

Billboard

The International Music-Record Newsweekly

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

Disk Industry Hopes to Rout Summer Drought

By MIKE GROSS

NEW YORK—Summer, usually the record industry's slump season as the teen-agers head for beaches and camps, and away from the record shops, looks as if it will turn out fair and profitable this season because of hits from Broadway shows, the British boys and the steady sales pull of the likes of Barbra Streisand, Al Hirt and Nancy Wilson, to name a few.

Also important in helping to hold up the sales pace during the summer months is the rub-off on several labels. For example, both RCA Victor and Kapp Records are reaping profits from their ties with the Broadway musical, "Hello, Dolly." Victor is swinging with the original cast album, while Kapp rolls at a hot pace with Louis Armstrong's "Hello Dolly" LP, a natural followup to his single

click of the same tune. As far as the British imports are concerned, the spread is even wider. Capitol, of course, has the Beatles, United Artists is out with the sound track of the Beatles' film, "A Hard Day's Night," Epic has the Dave Clark Five, London has the Rolling Stones, Smash has Millie Small, Laurie has Gerry and the Pace-

makers, Imperial has Bill J. Kramer, and Kapp has the Searchers.

Other Factors

Among the other contributing factors in sustaining steady sales through July and August are (1) the flood of World's Fair visitors to New York who will want to see the Broadway musicals and (Continued on page 8)

FCC Query Form Queried

WASHINGTON—Top 40 and other "specialized" music programmers among radio licensees will have to account for their choice of program type in the FCC's proposed new reporting forms. At an oral hearing by the Commission last week, broadcasters vigorously

opposed requirements of this kind as indirect pressure on the station's right to program for itself.

NAB counsel, Douglas A. Anello, said all of the reporting requirements on types of programming put on by broadcasters constitute pressure. NAB ex-

3 BRITISH HOT ONES

Major Disk Battle Looms For Top Chart Honors

LONDON — A major battle for top chart honors is expected here this month. Next week sees releases by three recent chart-topping groups — The Beatles, the Searchers and the Four Pennies.

The Rolling Stones have come up with a strong new single recorded in Chicago, "It's All Over Now." Though the group has not had a No. 1 here yet, the disk is awaited with excitement following enormous sales on the Stones' first album.

From the Beatles comes the title song of their United Artists film, "A Hard Day's Night," and the Four Pennies succeed their 5 (MUSIC 7-11 hutchins lv "Juliet" with "I Found Out the Hard Way."

Burt Bacharach compositions are featured on two other hot new ones from Philips—Dusty Springfield's "I Just Don't Know What to Do With Myself," and the Merseybeats' version of her current U. S. hit, "Wishin' and Hopin'."

Joined by Eden Kane, Dusty

and the Searchers will star in Murray the K's show at the New York Paramount for the week commencing Sept. 4, before beginning a 10-day U. S. concert tour. The Searchers and Kane fly from New York Sept. 26 to begin an Australian 14-day trek.

EMI Plans Drive on TV

MILAN — Italian EMI is planning an intensive campaign to expose its recording artists via TV. Pino Donaggio will appear on the new TV show of Giorgio Gaber, a Ricordi Records artist. In addition, Donaggio will tape a 15-minute performance.

Richard Anthony, currently on the charts with "Cin-Cin" (Cheers), will also tape a TV show. New artists will also get TV exposure. Vasso Ovale, currently on the charts with his first record, "Pieta," will appear on a new show called "Carnet Musicale," and will also tape a special show, as will Vanna Brosio and Paola Penni. Other newer EMI discoveries, Gian Costello, Enzo Jannace and Hilli Nobili will also make TV guest appearances.

casters, but particularly the small-staff station. Also, this kind of correlation rarely works out in actuality, broadcasters testified.

FCC said it had decided not to make broadcasters describe the programming of competitive stations, but it did practically the same thing in the new forms, (Continued on page 12)

Mercury Inks Timi Yuro

NEW YORK—Timi Yuro has been set to record for Mercury Records. The company has been keeping the deal under wraps and the terms of the contracts were not revealed at press time.

Miss Yuro, who had been recording under the Liberty banner, wound up her ties this past May in an action that resulted in suits and countersuits. Miss Yuro signed with Liberty in 1960.

STATUS QUO ON EXECUTIVES

NEW YORK — Sam Clark, ABC-Paramount Records president, this week scotched rumors that any changes would be made involving the diskery's executives. Clark said that the recent personnel additions do not affect the status of the label's executives.



JOHNNY TILLOTSON relaxes after his successful engagement at New York's Latin Quarter. He shows no signs of being worried even though the title of his latest MGM hit single is "Worry" (K-13255). "Worry" is also featured on Johnny's hot new MGM Records album "The Tillotson Touch" (E/SE 4224). (Advertisement)

pects to challenge the Commission's rights to question in a programming test case in the not-too-distant future, Anello told FCC Chairman E. William Henry.

Although the newer radio reporting forms (revised by a joint FCC-industry committee) were considered an improvement over the controversial earlier forms, broadcasters still found the reporting too detailed. Run-down required on exploratory talks with community leaders, and correlation with program ideas arising from the contracts, would be hard on all broad-

DEBOUT WINS FIRST PRIZE IN FRENCH SONG TOURNAMENT

ANTIBES-JUAN-LES-PINS—The first French song competition, "Festival of the Gold Rose," held here June 19-21, has produced the following winners from among 30 songs entered:

First prize went to Jean-Jacques Debout for his "Nos Doigts Se Sont Croises" (Our Fingers Are Crossed), published by Chappell; second was Isa Pardo with Michel Emer's song, "Tu Es Ma Musique" (You Are My Music), published by Amour and third prize went to Frieda Bocara with "Autrefois" (Formerly), composed by Emil Stern and published by Sandra Music.

Foreign publishers at the competition were Sal Chianti from Leeds in New York; Sr. Mangione, Editions Euterpe, Brazil; Howie Richmond, Essex Music, New York; Feliz Focca, World Music, Brussels and Manuel Salinger from Barcelona.

Some publishers have already taken songs for their countries. For Canada, Marcel L. Stellman has taken "Ma Maison Avec Toi" (My House With You), written by Charles Leval and published by Continental. Stellman is European sales promotion manager for Decca Records, Ltd.

Vogue Has Winner

Debout, 23, is a composer-singer who is released on the Vogue label. Although he has composed many songs, some for Johnny Hallyday and Sylvie Vartan, his winning ballad is the first song festival win for him personally. Gigliola Cinquetti, winner of the Eurovision contest in Denmark and the San Remo Festival in Italy, will record his winning song.

Isa Pardo is compared by many to Edith Piaf. The festival was the first for her and her first record is just out on the President label.

A meeting in October in Paris will be held to decide the location of the 1965 "Festival De La Rose D'Or."

