WGST	3%
★ For COUNTRY MUSIC		
1.	WGUN	46%
2.	WYZE (Tie)	27%
2.	WTJH (Tie)	27%
★ For SINGLES (Middle of the Road)		
1.	WAKE	44%
2.	WSB	33%
3.	WGST	23%
★ For FOLK		
1.	WGKA-AM-FM	29%
2.	WSB (Tie)	26%
2.	WGST (Tie)	26%
4.	WAKE	19%
★ For COMEDY		
1.	WSB	81%
2.	WGST	19%
★ For CLASSICAL		
1.	WGKA-AM-FM	52%
2.	WKLS-FM	23%
3.	WSB-FM	11%
Others		14%
(WSFM-FM, WAVQ-FM, WGST-AM)		

TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Pat Hughes	WQXI	38%	
2.	Paul Drew	WQXI	30%	
3.	"Big Hugh Baby" (Hugh Jarrett)	WPLO	25%	
Others			7%	
(Bobby Deane-WPLO, Red Jones-WQXI, Bill Ward-WPLO)				
★ For POPULAR LP's				
1.	Bob Van Camp (Tie)	WSB	32%	
1.	Johnny Murray (Tie)	WGST	32%	
3.	Norm Brooks	WGST	28%	
Others			8%	
(Buddy Moore-WAKE, Bob McFarland-WSB, Allen King-WAKE)				
★ For R.&B.				
1.	Burke Johnson	WAOK	46%	
2.	Bob McKee	WAOK	19%	
3.	Cousin Herb Lance	WERD	16%	
4.	Zilla Mays	WAOK	12%	
Others			7%	
(D. Robert Scott-WERD, Pat Hughes-WQXI)				
★ For JAZZ				
1.	Herb Lance	WERD	48%	
2.	Lee Nance	WGKA-AM-FM	35%	
Others			17%	
(Zilla Mays-WAOK, Johnny Murray-WGST, Jerry Thompson-WAOK)				
★ For COUNTRY MUSIC				
1.	Bob Gallion	WGUN	40%	
2.	Ray Kinnaman	WYZE	33%	
Others			27%	
(Van "Queball" Temple-WYZE, Johnny "K."-WTJH, Dave Hill-WGUN, Bob Prather-WTJH)				

ATLANTA: Nation's 22d largest radio market. Fifteen AM, 6 FM. Two contemporary, 1 standard, 1 standard-pop, 1 conservative, 1 pop-standard, 2 r.&b., 2 classical, 2 c.&w.

WQXI: 5,000 watts day, 1,000 watts night. Recently acquired from Esquire Broadcasting by Fox, Wells & Rogers (Jupiter Broadcasting, operators of WSAI AM-FM, Cincinnati). **Music format:** Contemporary. Highly identifiable air personalities. Editorials aired. Special programs include audience telephone call-in program "Open Line" aired 11:05 to midnight M-F. Hosted by G. Charles Lewis, the show features a guest the first 30 minutes and audience participation by telephone the final 30 minutes. Bill Dickey one-minute sports capsules aired during drive times. Six-man news department headed by Van Brooks is equipped with airplane and two radio-telephone news wagons. General Manager, Kent Burkhart. Program Director, Pat Hughes. Production Supervisor, Red Jones.

WPLO: 5,000 watts. Plough owned. **Music format:** Contemporary. Program Director, Bill Ward (also does air show). Director of Operations, Lou Morton.

WSB: 50,000 watts. Cox Broadcasting Corporation. NBC affiliate. **Music format:** Standard. Station is among the top-rated in the nation, being among the top three stations enjoying the largest total share of audience. Highly identifiable air personalities. "Blue Chip" community image. Strong on-and-off air promotion. Large and highly respected news operation. Special programs include "Sound Off," with Jim Horne, 9:05-10 a.m.; "Contact," with Audrey Tittle, 10:05-11 a.m., and "Sports Parade," with Frank Stiteler, 6:15-6:20 p.m. M-F. Station Manager, Elmo Ellis. Program Director, Brent Hill.

WGST: 5,000 watts day, 10,000 watts night. Owned by Georgia Institute of Technology. ABC affiliate. **Music format:** Standard-Pop. Highly identifiable air personalities. Emphasis on sports and news coverage. Georgia Tech football and basketball, Chicago White Sox baseball, major auto races national and local carried. Statewide newscasts (15 minutes) aired daily 7:30 a.m., 12:15 p.m. and 5:45 p.m. Total schedule consists of 23 per cent news. Special programs: Metropolitan Opera Saturday afternoons during season, 15-minute sports show at 5:30 p.m. during fall and "Sportsline"—interviews 9 to noon, Saturdays. General Manager, Jack Collins. Program Director, Jack Hurst.

WIIN: 5,000 watts. Independent. **Music format:** Conservative. Station programs instrumental music primarily in uninterrupted segments. Executive Vice-President, Fred Wagenvoort.

WAKE: 1,000 watts day, 250 watts night. Owned by Basic Communications. CBS affiliate. **Music format:** Pop-Standard. Station changed music format January 1. From Contemporary. Station carries Atlanta Crackers baseball and special sports programs 5:10-5:15 p.m. daily under direction of Roger Kaiser, twice All-American basketball star from Georgia Tech. Editorials aired. Four-man news department. Five minutes of local and 10 minutes of CBS news on the hour. Station has just launched "total community involvement campaign" and is preparing to hire personality deejay team. General Manager, Bert Weiland. Operations Manager, Buddy Moore (also does air show daily).

WAOK: 5,000 watts. Independent. **Music format:** R.&b.-Jazz. Highly identifiable air personalities. Special programs: "Jazz All Night," 1-5:30 a.m. M-F. Vice-President and Program Director, Zenas Sears. Operations Manager, Ken Goldblatt.

WERD: 1,000 watts day. Independent. **Music format:** R.&b.-Jazz. Highly identifiable air personalities. Special programs: "The Hungary Club Forum," 12:45 p.m.-1 p.m. Wednesdays. General Manager, J. B. Blayton Jr. Program Director, Preston Mobley.

WGKA: 1,000 watts day. Independent. **Music format:** Classical. Vice-President and General Manager, John P. Culver.

WGUN: 50,000 watts days. Independent. Mutual affiliate. **Music format:** Country-Western-Gospel. Highly identifiable air personalities. Program Director, Dave Hill (also does air show).

WYZE: 5,000 watts day. Independent. **Music format:** Country-Western-Gospel. Warren Roberts hosts 11 a.m.-2 p.m. M-F gospel show. Station provides coverage of stock car racing by remotes from raceway. Highly identifiable air personalities. General Manager, Warren Roberts. Program Director, Ray Kinnaman (also does air show).

(Continued on page 36)

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

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrumental music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

SYRACUSE, N. Y.

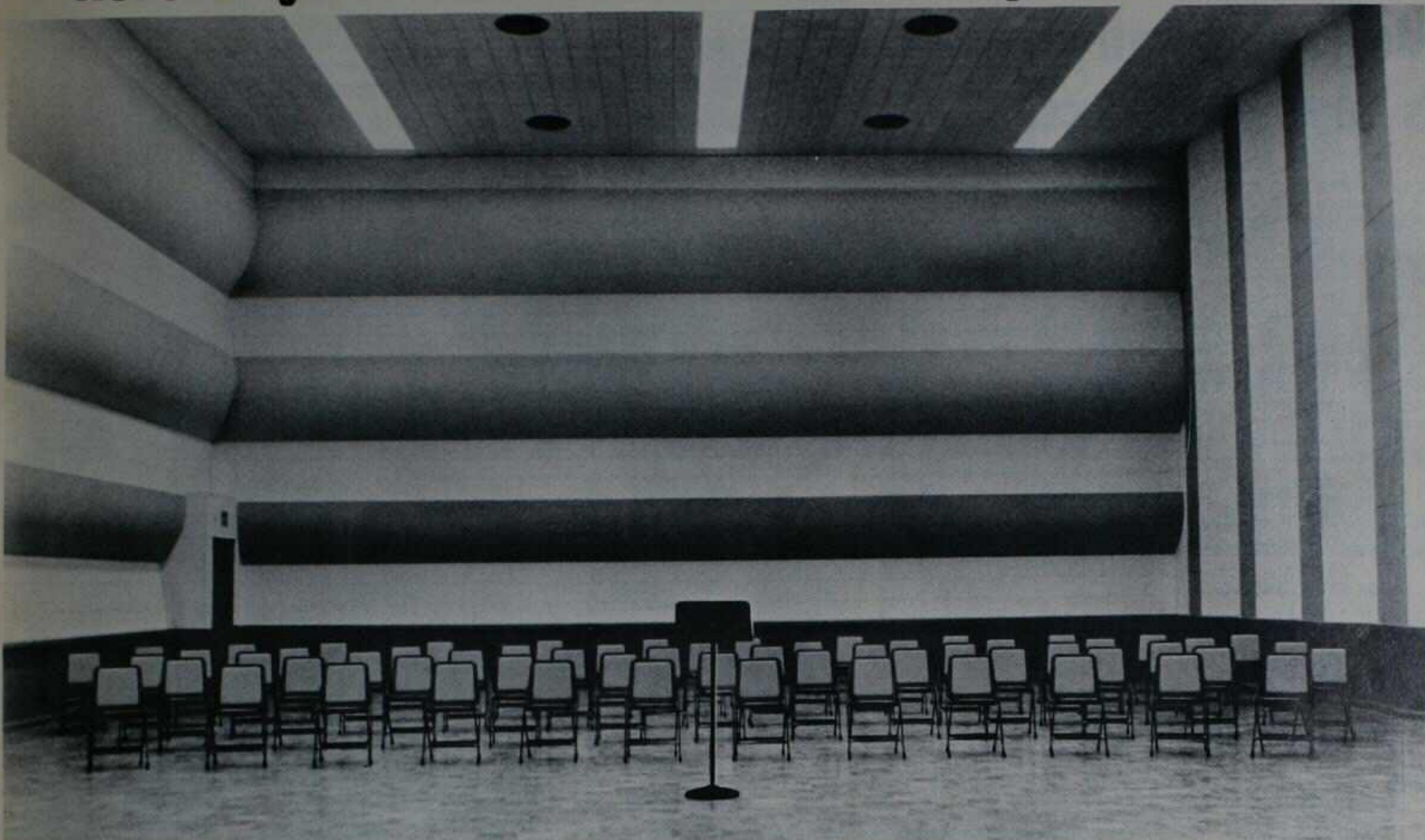
TOP STATIONS

Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WNDR	53%
2.	WOLF	47%
★ For POPULAR LP's		
1.	WSYR	34%
2.	WHEN	21%
3.	WFBL	17%
4.	WOLF	15%
5.	WNDR	13%
★ For JAZZ		
1.	WSOQ	81%
2.	WSYR	19%
★ For COUNTRY MUSIC		
1.	WSEN (Baldwinsville, N. Y.)	77%
2.	WSYR	23%
★ For SINGLES (Middle of the Road)		
1.	WFBL (Tie)	39%
1.	WHEN (Tie)	39%
3.	WSYR	22%
★ For FOLK		
1.	WSYR	31%
2.	WNDR	24%
3.	WOLF	21%
4.	WHEN	15%
5.	WFBL	9%
★ For COMEDY		
1.	WNDR (Tie)	24%
1.	WHEN (Tie)	24%
1.	WOLF (Tie)	24%
4.	WFBL	17%
5.	WSYR	11%
★ For CLASSICAL		
1.	WSYR-AM-FM (FM-Stereo)	67%
2.	WHEN-AM	22%
3.	WOHO-FM	10%
Others		2%
(Others, WFBL)		

TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Bud Ballou	WOLF	50%	
2.	Dan Leonard	WNDR	33%	
3.	Ron Thompson	WNDR	12%	
Others			5%	
(Happy Jack McNamee-WNDR, Jim O'Brien-WNDR)				
★ For POPULAR LP's				
1.	Ed Murphy	WSYR	34%	
2.	Ron Curtis (now doing news)	WHEN	20%	
3.	Bud Ballou	WOLF	17%	
Others				
(Dan Leonard-WNDR, Ron Thompson-WNDR, Elliott Govz-WSYR, Dean Harris-WHEN)				
★ For COUNTRY MUSIC				
1.	Fred Lewis	WSEN	61%	
2.	Early Williams	WSEN	22%	
Others			17%	
(Mac Claffin-WSEN, Bob Stockdale-WSEN)				

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Monthly Country Seg Is Mammoth Success

• Continued from page 12

people is one of the key reasons for his success. Not only does he buy time on stations in the area, he is also given — and generously — considerable "free" promotion by the jockeys.

Two of the key stations are centered in Charlotte. WBT, the giant 50,000-watt station owned by Jefferson Standard Life Insurance Company, beams "not much, but some" c.&w. music to a large listening audience. WBT's Doug Mayes, one of the South's leading radio and television announcers and

a member of the Country Music Association Board, is one of the show's strongest supporters. He frequently broadcasts a pre-concert program and acts as emcee for the show. Another vital station in Charlotte is WKTC, all-country outlet, which is managed by Jack Kenworthy.

Mayes gives plenty of credit to the smaller stations in the area for making the show a success.

Among some of the stations are WKSC in Kershaw, N. C., where Mel Melton spins c.&w. wax; WCGC at Belmont, WEGO at Concord, WSVM at Valdese and WZKY at Albemarle, all in North Carolina, and all under the direction of Ebb Gant.

On the distaff side is Peggy Long, who is an announcer at WSAT in Salisbury, N. C. Another important station in the area is the all-c.&w. outlet at Granite Falls, N. C., WKJK. And there is an FM station, WFMX, Statesville, that plays nothing but country music.

In addition to radio, there are several important locally produced television shows such as those headed by Arthur Smith in Charlotte and Carl Davis in High Point, N. C.

Biggest Draw

"Country music is the best drawing program we have ever offered at the Charlotte Coliseum," Buck said. "And besides that, we have virtually no trouble from the fans."

Also due for recognition for the success of the show is Bill Waugh, the coliseum's publicity director. Bill is all over the coliseum handling details and insuring a successful evening. But prior to the day of the show he invests countless hours working with the area's radio and newspaper people.

And much of the credit for the show's success rightly belongs to Hubert Long, who packages the talent for each show. Long, president of the Nashville talent agency which bears his name, draws talent not only from his top-flight stable, but from all of the other agencies as well.

"I try to put together a balanced package that will have at least one or two stars to please any preference," Long said.

Generally there are six acts who put on about a two and a half hour show. Long thinks it is much better to have fans leaving wishing they could have heard "just one more song" than to "wear them out with a show that is too long."

The "experiment," as Buck calls it, started in June of 1961. In that year there were three c.&w. shows. From that year the number of shows grew: 7 in 1962; 9 in 1963, and now there are 12 set for this year. Long said talent has already been lined up for the rest of the year and into June 1965.

The show is presented in the Charlotte Coliseum which was built in 1954. It seats 12,000 people in seats which offer excellent visibility. Fans pay from 50 cents to \$2.25 for admission and frequently buy tickets for the next month's show at intermission.

Buck employs numerous promotions to make the show a



STU PHILLIPS, the Travelin' Balladeer, seen coast to coast on Canada's CBC Television Network with country music. Now on Columbia Records, Stu's first with the label is "HEART" (Cal. #4-42978), a beautiful ballad and a "HEART" that's destined to "break."
(Advertisement)

Cutrer Leaving WSM to Head Own Station

NASHVILLE — T. Tommy Cutrer, announcer-deejay on WSM Radio and TV here the last nine years, has announced his resignation, effective June 1, to become part owner and on-the-air personality of WJQS, Jackson, Miss. Cutrer has emceed Billboard's "Overseas" radio shows in recent months.

T. Tommy, as he is known to the WSM listening audience, purchased the Jackson Mutual affiliate with Oren Zimmerman, Natchez, Miss., oil man, for an undisclosed figure. The Jackson station is one of six in the Mississippi capital city. There will be no change in the station's personnel or programming procedure, Cutrer says.

T. Tommy joined WSM's clear-channel operation in 1955 and since that time has worked in numerous capacities on the "Grand Ole Opry," the Pet Milk show and WSM-TV's Flatt and Scruggs show. He also served as station deejay and newsman.

Dottie West a Feature At Winchester Festival

WINCHESTER, Va. — Winchester's Annual Apple Blossom Festival has chosen country singer Dottie West, RCA songstress, to reign as grand marshal April 29 through May 1, according to W. E. (Lucky) Moeller, president of Denny-Moeller Talent, Inc., Nashville.

Queen of the event this year will be Lynda Bird Johnson, who will be accompanied by her mother, Lady Bird Johnson. Lucille Ball and Arthur Godfrey are also scheduled to appear at the festival.

Miss West will talk on country music during the opening ceremonies, and will perform at the grand ball with the Charlie Anderson band. As grand marshal, Miss West will follow the queen in the grand parade May 1.

success. For instance, a tie-in with the Martha White Flour Company in which Buck and Martha White reciprocate by jointly pushing country music and flour.

Buck's efforts at Charlotte, aided by Hubert Long, have demonstrated at least one way a promoter can build a regular, money-making show.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 5/2/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	11
2	2	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	15
3	4	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	6
4	5	BURNING MEMORIES Ray Price, Columbia 42971	8
5	3	SAGINAW, MICHIGAN Lefty Frizzell, Columbia 42924	17
6	11	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	8
7	7	LONG GONE LONESOME BLUES Hank Williams Jr., MGM 13208	13
8	8	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	14
9	6	MOLLY Eddy Arnold, RCA Victor 8296	14
10	12	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	6
11	10	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	14
12	19	BALTIMORE Sonny James, Capitol 5129	6
13	9	MILLER'S CAVE Bobby Bare, RCA Victor 8294	13
14	18	EASY COME—EASY GO Bill Anderson, Decca 31577	12
15	21	TOGETHER AGAIN Buck Owens, Capitol 5136	5
16	13	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	15
17	16	YOU ARE MY FLOWER Lester Flatt & Earl Scruggs, Columbia 42954	12
18	26	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	7
19	14	YOU HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	14
20	15	TIMBER I'M FALLING Ferin Husky, Capitol 5111	11
21	28	BREAKFAST WITH THE BLUES Hank Snow, RCA Victor 8334	4
22	17	THE PILLOW THAT WHISPERS Carl Smith, Columbia 42949	11
23	22	WIDOW MAKER Jimmy Martin, Decca 31558	13
24	29	THE FILE Bob Luman, Hickory 1238	11
25	25	LINDA WITH THE LONELY EYES George Hamilton IV, RCA Victor 8304	6
26	23	BEFORE I'M OVER YOU Loretta Lynn, Decca 31541	25
27	27	DON'T TAKE ADVANTAGE OF ME Bonnie Owens, Tally 156	5
28	20	B. J. THE D. J. Stonewall Jackson, Columbia 42889	22
29	32	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	8
30	37	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 8338	2
31	24	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 42982	8
32	33	CHICKASHAY David Houston, Epic 9658	6
33	30	BEGGING TO YOU Marty Robbins, Columbia 42890	23
34	36	FAIR AND TENDER LADIES George Hamilton IV, RCA Victor 8304	3
35	35	WAITING A LIFETIME Webb Pierce, Decca 31582	12
36	40	FOLLOWED CLOSELY BY TEARDROPS Hank Locklin, RCA Victor 8318	5
37	38	DOUBLE LIFE Joe Carson, Liberty 55664	9
38	31	GIRL FROM SPANISH TOWN Marty Robbins, Columbia 42968	9
39	39	NOT MY KIND OF PEOPLE Stonewall Jackson, Columbia 43011	2
40	42	INVISIBLE TEARS Ned Miller, Faber 128	2
41	—	WALKIN', TALKIN', CRYIN', BARELY BEATIN' BROKEN HEART Johnny Wright & The Tennessee Mountain Boys, Decca 31593	1
42	34	HE SAYS THE SAME THINGS TO ME Skeeter Davis, RCA Victor 8288	15
43	—	WHEN THE WORLD'S ON FIRE Tillman Franks Singers, Starday 670	1
44	43	LET'S GO ALL THE WAY Norma Jean, RCA Victor 8261	18
45	—	WINE, WOMAN AND SONG Loretta Lynn, Decca 31608	1
46	46	EIGHT YEARS (And Two Children Later) Claude Gray, Mercury 72236	6
47	49	THAT'S ALL THAT MATTERS Ray Price, Columbia 42971	5
48	44	ALONE WITH YOU Rose Maddox, Capitol 5110	5
49	41	NO THANKS, I JUST HAD ONE Margie Singleton & Faron Young, Mercury 72237	6
50	50	CIRCUMSTANCES Billy Walker, Columbia 43010	2

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Sure Fire Hits!

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M Records #522
ONE BY ONE STRANGE LITTLE GIRL
by Webb Peley
Alfa #104

BIG NICK by Danny Caywood
All Star #A-7300

WALKED OUT by Larry Butler
(Sold 2,000 in Houston Already!)
Frank #106

THE WALKER by Johnny Mark
(#5 on WBM in New York)
(#-plus review in Cash Box April 11)
Bryle Star #9009

DOG GONE THOSE HEARTACHES
by Chuck Stacy
#280

DEAR MA by Werth Becker
#741

I WALKED AWAY FROM HEAVEN
by Tim Travell
Rice #5004

THIS IS ME by George Kent
#5010

THE GIRL FROM SAGINAW, MICHIGAN
by Linda Manning
Kalo #477

STOP, LOOK, AND LISTEN LONELY SIDE STREET
by Bob & Karen Louis Sawyer
Process #121

CAUGHT IN THE MIDDLE OF TWO HEARTS
by LeRoy Carter
Aven #5700

ON THE OUTSIDE LOOKING IN
by Bill Giant
LP's

DEElightful by Kathy Dee
B&W Records #122
(She had two hit albums on United Artists—Unkind Words and Don't Leave Me Lonely Too Long—both made Billboard's Country LP Chart—both were Billboard Spotlights and Cash Box Bull's-Eyes)

ON THE CHARTS
Rice 1001
THE WORLD LOST A MAN—David Price
CHART 1065
LOOKING FOR MORE IN '64—Jim Nesbitt

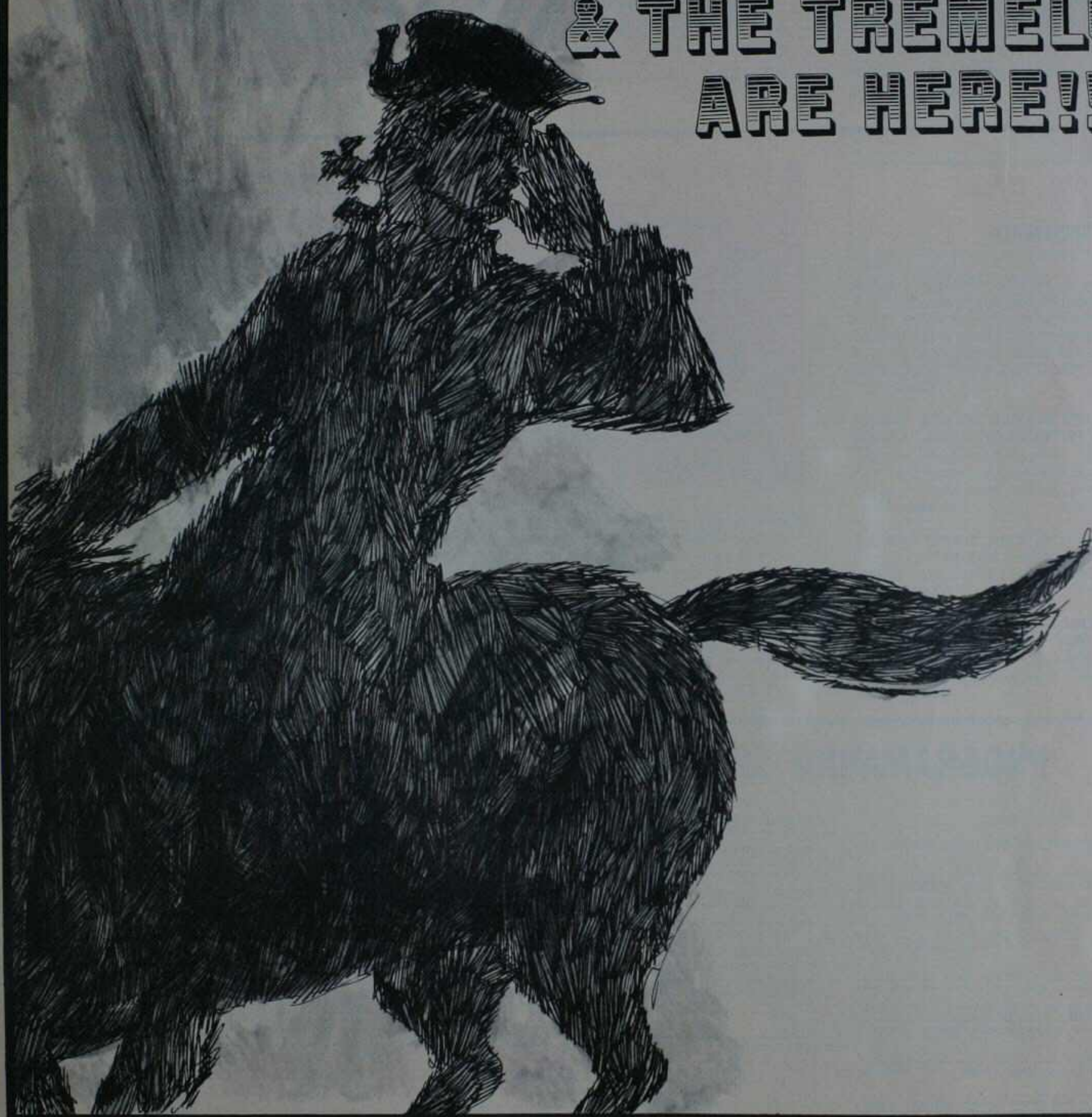
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SINGLES

REVIEWS



ACROSS-THE-BOARD SPOTLIGHTS

BROOK BENTON — TOO LATE TO TURN BACK NOW (Play, BMI) (2:16)—Brook Benton is back in his classy, deep-voiced ballad groove. The side has a hint of a weeper in the lyric. Flip: "Another Cup of Coffee (Peter Maurice, ASCAP) (2:13). Mercury 7226

BOBBY DARIN-MILORD (Alamo, ASCAP) (2:01)—Bobby's former label has a surprise here. A solid sound for all stations in the high-strutting British musical hall style. Flip: "Golden Earrings" (Paramount, ASCAP) (2:01). Atco 6297

ANITA BRYANT—THE WORLD OF LONELY PEOPLE—(Ross Jungnickel, ASCAP) (2:17)—Anita comes back with a mighty strong cutting. It's a ballad suitable for all stations that sparkle in multi-tracked style against vibrant arrangement. Flip: (See Hot Pop Spotlights). Columbia 43037



HOT POP SPOTLIGHTS

BOBBY RYDELL — A WORLD WITHOUT LOVE (Northern, ASCAP) (2:27)—This is the first U. S. version of the Peter and Gordon British hit. It's an outstanding arrangement that's done in the medium tempo that builds and builds against femme voices and strings. Flip: "Our Faded Love" (Vicki, BMI) (2:47). Cameo 320

ANITA BRYANT—IT'S BETTER TO CRY TODAY THAN TO CRY TOMORROW (April, ASCAP) (2:03)—This flip of "The World of Lonely People" Spotlight is a great contemporary sound side with Miss Bryant's voice solidly multi-tracked in big sounding arrangement. Columbia 43037

TOMMY TUCKER—LONG TALL SHORTY (Medal, BMI) (2:20)—"Mr. High Heel Sneakers" back again with another bluesy swinger. Flip: "Mo' Shorty" (Medal, BMI) (2:08). Checker 1075

THE CHARTBUSTERS — SHE'S THE ONE (Eastwick-Chartbuster, BMI) (2:18)—This rocker has a "one more time" gimmick that goes. Flip: "Slippin' Thru Your Fingers" (Liphilben-Chartbuster, BMI) (2:38). Mutual 502

GUEST D.J. PICK OF THE WEEK

"COUSIN" BRUCE MORROW

WABC, NEW YORK
10-11:55 P.M., Mon.-Fri.
7-11:55 P.M., Sat.

A WORLD WITHOUT LOVE

Bobby Rydell
Cameo 320



BOBBY BARE — HAVE I STAYED AWAY TOO LONG (Frank, ASCAP) (2:08)—Soft, country-pop singing against simple backing. Flip is "More Than a Poor Boy Can Give" (Central Songs, BMI) (2:33). RCA Victor 8358

GENE PITNEY—YESTERDAY'S HERO (Sea Lark, BMI) (2:37)—This is a big, constantly building drama-ballad. Brass, strings and voices make the side go up and up. Flip: "Cornflower Blue" (Arch, ASCAP) (2:46). Musicor 1038

THE APPLEJACKS—TELL ME WHEN (Southern, ASCAP) (2:16)—Another part of the British wave, this group has a big hit in England. It's a foot-slapping, swinging rocker in the middle tempo style. Flip: "Baby Jane" (Apollo (PRS) ASCAP) (2:00). London 9658

THE BROOKS — ONCE IN A WHILE (Miller, ASCAP) (2:32)—This fine standard is given an outstanding pop-rock treatment that has much swing. It's another British disk that has a great chance. Flip: "Poor, Poor Plan" (Campbell-Connelly, ASCAP) (2:48). London 9668

GLEN CAMPBELL — LET ME TELL YOU 'BOUT MARY (Central Songs, BMI) (2:03)—Soft, dulcet and yet touching Bobby Bare written ballad in a contemporary ballad style. It has strings and voices. Flip: "Through the Eyes of a Child" (Central Songs, BMI) (2:40). Capitol 5172

JIMMY PARKER—THEY SAY (Hill & Range, BMI) (1:47)—Side has a strong medium beat swing that rocks. Voice of singer is multi-tracked and the side has cute chirping chicks. Flip: "Everybody's Laughing at Me" (Hill & Range, BMI) (1:47). Herald 589

JERRY KELLER — THE TEARS KEEP FALLING DOWN (Northern, ASCAP) (2:15)—Great rhythm ballad sound here that makes the lad a winner again. Flip: "Small Wonder" (Chappell, ASCAP) (2:29). Coral 62409

CAROLE FORREST—HE'S AWFUL NICE TO ME (Claridge, ASCAP) (2:25)—This one has a strong chance. It's an infectious, pleasingly repetitious middle tempo ballad with strong background work from a girls' group. Flip: "My Girlfriend Asked Me" (Chickory, BMI) (2:42). Atco 6295

PROGRAMMING SPECIALS

HOT POP

HILL BLACK'S COMBO—Tequila (Jot, BMI) (2:22)—Raunchy (Hil-Lo, BMI) (2:01). HI 2077

THE ZIPPERS—My Sailor Boy (Cedarwood, BMI) (2:15)—Pretend You're Still Mine (Cedarwood, BMI) (2:39). HICKORY 1252

JIMMY GILMER—Look at Me (Nor Va Jak, BMI) (2:20)—I'll Send For You (Dundee, BMI) (2:02). DOT 16609

FRANK IFIELD—Sweet Lorraine (Mills, ASCAP) (2:11)—You Came a Long Way From St. Louis (Jewel, ASCAP) (2:15). CAPITOL 5170

PEGGY MARCH—Leave Me Alone (Metric, BMI) (2:01)—Takin' the Long Way Home (Metric, BMI) (2:23). RCA VICTOR 8357

MIKE CLIFFORD—All the Colors of the Rainbow (Turn to Blue) (January, BMI) (2:25)—It Had Better Be Tonight (Meglio Stasera) (Northridge-United Artists, ASCAP) (2:05). UNITED ARTISTS 713

TRINI LOPEZ—What Have I Got of My Own (Sawtell-Herring, ASCAP) (2:47)—Ya Ya (Frost-Jonware, BMI) (2:52). REPRISE 9276

LINDA BRANNON—A Teen Age Prayer (LaSalle, ASCAP) (2:26)—Everybody Wants to Be Wanted (Gallico, BMI) (2:00). EPIC 9675

CHLOEE HARRIS—Little People (Fred Rose, BMI) (2:21)—Mama, I'll Be Good (Fred Rose, BMI) (2:34). HICKORY 1253

BRIAN POOLE—Candy Man (January, BMI) (2:12)—I Can Dance (Wemar, BMI) (1:50). MONUMENT 840

JERRY WALLACE—In the Misty Moonlight (Four Star, BMI) (2:42)—Even the Bad Times Are Good (Four Star, BMI) (2:52). CHALLENGE 59246

BARBARA LEWIS—Someday We're Gonna Love Again (McLaughlin, BMI) (2:05)—Spend a Little Time (Jobete, BMI) (2:52). ATLANTIC 2227

TY HUNTER—Something Like a Storm (Chevis, BMI) (2:35)—Bad Loser (Chevis, BMI) (2:45). CHESS 1893

BIG JOE TURNER—I'm Pickin' Up (Premier, BMI) (2:30)—I Walk a Lonely Mile (Premier, BMI) (2:20). CORAL 62408

WAYNE CARSON—It's You, Always It's You (Barton, BMI) (2:40)—Blue Feeling (Barton, BMI) (2:03). DECCA 31621

JOHNNY PRESTON—Just Plain Hurt (Marty-Tree, BMI) (2:43)—All Around the World Clifton, BMI) (2:38). HALL-WAY 1201

POP STANDARD

SOEUR SOURIRE (The Singing Nun)—Avec Toe (With You) (MRC, BMI) (2:49)—Une Fleur (A Flower) (MRC, BMI) (1:57). PHILIPS 40195

ROBERT GOULET—The Name of the Game (Morris, ASCAP) (2:34)—Choose (Gil, BMI) (2:37). COLUMBIA 43029

JERRY GOLDSMITH—Theme from "Lilies of the Field" (Amen) (Unart, BMI) (1:49)—The Contractor (Unart, BMI) (2:26). EPIC 9680

DOUBLE SIX—Hallelujah, I Love Her So (Progressive, BMI) (2:34)—One Mint Julep (Progressive, BMI) (2:34). PHILIPS 40192

KAYE SISTERS—That Little Touch of Magic (Marks, BMI) (2:20)—Keep on Loving Me (MRC, BMI) (2:26). PHILIPS 40193

LEN BARRY—Little White House (Cameo-Parkway, ASCAP) (2:11)—Hearts Are Trump (Wyncote, ASCAP) (2:25). CAMEO 318

MOMENTS—In the Phonograph Booth (Pattern, ASCAP) (2:16)—Blues at Sandy Cove (Bamboo, BMI) (2:23). ERA 3128

(Continued on page 36)



TRACK RECORDS

A selection of the best tracks not released as singles from the hottest LP Spotlights.

HOT POP

NINO AND APRIL

HONEYSUCKLE ROSE (Joy, ASCAP) (2:32)—From LP: "Nino and April Sing the Great Songs" (Atco 33-162)

POP STANDARD

VIKKI CARR

SHOULD I FOLLOW (Bimbo-Music, BMI) (3:09)—From LP: "Discovery" (Liberty LRP 3354)

FRANK SINATRA AND FRED WARING

YOU'RE A LUCKY FELLOW, MR. SMITH (3:42)—May be cued in past :45 intro—From LP: "America, I Hear You Singing" (Reprise FS-2020B)

MATT MONRO

MY LOVE AND DEVOTION (Shapiro, Bernstein & Company, Inc., ASCAP) (2:59)—From LP: "From Russia With Love" (Liberty LRP 3356)

Album Reviews on Page 25



COUNTRY MUSIC SPOTLIGHTS

FRANKIE MILLER—15 ACRES OF PEANUT LAND (Starday, BMI) (2:47)—Miller had "Black Land Farmer." This one has good lyric and chorus supported by country sound. Flip: "Out of This World" (Starday, BMI) (2:30). Starday 673

SONNY BURNS—ROOM NEXT TO MINE (Glad, BMI) (2:37)—A mournful tale of love lost told with pathos in fine country style. Flip: "Must I Leave It There" (Glad, BMI) (2:38). United Artists 719

BOBBY HELMS—PUT YOUR ARMS AROUND HIM (Four Star, BMI) (1:59)—Fine country tune about love and heartache. Helms tells gal to return to the one she loves. Flip: "It's a Girl" (Sure Fire-Window, BMI) (2:10). Columbia 43031

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlight picks only.



SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 50 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-Board Spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standards Spotlights are geared for pop standard and pop contemporary air play. Programming specials are other records applicable for programming in their specific categories.

**It Can't Be Anything But
A SMASH - 'Cause It's Connie!**

CONNIE FRANCIS



Be Anything (But Be Mine)

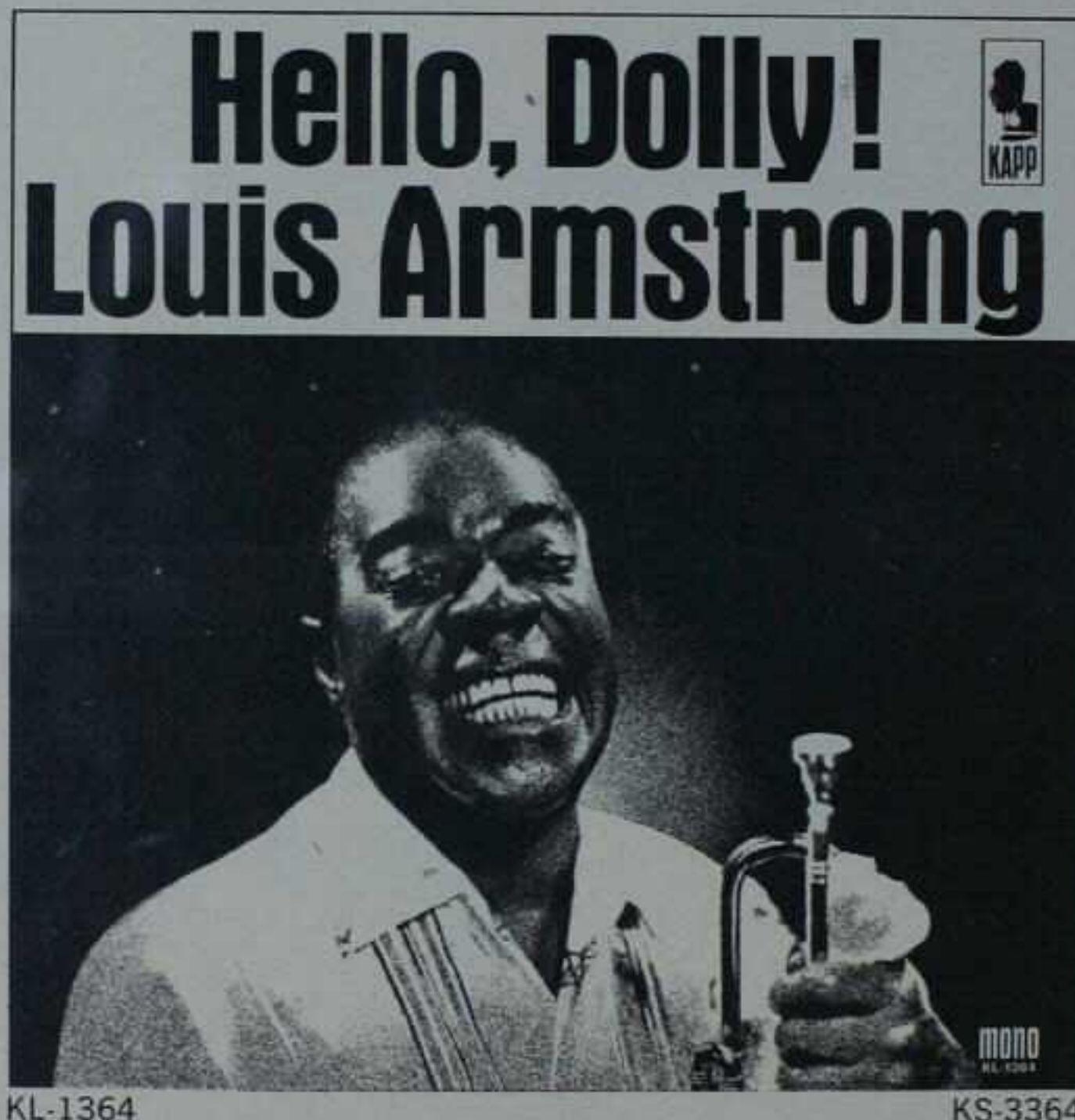
& Tommy Available in full-color sleeve K-13237



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**Thanks, Mickey Kapp,
for giving us the outstanding
single of 1964
and for making it into this
great, great album!**



12 new recordings

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CLEVELAND, OHIO

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ALBUM REVIEWS



BILLBOARD SPOTLIGHT PICK

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

POP SPOTLIGHT

STAY AWHILE • I ONLY WANT TO BE WITH YOU

Dusty Springfield, Philips PHM 200-133 (M); PHS 600-133 (S)

The intrepid Miss from Britain, who is due in this country shortly, makes her LP debut with an LP that packs much power. Both of her hits are included: "Stay Awhile" and "I Only Want to Be With You." In addition, she sings some strong versions of other hits by other artists: "24 Hours From Tulsa," "Mocking Bird" and "When the Lovelight Starts Shining Thru His Eyes" are typical.

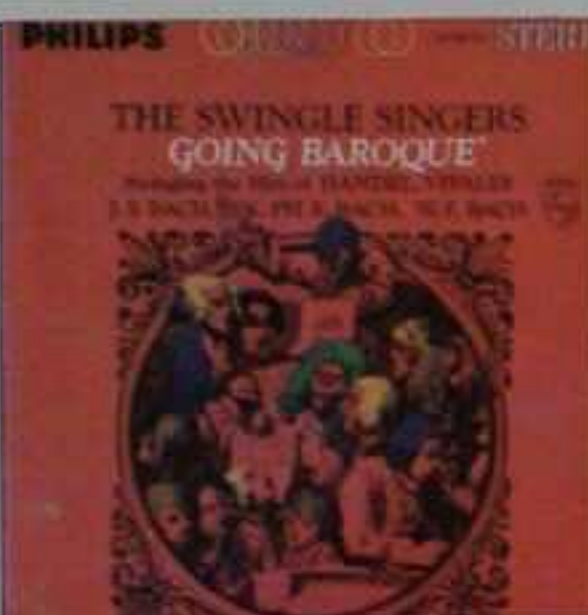


POP SPOTLIGHT

THE SWINGLE SINGERS GOING BAROQUE

Philips PHM 200-126 (M); PHS 600-126 (S)

This is a continuation of what the Swingle Singers started when they worked over "Bach's Greatest Hits," a few months ago and it will prove just as successful. They're in the Baroque period now and the composers come through just as if they had written their stuff for today's market.



POP SPOTLIGHT

SHOWTIME

James Brown & His Ork. Smash MGS 27054 (M); SRS 67054 (S)

This is an exciting set. With the roaring sound of the James Brown band and voice goes the equally stimulating sound of a screaming audience. The LP is a rocker and Brown shouts out his versions of famous r.&b. hits like "Caldonia" (a current single), "Don't Cry Baby" and "Somebody Changed the Lock on My Door."