Record Picture in Japan

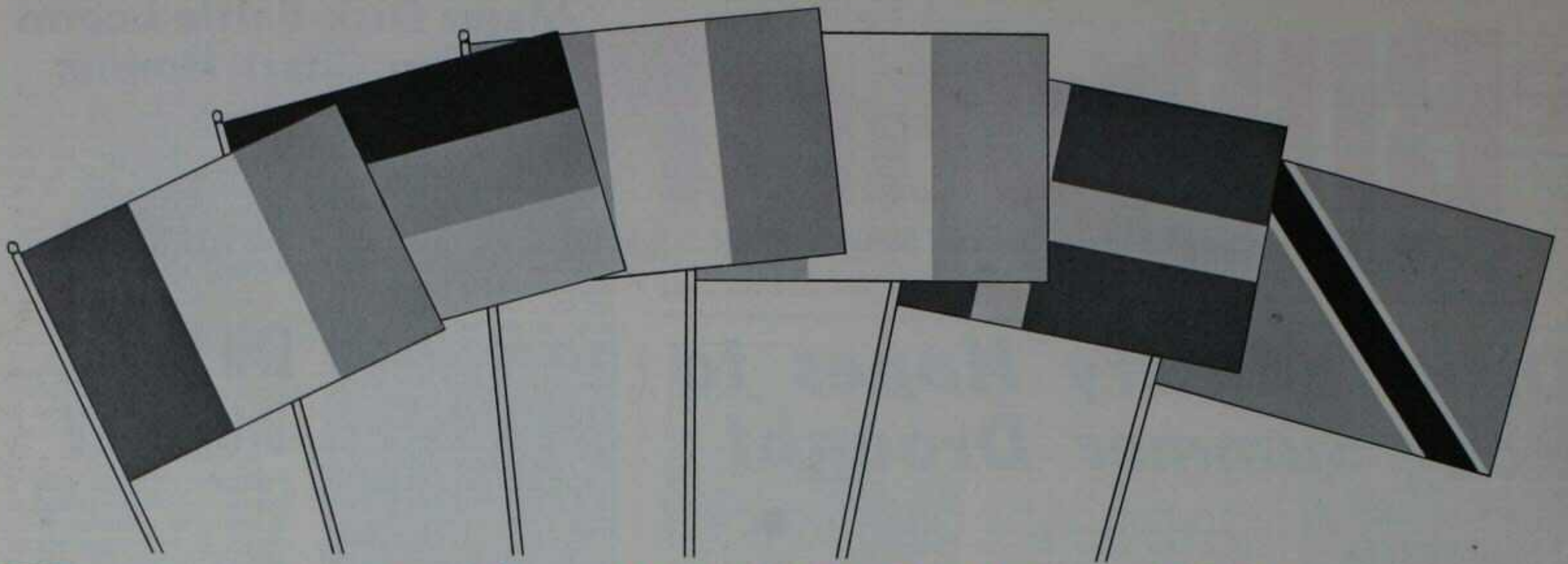
TOKYO — Record sales from last December through January this year were fairly good, chalking up an increase of nearly 20 per cent over the preceding year; but sales during February through May did not show any upward tendency.

Since the National Record Dealers Union was ordered to revise its statutes by the Anti-Cartel and Trust Committee last year, recording companies have been free to establish all kinds of new outlets across the country. Eventually, the total num-

ber of record dealers were greatly increased. The new outlets include book sellers, electric appliance shops, drugstores and supermarkets. The last-named deal largely in discount disks.

(Continued on page 6)

Capitol FREE BONUS See Pg. 7 SPECIAL SUMMER SURFING SINGLES



Requests for "WORLD of MUSIC" catalog reflect fast-growing demand for foreign records



Favorite of the French teenagers, sings with a twist. Includes: Baby, c'est vous, Dansons, others. 430.103/440.103



Haydn's Concerto in E flat. Knud Hovaldt, with the Scandinavian Philharmonic orchestra. LM/LSC-9956



Paul sings world-wide favorites in Italian. Included are: Crazy Love, Eso Beso, and others. LPM-10130



Sedaka makes these hits even more enjoyable. Includes: La terza luna, I tuoi capricci and other favorites. LPM-10140



Mexico's top balladeer sings: Lamento Borincano, Campanitas de Cristal, Quiereme Mucho, others. MKL/MKS-1576



Mariachi Vargas de Tecalitlan. Melodies. Included are Siboney, La Negra, Juarez and others. MKL/MKS-1582



A collection of Swedish and Scandinavian melodies. Includes: Tonerna, Sav sav susa, others. LM/9884



Steel Band sound, direct from Trinidad. Includes: Ramblin' Rose, Whispering, Diane, Lover, others. LPB-3021

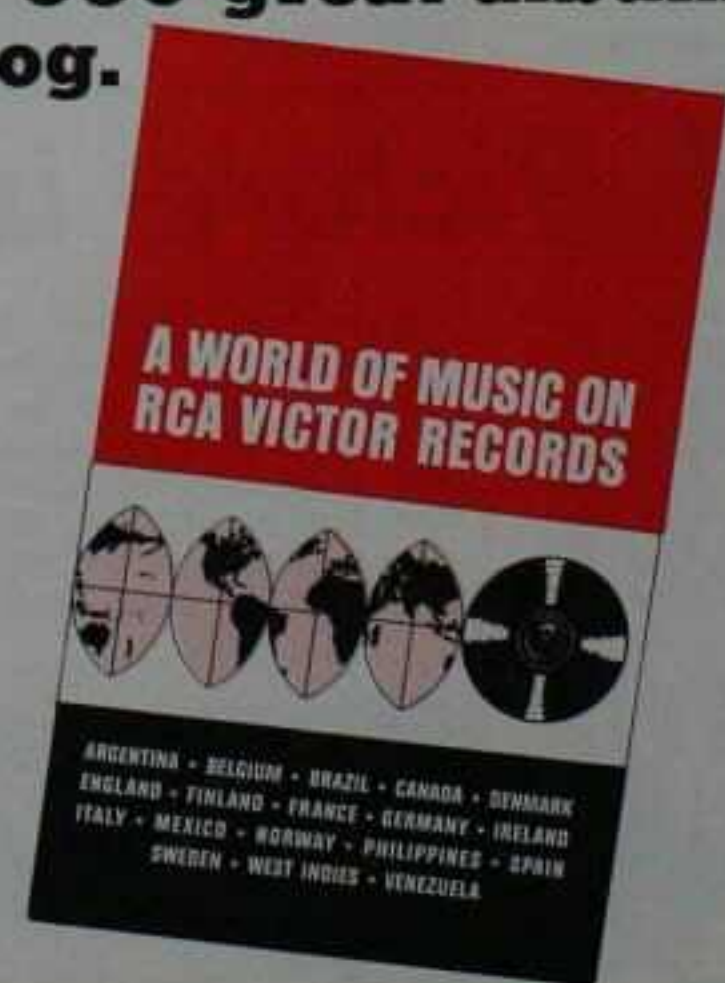
Here are 8 Best Sellers selected from the 650 great albums in RCA Victor's new foreign record catalog.

The overwhelming response to the first offer of RCA Victor's "World of Music" catalog was extremely gratifying—and shows the growing importance of foreign records to U. S. dealers.

Catalog lists over 650 L.P.s, all available for immediate delivery from U. S. warehouses, all attractively packaged and shrink-wrapped. To get your share of this booming business, contact your RCA distributor for full details and a sample catalog. Be sure to do it today!

RCA VICTOR

The most trusted name in sound



ARGENTINA • BELGIUM • BRAZIL • CANADA • DENMARK
ENGLAND • FINLAND • FRANCE • GERMANY • IRELAND
ITALY • MEXICO • NORWAY • PHILIPPINES • SPAIN
SWEDEN • WEST INDIES • VENEZUELA

Fruition of a Goal

The imminence of trade practice rules is testimony to the dedication of a small band of independent distributors and manufacturers who for years worked ceaselessly to achieve this goal; for while all segments of the record industry have participated in the proposed rules, there is no question as to who was the spark plug. The small group, drawn together under the banner of ARMADA and motivated by a desire to stabilize an industry which had been so good to so many of them, achieved its aim: A soon-to-be promulgated set of guidelines spelling out industry ethics and sound business practices.

The rules, when they are issued, will be a memorial to the late Harry Schwartz, pioneer distributor, who infused the ARMADA board with his concept of a better industry through voluntary compliance with the government. There were other workers too. They include Amos Heilicher, Bob Chatton, Bill Davis, Irwin Fink, Jimmy Martin, Al Chotin, Bud Lampe, Pappy Dailey, Jake Friedman, Hutch Carlock, Jim Schwartz and others who gave of their time and energy—often to the detriment of their business interests—to further the ARMADA cause.

There were also the manufacturers, who in the past two years thoughtfully considered the problems of the record industry and, during the last two ARMADA conventions, forcefully presented their views. These were the contributions of Dave Kapp and Bill Gallagher—the contributions of the Jerry Wexlers, the Al Cahns, the Johnny Sippels and many others to whom the record business is a way of life to be preserved and bettered.

Battle Culminated

The hard-fought, successful battle to achieve a set of rules culminated last week at the ARMADA convention in Miami Beach, where Earl Kintner, Commissioner John R. Reilly, Congressman James Roosevelt—among others—explained how the rules would affect the record business. Kintner's analysis was indeed scholarly, and the views of Reilly and Roosevelt were forthright and candid. In sum, the talks added up to the view that, if accepted in good faith, the rules could aid in the development of a more prosperous, more ethical record business.

We think so, too, despite the myriad cynics and detractors who have been ever-present and who even infiltrated the parley. Generally unsuccessful in their business endeavors, the detractors hold to the general view: "What has ARMADA done for me?" While refusing to pay their dues, these detractors nevertheless have the gall to avail themselves of some of the privileges of the convention—using the occasion to make new contacts and deals. Frankly, ARMADA can do very little for this ilk. Their failures are largely self-imposed and derive from their own inadequacies. As the industry stabilizes, many of them will leave the business to more capable hands.

We urge strong support of the upcoming trade practice rules, and of ARMADA—which may be on the threshold of assuming the role of guardian of the industry. The work of the organization in the past two years can be termed, assuredly, a class act.

LATE SINGLE SPOTLIGHTS

HOT POP

THE DIXIE CUPS—PEOPLE SAY (Trio, BMI) (1:55)—Another hit for the dynamic singing group that came up strong with "Chapel of Love." Its lilting beat and exuberant harmony are the ingredients that are hard to beat. Flip: "Girls Can Tell" (Trio, BMI) (2:38). **Red-Bird 10-006**

SCENES AT ARMADA PARLEY

SCENES AT THE ARMADA Convention last week at the Eden Roc, Miami Beach, Fla. In photo top at right, Amos Heilicher, ARMADA president, greets John R. Reilly, FTC Commissioner, who addressed the assemblage; top extreme right, Bill Gallagher, vice-president, marketing, Columbia Records, addressing the convention. Bottom left: Heilicher; Earl Kintner, ARMADA counsel and Washington representative; Commissioner Reilly; James Martin, ARMADA executive vice-president the past year. Bottom right: Irwin Fink, Allstate New Jersey, Newark, N. J.; Jim Schwartz, Schwartz Bros., Washington-Baltimore; Bob Chatton, Chatton Distributors, Oakland, Calif.; Joe Cohen, Essex Distributors, Newark, N. J.; Heilicher; Martin and Bill Davis, Davis Sales, Denver.



HEILICHER IS RE-ELECTED

MIAMI BEACH — Amos Heilicher was unanimously re-elected president of ARMADA at the organization's sixth annual convention here last week. Bob Chatton was named executive vice-president. Other officers are status quo.

Board members who were re-elected include Jake Friedman, Milt Salstone, Hutch Carlock and Henry Nathanson and Harry Levin. New board members are Al Chotin, Henry Hildebrand and Ike Klayman.

Burkheimer Is Upped by RCA

NEW YORK — Donald J. Burkheimer, formerly manager of Camden Tapes and Services, has been upped to the post of pop album planning and merchandising manager at RCA Victor. Burkheimer's major responsibility will be the development of merchandise plans and programs for Victor's pop albums. Reporting to Irwin Tarr, planning and merchandising manager for the company, he will work with sales and a&r functions and maintains liaison with the company's ad and promotion departments, as well as with distributors and dealers.

Prior to joining the record division, Burkheimer worked for RCA Victor TV division from 1955 to 1958. He switched to Camden in December 1958.

Roosevelt Stresses A Fifth Freedom

MIAMI BEACH—In an address last week before the ARMADA convention at the Eden Roc Hotel, Congressman James Roosevelt (D., La.) chairman of the subcommittee on distribution for the House select committee on small business, emphasized the economic "freedom of opportunity to compete."

Roosevelt noted that the economy had undergone a revolution in distribution; that the growth of giant chains and dis-

FTC Rules Success Is Up to You: Reilly

MIAMI BEACH — The success of the soon-to-be-released trade rules depends upon the wholehearted co-operation of the record industry, said John R. Reilly, FTC commissioner, during his address to the ARMADA convention here last week.

Reilly noted that the problem faced by the record industry "is as acute as any faced by a group of potential respondents... the power given by Congress to the FTC extends to almost every manufacturer, distributor and retailer. Your advertising, your merchandising systems, your dealings with competitors all are the subject of scrutiny by the Commission. This is not to say that the Commission is watching you like some Big Brother, hoping that 'potential respondents' will make one slip and be labeled 'actual respondents.' On the contrary, one of the main purposes of the Trade Practices Conference and Trade Practice Rules is to educate businessmen to avoid violating the law." Reilly added that the in achieving the maintenance of free and fair competition, the FTC had two alternatives: the aforementioned sympathetic, even paternalistic approach which is the technique inherent in the Trade Practice Rules; the FTC image as "a tough enforcer."

Both Have Obligations

Commissioner Reilly developed the thesis that Trade Practice Rules create virtually a marital kind of relationship be-

tween the FTC and the industry. He added: "We both have a continuing obligation. In order to fulfill their commitments, I suggest that the Commission staff or ARMADA, or other trade organizations—six months after the rules have been promulgated—send out questionnaires to attempt to ascertain how the rules have worked, whether any particular rules have, in practice, shown themselves to be useless; whether the industry is generally accepting the rules or whether they are being ignored. I believe that such questionnaires should be

(Continued on page 8)



E. JACK LOETZ

Jack Loetz Gets New Job At Columbia

NEW YORK—Jack Loetz has been appointed vice-president-general manager of Columbia Record Distributors. In his new spot, he'll be responsible to Bill Gallagher, Columbia's marketing vice-president, for directing the activities of the distributor wing.