POP SPOTLIGHT

A HALO TO YOU

The Angels, Smash MGS 27048 (M); SRS 67048 (S)

These three young lovelies turn in swinging, contemporary sound performances of newer items and recent singles to boot. Included are their recent singles like "Wow Wow Wee," "Snowflakes and Teardrops" and "Java," along with other people's hits like "Louie, Louie" and "I Want to Hold Your Hand."

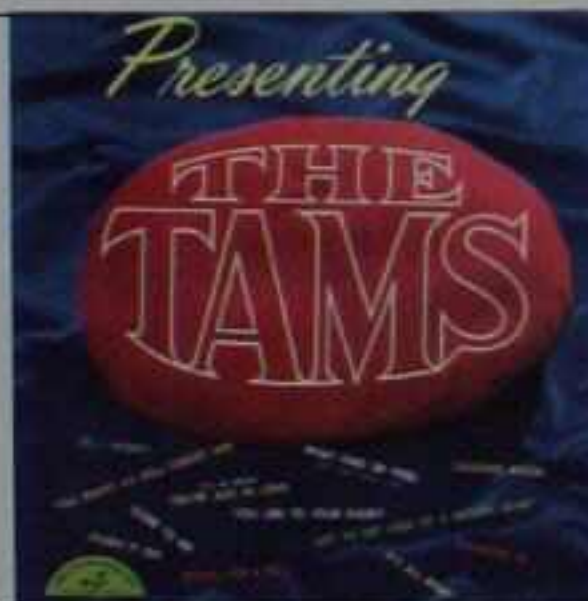


POP SPOTLIGHT

PRESENTING—THE TAMS

ABC-Paramount ABC 481 (M); ABCS 481 (S)

This album contains the Tams' big hit, "What Kind of Fool (Do You Think I Am)"—also later releases like "You Lied to Your Daddy" and "It's All Right (You're Just in Love)." It's filled with the group's dulcid and swinging tones.

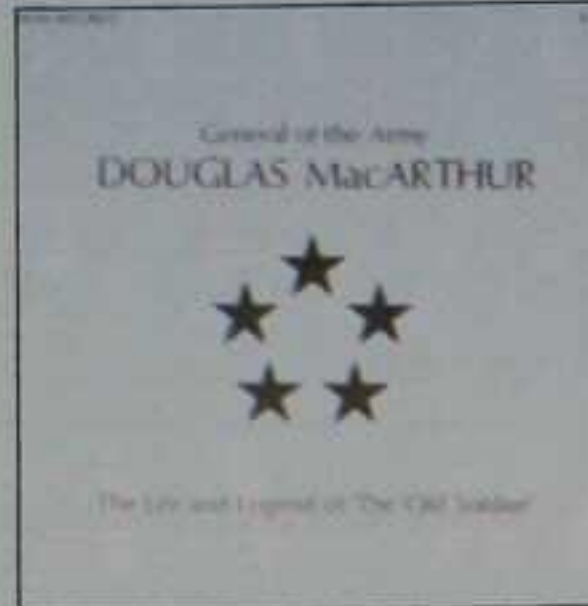


POP SPOTLIGHT

JUST FOR A THRILL

Earl Grant, Decca DL 4506 (M); DL 74506 (S)

Earl Grant takes the organ route for this wrap-up of instrumental favorites and he turns it into a highly enjoyable trip. The songs are all knockouts and Grant gives them an added fillip via his expert musicianship.

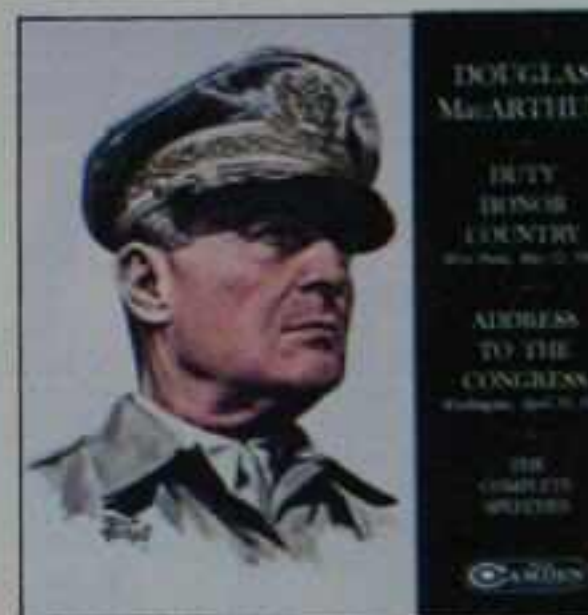


POP SPOTLIGHT

GENERAL OF THE ARMY DOUGLAS MacARTHUR, THE LIFE AND LEGEND OF "THE OLD SOLDIER"

MGM E 4245 (M)

This MGM album of MacArthur highlights was culled from a Hearst-Metrophone documentary. It features narration of chronological highlights of the General's career with the actual newsreel sounds of the events, and it traces the hero's life in narration and his own words.

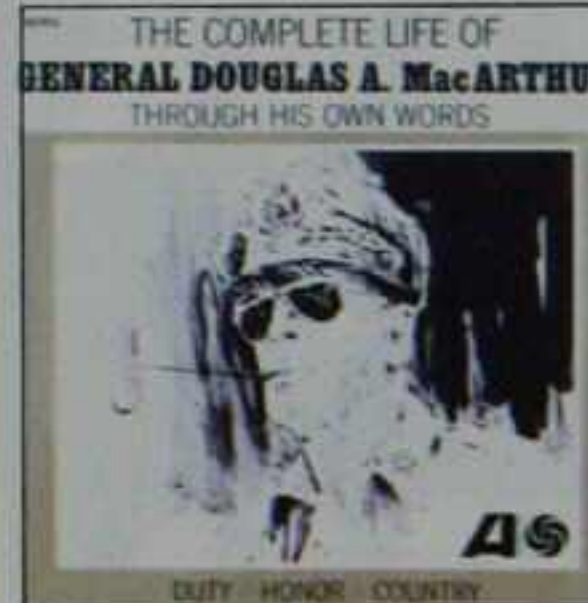


LOW PRICE POP SPOTLIGHT

DUTY, HONOR, COUNTRY (2-12")

General Douglas MacArthur. RCA Camden SPC 100 (M); No Stereo

Here's a two-LP set of the life and times of Gen. Douglas MacArthur. The double-fold jacket set contains pictures to go with words and sounds of the illustrious General's career and it is packaged most attractively.

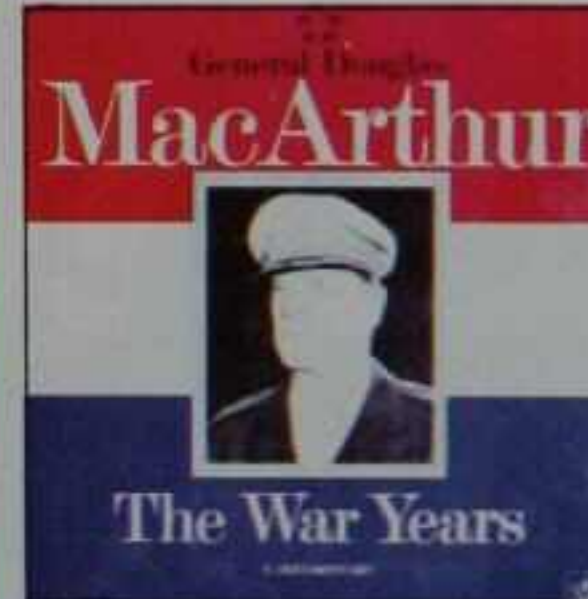


POP SPOTLIGHT

THE COMPLETE LIFE OF GENERAL DOUGLAS MacARTHUR THROUGH HIS OWN WORDS

Atlantic 8095

New York City radio personality Stan Z. Burns produced this album for Atlantic. It features many of the highlights of the General's life in his own words. The album covers the period from the beginning of World War II on. LP contains such speeches as his farewell at West Point, surrender on the Missouri and his return to the Philippines.



POP SPOTLIGHT

THE WAR YEARS

General Douglas MacArthur. 20th Century-Fox TFM 3148 (M)

This is an album on the late, great General compiled by 20th Century-Fox from the vaults of its Fox Movietone News affiliate. It covers many of the highlights of the General's career with special recorded emphasis placed on material from World War II, concluding with General's memorable "Fare Away" speech.

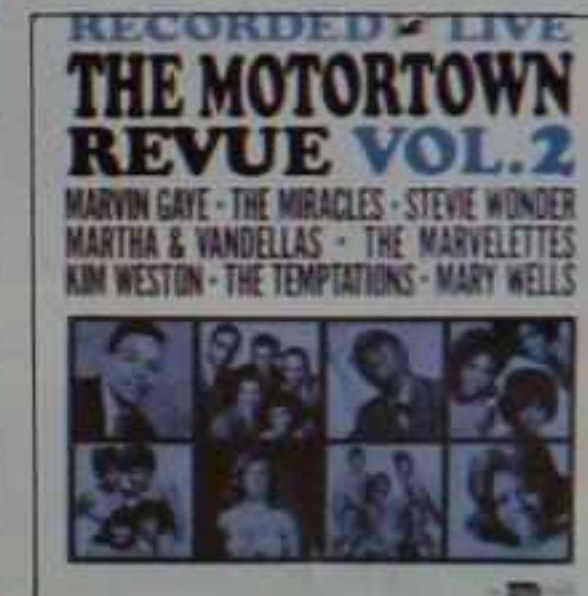


POP SPOTLIGHT

PETE FOUNTAIN'S NEW ORLEANS AT MIDNIGHT

Coral CRL 57429 (M); CRL 757429 (S)

Pete Fountain takes the listener on a swingin' excursion to New Orleans for some vibrant and highly appealing Dixie music. Sounding his best, Fountain's clarinet is surrounded with ace sideman for renditions of "Moonglow," "Ballin' the Jack," "Makin' Whoopie" and "Bourbon Street Parade."



POP SPOTLIGHT

THE MOTORTOWN REVUE, VOL. 2

Various Artists, Motown 615 (M)

Here's Volume 2 of the powerhouse line-up that sent the first volume in this series chartward. Marvin Gaye, Mary Wells, Martha and the Vandellas, Stevie Wonder and the Miracles all take part, singing past hits and maybe future ones.



ALBUM REVIEWS (continued)



SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

POP SPECIAL MERIT

SENTIMENTAL GUITAR

Tony Mottola & His Ork. Command RS 864 (M); RS 864 SD (S)

Tony Mottola's guitar backed by strings and woodwinds set up a romantic melodic mood that's perfect for the background music cult. The arrangements of the repertoire that focuses on the standard songs are rich and colorful and serve as a programmer's delight.

POP SPECIAL MERIT

SONGS EVERYBODY KNOWS

Carmen Cavallaro. Decca DL 4489 (M); DL 74489 (S)

Another in a long line of the successful Cavallaro albums. The easy listening style of "The Poet of the Piano" is given to 12 great old-timers. Selections include "Are You Lonesome Tonight," "Peg o' My Heart/Sweet Lorraine" and "Wrap Your Troubles in Dreams."

POP SPECIAL MERIT

SOUND SPECTRUM FOR VOICES, VOL. IV

John Cacavas. Murbo MLP 4000 (M)

A thoroughly delightful offering of standards performed with warmth and expertise by John Cacavas' choir. The material and arrangements are ideal for pop-standard, standard and conservative formatted radio stations. Tunes include "San Antonio Rose," "Smile," "Let's Fall in Love" and "Love."

POP SPECIAL MERIT

COMMAND PERFORMANCES

Enoch Light. Command RS 868 (M); RS 868 SD (S)

In addition to supplying the audio buffs with exciting audio techniques, Enoch Light has also put together a repertoire that will please their musical tastes as well. His ork technique has the various instrumental shadings that heighten listening pleasure. Many will delight in it.

CLASSICAL SPECIAL MERIT

BEETHOVEN: THE LATE QUARTETS (5-12")

Fine Arts Quartet. Concert-Disc SP-502 (S)

This five-record album set should be a real collector's item. There are a few complete sets of the entire 16 quartets of Beethoven, but not many that contain such detail. This set, for instance, contains two distinct finales for the No. 13 in B flat, Op. 130. Then, too, there is the seldom-played or recorded quartet in A minor, Op. 132.

ALBUM REVIEW POLICY

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FOLK SPECIAL MERIT

ROD MCKUEN SINGS ROD MCKUEN

Capitol T 2079 (M); ST 2079 (S)

What Matt Dennis is to the good pop tune, Rod McKuen, who, like Matt is prolific writer and poet-singer, is to folk repertoire. He has written 500 songs, 350 published and many of these recorded by anyone you would care to name. These are all his own songs, and they are good. The variety presented makes the album available to programmers in folk or so-called good music.

FOLK SPECIAL MERIT

NOW LISTEN TO LIZ

Liz Seneff. Gateway GLP 2081

Miss Seneff is essentially a wonderful singer; she is also a consummate actress, which means that she produces a folk-sing of marvelous clarity, moving narrative, and a vocal quality closely akin to Joan Baez. Disk jockeys looking for width in programming will find several tracks pleasantly different and acceptable to many audiences.

DOCUMENTARY SPECIAL MERIT

PORTRAIT OF A VALIANT LADY

Jacqueline Kennedy. Research Craft RC 1600

Certainly there will be buyers of this album, but, unfortunately, they may well be disappointed. The only words by the Kennedy widow here is her short, televised talk in appreciation of sympathy letters. The rest consists of dull narrative and a sentimental, over-long poem. Better writing might have made this a stronger package.



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

POPULAR

SOMETHING SPECIAL

Lenny Dee. Decca DL 4498 (M); DL 74498 (S)

MONDO CANE #2

Kal Winding. Verve V 8573 (M); V6-8473 (S)

THE BARRY McGUIRE ALBUM

Horizon WP 1636

THE RIVERBOAT RAMBLERS

Group W 33004 (M); WS 53004 (S)

LATIN SONGS EVERYBODY KNOWS

George Freyer & His Piano. Decca DL 4420 (M); DL 74420 (S)

GOLDIES BY THE GIRLS

Sunny Gale. Canadian-American CALP 1015

THE VERY BEST OF AL HIRT & PETE FOUNTAIN

MGM E 4216 (M); SE 4216 (S)

BEST OF THE BLUES, VOL. 2

Various Artists. Imperial LP 9259

JAZZ

EVOLUTION

Grachan Moncur III. Blue Note 4153

LATIN AMERICAN

SWINGING WITH MARIO ORTIZ

Remo LPR 1510

SACRED

HOW GREAT THOU ART

White Sisters. Word W-3281-LP (M)

BERGOLESI: THE MAGNIFICAT; WILLIAMS: PUER NATUS

Chancel Choir. WR 4358

GOD'S DESIGN FOR THE AGE

Church of the Open Door Choir and Symphonette. Supreme SM 1009

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

FUNNY GIRL

Original Cast. Capitol VAS 2059 (M); SVAS 2059 (S)

★ NEW ACTION LP's

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

LET'S FACE THE MUSIC . . .

Nat King Cole. Capitol T 2008 (M); ST 2008 (S)

HIP BOOTS . . .

Boots Randolph. Monument MLP 8015 (M); SLP 18015 (S)

THE FIRST NINE MONTHS ARE THE HARDEST . . .

Len Weinrib & Joyce Jameson. Capitol T 2034 (M); ST 2034 (S)

BAREFOOT SUNDAY BLUES . . .

Ramsey Lewis Trio. Argo 723 (M); S 723 (S)

ALWAYS IN MY HEART . . .

Los Indios Tabajaras. RCA Victor LPM 2912 (M); LSP 2912 (S)

WELL, WELL, WELL! . . .

Briarwood Singers. United Artists UAL 3318 (M); UAS 6318 (S)

MORE OF EVERYTHING! . . .

Limelites. RCA Victor LPM 2844 (M); LSP 2844 (S)

INTERNATIONAL

IRISH ROAD SHOW PRESENTS A PROGRAM OF SONGS, INSTRUMENTALS, & HUMOR

Various Artists. Banshee LP 15

IRISH ROAD SHOW PRESENTS SONGS AND MUSIC OF IRELAND

Various Artists. Banshee LP 17

IRISH ROAD SHOW PRESENTS THE MUSIC OF THE FOUR PROVINCES OF IRELAND

Various Artists. Banshee LP 16

CHILDREN'S

SUKI AND THE INVISIBLE PEACOCK

Joyce Blackburn. Word W-3283-LP (M)

LOW PRICE POPULAR

THE LIVERPOOL BEAT

The Weasels. Mercury Wing MGW 12282 (M); SRW 16282 (S)

A NINO TEMPO APRIL STEVENS PROGRAM

RCA Camden CAS 824 (e)



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

POPULAR

MENDEZ IN MADRID

Rafael Mendez with Symphony Orchestra. Decca DL 4497 (M); DL 74497 (S)

LEO SINGS . . . WITH STRINGS

L-G LGM 1020 (M)

FOLK INSTRUMENTALS

Greenwoods. Decca DL 4496 (M); DL 74496 (S)

50 GUITARS GO ITALIANO

The 50 Guitars of Tommy Garrett. Liberty LMM 13028 (M); LSS 14028 (S)

YOUNG MAN'S FANCY

Bobby Gordon with Strings. Decca DL 4507 (M); DL 74507 (S)

NEW ORLEANS: OUR HOME TOWN

Various Artists. Imperial LP 9260 (M)

CLASSICAL

THE LONDON SYMPHONIC BAND AND MALE CHORUS

Supreme SM 1004

JAZZ

THE JOHN YOUNG TRIO

Delmark DL 403

RELIGIOUS

BILL & DICK

Bill Pearce & Dick Anthony. Word W-3171-LP (M)

SACRED

SING!! WITH THE LAYMEN SINGERS

Supreme SS 2016 (S)

AT THE END OF A PERFECT DAY

Ethel Smith. Decca DL 4467 (M); DL 74467 (S)

RICHARD ELSASSER AT THE CONN ORGAN

Sacred LP 3039

I'M SINGING FOR MY LORD

Goran Stenlund. Supreme SM1021

LIGHTED WINDOW

Good Twins. Sacred LP 3038

LEW CHARLES PLAYS ETERNAL PRAISES

Word W 3271 LP

INTERNATIONAL

YA HABIBII

Eddie "Sheik" Kochak & Hakki Obadio & Their Amer-Abio Ork. Decca DL 4501 (M); DL 74501 (S)

WE'RE ON THE BEAM
WITH A SMASH HIT
ON OUR TEAM . . .!

Tommy Navarro
Sings
"I CRIED
MY LIFE
AWAY"

DJ 1253

(D. Morris-P. Medley)

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BILLBOARD, May 2, 1964

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AMERICAN RECORDS!*

**BOBBY
RYDELL**

sings

**“A WORLD
WITHOUT LOVE”**

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*the flip side, a beautiful lyric version
of the equally beautiful summer instrumental*

“OUR FADED LOVE”

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Record Preview

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Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

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Billboard Publishing Co., 165 W. 46th Street (at Times Square), New York, N.Y. 10036

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Billboard SPECIAL SURVEY
FOR WEEK ENDING 5/2/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	17
2	2	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	16
3	4	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	13
4	3	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	17
5	5	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	17
6	6	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	17
7	10	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	8
8	7	BILL ANDERSON SINGS Decca DL 4499 (M); DL 74499 (S)	5
9	9	LESTER FLATT & EARL SCRUGGS AT CARNEGIE HALL Columbia CL 2045 (M); CS 8845 (S)	15
10	8	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	17
11	14	SAGINAW, MICHIGAN Lefty Frizzell, Columbia CL 2169 (M); CS 8969 (S)	3
12	12	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	12
13	20	MORE HANK SNOW SOUVENIRS RCA Victor LM 2812 (M); LSP 2812 (S)	2
14	15	GOOD 'N' COUNTRY Jim Reeves, RCA Camden, CAL 784 (M); CAS 784 (S)	6
15	13	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	16
16	11	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	5
17	16	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	17
18	—	HANK WILLIAMS JR. SINGS THE SONGS OF HANK WILLIAMS MGM E 4213 (M); SE 4213 (S)	1
19	19	ESPECIALLY FOR YOU Kitty Wells, Decca DL 4493 (M); DL 74493 (S)	4
20	—	BLUEGRASS HOOTENANNY George Jones & Melba Montgomery, United Artists UAL 3352 (M); UAS 6352 (S)	1

COUNTRY MUSIC CORNER

By BILL SACHS

Chuck Chellman, Mercury's country road man out of Nashville, left last week on a two-week promotion tour that will carry him through Louisiana,

Texas, Oklahoma and Tennessee. He reports firm action on Roy Drusky's "Yesterday" b.w. "Pick of the Week," and Dave Dudley's "If I Had One" b.w. "Big Old House." Uncle Len Ellis, vet c.&w. jock at WWCA, Hammond, Ind., offered another country music promotion at Hammond Civic Center April 26. Talent lineup included Faron Young, Stonewall Jackson, Lefty Frizzell, Porter Wagoner, Roy Drusky, Norma Jean, Buck Trent and Curly Harris. Country music got another favorable shot in the arm recently when WCPC-Radio, country music station at Houston, Miss., had its power boosted to 50,000 watts.

Tompall and the Glaser Brothers appeared at Clarksville, Tenn., April 25, as part of the 50th anniversary celebration of Perkins & Miller, dealers in International Harvester farm machinery. After closing out a week at the Golden Nugget, Las Vegas, the Kadetts, featuring Judy Kaye, kicked off a tour for the Gibbs Bros. Agency, Wichita Falls, Tex., that will carry them through May 26. They are routed for Willcox, Ariz., April 28-May 1; Clinton-Sherman Air Force Base, Oklahoma, May 2; Abilene, Tex., 3-6; Wendover, Nev., 8-14, and West Yellowstone National Park, Montana, 15-26. In the combo, besides Miss Kaye, are El Mills, piano, bass and vocals; Don Mathes, drums, and Jerry Casz, guitar and sax.

Ernest Tubb and the Texas Troubadours were guests recently on WSM-TV's "Opry Almanac," which originates in Nash-



LITTLE JIMMY DICKENS and W. E. (Lucky) Moeller, president of Denny-Moeller Talent, Inc., Nashville, go over final plans for Dickens' forthcoming 'round-the-world trip. Tour begins with 33 days through the Far East, after which Dickens flies over the Polar route to England, where he is set for 13 days. He returns via Canada, where he is set for five days each in Quebec and Ontario. Ironically, the tour will take Dickens around the world in exactly 80 days.

Leon McAuliff
Set for 5-Week
European Tour

ROGERS, Ark. — The Don Thompson Agency here has set Leon McAuliff and His Cimar-ton Boys for a five-week tour of Eire, England, France, Germany and Spain, starting June 9. In Eire, the McAuliff band will play a string of ballrooms owned by Bill Fuller, husband of singer Carmel Quinn. Remainder of the dates will be at U. S. military installations.

After winding up the trek in Spain, the McAuliff crew has two days to make it to the Old Town Supper Club, Rapid City, S. D., for a week's stand ending July 19. On July 20, they begin a six-day engagement at the Frontier Days Celebration in Cheyenne, Wyo.

The band's bookings at the Golden Nugget, Las Vegas, for the remainder of the year are: May 21-27, July 30-August 5, September 17-30, and November 12-25. Last week the McAuliff band played through the Pacific Northwest for promoter Jack Roberts. The band is due in Nashville May 7 for another Capitol Records session at the Bradley Studios.

ville, with Ralph Emery as emcee. Bob (Tex) Olson, announcer on the show, was presented a certificate that made him an honorary citizen of Texas. Tubb presented Tex with a western-style hat and the Troubadours dressed him in western clothes for the show and presentation. Others present for the event were Wayland Stubblefield, promotion manager for Pamper Music, and Haze Jones, executive administrator for Hal Smith Artists Productions. Station K-BER, San Antonio, presents its next "Grand Ole Opry" show at Municipal Auditorium there May 2, with Roy Acuff and Minnie Pearl headlining. The station's show April 4, featuring Marty Robbins, Hank Thompson, Lefty Frizzell, Tex Ritter, Rose Maddox, Roger Miller, Bobby Sykes and Don Winters, played to more than 5,500 paid. Several hundred were turned away due to fire regulations.

CMA's Membership Soars;
New Hall of Fame Formula

DETROIT—The board of directors and officers of the Country Music Association, at the organization's second quarterly meeting April 16 at the Park Shelton Hotel here, expressed enthusiasm over the growth of CMA's membership in recent months. One hundred new members have been added to CMA's membership roster in the last two and a half months, according to Mrs. Jo Walker, executive director of the association. Twenty-four new life members were added during the same period, Mrs. Walker said.

Connie B. Gay, chairman of the membership committee, attributed the growth in CMA membership to the growing stature of CMA and the efforts of CMA officers and directors, especially Tex Ritter and Roy Acuff.

The CMA board adopted a resolution to change the formula for the selection of entrants to the Country Music Hall of

Fame. Heretofore, those who received 75 per cent of all votes cast, provided the number was 60 or more, were automatically elected to the Hall of Fame. The new resolution calls for election by a point system.

It was also reported that CMA's premium album is now in the hands of the premium departments of the various record companies, who are expected to produce a sponsor for the album within the next three months. The board also improved a new insert for the association's "The Wonderful World of C&W Music" kit, which is designed to aid radio stations considering a switch to country music programming. The association is now in the process of conducting a new television survey to determine how many stations are now programming country music.

The third quarterly meeting of the CMA board and officers will be held in Toronto August 6-7.

NASHVILLE SCENE

By LARRY COLE

George Hamilton IV is currently on a Midwest tour arranged by Jim McConnell, who heads up the Acuff-Rose Talent Corporation. Jim has been busy recently lining up talent for several overseas tours, including a 30-day jaunt to Europe for Monument's Roy Orbison and a two-week tour of Japan in June for Roy Acuff and the Smoky Mountain Boys. Incidentally, Howdy Forrester, long associated with Roy Acuff, has joined Acuff-Rose as assistant to McConnell.

SESAC's man in Nashville, Roy Drusky, has added Lloyd Green to his Nashville operation. Nugget's Jack Logan reports that Dick Flood cut his first session on the label recently and

will have a release out in about two weeks. Joe Maphis and Rose Lee exit Capitol to join Starday. Faron Young has joined the Denny-Moeller Agency and will be booked by Lucky Moeller and his aids, Larry Moeller and

Jack Andrews.

Billy Grammer is scheduled for an 11-day swing through Arkansas and Mississippi beginning April 28. Bill will be in Meridian, Miss., April 28; Laurel, Miss., 29; Pine Bluff, Ark., 30; Fort Smith, Ark., May 1, and Little Rock, May 2. He then joins the Kroger show, with Sheb Wooley, the Wilburn Brothers, Bill Carlisle, Warner Mack, Del Reeves, Buck Cody, Kay Arnold, Bobby Smith and Tex Wayne, which is booked for six dates in Arkansas.

An English group, the Overlanders, are getting good radio action in several markets with their Hickory release of "Yesterday's Gone." Warner Mack, Decca recording artist, is now being handled by Jim Tole of the Buster Doss Talent Agency. Monument Records' Fred Foster has signed Fred Carter to a recording contract. Fred is one of the bright lights in Hal Smith's stable of writers at Pamper Music. Jimmy Key, of Key Talent, is currently on a promotion tour in behalf of Jimmy Newman and Dave Dudley's latest releases. Newman this week begins 10-day tour of his own through Louisiana and Texas.

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

Record Industry Association of America seal of certification as million dollar LP's.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'THE BEATLES' SECOND ALBUM', 'MEET THE BEATLES', 'HELLO DOLLY!', 'INTRODUCING THE BEATLES', 'HONEY IN THE HORN', 'KISSIN' COUSINS', 'GLAD ALL OVER', 'BARBRA STREISAND/THE THIRD ALBUM', 'DAWN (Go Away) AND 11 OTHER GREAT SONGS', 'IN THE WIND', 'DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS', 'WEST SIDE STORY', 'SWEET & SOUR TEARS', 'YESTERDAY'S LOVE SONGS—TODAY'S BLUES', 'CHARADE', 'THERE! I'VE SAID IT AGAIN', 'THE SERENDIPITY SINGERS', 'JACK JONES' WIVES AND LOVERS', 'THE SECOND BARBRA STREISAND ALBUM', 'THE PINK PANTHER', 'TENDER IS THE NIGHT', 'SHUT DOWN, VOL. 2', 'PETER, PAUL & MARY', 'THE BARBRA STREISAND ALBUM', 'THE WONDERFUL WORLD OF ANDY WILLIAMS', 'DAYS OF WINE AND ROSES', 'PURE DYNAMITE', 'JOAN BAEZ IN CONCERT, PART 2', 'MOVING', 'ENCORE', 'LIVING A LIE', 'BACH'S GREATEST HITS', 'BELAFONTE AT THE GREEK THEATRE', 'GLORIA, MARTY & STRINGS', 'MOON RIVER & OTHER GREAT MOVIE THEMES', 'CATCH A RISING STAR', 'CAMELOT', 'REFLECTING', 'THE MANY MOODS OF TONY TONY BENTON', 'FUNNY GIRL', 'TILL THE END OF TIME', 'THE TIMES THEY ARE A-CHANGIN'', 'THE SINGING NUN', 'I LEFT MY HEART IN SAN FRANCISCO', 'OLIVER', 'LAWRENCE OF ARABIA', 'LOUIE LOUIE', 'FUN IN ACAPULCO', 'JOAN BAEZ IN CONCERT', 'THE SOUND OF MUSIC', 'HOLLYWOOD—MY WAY'.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'ALLAN IN WONDERLAND', 'MOMS MABLEY OUT ON A LIMB', 'JOHNNY'S GREATEST HITS', 'EARLY HITS OF 1964', 'PAINTED, TAINTED ROSE', 'SINATRA'S SINATRA', 'NAVY BLUE', 'THE SHELTER OF YOUR ARMS', 'RAMBLIN'', 'TIME TO THINK', 'WE SHALL OVERCOME', 'RICK NELSON SINGS "FOR YOU"', 'TRINI LOPEZ AT PJ's', 'TRINI LOPEZ ON THE MOVE', 'THE NEVER ENDING IMPRESSIONS', 'WHAT MAKES SAMMY RUN?', 'MY FAIR LADY', 'ROMANTICALLY', 'TOM JONES', 'THE JAMES BROWN SHOW', 'MARIA ELENA', 'MEET THE SEARCHERS/NEEDLES AND PINS', 'RING OF FIRE—THE BEST OF JOHNNY CASH', 'TODAY', 'LITTLE DEUCE COUPE', 'APOLLO SATURDAY NIGHT', 'WHO'S AFRAID OF VIRGINIA WOOLF?', 'SHANGRI-LA', 'ANY NUMBER CAN WIN', 'AIN'T THAT GOOD NEWS', 'A LETTERMEN KIND OF LOVE', 'THE BEATLES', 'BYE BYE BIRDIE', 'MASS FOR JOHN F. KENNEDY: MOZART: REQUIEM', 'THE ITALIAN VOICE OF AL MARTINO', 'BLUE VELVET AND 1963's GREAT HITS', 'THE VENTURES IN SPACE', 'GOLDEN HITS OF THE 4 SEASONS', 'ROY ORBISON'S GREATEST HITS', 'TOGETHER AGAIN!', 'GENE PITNEY'S BIG SIXTEEN', 'SOLID GOLD STEINWAY', 'HEY LITTLE COBRA AND OTHER HOT ROD HITS', 'CURB YOUR TONGUE, KNAVE!', 'TALK BACK TREMBLING LIPS', 'FRANK FONTAINE SINGS HOW SWEET IT IS', 'PACKAGE OF 16 HITS', 'SURFIN' U. S. A.', 'THE BEST OF THE KINGSTON TRIO', 'QUIET NIGHTS'.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes entries like 'UM, UM, UM, UM, UM, UM THE BEST OF MAJOR LANCE', 'PERCY FAITH & HIS ORK PLAY GREAT FOLK THEMES', 'THE NEW CHRISTY MINSTRELS', 'HER JOY, HER SONGS', 'INGREDIENTS IN A RECIPE FOR SOUL', 'I AM THE GREATEST', 'RAMBLIN' ROSE', 'MONDO CANE', 'TIME CHANGES', 'SHUT DOWN', 'THE SMOTHERS BROTHERS AT THE PURPLE ONION', 'JOLLY WHAT!', 'JOAN BAEZ, VOL. I', 'SOMETHING SPECIAL FOR YOUNG LOVERS', 'WASHINGTON SQUARE', 'HOW THE WEST WAS WON', 'GREAT VOICES OF THE CENTURY', 'GOLDEN HITS OF JERRY LEE LEWIS', 'ROGER WILLIAMS 10th ANNIVERSARY/LIMITED EDITION', 'I LOVE YOU BECAUSE', 'WONDERFUL! WONDERFUL!', 'ROME 35/MM', 'LOVE HIM', 'IT'S ALL IN THE GAME', 'REFLECTIONS', 'ELVIS' GOLDEN RECORDS, VOL. 3', 'THE WOMENFOLK', 'THE LANGUAGE OF LOVE', 'WEST SIDE STORY', 'SURFIN' BIRD', 'THE FIRST HURRAH!', 'FROM RUSSIA WITH LOVE', 'A TRIBUTE TO THE ALL-TIME GREATS', 'A STRANGER ON EARTH', 'THINK ETHNIC', 'MANHATTAN TOWER', 'OUT OF LIMITS', 'MORE SOUNDS OF WASHINGTON SQUARE', 'PAIN IN MY HEART', 'JUDY COLLINS #3', 'YOU MAKE ME FEEL SO YOUNG', 'PERSPECTIVE ON BUD & TRAVIS', 'FABULOUS', 'FOLK SONGS AROUND THE WORLD', 'BOB NEWHART FACES BOB NEWHART (Faces Bob Newhart)', '50 FABULOUS PIANO FAVORITES', 'STOP THE WORLD—I WANT TO GET OFF', 'BAJA MARIMBA BAND', 'FOREVER'.

WORLD

AUSTRALIA

Table of Australian chart entries with columns for week rank and song titles. Includes songs like 'ALL MY LOVING' and 'I SAW HER STANDING THERE'.

BRITAIN

Table of British chart entries with columns for week rank and song titles. Includes songs like 'CAN'T BUY ME LOVE' and 'WORLD WITHOUT LOVE'.

Table of Australian chart entries (continued) with columns for week rank and song titles. Includes songs like 'MOCKING BIRD HILL' and 'BITS AND PIECES'.

FINLAND

Table of Finnish chart entries with columns for week rank and song titles. Includes songs like 'SEINILLA ON KORVAT' and 'HIPPI HIPPI SHAKE'.

FRENCH (WALLOON) BELGIUM

Table of French (Walloon) and Belgian chart entries with columns for week rank and song titles. Includes songs like 'VOUS PERMETTEZ, MONSIEUR' and 'A PRESENT TU PEUX T'EN ALLER'.

HOLLAND

Table of Dutch chart entries with columns for week rank and song titles. Includes songs like 'VOUS PERMETTEZ, MONSIEUR' and 'NON HO L'ETA'.

Table of Australian chart entries (continued) with columns for week rank and song titles. Includes songs like 'CAN'T BUY ME LOVE' and 'I WANT TO HOLD YOUR HAND'.

HUNGARY

Table of Hungarian chart entries with columns for week rank and song titles. Includes songs like 'QUARDO CON ME DONDOLU' and 'CAMPING'.

ITALY

Table of Italian chart entries with columns for week rank and song titles. Includes songs like 'NON HO L'ETA' and 'UNA LACRIMA SUL VISO'.

JAPAN

Table of Japanese chart entries with columns for week rank and song titles. Includes songs like 'TOKYO BLUES' and 'WASHINGTON SQUARE'.

MEXICO

Table of Mexican chart entries with columns for week rank and song titles. Includes songs like 'LAS CEREZAS' and 'ENTREGA TOTAL'.

Table of Australian chart entries (continued) with columns for week rank and song titles. Includes songs like 'LABERINTO' and 'IF I HAD A HAMMER'.

NORWAY

Table of Norwegian chart entries with columns for week rank and song titles. Includes songs like 'LA MEG VARE UNG' and 'I LOVE YOU BECAUSE'.

PHILIPPINES

Table of Philippine chart entries with columns for week rank and song titles. Includes songs like 'I WISH YOU LOVE' and 'BOYS—Ronnie Villar & the Firetons'.

SPAIN

Table of Spanish chart entries with columns for week rank and song titles. Includes songs like 'IF I HAD A HAMMER' and 'NON HO L'ETA'.

SWITZERLAND

Table of Swiss chart entries with columns for week rank and song titles. Includes songs like 'DAS KANNST DU MIR NICHT VERBIETEN' and 'I WANT TO HOLD YOUR HAND'.

YUGOSLAVIA

Table of Yugoslav chart entries with columns for week rank and song titles. Includes songs like 'BALADA' and 'PESMA MAJCI'.

Beatles Take H. K.; Echoes Go to U. S.

HONG KONG—Beatlemania is beginning to grip Hong Kong. One look at the charts will confirm this. The Beatles now have four tunes in the Top 10 and are winning the battle against local favorites, the Fabulous Echoes, as the hottest selling group in town.

The Echoes, however, have not yet reached their peak. This extremely versatile group, composed of four Filipinos, a Scotsman and a lead singer from Ceylon, are currently appearing at one of Bangkok's top night spots. The Echoes are also due shortly to go Stateside. This announcement was made when the group appeared on the same bill as Pat Boone at the crooner's recent City Hall performance.

The Echoes will be appearing at the Thunderbird in Las Vegas. Those who have seen the group perform can testify to their talent. Earl Grant, on his way to Japan for a three-week engagement, heard the group at a local night club and commented, "If someone wasn't already taking them to the States, I'd take them myself." Earl, incidentally, plans to perform in Hong Kong next year.

Bunny Lewis Due in U. S.

LONDON — Manager-agent-songwriter-indie producer Bunny Lewis is visiting the U. S. with singer Tonia Burn. Lewis was arranging dates for her in New York and Vegas before Tonia flew on to Australia where her husband, Donald Campbell, is having another crack at the world land speed record. Then Lewis will return to New York to visit agents, Jack Green, Fred Harris and Lou Futtiman, and call on his publishing contacts to pick up songs for his Ritz label.

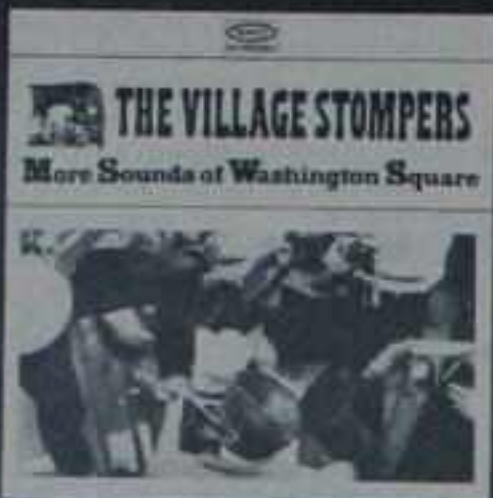
Shaver to Roberts

HOLLYWOOD—Don Shaver, Western account executive for Columbia Records' Special Products division, has resigned to join Roberts Electronics. Shaver had moved his operation here last July from San Francisco.

Advertisement for 'THE ORIGINAL OXFORD SOUND' featuring Chad Stuart & Jeremy Clyde, with 'YESTERDAY'S GONE'.



LN 24095 / BN 26095*



LN 24090 / BN 26090*



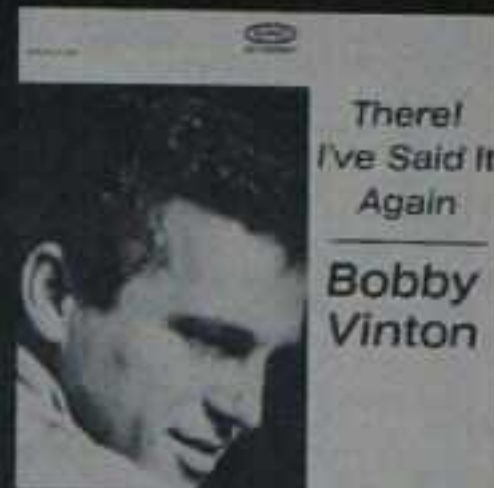
LN 24093 / BN 26093*



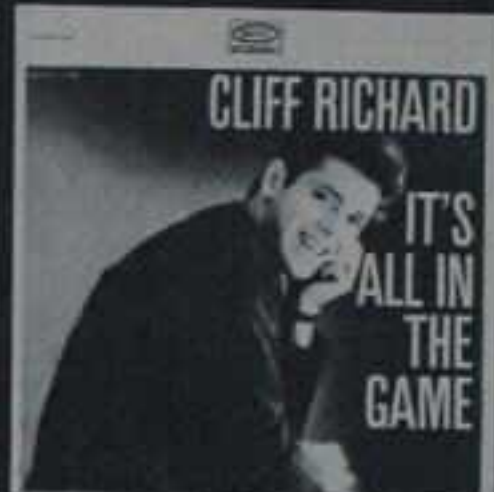
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An enormous grosser in the art houses, and now just about to go into national release:



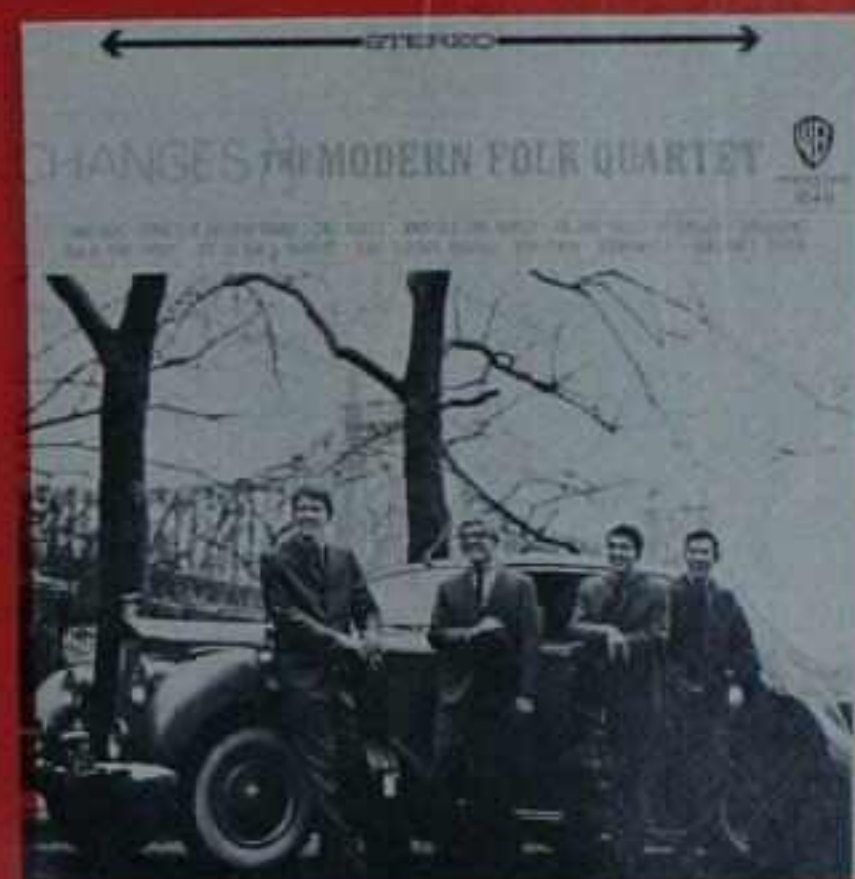
"YESTERDAY, TODAY AND TOMORROW"

ORIGINAL SOUND TRACK - W/WS 1552

The movie trades think this picture will be in the same groove as "Never on Sunday," "La Dolce Vita," and "Divorce—Italian Style." We agree. Starring Sophia Loren, Marcello Mastroianni, and a sound track filled with variety: memorable songs, plenty of vocals, bossa nova, the works.