Loetz had been general manager of Columbia Record Distributors. He has been with Columbia since 1955 and has made significant contributions to the company's marketing efforts.

DEPARTMENTS & FEATURES

Hot 100 Chart...	Page 22
Top LP's Chart...	Page 28
→ Other Music Pop Charts	
Breakout Singles	15
Breakout Albums	30
Hot Country Singles	24
Hot Country Albums	25
Hits of the World	33
→ Record Reviews	
LP Reviews	27
Single Reviews	18
→ Music & Record News	
Talent	20
Country Music	24
New Album Releases	37
→ Departments	
Radio-TV Programming	12
Phone-Tape Merchandising	35
Coin Machine Operating	42
Bulk Vending	40
Buyers & Sellers	
Classified Mart	39

ICACS to Educate New Nations on Copyright

By CHRIS HUTCHINS

LONDON—Copyright legislation for the new African countries was a major talking point among the 200-odd composers attending the International Confederation of Authors and Composers Societies' biannual meeting which concluded here (20).

The composers were discussing the forthcoming revision of the Brussels Convention of the Berne Copyright Union which takes place in Stockholm in 1967.

Many suggestions were made regarding rephrasing several articles in the Berne Union but the items were technical and none produced controversy.

However, the group devoted a great deal of its time considering the copyright position in

newly emergent countries, many of them ex-colonial. It was, the Congress decided, essential to educate the people of these countries on copyright legislation to encourage their authors and composers to produce works.

At present, said one delegate, a complete lack of protection and the consequent removal of incentive tends to stifle creative output.

Contact Authors

It was decided that authors and composers in such countries should be contacted and invited to study the methods of societies in other parts of the world.

Another major issue concerned the private use of tape recorders for recording commercial product, which is illegal under the copyright laws of most countries. It was suggested that laws should be tightened and there should be more penalties for the illegal use of tape recorders.

But another suggestion, already being tried out in Germany, attracted attention from several societies: manufacturers should pay a fee at the source on the machines to cover composers' rights.

Neighboring Copyright

The Congress discussed neighboring copyright—the rights of the artists, manufacturers and broadcasting organizations in relation to the composer.

It was decided that the authors' societies should not be responsible for collecting mechanical rights and other royalties, but where a situation arose where several collections were being made from a broadcasting system, the societies would agree to make a corporate collection.

The meeting ratified a resolution that although those societies were not obligated to take the initiative in collecting roy-

alties belonging to owners of mechanical rights, the societies would be agreeable to manage such collections if such action was construed as in the general interest.

The Congress elected Sir Arthur Bliss, Master of the Queen's Music and president of the Performing Right Society, president of the Confederation. Vice-presidents elected were George Auris of France and Aldo Benedetti of Italy. M. Leon Malapat was re-elected secretary-general.

The outing president was M. Ilbrendo Pizzetti.

New Releases By ABC-Par.

NEW YORK—ABC-Paramount Records will release 12 new albums on its own label; 14 on its jazz subsidiary, Impulse, and one on the Tangerine label, owned by Ray Charles and distributed by ABC-Paramount.

Announcement of the new releases was made to the label's distributors at a Miami Beach meeting last week.

ABC-Paramount releases will include "Have a Smile With Me," Ray Charles; "More Songs I Sing on the Jackie Gleason Show," Frank Fontaine; "Volume II of 60 French Girls Can't Be Wrong," Les Djinns Singers; "Escudero at El Poche," a flamenco guitar LP; "This Is Ragtime Now," Hank Jones; "Keep on Pushing," the Impressions; "I Love to Hear a Banjo," Roy Smeck; "From Scotland With Love," Martin Walker; "76 Paisanos of Italy"; "German Drinking Songs"; "Knuckles O'Toole Plays Again," and "Roman Spectacular," with the Charles Magnante orchestra.

Impulse will release 14 albums featuring Lorez Alexandria, Freddie Hubbard, Gloria Coleman and Pola Roberts, Paul Gonzalves and Sonny Stitt, McCoy Tyner, Terry Gibbs, Chico Hamilton, Charlie Mingus, Ben Webster, Johnny Hodges, Clark Terry, John Coltrane and Shirley Scott.

One Tangerine release featuring Louis Jordan is also in the works.



AMOS HEILICHER, left, presents plaque to Billboard Music Editor Paul Ackerman at the ARMADA banquet, June 29, at the Eden Roc Hotel, Miami Beach, Fla. The award was given by the organization in recognition of Ackerman's "lifelong devotion to the music world, to the record industry, and particularly to the affairs of this association during his tenure as its executive secretary (1962-'63)." The award was unanimously voted by the ARMADA board.

Beatles' LP: 4 Days That Shake Industry

NEW YORK—United Artists Records' soundtrack album of the Beatles' "A Hard Day's Night" has become one of the fastest selling LP's in the history of the record business. Within four days after the album's introduction at the UA distributor meet in Miami Beach last week, 1,000,000 copies were sold and delivered.

UA released the 1,000,000 figure July 1 and reported that orders were continuing to pour in at the same fantastic rate.

The film, "A Hard Day's Night," is slated for saturation bookings and multiple city openings in early August. UA toppers are predicting that at least 3 million copies will be sold prior to the opening, after which, with the movie playdates and coast-to-coast personal appearances of the Beatles building sales, it's anticipated that five million copies will be sold by the end of the year.

The album contains eight vocal selections by the Beatles plus four instrumental themes from the film, all composed by Beatles John Lennon and Paul McCartney. The vocal selections are the title song, "A Hard Day's Night," "Tell Me Why," "I Cry Instead," "I'm Happy

Just to Dance With You," "I Should Have Known Better," "If I Fell," "And I Love Her" and "Can't Buy Me Love." The instrumentals are played by George Martin, the Beatles' musical director. UA has released a single of Martin's instrumental treatment of "Ringo's Theme (This Boy)" and "And I Love Her."

The Beatles' next album for Capitol is due sometime in August. Meantime, Capitol has released a Beatles single of the title song.

Billboard

Published Weekly by
The Billboard Publishing Company
2160 Patterson St., Cincinnati, O. 45214
Tel.: 381-6450

Publisher

Hal B. Cook .. New York Office

Editorial Office

165 W. 46th St., New York, N. Y. 10036
Area Code 212, PL 7-2800
Cable: BILLBOARD NEWYORK

Editor-in-Chief .. Lee Zhito

Editors Paul Ackerman,
Aaron Sternfield

Managing Editor .. Frank Luppino Jr.