A MODERN CONCEPT IN ART FILM MUSIC, BY INTERNATIONAL MUSIC'S FOREMOST ARRANGER: WERNER MÜLLER'S "INTERNATIONAL FILM FESTIVAL" (W/WS 1548)

We suspect this album is long overdue. The top art house hits—"Sundays and Cybelle" and so on—in startling arrangements for a giant orchestra. Head for the college and art house market.



CHANGES

THE MODERN FOLK QUARTET

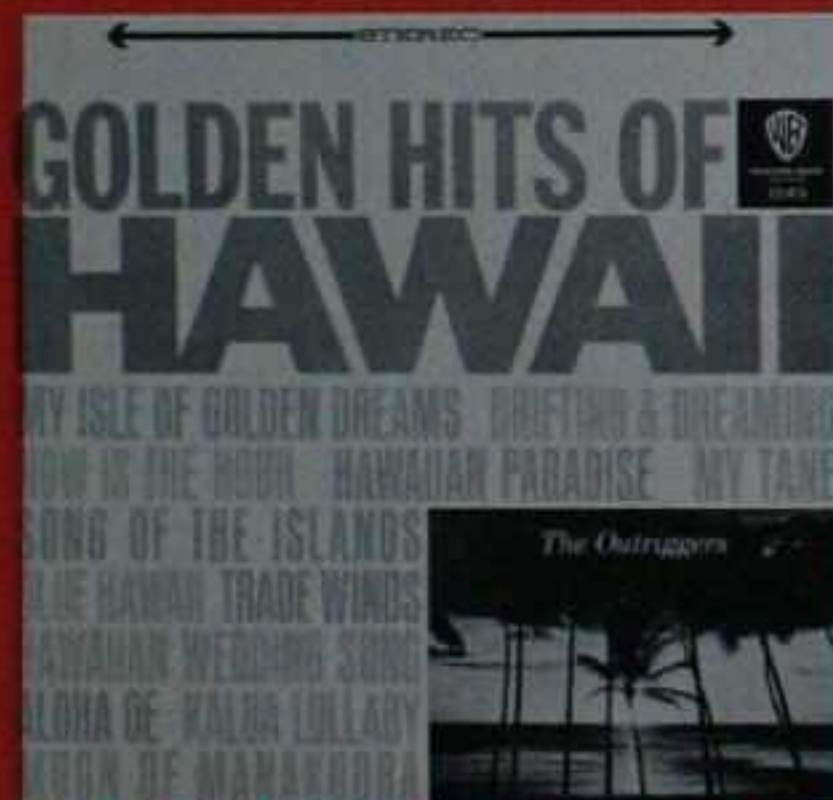
Currently, they're on tour with the Ford Hootenanny Show. Since their first album, they've made over 250 smash personal appearances. The answer is that these guys can sing, fantastically. Quite an earful.

(W/WS 1546)



"We've gotta sing"

THE COURIERS
(W/WS 1547)



The Most Hawaiian Hits to Fit Into One Album. Should Be a King on the Racks Soon.

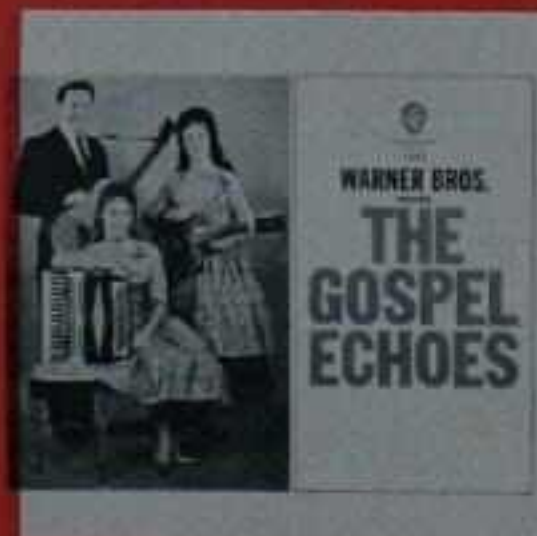
"Golden Hits of Hawaii"

THE OUTRIGGERS • W/WS 1549

WARNER BROS. PRESENTS

"The Gospel echoes"

(W/WS 1545)



The Couriers and the Gospel Echoes are major forces in Protestant gospel music. They have enormous audiences. We think they'll be pleased by the fervent, moving gospel in these 2 albums.

IN THE ISLANDS, THIS IS THE HOTTEST TOURIST ALBUM EVER MADE. NOW WATCH IT ON THE MAINLAND!



"Let's Hula"

THE MAILE SERENADERS
(WITH INSTRUCTION BOOK)
(W/WS 1550)

What sells this LP is that each LP comes with a big illustrated instruction book showing, phrase-for-phrase, photos of how to hula. Perfect for snowy evenings at home. The ideal item for every Hawaii-bug, potential and actual.

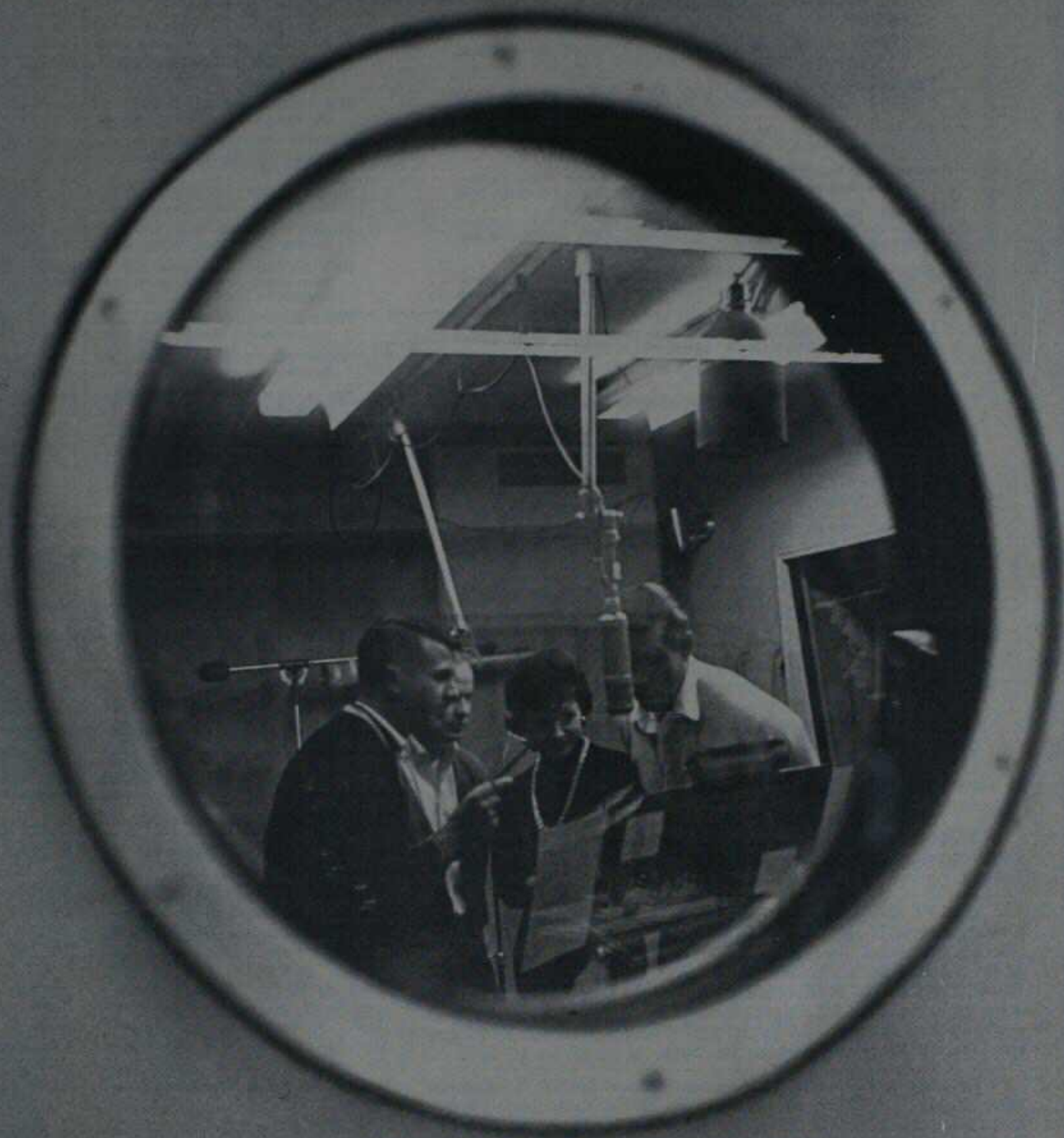


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CL 2149/CS 8949*

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FOR COLUMBIA RECORDS

MANAGEMENT:
KRAGEN-CARROLL INC.

PROGRAMMING SPECIALS

Continued from page 20

POP STANDARD

- ANITA WOOD—Dream Baby (Combine, BMI) (2:05)—This Has Happened Before (Triumvirate, BMI) (2:18). **SANTO 9054**
- DAVE BARRY—My Baby Left Me (Prezley, BMI) (1:59)—Memphis, Tennessee (Arc, BMI) (2:30). **LONDON 9666**
- COSMO—You Gotta Dance (Tree, BMI) (2:08)—Soft and Pretty (Poker, BMI) (2:08). **SOUND STAGE 7 2520**
- PLATO—Copy Cat (Wyncote, ASCAP) (2:30)—Claude's Theme (Wyncote, ASCAP) (2:05). **PARKWAY 914**
- CATERINA VALENTE—When in Rome (Sunbeam, BMI) (2:44)—With a Song in My Heart (Harms, ASCAP) (2:30). **LONDON 9667**
- LIONEL HAMPTON & ORK—Midnight Sun (Crystal, ASCAP) (3:45)—Inside Out (Swing & Tempo, BMI) (2:45). **GLADHAMP 2019**
- AMES BROTHERS—Love Is an Ocean of Emotion (Benjamin, ASCAP) (2:30)—Love Me With All Your Heart (Peer Int'l, BMI) (2:03). **EPIC 9530**
- LES BAXTER'S BALLADERS—Ballon (Bax, BMI) (2:10)—Lulu's Truck (Bax, BMI) (1:45). **LINK 313**

COUNTRY MUSIC

- CLYDE MOODY—Whispering Pines (Starday, BMI) (2:33)—Where There's Smoke (There's Bound to Be Fire) (Starday, BMI) (2:12). **STARDAY 671**
- RED SOVINE—Old Pipeliner (Starday, BMI) (2:37)—Peace of Mind (Starday-Stonewall, BMI) (2:12). **STARDAY 672**
- LAWTON WILLIAMS—Stay on the Ball (Western Hills, BMI) (2:05)—I'm Not All Here (Western Hills, BMI) (2:35). **RCA VICTOR 8359**
- WARREN SMITH—Blue Smoke (Four Star, BMI) (2:13)—Judge and Jury (Four Star, BMI) (2:19). **LIBERTY 55699**
- WILLIE NELSON—River Boy (Acuff-Rose, BMI) (2:25)—Opportunity (Papper, BMI) (2:27). **LIBERTY 55697**

- DONNY YOUNG—I'm Glad to Have Her Back Again (Tree, BMI) (2:16)—Don't You Get Lonesome Without Me (Airborne, BMI) (2:11). **TODD 1098**
- CHARLIE LOUVIN—I Don't Like You Anymore (Moss Rose, BMI) (2:30)—My Book of Memories (Jat, BMI) (2:40). **CAPITOL 5173**
- GOLDFIE HILL—Put Yourself in My Place (Mimosa, BMI) (2:15)—Don't Let Him (Cedarwood, BMI) (2:18). **DECCA 31620**
- WILMA LEE & STONEY—Big John's Wife (Acuff-Rose, BMI) (3:00)—Pirate King (Starday, BMI). **HICKORY 1257**
- SUE WILLIAMS—Any More (2:15)—Somebody Else Is Taking My Place (2:45). **HEARTBREAK 246**
- SMOKEY STOVER—When the Sun Goes Down (Travis, BMI) (2:49)—One Thing in Common (Norris-English, BMI) (1:56). **SIMS 172**
- BOBBY BARNETT—Hold My Hurt for Awhile (English, BMI) (2:33)—John Said (Tree, BMI) (2:10). **SIMS 177**
- CHASE WEBSTER—Suit Case (Fred Rose, BMI) (2:26)—Cry, Cry, Darling (Acuff-Rose, BMI) (2:12). **CAMEO 312**
- RAY SANDERS—Lonesome and Me (Pacific Coast, BMI) (2:25)—This Heart Is Breaking in Two (Pacific Coast, BMI) (2:10). **STADIUM 134**
- JUDY LYNN—My Tears Are on the Roses (Glad, BMI) (2:38)—Almost Out of Hand (Glad, BMI) (2:34). **UNITED ARTISTS 723**
- WEBB FOLEY—Strange Little Girl (Frank, ASCAP) (2:02)—One By One (Acuff-Rose, BMI) (2:59). **M552**
- JIM & JESSEE—Cotton Mill Man (Screen Gems-Columbia, BMI) (2:45)—It's a Long, Long Way To the Top of the World (Tree, BMI) (2:32). **EPIC 9676**
- EDDIE RABBITT—Six Nights and Seven Days (Painted Desert, BMI) (2:28)—Next to the Note (Shapiro-Bernstein, ASCAP) (2:44). **20th CENTURY-FOX 474**

RHYTHM & BLUES

- JIMMY REED—Help Yourself (Conrad, BMI) (2:48)—Heading for a Fall (Conrad, BMI) (2:59). **VEE JAY 593**

JAZZ

- SONNY STITT—Shangri-La (3:00)—Soul Shack (Pres, BMI) (2:50). **PRESTIGE 304**

STATIONS BY FORMAT

Continued from page 16

SYRACUSE: Fifty-first largest radio market. Seven AM, 3 FM. Two contemporary, 2 standard, 2 pop-standard, 1 conservative, 1 c.&w.

WOLF: 250 watts. Ivy Broadcasting Company. **Music format:** Contemporary. Highly identifiable air personalities. Editorials once per hour. Special programs: 5-minute sports show, 5:55-6 p.m. M-F.; "Citizen Service" (community news) once per hour, and "Word Power," vocabulary building game aired every hour. Five-man news department headed by Ed Clancey. Two mobile radio equipped news wagons. General Manager, Ev Wren. Operations Manager, Art Wander. Program Manager, Jim Sims.

WMDR: 5,000 watts. Independent. **Music format:** Contemporary. Highly identifiable air personalities. Station broadcasts foreign language shows. Station Manager, Leo Rosen. Program Director, Ron Thompson (also does air show daily).

WSYR: 5,000 watts. Independent. NBC affiliate. **Music format:** Standard. Highly identifiable personalities. Strong community involvement and image. Special programs: "RFD Time," with Deacon Doubleday 5-7 a.m. M-S; "Women's World," with Carol Johnson, 10:35-11 a.m. M-F; live music show (8 musicians, 2 vocalists under direction of Carl Silfer), aired M-S, 9:30-10:30 a.m. Hosted by Floyd Ottaway. Five-man news department headed by Fred Hillegas. Three radio equipped news wagons. President and General Manager, E. R. Vandeboncoeur. Program Director, Floyd Ottaway. Music Director, Carl Silfer (also serves as conductor of Syracuse Pop Orchestra).

WHEN: 5,000 watts day, 1,000 watts night. Meredith owned. CBS affiliate. **Music format:** Pop-Standard. Highly identifiable air personalities. Special programs: "Newsbeat," 6-6:30 p.m. local and national, sports, weather and business news. "High School News Bowl," Sundays 12:30 p.m. City school students participate and trophy is awarded at end of year. Documentaries on controversial community topics. Syracuse Chiefs baseball and Cleveland Brown pro football games carried. Syracuse Symphony Concerts aired via tape Sunday nights during season. Jack Morse jazz show 7:30-10 p.m. Saturdays. Station Manager, William H. Bell. Program Director, John L. Scott. Music Director, Jack Morse.

WFRL: 5,000 watts. Independent. ABC affiliate. **Music format:** Pop-Standard. Station plays wide variety of musical fare including polkas, c.&w. and big band. International melodies, opera and classical aired on Sunday. ABC "Breakfast Club" carried 10-11 a.m. daily. Special shows: "Sally Sample," music and household hints, M-F, 9-10 a.m. General Manager, Henry T. Wilcox. Program Director, Fay Santello.

WQSR: 500 watts day. Independent. Mutual. **Music format:** Standard. Syracuse football and New York Giants football carried. Special programs: "Your Viewpoint Please," audience telephone participation program, 10-11 a.m. M-F. General Manager, John Murphy. Program Director, Len Allen.

WSOQ: 1,000 watts day. Independent. **Music format:** Conservative. Vice-President and General Manager, Frank Harms.

WSEN: (Baldwinsville) 250 watts. Independent. **Music format:** Country-Western. Highly identifiable air personalities. General Manager, Robert L. Stockdale. Program Director, James A. Lowery Jr.

VOX JOX

Continued from page 14

clocked 118,000 calls over a three-week period.

TRICKY TUNES. WJBK (Detroit) is running a contest asking listeners to identify the "Tricky Tune" played daily. WJBK selects a current hit from its Radio 15 Record Review, and plays it either fast, slow, backwards, etc. Every Monday a winner is drawn from the correct entries and the prize is an RCA Victor tape recorder.

WABC (New York) is offering its listeners an opportunity to be displayed at the New York World's Fair. Friday, May 8, will be "WABC Day" at the Fair and every listener that sends a snapshot of his family

to WABC, will have it displayed on May 8 at the Pavillion Building. The seven happiest families as judged from the snapshots will receive free World's Fair tickets.

WLIB (New York) is conducting a search for the oldest Negro mother in the area. A party at Basin Street East with Ella Fitzgerald cutting the cake awaits the mother and her entire family on Mother's Day.

WLIB deejay, Hal Jackson, is presenting a Silver Anniversary Party at the Rockland Palace Ballroom Sunday, May 24, 4 p.m. to midnight. On hand to help Hal celebrate will be Tony Bennett, the 4 Seasons, Lesley Gore, Ben E. King and others.

COUNTRY D. J. OF THE WEEK



WSM Radio's "Mister D.J. U.S.A." May 1 will be Ernie Knight Jr. of Radio WLOE, Leaksville, N. C. Ernie has been associated with WLOE nearly five years. His show, "Songs of the Hills and Plains," is heard daily 3:35 p.m. to 5 p.m. In addition country deejay Ernie is local news director for the 250-watt full-time station . . . writing, reporting and editing the Rockingham County news.

SEGUE

Don Porter, formerly with WWYN (Erie) and WSEE TV (Erie), joins WIRK (West Palm Beach) as deejay. Porter, who will also handle the MD's chores, will use the air name of Bob Raleigh. . . . Peter Huntington May, WDMG, KPOI, KORL air staffer, joins KOIL (Omaha) in 6 to midnight slot. . . . Charlie Knox also joins the station as music director and deejay. Joe Kelly, WIFE (Indianapolis) deejay, joins WIBC that city in 9:15-12:30 segment replacing Tom Doyle. . . . Easy Gwynn, long-time WIBC deejay moves to WIGO (Indianapolis). . . . Hal Martin and Tom Scott newest additions to KSN (Jamestown, New York) air staff. . . . Latest KBIZ (Ottumwa, Iowa) lineup goes like so: Steve Seibold, John Reardon (also handles PD chores), George Coburn, Carl Corbett and Darrell ("Midtown Country Music Time") Bray. . . . Jack Cunningham, former morning man at KGBY (Harlington, Texas) to WAZY (Columbia-Lafayette, Ind.) for 6-9 a.m. and 3-6 p.m. shows.

ATTENTION:
WIVES & CHILDREN, DEALERS &
NOCTURNAL RANGERS!
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BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

DO YOU LOVE ME
Dave Clark Five, Epic 9678

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

LITTLE TRACY . . .
Wynton Kelly, Verve 10316 (Clarama, BMI) (New York)

SHE'S A BAD MOTORCYCLE . . .
Crestones, Markie 117 (Massa, BMI) (Chicago)

IF YOU LOVE ME (Like You Say) . . .
Little Johnny Taylor, Galaxy 729 (Cireco Voycon, BMI) (Cincinnati)

WHAT'S THE MATTER WITH YOU BABY . . .
Marvin Gaye & Mary Wells, Motown 1057 (Jobete, BMI) (New York)

SHY ONE . . .
Shirley Ellis, Congress 210 (Gallico, BMI) (Philadelphia)

BAD NEWS . . .
Trashmen, Garrett 4005 (Anthony, ASCAP) (Minneapolis-St. Paul)

THAT'S ALL THAT MATTERS . . .
Ray Price, Columbia 42971 (Pamper, BMI) (Memphis-Nashville)

SWING! . . .
Tokens, B. T. Puppy 500 (Jamiph, BMI) (New York)



"I'm Loving You More Every Day"

by
Etta James

Argo 5465

3rd Smash Single in a Row

The Loneliest Night

b/w

I'm Not Free

DALE AND GRACE

MONTEL 928

J/S Jamie/Guydon Dist. Corp.
Phila. 21, Pa.