Department Editors, New York

Music Editor .. Paul Ackerman
Associate Editor .. Mike Gross
Chief Copy Editor .. Robert Sobel
Radio-TV Programming .. Gil Faggen
Coin Machines .. Aaron Sternfield
Editorial Assistant .. John Hays

Department Editor, Chicago

Equipment Editor .. Nicholas Biro

U. S. Editorial Offices

Cincinnati, Exec. News Editor .. Wm. J. Sachs
Chicago, Midwest Editor .. Nicholas Biro
Washington Bureau Chief .. Mildred Hall
Nashville Manager .. Mark-Clark Bates
Hollywood, W. Coast News .. Elliot Tiegel
Contributing Editors .. David Lechenbruch, Bill Gavin

Research Department, New York

Director .. Thomas E. Noonan
Pop Charts Mgr. .. Andrew Tomko

Special Projects Development Dept.

General Manager .. Andrew Csida

Production Department, New York

Art Director .. Lee Lebowitz

General Advertising Office, N. Y.

Director of Sales .. Peter Heine
Promotion Director .. Geraldine Platt
Midwest Music Sales .. Richard Wilson
West Coast Gen. Mgr. .. Bill Wardlow

Coin Machine Adv., Chicago

Coin Machine Ad. Mgr. .. Richard Wilson

Circulation Sales, New York

Circulation Manager .. Milton Gorbulew

Subscription Fulfillment

Send Form 3579 to
2160 Patterson St., Cincinnati, O. 45214
Fulfillment Manager .. Joseph Pace

U. S. Branch Offices

Chicago, Ill. 60601, 188 W. Randolph
Area Code 312, CE 6-9818
Hollywood, Calif. 90028, 1520 N. Gower
Area Code 213, HO 9-5931
Nashville, Tenn. 37203, 726 16th, So.
Area Code 615, 244-1836
Washington, D. C. 20205, 1426 G, N.W.
Area Code 202, 393-2580

International Offices

European Office .. Andre de Vekey, Dir.
15 Hanover Square, London W.1
Hyde Park 3659
Cable: Billboard London
Brazilian Office .. Mauricio Quadrio, Dir.
Rua Visconde de Gaves 125
Rio de Janeiro
Argentine Office .. Ruben Machado, Dir.
Lavalle 1783, Buenos Aires

Subscription rates payable in advance. One year, \$18 in U. S. A. (except Alaska, Hawaii and Puerto Rico) and Canada, or \$45 by airmail. Rates in other foreign countries on request. Subscribers when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1964 by The Billboard Publishing Company. The company also publishes *Vend*, the semi-monthly magazine of automatic vending; one year, \$7 in U. S. A. and Canada; *Amusement Business*, the weekly magazine of amusement management; one year, \$10; *High Fidelity*, the magazine for music listeners; one year, \$7; *American Artist*; one year, \$7; *Modern Photography*, \$5, and the *Carnegie Hall Program*. Postmaster, please send Form 3579 to Billboard, 2160 Patterson St., Cincinnati, O. 45214.



Vol. 76 No. 28
BILLBOARD July 11, 1964

Handleman Net Income Hits Record

NEW YORK—In its first annual report to stockholders as a public company, Handleman Company, Detroit, reported its consolidated net income reached a record level of \$1,088,487 or \$1.09 per share, compared to \$960,116, or 96 cents per share a year ago. This is a 14 per cent improvement in earnings. Sales were \$28,259,240 compared to \$30,061,043 a year ago.

In the annual report, Joseph Handleman, president, reported sales in the record division of the company continued to grow during the last year, while sales in the drug and toileterea division were lower. Handleman said, "The increase in earnings, despite lower total sales, resulted from a higher percentage of sales being phonograph records on which better profit margins are enjoyed than on drugs. Also, our Canadian subsidiaries showed a market improvement in earnings."

Handleman noted that while estimated retail phonograph record sales in 1963 remained even with the previous year, Handleman's record sales in the past year increased 14 per cent. He said, "We anticipate renewed expansion in the record industry."

PANEL COOL TO YULE DISK

NEW YORK—Record companies who expected to beat the gun this year to bring out the first Christmas record can wait until next year.

Billboard's reviewing staff was a little surprised to find a record this week titled "Santa Bring Me a Puppy Dog." Song is by Sherry Crane on the Trumpet label.

One panel member said, "Even with the air conditioning going full blast, it's kind of hard to take this record seriously." Meanwhile, outside the thermometer hovered around 92 degrees.

Label Seen Close to Goal

NEW YORK—The Atlantic-Aico goal of \$1,000,000 in sales as a result of the labels' recent distributor meeting in Miami Beach will probably be met, according to Nesuhi Ertegun, vice-president.


Ertegun said that \$500,000 in sales have been racked up since the meeting was held Friday (26) and the second \$500,000 looks like a good bet.

All Atlantic-Aico distributors attended the Miami Beach meeting, as did Jim Stewart, head of Stax and Volt Records, and Mort Fega, head of Focus Records. Atlantic-Aico distributes these labels.

Jerry Wexler, vice-president, demonstrated the singles scheduled for release in the near future, while Nesuhi Ertegun demonstrated the LP's.

Distributors will get a 12.5 per cent discount on all new product as well as the entire LP catalog on orders placed through Aug. 31. A 30-60-90-day deferred billing arrangement is available to qualifying accounts.

Also offered was a special bonus incentive for distributor salesmen to run through the period of the program.

A Summer Sunburst of Sales from 

Bobby Vinton

LN 24113/BN 26113



Bobby Hackett

LN 24099/BN 26099

Cash in on these scorching new Best Sellers! Order Now!

Record Picture in Japan

• *Continued from page 1*

At present there are seven major recording companies here that cover nearly the whole market, and had approximately 10,000 releases last year. Distribution is mostly made direct to dealers by manufacturers' branch offices with a few jobbers operating.

Stores Specializing

In accordance with the ever-increasing number of records released monthly, there is a trend toward some shops specializing in classical and others in popular and jazz. Chain stores operated by an influential firm, or stores which buy merchandise from distributors, can apparently carry on business economically. The position of jobbers or distributors is thus regarded to be substantially strengthened for the future. For small shops, it is quite a burden on the few employees to control purchases or returns or inventory.

In the past, diskeries used to ship merchandise on consignment, but this practice is waning and merchandise must be shipped only against confirmed orders. Otherwise, returns increase and are later disposed of at reduced prices, disturbing the market.

Mail Order Sales

In the mail order business, Concert Hall Society is most active and ranks at the top, followed by Japan Music Service, a subsidiary of Radio Kanto and the recently debuted World Record Club (EMI). Dealers are watching to see how mail order business will make inroads in their business.

With Crown Records' entry into the recording industry last December, Japan's total record sales for the latter half of fiscal 1963 (Sept. 21, 1963 to April 20, 1964) were \$25,888,888, against \$26,333,333 for the first half of the same year. This means a drop of 1.7 per cent.

Since December 1962, record makers, in line with the upsurging sales, have greatly expanded production facilities. The market, however, has been unable to absorb such mass production, and it has caused extensive discount sales. Manufacturers got wise to this phenomenon, and started to slow down pressing, but it was too late, consequently, discount sales and multitudes of returns resulted during the past accounting term. These are the

New Aravel Label to Bow

NEW YORK — Aravel Records, a folk-oriented independent label, will launch a subsidiary line, Midnight Records in about a month. The new label will initially release pop singles, to be followed by album product. The initial Midnight releases will include the first English-language single by Alice and Ellen Kessler, Continental twins. Also set for release are singles by the British groups, the Shakers and the Meteors.

According to Robert Borchardt, vice-president of Aravel, Midnight will draw on several principal sources of its records and a great deal of emphasis will be placed on the promotion of top international talent produced in English and the release of foreign-language masters. Midnight will also use independent producers and its own a&r men.

main reasons causing reduced profits.

Sales Recap

It was wholly unexpected that Victor's net sales were \$7,277,777 against \$8,555,555 from the preceding six months period. Victor reportedly transferred \$1,900,000 to cover up returns and other similar loss accounts. In all, however, Victor continued to pay a dividend of 20 per cent per annum with profit accrued from stereo phonographs, TV's, radios and other electronic goods.

Columbia's record sales were \$7,475,000, 11.2 per cent over

the previous term. Kings sales for the year (March 21, 1963 to March 20, 1964) were \$8,277,777, a 20 per cent gain over the preceding year. Toshiba's six months result was \$2,457,500, a decrease of 7 per cent. Grammophon's sales for the same period were \$2,159,650, an increase of 17 per cent. Crown Records (Japanese songs only) marketed its first batch of disks on Dec. 1, 1963, and grossed \$202,166 by March 20, 1964. Future prospects look very rosy for this new firm, which does not yet handle any foreign label.

HIGHER EACH YEAR

Exports of Polish Disks Make Gains

WARSAW — The export of Polish recordings is on the rise. In 1960, 87,000 records were exported. In 1963, the number jumped to 680,000. Contracts for 1964 cover the export of 1,300,000 records, according to Teodor Brachmanski, head of the music section of Ars Polona.

Records earmarked for export are of top quality, are labeled in foreign languages to suit the country of destination, and have individually designed jackets. Most are 33 rpm on the Polskie Nagranie and Pronit labels.

While 85 per cent of the exports go to countries in the socialist bloc, 15 per cent go to Western countries. Breakdown of exports indicated the Soviet Union takes 50 per cent of the classical music and 50 per cent popular, while Czechoslovakia takes 90 per cent popular. East Germany takes mainly Polish jazz.

Denmark recently purchased 15,000 classical records. Currently, 45,000 recordings of Polish folk music are being prepared for Western Germany.

Poland Also Imports

While it is easy to import records here from the Soviet Union, chances of selling them are small. Recently, \$100,000 worth of Cuban folk music records have been imported from the Caribbean island.

Quite a large number of records are purchased from Western Europe, mainly for use on Polish Radio. Ars Polona can purchase records from any country in the world, providing that country is also willing to purchase Polish records. EMI in Great Britain is willing to purchase Polish recordings, therefore, it is possible for Ars Polona to buy from them.

Columbia recordings also have been purchased under the terms of the IMG plan. This plan has been extended to 1964, however, it only covers the purchase of records, not of masters.

Complete statistics on export and import of records and sheet music is shown in the chart below. Approximately 24 zlotys equals one U. S. dollar.

Trade turnover given in thousands of Polish currency (zlotys)				
	1960	1961	1962	1963
Disks Exported	514.7	949.3	1,899.6	2,764.3
Disks Imported	926.7	1,120.7	2,441.0	2,414.4
Sheet Music				
Exported	503.6	1,533.1	1,898.8	1,219.1
Sheet Music				
Imported	178.5	290.9	303.5	330.8
Total Trade				
Turnover:				
Export	1,018.3	2,482.4	3,798.4	3,965.4
Import	1,105.2	1,411.6	2,744.5	2,745.2

At the recent ninth International Book Fair, held here, many internationally famous recording companies were represented, as a portion of the fair is devoted to recordings and sheet music. Among those present were Deutsche Grammophon of Hamburg, Le Chant du Monde of Paris, Spedron of Israel, VEB Deutscher Verlag fur Musik of Leipzig, Consolidated Music Sales of New York and Mezhdunarodnoy Kniga of Moscow.

Many Transactions

The Poliglote firm from West Germany purchased Polish folk music recordings. Poland, in turn, bought recordings of Elvis Presley and Paul Anka from Poliglote. Poland also purchased \$25,000 of classical recordings issued on the Columbia and MGM labels. Deal was set with MGM.

Some 16 firms around the world serve as selling agents of Polish music. They are:

Universal Edition of Vienna for Austria and Switzerland; Universal Edition, Zurich, for Switzerland; G. Ricordi et Co., Milan, for Italy; Alfred A. Calmus, Ltd., London, for Great Britain; Boosey and Hawkes Societe des Grandes Editions Musicales, Paris, for France and Belgium; A. B. Nordiska Musikforlaget, Stockholm, for Sweden; Harald Lyche Musikforlag, Oslo, for Norway and Finland; Wilhelm Hansen, Copenhagen, for Denmark; Albersen and Co., Hague, for Holland; Edward B. Marks Music Corporation, New York, for the U.S.A. and Canada. Also SESAC, Inc., New York, for U.S.A.; Herman Moeck Verlag, Celle k/Hannover, for West Germany; Zavod za Zastitu Autorskih Malih Prava, /ZAMP/ Zagreb, for Yugoslavia; "Kultura," Budapest, for Hungary; Internationale Musikbibliothek, Berlin, for East Germany, and Cesky Hudebni Fond, Prague, for Czechoslovakia.

LIBERTY SENDS REPS ON ROAD

HOLLYWOOD—Liberty will take its sales and product story on the road this summer instead of gathering its distributors together for a general convention. The decision to send representatives to the distributors came as a result of a survey which showed that distributors were spending too much time and money away from their businesses attending meetings. The advantage in having Liberty visit the distributor is that the label's program can be heard by all members of the outlet staff on a personal basis.

W. Walker Is Named Rep For Nashville

NEW YORK—Wayne Walker will be the Nashville representative for April-Blackwood Publishing companies. In this post, Walker will be responsible to Jerry Teifer, firm's general professional manager, for obtaining songs from Nashville and the surrounding Southern areas. His duties will also require the maintenance of liaison between New York-based writers, and Nashville performers and a&r producers.

On the New York front, April-Blackwood has brought in John Gluck as staff writer. In addition to writing music and lyrics, his duties will include liaison with artists and repertoire producers, as well as the artists themselves.

Martin Quits Capitol Post

HOLLYWOOD—Fred Martin, Capitol's public relations director, has resigned over "policy differences" with management. He was with the company seven years in various positions within the public relations department.

Brown Meggs, director of Eastern Operations, flew here from New York to seek a replacement. Meggs had been P.R. chief before his promotion to his current position. Martin reported to Meggs, although operating from the Tower headquarters.

Martin will open his own public relations firm Sept. 1 to specialize in commercial and personality accounts. Initial clients include Thorstand Yachts, of San Francisco and Hong Kong, and Belyue Enterprises, Newport, Calif. Martin plans operating from Hollywood and Newport.

Monteux Is Dead at 89

HANCOCK, Me. — Pierre Monteux, world-famed orchestra conductor, died at his home here July 1. He was 89.

He was born in Paris, April 4, 1875. He attended the Paris Conservatory. There was hardly any symphony orchestra in the world that he did not conduct.