TOGETHER FOR THE FIRST TIME . . .
MARVIN & MARY (GAYE & WELLS THAT IS)

"ONCE UPON A TIME"

MOTOWN 1057

from
HOT NEW ALBUM . . .

"MARVIN & MARY TOGETHER"

Motown 613

Hitsville strikes again

RELIABILITY—QUALITY RECORD PRESSING

Originators of the Patented rim drive, thick-thin type record

RESEARCH CRAFT CO.

1011 NORTH FULLER
HOLLYWOOD 46, CALIF.

ELECTRONICS



Trade for a bright future as a sweeping electronic specialist in the modern Navy

NAVY

BREAKING OUT FROM COAST TO COAST!

"Run Little Girl"

sung by **Donnie Elbert**

b/w "Who's It Gonna Be?"

Gateway #731

ALSO SHOWING STRONG SALES POTENTIAL:

"Wild Cat" Red Prysock

"Tarrytown" Lix Seneff

"Blue Grass Breakdown" . . . Dixie Travelers



GATEWAY RECORDINGS, INC.

234 Forbes Avenue

Pittsburgh, Pa. 15222

RADIO REVIEW

'Talk-Back' Format Unveiled by WNBC

• Continued from page 12

fies with virtually every possible situation (sometimes sounding apocryphal) giving the listener a feeling of addressing the Oracle of Delphi.

Unlike many hosts of audience call-in shows, Crandall is never rude to a caller, does not put them on, or down. However, he does not hesitate—as he did the very first night on the air here—to call a woman a telephoner "bigot"—a remark requiring courage and forthrightness.

Crandall backs up his uncanny widespread knowledge with an impressively modulated voice that commands respect and authority. On occasion when a youngster calls in way past his bedtime, Crandall soothingly bellows, "go to bed, son," and no doubt gets a response that dad and mom may envy. I learned that some parents were allowing their youngsters to call Crandall in order to receive the command to bed.

Scheduled to follow Crandall is another highly entertaining and listenable discussion leader, Long John Nebel, dean of the gate night talkers, and currently the mainstay of competing WOR's all night show. Nebel moves uptown for the NBC all-nighter sometime in August when his WOR contract expires.

The first week of the new programming was fraught with problems for the station. Plagued with line noise, level drops, and static, the program-

ming was at times inaudible. Firm pressure on AT&T has eliminated the problems completely. When it is necessary for the host to push the "panic button" to cut off a name mention or a desultory remark, a seven-second musical bridge is used to gap the tape delay.

Another problem—not yet completely solved—was the squeaky-voiced youngsters that dominated the phones the first week. Unfortunately, the new format was kicked off during

Negro Radio's Vital Resurgence

• Continued from page 12

Musically WWRL is strictly r.&b. and no effort is made to imitate non-Negro rock and roll music programming. As mentioned earlier, the wide acceptance of r.&b. music by white music buyers and listeners has brought WWRL and other Negro stations many white listener—especially from the teen-age and sub-teen set. The exciting "soul sound" of r.&b. music has forced the contemporary music stations to include more and more r.&b. music in their schedule to satisfy their listeners.

As true r.&b. is not understood by many white programmers, the Negro stations such as WWRL are monitored as a guide to which r.&b. records could be popular with white audiences. As a result, WWRL and other Negro stations across the country) are exerting a great influence on the music played on contemporary and pop-contemporary formatted stations.

Although the music is strictly r.&b. WWRL's deejays do not employ a "Jim Crow" sound on the air. Gregory, Jackson and Rocky G. have a comparable delivery and sound to any swinging-hip white deejay.

Community Involvement

WWRL is heavily committed to the Negro community and involves itself daily in a myriad of problems important to more than 1.6 million Negroes it serves. The station airs a 30-minute community service block daily from 10 to 10:30 p.m.—all produced in WWRL's extensively renovated and equipped studios.

Easter vacation which found the ever-alert youngsters ready to experiment with anything new. At this point few youngsters are on the "pipe" with Crandall but a large number still pop the questions to Mazer.

Some callers are on the air as long as 18 minutes. It would appear that with many thousands of potential callers ready, willing and able, a time limit should be set in order to allow more callers and topics to be represented. One night Crandall aired fewer than 24 calls in four hours.

WNBC is going all-out on this format change with heavy cartoon ad schedules running in the major dailys (see cut). If the programming proves as creative and attention-getting as the advertisements, WNBC may soon be included in the winning column when Messrs. Pulse and Hooper put out their next industry best seller.

The station editorializes four times daily and airs "programmettes" of special interest to its Negro listeners. Included are: "Help Wanted" (job opportunities) aired once each hour 6 a.m. to 7 p.m.; "Operation X-ray" (location of mobile X-ray units) aired once per hour 6 a.m. to 7 p.m.; "The Social Whirl" (community bulletin board), "Advance" (autobiography of a prominent Negro) programmed four times daily, and "Aware" (public service highlights), aired eight times daily.

Among the many information-type programs broadcast each hour from 6 a.m. to 7 p.m. is "At Home With Alma John"—90-second bits aimed at the homemaker and "The Whirl-About-Town," covering current entertainment attractions.

The station has expanded its news department to five full-time men and is making a bid for the respected Negro newscasters in the market. It's been reported that WLIB newscaster Roy Davis will soon join WWRL's news staff.

The concentrated "new" sound of WWRL is being backed up by extensive on and off the air activities. The station is presenting an all-star musical stage show at New York's Apollo Theater which began Friday (24) and runs through Thursday (30). First in a series of "Hello to New York" welcomes planned by WWRL, the show is spotlighting top r.&b. artists. WDIA, Memphis, deejay Rufus Thomas is handling the emcee chores with key WWRL men participating.



by

Sugar Pie De Santo
Checker 1073



"LONG TALL SHORTY"

by

Tommy Tucker
Checker 1075

CHESS
PRODUCING CORP.

2130 S. Michigan Chicago 16, Ill

Phono-Tape

MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS
• EQUIPMENT NEWSLETTER

Hong Kong to Enter TV Game

HONG KONG—First it was the assembly of hi-fi and stereo-phonographic equipment, then transistor radios, now Hong Kong industrialists are making sorties into the big business of portable television sets.

Recently one Hong Kong electronics factory landed a HK \$5 million order from the United States for 7,000 portable TV sets. The sets are to be assembled here with imported parts. This same company has also registered here as a limited concern for the manufacture of TV sets. This latest order maintains Hong Kong's remarkable progress in the field of electronic equipment. Last year this Colony exported 2,550,000 transistor radios, an increase of 1,150,000 over 1962.

The United Kingdom was the chief buyer among the 63 countries and areas which imported Hong Kong transistors in 1963.

The average export price of a transistor radio fell from HK \$35 in 1962 to HK \$27 last year.

Robins Gives 'Clean Sweep'

NEW YORK—Robins Industries Corporation has introduced a new automatic record brush, the "Clean Sweep," which it claims offers superb record cleaning because it is a large camel's hair brush that covers the entire tracking surface of the record with each revolution. The company also claims that the inexpensive brush is factory set at the right angle and easily mounted to any phono equipment.

Magnavox Earnings

NEW YORK—The Magnavox Company released its earnings for the first quarter of the year, totaling \$2,765,000 (or 38 cents per share), compared with the same quarter of last year—\$2,903,000 (or 40 cents per share). Frank Freimann, president, said that this year's lower figure reflected abnormally low shipments of government electronics. But he stated that the company still expects a 40 per cent sales increase for the full year of 1964.

EQUIPMENT NEWSLETTER

First-Run Movies on Home TV Tape?

By DAVID LACHENBRUCH

HOME VIDEO TAPE does not exist as a medium today, but it's coming—just as surely as television followed radio. It could arrive in 10 years or in two, and the recent Fairchild Camera demonstrations of a developmental HVT recorder showed that it is now within the range of American industry's technology.



Whenever it comes, it will feature prominently in the future of everyone who is now in the home entertainment business. It may be far more important to those in the record business than to television manufacturers and dealers. For when it comes, it will be far more than a see-yourself-on-TV toy. It will add the sense of vision to the medium of recorded sound. If this sound ridiculous to you, remember that television—which sounded ridiculous to many of the most astute minds of the entertainment business back in the 1930's and 1940's—merely added the sense of vision to radio.

Among those who couldn't see any sense in the idea of television were the major motion picture producers. After World War II, when television channels were going begging, most of them ignored this new medium. Then, when it was too late, many of them tried unsuccessfully to buy their way into a position of prominence in TV station ownership for millions of dollars. It was a long time before they found their niche in TV film production, and several major studios fell by the wayside in the meantime.

THE REMAINING MOVIE majors are determined not to let history repeat itself. Now revitalized, most of them are aggressive, enterprising. They're increasing their interest in TV film production and distribution. They're in the phonograph record business. Some are buying into community antenna TV systems. They're all eyeing pay-TV flirtatiously, mostly without actually committing themselves.

ARE THEY INTERESTED in the coming era of sight-and-sound recordings for the home? You bet they are. Here's the second chance for anyone who missed out on television, and some of the movie majors—with their vast experience in sight-and-sound entertainment—feel they should have the inside track in the video record field. The record companies haven't been heard from yet.

One major motion picture producer-distributor is so excited over the concept of sight-and-sound home recordings that it is beginning a serious study of the field, with an eye to the release of first-run motion picture on home tape, at the same time as their theater premieres—original cast video recordings. To many in the entertainment business, the HVT field is beginning to look more attractive than the nebulous promise of pay-TV.

TO THE RECORD DEALER, there should be no question about it at all. The only opportunity he would have to get into the pay TV business would be the chance to buy some stock in a pay-TV company. But the HVT business is his birthright, and whether he forfeits it depends largely on him.

When visual recordings arrive on the scene, there's no reason why they should cut into the audio-phonograph record and tape business, and many a record dealer will undoubtedly be satisfied to leave well enough alone, and shy away from this new unknown medium of video tape.

Most photographic dealers, however, will be ready to rush out and embrace this new business. They're no strangers to the visual medium, and most of them have had plenty of experience with tape—at the expense of record dealers. Many have long been in the rental business—rental of cameras and of film—and it's possible that the HVT business will be more closely akin to rental than sale.

RECORD CLUBS, TOO, should welcome a home video business—a business which could easily dwarf their audio merchandising.

Of course, nobody knows for sure what form the pre-recorded HVT business will take. Barring a new scientific breakthrough (such as the recording of pictures on inexpensive disks), it would be a good guess that the HVT business will be, as we said, a form of rental. The consumer may pay a "membership fee," or buy the first tape—and then exchange it for another, paying a rental fee.

UNLESS A REALLY low-cost process is developed, it now appears that HVT recordings will be quite expensive. Unlike musical recordings, visual recordings probably won't be played over and over (with the exception of educational and how-to-do-it recordings such as golf lessons, etc.). Presumably, therefore, recordings will be exchanged periodically, in lending-library fashion.

Since HVT recorders, like audio recorders, can be used to record as well as to play back, there presumably would be an important market for raw video tape. Big as this market may be, the pre-recorded tape field looks far bigger. The novelty of recording directly from the home TV (and even of making home TV movies) eventually will wear off—but preprogrammed tape, with its never-ending variety, will be no more a novelty market than the phonograph record business or the TV network business.

ALL OF THIS IS conjecture, of course. But it's rooted very soundly in the history of television and the history of the phonograph. The coming of HVT will make fantastic changes in our business. Its revolutionary impact will be comparable to that of the introduction of television itself. Everyone in this industry has an important obligation—to himself—to keep informed, to keep flexible, and to prepare for the challenge and opportunities in this brand-new field.

Performance and Profits

... in background music are yours with reliable VIKING tape cartridges.



Lightweight, drawn aluminum cases give VIKING tape cartridges exceptional rigidity that lasts. Designed to perform with minimum tape friction when loaded with shortest tape length or when loaded to capacity. VIKING tape cartridges have stood the test of countless hours in broadcasting and background music applications, year after year.

Cartridges With Clear Plastic Cover			
Single coated tape standard loop	M4 to 375'	M6 to 850'	M8A to 1700'
Double coated tape moebius loop	to 275'	to 600'	to 1200'

Write Sales Manager For Information

IF IT'S USED WITH TAPE IT'S MADE BY VIKING



OF MINNEAPOLIS, INC.
9600 Aldrich Avenue South, Minneapolis, Minnesota, 55420

Your assurance of Quality in Tape Components

Institute Calls Show Daring

NEW YORK—The Institute of High Fidelity, Inc., has mailed contracts to members who wish to exhibit at the 1964 New York High Fidelity Music Show, September 29-October 4. Non-members may write for contracts and information to the corporation at 516 Fifth Avenue in this city.

Admiral Managers

BLOOMINGTON, Ill.—Admiral Corporation has appointed two new regional sales managers to its Commercial Product division. Edward J. Troutt, sales manager of the division, announced that James V. Vesce will cover 11 Western States and Jerry H. Warner will cover the eastern region of the country from Maine to Florida.

McGannon to Speak

BOSTON—Donald H. McGannon, president of Group W (Westinghouse Broadcasting Company), will be one of the featured speakers at a symposium on the subject, "Do the People Have a Right to Know?"

KWAM Fire Loss \$200,000

WEST MEMPHIS, Ark.—Fire raged through the building housing radio station KWAM's transmitter here and destroyed new equipment costing \$200,000.

Ironically, the equipment had recently been installed and was being tuned up to increase the station's power from 1,000 to 10,000 watts.

The transmitter was destroyed in the nighttime fire which was discovered at 11 o'clock. The old and new towers were not damaged.

A cruising Arkansas State Police car discovered the blaze. A volunteer fire department from nearby Marion, Ark., arrived too late. Firemen were unable to ascertain what started the fire.

The station is owned by Dee Rivers of Miami. Station manager William Bie borrowed an emergency transmitter from station WLOK in Memphis, across the Mississippi River from

West Memphis, had the station back on the air in two days. Station WMPD of Memphis also loaned some equipment.

KWAM is mainly a country and western music station. It has studios and its sales office at 64 Flicker Street in Memphis. It also has a remote studio in West Memphis.

ATTENTION:
HAIRBRAINED NEPHEWS & GENEROUS UNCLE!
Christine Quaite's
"TELL ME MAMA"
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550 Grant Street Pittsburgh, Pa.
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scheduled for Tuesday, May 5, at the Sheraton Plaza Hotel, Boston.

"Dawn" Came Up Like Thunder . . .



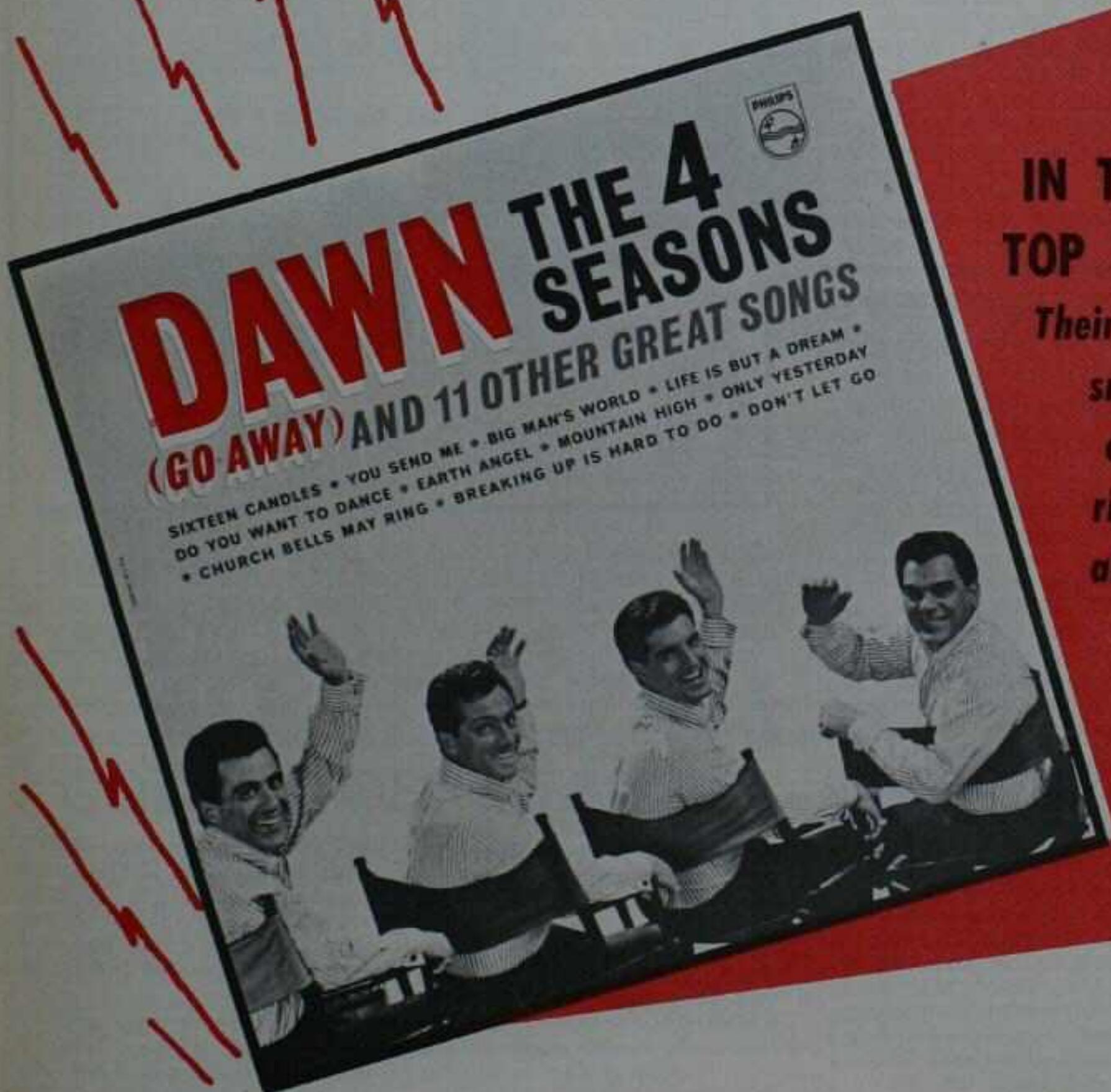
NOW! it's the new chart topping single

In just 4 weeks top 10—and going all the way

THE 4 SEASONS "Ronnie"

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*selling fast as
summer lightning*



**IN THE
TOP 10!**

*Their big
smash
chart
riding
album*

also selling big!



This is the season for The 4 SEASONS—so get with them now

PHILIPS RECORDS ONE WORLD OF MUSIC ON ONE GREAT LABEL!

MOA Bids for Increased Support From Game Mfrs.

By NICK BIRO

CHICAGO — Music Operators of America executives are meeting with amusement machine manufacturers at the Sherman House here Thursday (7) to discuss details of the association's fall convention.

MOA has extended invitations to members of the amusement machine industry to "discuss ways and means of making the 1964 convention a better show . . . and building greater attendance."

MOA managing director Fred Granger said he was hopeful that MOA would have at least as many amusement machine manufacturers exhibiting as last year.

The amusement machine category was one of MOA's best and virtually every manufacturer of any consequence was an exhibitor.

Giving impetus to the meeting is the news received by MOA last week that all four juke box manufacturers would be exhibiting in the show.

Confidence Vote

With MOA already getting a solid vote of confidence from coin-operated phonograph industry and about to get the same from the amusement machine people, it seems likely that the 1964 show will be the

most successful of any in recent years.

A key question still remains with record manufacturer participation. This has been dwindling steadily during the past few years to where less than a half dozen participated in last year's show.

Record manufacturers have given a variety of excuses, but the long and short of it is that they just didn't feel the MOA convention was worth their while.

Peculiar Position

Adding to their belief was the fact that with several of the juke box manufacturers not exhibiting (as was the case for the past several years) MOA was in the peculiar position of not even having the full support of its own industry.

All this was settled last year and for the first year in several, all four manufacturers came into the show. This year, they went one step better—they announced they would come into the show a full six months before convention time.

Not only is this a solid vote of confidence for MOA, it gives the association precious extra time to build attendance and seek additional exhibitor support.

With the record manufac-

turers looking at an association that appears to have united the coin-operated phonograph and amusement industry for the first time in many years, their attitude could be quite different.

Representing MOA at its meeting with amusement manufacturers this week will be: Lou Casola, president; Clint Pierce, vice-president, and Fred Granger, managing director.

Among amusement machine manufacturers will be those who exhibited at last year's show: American Shuffleboard Company, American Billiard Corporation, Bally Manufacturing Company, Chicago Dynamic Industries, Duncan Sales, Fischer Sales, J. F. Frantz, Irving Kaye, J. H. Keeney, Midway Manufacturing, L. T. Patterson Distributors, Southland Engineering, United Manufacturing, U. S. Billiards, Valley Sales and Williams Electronic Manufacturing Corporation.

UJA Coinmen See Sellout Victory Dinner

NEW YORK—The June 6 victory dinner of the Coin Division of the United Jewish Appeal will be a sellout.

The announcement was made by executive committee chairman Irving Holzman at a committee dinner meeting Wednesday (22) at the Hotel Astor. Those who have not yet obtained tickets should get in touch with Holzman without delay.

The committee has already distributed 566 tickets to the affair, which will take place at the Statler Hilton, and it was proposed by Meyer Parkoff, Atlantic New York Corporation, that attendance be held to 650 to avoid overcrowding.

Contributions as well as reservations are moving briskly enough to warrant the prediction that total donations to the cause will exceed \$50,000. A ladies' telephone squad will wrap up any delinquent pledges and overlooked prospects during the closing days of the campaign.