His recordings are available in the U. S. on London, Westminster, RCA Victor and Capitol.



Weekly I read your paper and lots of the big boys have stories. How about us little dealers who dish out these records, daily, and push and push them. Why not insert one a week and give some credit to the little stores who work hard to push top records.

Hector de Rienzo
Hector's Music
Orangeburg, S. C.

• *Ed.: Billboard is interested in dealers; solicits and continually prints pictures and stories that can help dealers from the experience of others. Not all dealers are as enterprising as Mr. de Rienzo, who helps boost popularity of new songs by going out and playing them with his orchestra billed as "Best Dance Band in the South."*

I loved your story "Potential Is Lined With Gold" and I liked your including my name in it, but my name is Tommy, not Tony . . . so there.

Tommy Valando
New York City

• *Ed.: To well-known music publisher Tommy Valando an apology in print. The story, which dealt with the passing of many important elderly statesmen in the music publishing business, brought many letters of complimentary comment.*

Our station is seriously considering a weekly radio news column in two local newspapers, designed to inform our listeners of happenings in and about our station . . . plus news concerning the radio world and, with the cooperation of local and international record companies, comments and plugs on new recordings prior to their release to the public. Our purpose in writing is to request permission to quote Billboard, with due credit.

Ralph Kirchen,
Operations Manager
CJAD, Ltd., Montreal, Can.

• *Ed.: Permission has been granted. Many stations use local print media to keep present listeners sold and to gain new ones. WNEW in New York recently started column in New York papers, in advertising-business sections.*



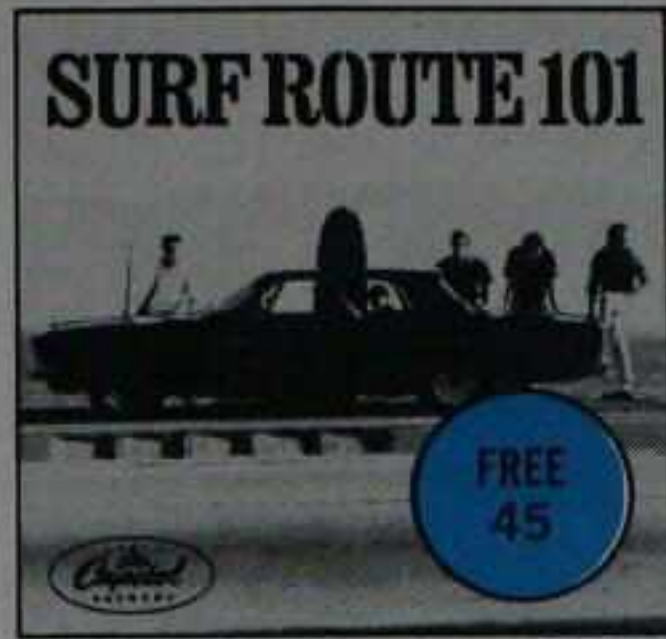
(S)T-2111



(S)T-2112



(S)T-2114



(S)T-2113



(S)T-2110

This great new Beach Boys album contains their smash single "I Get Around."

CATCH THIS GIANT WAVE OF SUPER-SELLING SUMMER SURFING SOUNDS FROM CAPITOL

The hottest, sellingest, chart-bustingest stable of surfing stars on any label. The Beach Boys! Dick Dale and his Del-Tones! The Super Stocks! Jerry Cole and his Spacemen! Mr. Gasser and the Weirdos with "Big Daddy" Roth! And they're all on Capitol!

FREE BONUS SINGLES

Included with four of these great new Capitol albums is a free 45 rpm surfing single—a different one with every album. And, that's just one of Capitol's many fantastic merchandising aids! Other Capitol albums have FREE color Hot Rod pictures included. Or Motorcycle pictures. Or Drag Boat pictures. Or Ratfink decals. And More! It's going to be a HOT summer...with a Capitol "H!"

Don't miss sales. Have your buyer contact CRDC and order immediately!