The dinner meeting opened with a moment of silence in memory of the late Barney Sugerman, and a large number of those present then increased their personal contributions as a further memorial by a total of some \$700.

The next committee meeting will also be a dinner meeting with wives invited. It will again be held at the Hotel Astor at 6 p.m. Wednesday (6).

Those present at the Wednesday (22) meeting were: Chairman and Mrs. Irving Holzman, Joseph Albino Jr., Mrs. Bob Austin, Theodore Blatt, "Senator" and Mrs. Al Bodkin, Bernard Bookstein, Harry Brodsky, Mr. and Mrs. Ben Chicofsky, Mr. and Mrs. Al Cookler, Mr. and Mrs. Al Denver, Mr. and Mrs. Stanley Feldman, Harold Kaufman, Mr. and Mrs. Sidney Mittleberg, Mr. and Mrs. Mike Mulqueen, Mike Munves, Mayer Parkoff, Carl Pavesi, Ted Seidel, Guest of Honor and Mrs. Harry Siskind, Nathan Sugerman and Lou Wolberg.

Coin Machine OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

EDITORIAL

Common Interest

When two groups have a common interest, they can usually gain by working together. We think such is the case with juke box operators and one-stop owners. Specifically, with Music Operators of America, the juke box group, and Record One Stop Association (ROSA), the two-year-old one stop association headed by Irv Perlman of Philadelphia.

Prior to last year's MOA convention, Billboard suggested that both associations could lose nothing and gain a great deal by holding a joint convention. They came close. ROSA announced it would "back MOA 100 per cent," and proved it by having a booth and exhibit at the MOA show. It was a good start. But it should go farther.

The logic is this. Record manufacturers have complained they are losing touch with operators. Whereas operators at one time bought virtually all singles from the manufacturer's distributors, today, most buy their product from one stops.

The "losing touch" argument was given by several manufacturers for not exhibiting at last year's MOA convention. "We don't sell to operators—why should we exhibit at their show," an executive with one of the nation's largest record firms said. "Now if there were one stop operators at the show, we'd be interested."

So—why not? One stop owners should be interested in meeting operators—after all, the operators are their customers. The operators should be interested in meeting one stop owners—they buy from them all year long, rely on their judgment, often seek their advice. It would seem the two would have a great deal to learn from each other—perhaps in a series of seminars or business sessions.

As far as the record manufacturers are concerned, their interest in meeting one stop owners is obvious. Equally obvious is the contribution they can make to an MOA convention. Aside from being exhibitors, aside from adding color and excitement by bringing their artists, they can also contribute a great deal by telling operators about such things as programming and one stop owners about such things as marketing and the like.

How about a seminar with record manufacturers, one stop owners and juke box operators participating. How about giving each record manufacturer who exhibits a chance to speak to one stop owners and operators.

How about a separate room where one stops could put up small individual booths, sealed very low in price, to meet operator customers. How about a series of revolving appointments where each one stop owner present has a set time to talk to each record manufacturer present—just as is now practiced by the National Association of Rack Merchandisers (NARM).

Perhaps these and other ideas could be used to constructively get juke box operators, one stop owners and record manufacturers working together toward a very worthwhile goal—a healthy industry.

Florida Coinmen Meet to Organize New State Assn.

TALLAHASSEE, Fla. — The steering committee for the formation of the Florida Amusement and Music Association (FAMA) will hold an organizational meeting Sunday (3) at the Daytona Plaza Hotel, Daytona Beach, at 10 a.m. with elections at 3 p.m. and a social get-together the preceding evening (2) at 8 p.m.

Fred F. Deeb of this city, temporary chairman of the committee, has mailed applications and notices to operators throughout the State and is hoping to build a numerically strong association that will carry weight

in the State Legislature. The steering committee has already retained legal counsel and is seeking ways to avoid the new 3½ per cent sales tax.

Other members of the steering committee are: Joe Barton, Jacksonville; Charles Beyer, Daytona Beach; F. A. Blalock, Pensacola; Doug Hunter, West Palm Beach; Charlie Livingston, Pensacola; Lionel Louque, Perry; James Mullins, Miami; Ron Rood, Orlando; Joe P. Smith, Crestview; Gleason Standbaugh Sr. and Gleason Standbaugh Jr., West Palm Beach; Gene Stephens, Perry, and O. R. Truppman, Miami.

Wurlitzer Execs to Survey Far East Phono Situation



RON PEPPLE



GARY SINCLAIR

SEATTLE—Ron Pepple, president of Northwest Sales, Seattle Wurlitzer distributor, and Gary Sinclair, West Coast district sales manager for the Wurlitzer Company, are leaving at the end of April on a trip to the major capitals of the Far East.

The two will survey the coin-operated phonograph situation throughout that area and are

interested in talking with any operators in the cities they will visit. Their itinerary is planned as follows: April 19-22, Hawaiian Village, Honolulu; April 23-May 1, Palace Hotel, Tokyo; May 1-3, Ryukyu-Tokyo Hotel, Okinawa; May 3-4, Grand Hotel, Taipei, Formosa; May 4-6, Hong Kong Hilton, Hong Kong; May 6-8, Manila Hotel, Manila; May 8-10, Cliff Hotel, Guam.

GOV. VETOES MEASURE

ALBANY, N. Y.—Gov. Nelson Rockefeller has vetoed the recently passed bill that would issue licenses to coin machine operators at \$600 for two years and re-define free play on coin games.

No official announcement had been made or reason given for the veto at press time, but Mrs. Millie McCarthy, chief proponent of the bill and president of the New York State Coin Machine Association, reported that the measure was turned down by the Governor on Thursday (23) morning.

The bill, introduced in the New York State Senate by Sen. Thomas Laverne, was supported by the Upstate New York State Operators Guild and by Mrs. McCarthy's group. A meeting was called by the Music Operators of New York and addressed by Mrs. McCarthy and others later voted to support the licensing bill. The Westchester Operators Guild had previously voted to support it.

Although the Governor had not explained his veto, there was some belief that he had been influenced by opposition of State law enforcement agencies. This view, however, was denied by the measure's supporters, who claim that they had explained the bill to the satisfaction of many of the enforcement groups.

Snow Slows Denver Take On Both Music and Games

DENVER—The average operator here reported collections were down during late March and early April as unseasonably late snows inundated most of the Denver and eastern Colorado areas.

The weather forced postponement of many outdoor activities usually scheduled for this time

of year and a general stay-at-home tendency on the part of the public. Collections were down about 10 or 15 per cent over the same period of the previous year.

Games and records suffered at about the same level, an operator survey indicated. Leading

(Continued on page 50)

Background Music Co. Sells Its Customers 'Atmosphere'

By NICK BIRO

CHICAGO — Through the years, coin machine operators have turned more and more to various forms of diversification to expand their base of operation. Perhaps the two most popular moves in this direction have been background music and vending. Both seem to fit into the coin machine operator's traditional pattern of doing business. In an effort to bring new

light on one of these—background music—Billboard presents here a case study of one of the nation's leading manufacturers of this type of equipment. The look into Tape-Athon's doors contains not just a study of the firm itself, but a detailed analysis of background music—how, why and what makes it click.

INGLEWOOD, Calif. — If

you were to ask George Anthony, president of Tape-Athon Corporation, what his firm produces and sells, he would tell you simply—"atmosphere." Although the Tape-Athon organization is one of the largest background music companies, it prefers to describe its product in such off-beat terms because, as Anthony puts it, "background music today just isn't what it should be. Some of the sounds

now being used or sold for background purpose would be better off attenuated a couple hundred db's."

Only 10 years old, Tape-Athon has grown today to one of the most respected names in the music business. The equipment it now provides is a series of professional-type reel-to-reel tape transports and the music that's used with them. Engineered for the "long haul" installation, these tape transports are rugged right down to the name-plates. Realizing that in many cases the machine will be located on the ultimate customer's premises, their designers have made it as fully automatic and as durable as materials and processes will allow.

The firm deploys its systems through a number of national reps and from these to several hundred distributors and dealers. The music end of the business itself has grown so large that it must now be operated as a separate entity, Tape-Athon Music, Inc. This firm is equipped with one of the largest and most costly tape duplicating facilities on the West Coast.

Tape-Athon, as the name implies, provides music on tape for background play, but it goes into a truly scientific study to select just what music is used. The company's philosophy is to provide background music on a custom basis—each user receiving a specific program for his establishment. What this boils down to is Tape-Athon's well-founded belief that no two businesses need exactly the same kind of background. Here are just a few of the considerations made when selecting music for a particular location.

- (a) Type (department store, motel, cocktail lounge, etc.).
- (b) Geographical area.
- (c) Ethnic origin of customers.
- (d) Time of day in operation.
- (e) Image desired.

What evolves from all this study is a program for an establishment that provides an atmosphere, designed to influence the patrons by attracting or retaining them. This "correct" atmosphere has been shown to be many times more effective than run-of-the-mill background music. At the same time, the Tape-Athon organization is able to produce these programs and tape players and sell through distributors and dealers at prices competitive to other sources.

The process of developing these programs to meet the firm's requirements is lengthy, as can be imagined. The music is strictly instrumental since vocals tend to make the patron "listen." This is objectionable

for true background atmosphere. Sources for musical numbers are international, necessitating frequent trips to foreign music centers, most notably, Europe.

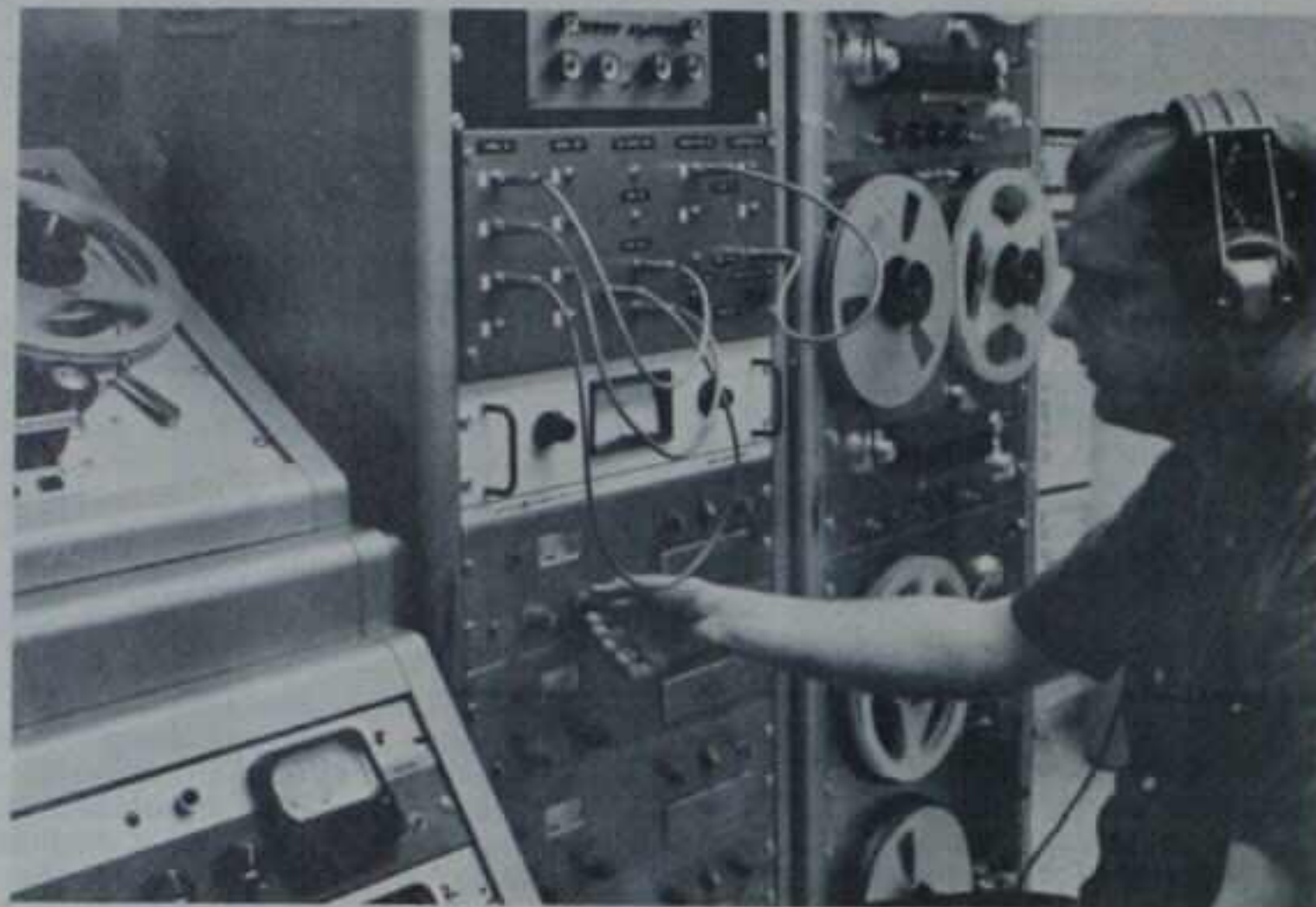
Literally thousands of musical numbers and arrangements are auditioned annually at Tape-Athon's facility in Inglewood. Only 10 per cent of the total music submitted is finally selected for use in the various programs. And what music the firm can't find already recorded, it will procure by having original recordings made. All music is thoroughly studied by Tape-Athon's three-man auditioning staff, representing over 100 years of aggregate musical experience. Once a number has been approved by the auditioning staff, it is recorded on a special master tape and becomes part of the firm's library." Actually, three masters are made simultaneously: one dual track duplicating the original, a second identical to the first for "andby or safety, and a third four-track for stereo. These original tapes are kept on individual reels, cataloged, and stored in a controlled-atmosphere room. This cataloging operation itself is extremely comprehensive, providing coded data on every aspect of the music, simplifying selections for program matching.

The next step in producing a salable "atmosphere" is to combine 200 to 400 such recordings into a single, continuous program. Here is where the techniques of psychology as well as musical knowledge are prime qualifications for editing. The man who masterminds this function is Max Urban, well-known composer, arranger, and conductor. Urban must not only select the proper numbers but must sequence them in the most desirable and efficient order, provide proper breaks between them, time the entire program, and compensate for variations in amplitude so the finished work has a constant volume level.

Using this program master as an original recording, the firm then produces one or more duplicates, as required, in its extensive and well-equipped duplicating department. All recordings are made on 1-mil. mylar for truest reproduction and maximum durability.

Thus, the customer receives a taped program that is not only unique but one designed to fit his business like a glove. It is intended to realistically reduce employee absenteeism, improve production, attract new customers, put patrons in buying mood, or do whatever the occasion demands. Usually, this music is

(Continued on page 50)



AUDIO ENGINEER JIM JERRARD records a master tape for the Tape-Athon library from one of the many new numbers the firm receives from music publishers all over the world.



THE DUPLICATING ROOM where 10 custom-built Ampex duplicators handle the high volume of taped programs sent to thousands of customers throughout the world.



ANOTHER MASTER TAPE is added to the music library. Tape-Athon has one of the largest such collections in the world and is continually increasing its scope and size.



MAESTRO MAX URBAN in Tape-Athon's master control room checks the quality and duration of a musical selection to become part of a finished program.



OPERATORS AT TAPE-ATHON manually check condition of returned tapes prior to re-recording.

Recent STEREO RELEASES for Music Operators

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THE BEATLES—The Beatles' Second Album...Capitol
THE IMPRESSIONS—The Never Ending Impressions ABC-Paramount

Pop Instrumental

"BIG" TINY LITTLE—Honky Tonk Hootenanny...Coral
LEON McAULIFF—The Dancin'est Band Around Capitol

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

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PAUL CRISMAN NVA PRESIDENT

MIAMI BEACH—Paul Crisman, King & Company, Chicago, was elected president of the National Vendors Association at the group's annual convention here April 16-19. Other officers named were Harry Bell, Chicago, vice-president; Harold Folz, Oceanside, N. Y., secretary, and Paul Guynes, Dallas, treasurer. Art Bianco, New York operator, was recipient of the Operator of the Year plaque, an award inaugurated this year.

Redd Displays New Shoe-Shiner

MIAMI BEACH, Fla. — The Redd Distributing Company, Boston, displayed its new Cinch Instant Shoe-Shine Machine at the NVA show. The unit vends shoe-shine packs at 10 cents and has a capacity of 125 packets. Machine dimensions are 6½ by 4 by 19½ inches.

Redd also displayed a coffee packet machine and the Bally fun phone.

2 Cramer Novelties

MIAMI BEACH, Fla. — The Cramer Gum Company, Boston, had two new novelties for conventioners at the NVA show. The dart game has a dart and bull's-eye imprinted in the gum. Object is to get in the inner ring. Tic-Tac-Toe utilizes the classic game on ball gum. Another Cramer item is talking gum, with French phrases and their English translations on the gum.

Oak Bows New Line

MIAMI BEACH — The Oak Manufacturing Company bowed its new Futura stand and Vista line of vending machines at the NVA show here last week.

The Futura stand, which holds four machines with room at the top for a display, enables the serviceman to remove globes without ever handling the cash.

A metal bar is unlocked en-

Harby Bows Its Bulk Venders

MIAMI BEACH, Fla.—Harby Industries, Van Nuys, Calif., bowed its new bulk vending machine line at the NVA show here with the Mercury, the Model 1200 and the Model 1800. All models have a new coin box which holds \$35 in pennies. All machines are in production.

The Mercury, with a leatherette body and a chrome top, holds 12 pounds of 210-count ball gum.

The Model 1200 holds 1,200 pieces of Century gum, while the Model 1800 holds 1,800 pieces of Century gum.

State Sales Will Hold Open House

BALTIMORE — State Sales and Service Corporation, distributor of Wurlitzer phonographs and many other top coin machine lines here, will hold an open house Saturday (2) in its new modern building at 1825 Guilford Avenue.

The celebration of the new quarters will begin at 10 a.m. and last indefinitely through the day and evening. There will be refreshments and souvenirs. Invitations have been sent out by State's Sam Weisman, and a large attendance is expected.

Machine Posting

• *Continued from page 44*

Among by-products of electronic records keeping in this way has been quick detection of products which are likely to suffer from Seattle's extremely moist atmosphere. When they show a continuous loss from this reason, they are weeded out of the inventory as rapidly as possible.

Location owners appreciate an itemized, machine-printed statement, enclosed with their checks each month. McDaniel, who is a district governor for the Lions Club, and constantly active in civic affairs, has found that this business-like approach to bulk vending operations has resulted in a steady stream of new locations by referral, telephoned in directly by retailers who have seen his statements and checks.

The big Washington firm operates 3,500 machines, largest in the Pacific Northwest, and after a few months of experience with the National Cash Register equipment, McDaniel wonders why he didn't install it long ago.

Among the Missing

MIAMI BEACH, Fla. — Among the missing at the recent National Vendors Association convention were outgoing President Bert Fraga, Oakland, Calif., and Leonard Quinn, director from Columbus, Ohio. Fraga's daughter was ill and he insisted on sitting by her bedside. Quinn was hospitalized at the St.

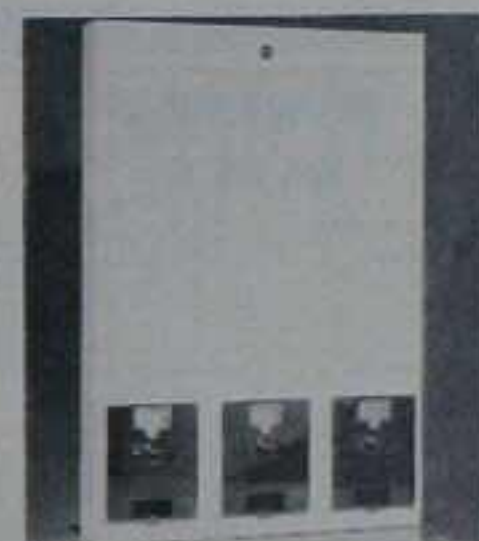
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EUROPEAN NEWS BRIEFS

Phono Aluminum

MADRID—Petaco, which is manufacturing the Belgian Rennotee phonograph under license, is experimenting with substituting aluminum for many heavy metal parts in the machine.

Petaco is trying to exploit complicated tax loopholes in Spanish law. The firm also claims that lightweight machines are easier to maintain and operate. It believes, finally, that in time certain production economies can be achieved by utilizing more aluminum.

The experiment is attracting wide interest not only because of the possible implications for the world industry of the successful use of aluminum replacing steel but also because Petaco is rushing to take advantage of the expanding domestic phonograph market before foreign firms arrive in force.

Heads Oslo Firm

OSLO—The firm of Egil Monn Iverson A/S, one of Scandinavia's leading integrated

music companies, has been taken over by one of the early stockholders, Arne Bendiksen.

Egil Moon Iversen A/S activities embrace phonographs, publishing, recording, concerts, sound equipment and miscellaneous activities in the music field.

Bendiksen, conductor of his own orchestra until 1954, was chosen Norway's best bass player in 1954, 1955 and 1956. He helped found Egil Moon Iversen in 1957. His latest composition, "La meg vaere ung" (Let Me Be Young), is No. 1 on the Norwegian chart and is being released throughout Europe.

Target Games Big

HAMBURG—German operators report that target games are making a comeback. Many German operators find that target games return the largest collections in relation to investment of any games in operation in this country.

The operator consensus is confirmed by sales of Thos. Bergmann & Co., Hamburg, in the target game field. Aside from Arizona, which has established an all-time German target game sales records, Bergmann's new electronic target game, Safari, is also setting sales records.

German operator opinion is that the competitive challenge of the target game is unmatched by most of its technically more sophisticated successors.

French Kiddies Ride

PARIS—Kiddie rides are galloping to new sales records in France. This reflects partly the approach of spring and partly the increased French birth rate of recent years.

Kiddie rides are being sited primarily in two types of locations: public parks and department stores, which are having transcendent success in using the rides as automated baby sitters.

U. S. kiddie rides dominate the French market. French operators consider kiddie rides an overlooked segment of the coin games field in this country.

NVA Cites 1963-'64 Leaders



HAROLD FOLZ, outgoing treasurer, receives a plaque from Rolf Lobell, convention chairman.



LEO LEARY, membership chairman, gets his plaque from Paul Crisman, newly elected NVA president.



ART BIANCO, left, gets the Operator of the Year plaque from Don Mitchell.



DON MITCHELL, left, NVA counsel, is recognized for his services.



HARRY BELL, outgoing treasurer, awaits his plaque from Rolf Lobell.

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BALLY	
Pan American	\$295.00
Challenger	350.00
Lucky	195.00
Trophy	125.00
Champion	125.00
Tournament	125.00
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Grand Prize	\$350.00
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Continental	650.00
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ROLF LOBELL, convention chairman, receives his plaque from Paul Crisman.

FINAL WEEK

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APRIL 30, 1964

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Billboard

NEW YORK CHICAGO
HOLLYWOOD NASHVILLE
LONDON



Ohio Distrib Runs A Wurlitzer School

CINCINNATI—A week-long Wurlitzer service school conducted by Royal Distributing, Inc., ended here April 10. C. B. Ross, service manager of the Wurlitzer Company, was in charge, disassembling and assembling the Model 2800 each day and giving instruction on reading schematics.

Harold B. Hoffman, vice-president and general manager of Royal Distributing, reported that the classes were well attended and included the following operators and servicemen:

Kermot Ramsey,
Clifford Jones,
Robert E. Davidson,
K. & K. Music Company,
Middletown, Ohio

Chester Sharpe,
C. & J. Amusement Company,
Dayton, Ohio

Robert E. Fogle,
Donaldson Amusement Co.,
Covington, Ky.

Lucas Nicholas,
Nicholas Automatic Music,
Cincinnati, Ohio

E. S. Clark,
Miamisburg, Ohio

Douglas Edwards,
Remote Service,
Dayton, Ohio

Vince Grove,
Arthur Mechler,
Stern Music Company,
Cincinnati, Ohio

Tom Harmeyer,
Anthony Kayata,
Elmer Moorman,
Junior Peters,
Frank Snider,
Pioneer Vending, Inc.,
Cincinnati, Ohio

Bill Harris,
Frank Schroth,
Supreme Novelty Company,
Cincinnati, Ohio

Jake Hayes,
Robert Iramas,
Thomas C. Rich,
Robert L. Woodie,
Gem Music Company,
Dayton, Ohio

Dick Deerhurst,
Robert W. Fugate,
Shaffer Amusement Company,
Dayton, Ohio

R. A. Buck,
B. & B. Music Company,
Clayton, Ohio

Willie Ellison,
Babe Baker, Inc.,
Cincinnati, Ohio

Rosen to Exhibit Line At Philly Fair in May

PHILADELPHIA — Vending machines will be among the exhibits to be seen at the first Greater Philadelphia Industrial Trade Fair which will be staged at Convention Hall the week of May 9, sponsored by The Philadelphia Evening Bulletin. The one-of-a-kind trade show will find an extensive exhibit of vending machines presented by David Rosen, Inc., distributor of Rowe-AMI in the East, in co-operation with the Automatic Canteen Company of America.

The Trade Fair is designed to provide an opportunity for manufacturing, trade and industry to demonstrate the advantages of doing business with firms in Greater Philadelphia. Only one firm in every field of business and industry activity will be

exhibited in order to show the widest possible range of such activities. To attract widest public attendance, prominent stage and TV personalities, including Frank Fontaine, Vaughn Monroe and Cab Calloway, have been booked for daily performances during the show week.

In addition to the general public, attendance is being promoted by the newspaper to attract a national audience of purchasing agents, government officials and industrialists.

The David Rosen-Automatic Canteen Company exhibit, said Rosen, will demonstrate to business and industry the large variety of vending machines and how such machines can serve employee needs to best advantage. Visitors to the fair will also have an opportunity to patronize the machines on display.

Midsouth Ops See Rock Disks Dropping

MEMPHIS—A check with a one-stop and several operators on the fast breaking of recent singles would indicate that the staccato, Beatle-type music is on the decline in this area in favor of the ballad type.

The survey showed that of five best-selling new singles, both to juke box operators and the public, four are ballads and one a novelty. The five are: "Kiss Me Quick" by Elvis Presley on RCA. Presley long ago switched his style from rock and roll to a style approximating a ballad with a beat.

"Texas Lil" and "Red Ryder" by Murry Kellum on the Hi label, a local company whose product has a high standing with operators in Memphis and the Midsouth. This one is the novelty.

"I'm a Fool for Loving You" by Bobby Wood on Joy.

"I Don't Want to Be Hurt Any More" by Nat King Cole on Capitol.

"I Wonder" by Rick Nelson on Decca.

All juke box operators polled had the five disks on all their boxes but none was sure yet which was doing best.

Alan Dixon, general manager of S. & M. Sales Company, predicted the Presley record would score big here, as all of his records do.

Drew Canale, Canale Enterprises, Inc., liked Kellum's novelty record because there are so few good novelties these days and he felt it would catch on well.

Charles V. McDowell, general manager of Southern Amusement Company, said all five had a chance to break nationally and climb the hit charts.

Also included in the poll was Frank Berretta, partner in Popular Tunes Record Shop, a one-stop. He also believed the five had a good chance for national hit status.

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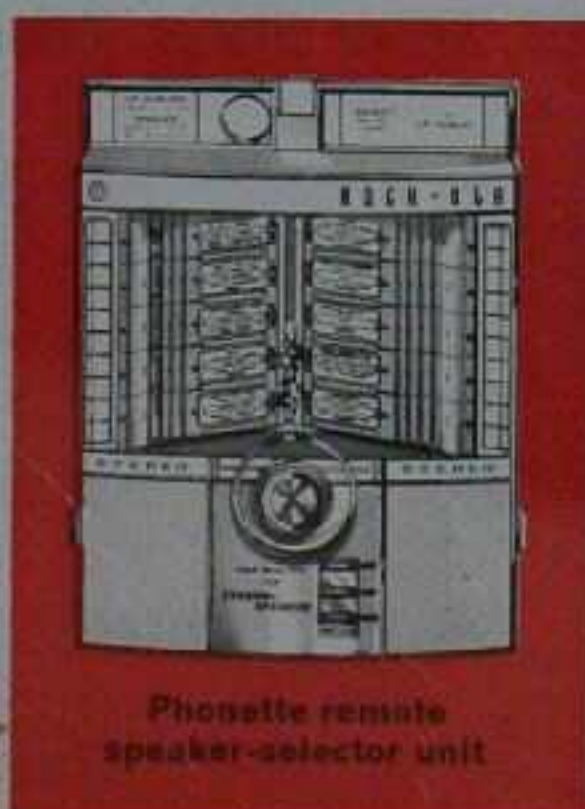


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The simply styled Rock-Ola Grand Prix is the *complete sound center* for any location, neighborhood bar or downtown club. It brings customers the full stereo reproduction they want, with automatic Rock-Ola dependability. And Rock-Ola built-in quality keeps your profits at a maximum, servicing at a minimum.



Phonette remote speaker-selector unit

NEW WAY TO PROFIT . . . For extra profits on every play, install the new Phonette coin-activated remote speaker-selector unit. Two built-in stereo speakers bring private listening pleasure to booth or bar. Simple selector panel and personal volume controls boost plays and profits. The Phonette can be used with any current model Rock-Ola phonograph.

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W. German Ops Org In Second Decade

COLOGNE — Europe's largest and most effective operators' association, Zentralverband der Organisationen des deutschen Automaten - Aufstellgewerbes (ZOA), has begun the second decade of its existence by re-electing Hasso Loeffler, one of its founders, as president.

Loeffler, son of a pioneer German coin machine operator, not only was one of the association's founders but has held key posts in the group continuously. Under his leadership, ZOA has gained cohesion and has harmonized relations with manufacturers and distributors.

Most important, Loeffler has virtually eliminated discord among the 11 State associations grouped under the ZOA in federal-type organization.

The beginning of ZOA's second decade finds the association at the peak of its prestige and influence as Europe's senior organization. Factional squabbling has been eliminated as ZOA has clearly established its effectiveness in speaking for all operators, whatever the size of their business—so much so, in fact that the amusement arcade proprietors have merged with ZOA.

Officers elected to serve with Loeffler are: Paul Damm, Ba-

varia, vice-president; Werner Schmidt, Berlin, treasurer; Karl Feist, Saar, secretary, and Inno Taeuber, Lower Saxony, and Fritz Goehlich, Schleswig-Holstein, auditors. Business managers are two attorneys, Hans Odenthal and Bernhard Reichard.

ZOA's headquarters are in Cologne. Aside from the fact that it is the unquestioned spokesman of German operators, ZOA is unique for the close and harmonious relations it has forged and preserved with manufacturers and distributors. These are Verband der deutschen Automaten Industrie (VDAI) and Deutscher Automaten - Grosshandels - Verband (DAGV).

Under Loeffler's presidency, relations among the 11 State associations have been harmonized. These are Baden-Wuerttemberg, Bavaria, West Berlin, Bremen, Hamburg, Hesse, Lower Saxony, North Rhine-Westphalia, Rhineland - Palatinate, Saar and Schleswig-Holstein. The State groups retain full autonomy in local affairs but delegate authority to ZOA on national matters.

The continuity achieved by ZOA is underlined by the fact that three co-founders with Loeffler are still active in ZOA affairs, Valentin Biniarz, Essen; Franz Treuten, Hamburg and Kurt Gaertner, Stuttgart.

Loeffler rates as ZOA's gravest problems in its first decade the increase in the amusement tax, press attacks on the trade because of payouts, royalty demands of GEMA (the German performing rights society) and royalty demands from the GVL (the performing artists society).

ZOA has spent much of its first decade in court, fighting tax and royalty fee battles. ZOA's teething troubles, however, coincided with the fantastic German phonograph boom, which supplied the trade with the moral and financial resources to wage the court campaigns.

Phonographs began coming into German locations in numbers in 1953. So rapid was the boom that by 1959 West Germany counted nearly 50,000 phonographs, and the trade had been firmly established as the Continent's largest and most prosperous, second only to that in the U. S.

The beginning of the second decade finds ZOA a mature organization, well equipped to battle for trade interests. The main problems now looming are the new added value tax (Mehrwertsteuer) to be introduced under Common Market agreement, replacing the German turnover tax, the resumption of phonograph location growth, which has slowed to virtual stagnation in recent years, and continuation of the anti-tax campaigns.

Snow Slows Take

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albums of the period, all being rated as carefully as singles by the average distributor and operator, included:

Frank Sinatra, "Young at Heart" album; Rex Morgan, "Music in the Morgan Manner"; "Bossa Nova," by Eydie Gorme; "Golden Favorites," by Louis Armstrong, and Westerns by Eddy Arnold.

Most one-stops now are requesting album favorites along with singles because of the large number of album-type machines in operation in the Denver area.



EUROPEAN AMUSEMENT GAMES are finding a growing market among U. S. operators. Larry Patterson (left), head of the import-export firm in Cincinnati bearing his name, presents a check to Ed Zorinsky of H. Z. Vending Sales, Omaha, for going over quota for the first quarter of 1964. H. Z. Vending Sales has been doing an excellent job in the Midwest with such European items as Football Match and Europa Ice Hockey.

N. J. Council Session Discusses New Moves

EAST BRUNSWICK, N. J.—The New Jersey Council of Coin Machine Operators held a special meeting April 15 at the Brunswick Inn here to formulate policy and plan ways of improving the operator's position with his customers and with the State government. William Cannon presided.

With the first phase of organization completed, the Council now represents 96 operating companies, all of which belong to local organizations, and eight distributors doing business in New Jersey. The Council is now seeking memberships of New Jersey coinmen who are not members of local organizations but would like to support the State group. A membership committee was appointed with Irving Morris as chairman and including Pat Storino, Sam Matty, Bert Betti, Monte Spiegel and Irving Pearl. All distributors

present volunteered to serve on this committee.

To help operators in direct sales to locations, the Council resolved to obtain information from all governing bodies regarding the legal aspects of tournaments, to consult with federal agencies on eliminating trade practices harmful to the coin industry and to accept the proffered co-operation of the Tavern Owners Association in improving that facet of operators' business.

The meeting also decided to investigate the possibility of operator-licensing legislation similar to that recently passed in New York State. The Council will work to make all location owners aware of its existence and its function of raising the prestige of operators.

Those present representing operators' organizations were: Herman Halperin, Sam Matty, Daniel Sylvester Sr., Pat Storino, Bob Hamilton, Allan Waldor, Dick Steinberg (secretary-treasurer of the Council) and William Cannon.

Distributors were represented by Dave Stern, Marvin Stein, Mel Sonier, Oscar Parkoff, Jim Ginsburg and Irving Morris.

The next meeting of the Council will be held at the Brunswick Inn on Wednesday (27) at 12:30 p.m.

Background Music

• Continued from page 42

supplied on a lease basis, with an automatic renewal system so the user receives new music every month. Programs are always current.

"Used" tapes received at the factory in this exchange process are inspected by trained operators who handle every inch of tape on the reel, looking for objectionable nicks, cuts, breaks, and the like. The tape is then degaussed or demagnetized, cleaned, and used for new recordings.

The company has incorporated an electronic processing system that automatically provides data on all tapes coming and going.

Cost to the user for Tape-Athon's service is approximately \$1 per day.

Distrib School On Tropicana

GRAND RAPIDS, Mich. — Miller - Newmark Distributing Company is scheduling a school on the new Rowe-AMI Tropicana juke box at its distributorship offices here, Tuesday (19) evening at 6:30. According to Jack Gallagher, Miller-Newmark head, the school will conduct the sessions. Gallagher said that refreshments will be served.

chicago coin's

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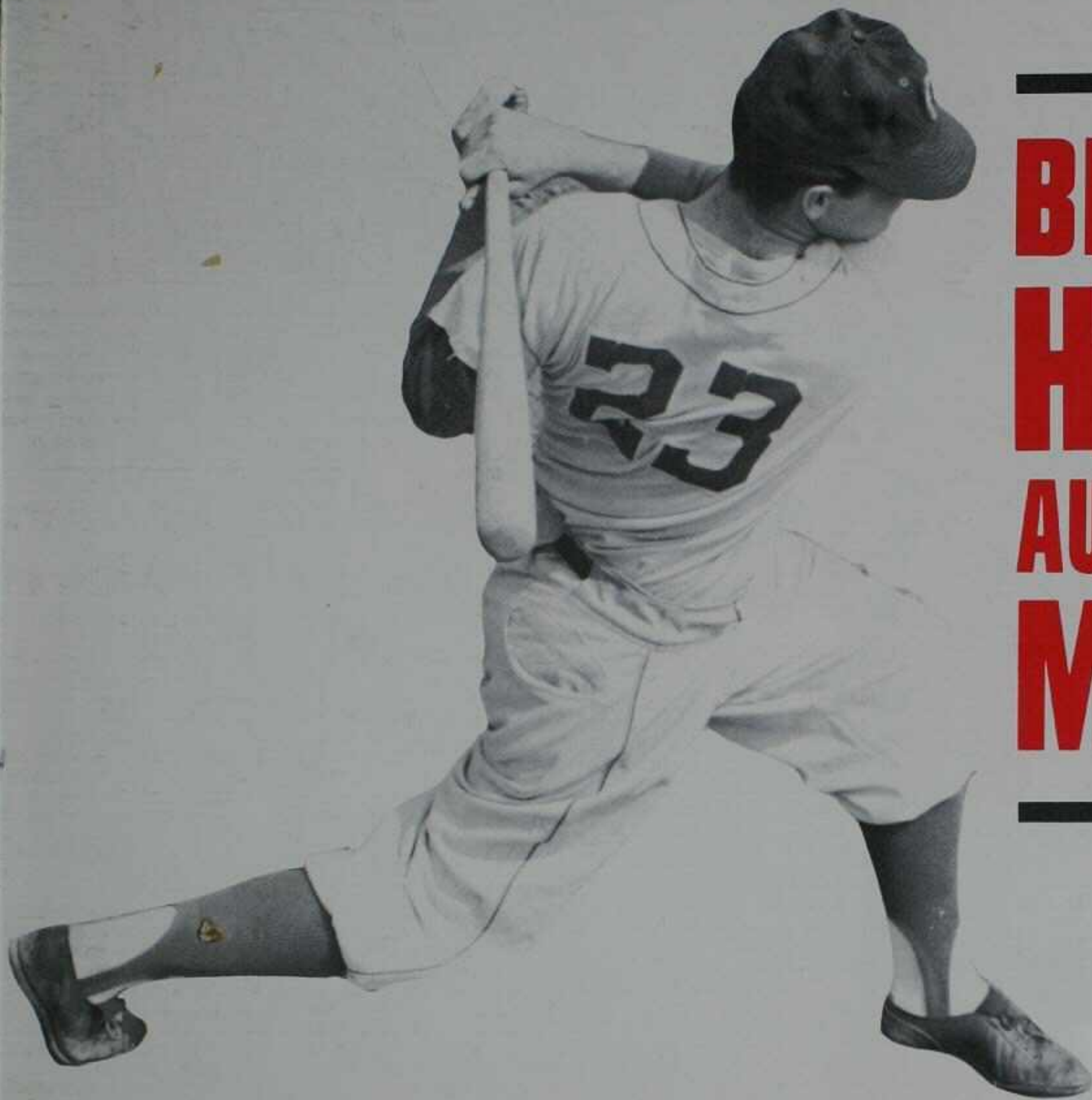
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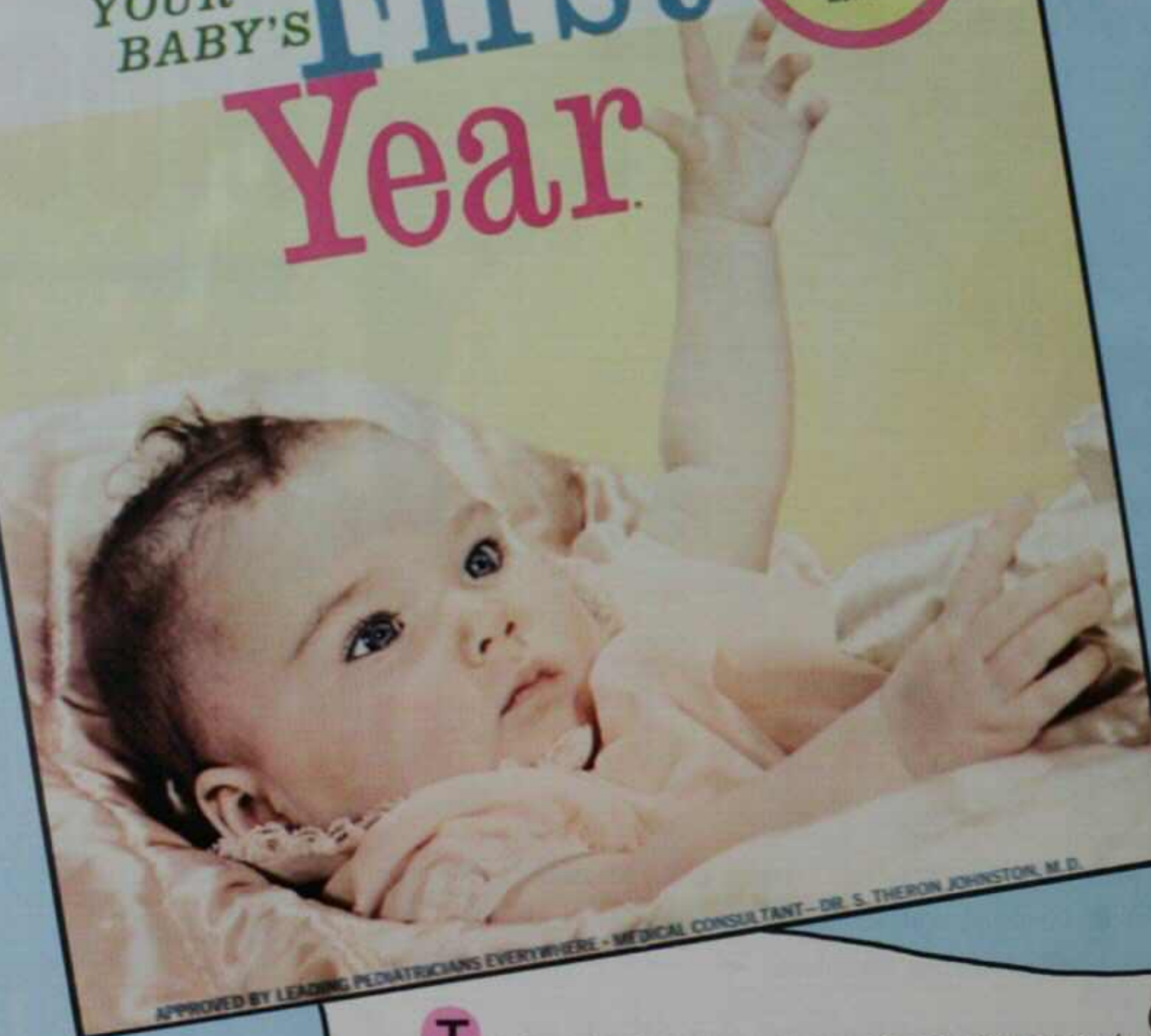
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