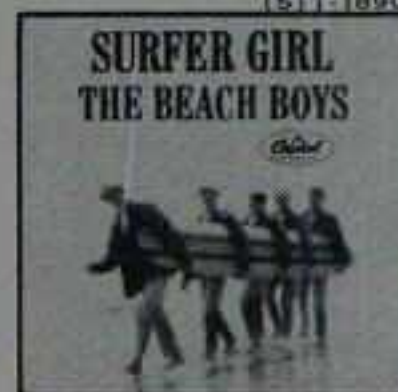
(S)T-1888



(S)T-1890

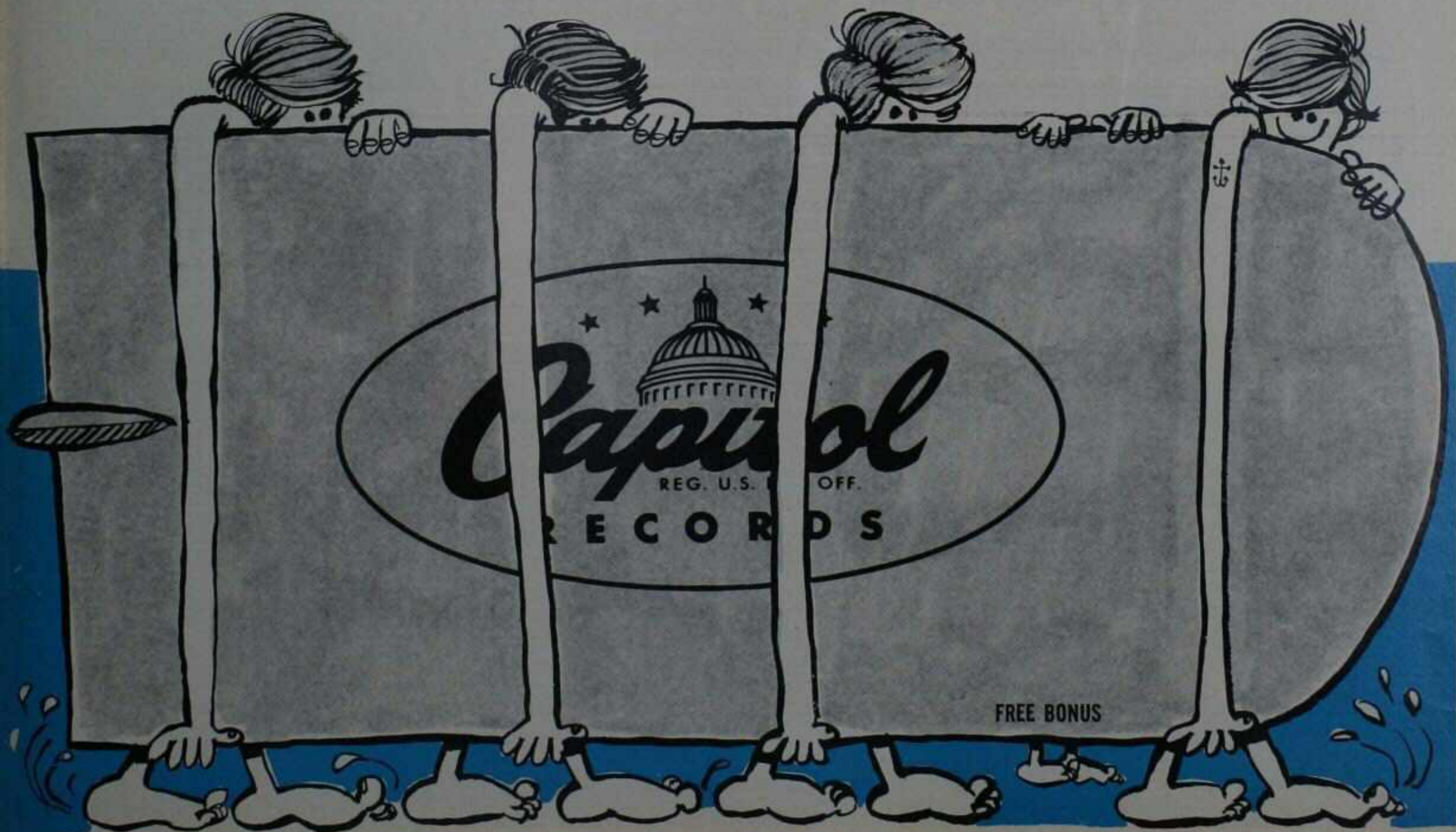


(S)T-1888



(S)T-1891

And don't forget to re-order on these other great Capitol surfing albums.



Disk Industry Plans Rout

• Continued from page 1

buy their album counterparts, (2) the growth of summer jazz, folk festivals and concerts around the country to make more people music-conscious and provide more sales opportunities for all forms of recorded music.

Also safeguarding against the likelihood of summer doldrums has been the move by major manufacturers to get their powerful fall merchandise into the stores long before the official season opener—Labor Day. By August, most labels will have announced and started shipment of the big name packages, which should light up the charts and ring up retail sales before the actual fall rush begins.

One of the prime movers in the fall is expected to be the soundtrack of "My Fair Lady" on Columbia. It's estimated that advance orders will be over the 2,000,000 mark, unprecedented in the history of the record business where only a few dozen LP's have sold more than 1,000,000 copies and only a handful more than 2,000,000, including worldwide sales. The "My Fair Lady" original Broad-

way cast album, with sales of 5,000,000, is currently the champ LP. And Columbia expects it will continue to sell just as the "West Side Story" soundtrack LP picked up extra sales on the older original Broadway cast recording—the only other instance when the same label had both the Broadway and Hollywood albums.

Next season's Broadway musical prospects will also get the record companies off to an early start. RCA Victor will start moving with the Jerry Bock-Sheldon Harnick musical "Fiddler on the Roof" and Capitol will launch its season with Charles Strouse and Lee Adams' "Golden Boy." Both musicals are scheduled to open on Broadway in September.

The late months should also deliver a flock of in-person albums, capitalizing on the key attractions from the various jazz and folk festivals.

Despite holidays, the heat and sales conventions, summer has also become an important season for sales promotions and label tie-ins, particularly on the local level, with the extended bookings of key artists. Many

disk names, like Andy Williams and Mitch Miller, who are tied up with TV commitments for most of the year, use the summer for key club and cross-country appearances. This highlighted availability of the properties have direct impact on their album sales and the record company field men take full advantage of the opportunities.

Judge Nixes Schmidt Plea

NEW YORK—Judge Richard H. Levet, of the Federal District Court here, last week denied a demand upon the American Federation of Musicians and Local 802 for \$40,000 legal fees by Godfrey P. Schmidt, New York attorney for dissident band leaders.

The court held that the injunction obtained by Schmidt on behalf of orchestra leader Ben Cutler and other intervenors against collection of a 10 per cent surcharge on traveling bands "did nothing to establish the rights of all orchestra-leader-employers" to the "millions of dollars" which Schmidt suggests may have been assessed. "Their claim of benefit to the AFM and its membership comes with somewhat of a hollow ring," Levet said in his order.

In conclusion, Judge Levet noted that "it would be the antinomy of the rule to allow such fees to plaintiffs who, alleging they have benefitted the commonweal are at the same time seeking to sever their membership and whose interests are at odds with the majority of members."

Roosevelt Stresses Fifth Freedom

• Continued from page 3

your ability don't need coddling. What you need is the opportunity to compete."

Roosevelt added: "The fact that these FTC rules are needed at all is evidence of a matter of deep concern to many of us in Congress. My subcommittee received evidence, not only from the record industry but from 45 other sectors of the economy as well, which clearly showed that much of the distress being suffered by small businesses presently comes from violations of existing law. . . . In my opinion, one of the great needs of the small business community today is more vigorous enforcement of the Clayton, Robinson-Patman and Federal Trade Commission Acts."

Law Enforcement

He added that existing law cannot cope with all practices which today are harming small business in the distributive segment of the economy. "There is mounting conviction that the next order of business must be a searching re-examination of our antitrust laws, particularly with respect to marketing practices." He stated that such a study should be made by a commission which would include representation from small and large business, Congress, and the regulatory and enforcement agencies.

The Congressman commended ARMADA for its role in bringing about Trade Practice Conference and added: "I believe you can play an equally important role by supporting such a commission as I have here proposed."

UA Wraps Up Piano Duo

NEW YORK — Art Ferrante and Lou Teicher, United Artists Records best selling piano duo, have signed a new long-term deal with the label that's said to be in the area of \$1,000,000. Although terms of the new contract have not been revealed by UA, it's been estimated that the \$1,000,000 deal covers a 10-year period and is payable over 20 years at \$50,000 annually.

The re-signing of the piano duo caps an active six-month period for the new UA management team, headed by label's President David V. Picker. In addition to Ferrante and Teicher, UA has wrapped up contracts with Al Caiola, Frankie Avalon, Betty Carter, La Playa Sextet, Mark Thatcher, Rix Ortolani and Barry Gordon. During the



ART FERRANTE (left) and Lou Teicher, hit-making piano team, sign a new contract with United Artists Records.

same six-month period, the disk company also built such young artists as Bobby Goldsboro, Danny Williams and Garnet Mimms.

During their five years with UA, Ferrante and Teicher have turned out such million sellers as "Exodus" and "Tonight." In addition, every one of their albums has reached the best seller charts.

During the past several years, the team has enlarged the scope of its operations to include concerts appearances and TV guest shots. Their current single is "The Seventh Dawn," title song from the upcoming film release. The new Ferrante and Teicher album is "My Fair Lady," containing instrumental versions of the Lerner and Loewe score which UA is tying in with the soon-due film version of the Broadway musical.

Reilly Says: 'Rules Success Up to You'

• Continued from page 3

sent out periodically. And, in addition, I believe that the Commission staff should periodically discuss with ARMADA representatives and other trade organizations problems arising in the administration of the rules.

"Unless we keep in contact with each other . . . the rules will simply be a hollow and meaningless gesture by both parties."

Commissioner Reilly complimented the assemblage on their contribution to the rules, and added: "I know that your adherence to them will benefit industry and the consuming public. And in regard to our relationship, let me say this—not everyone likes a cop—but you can, through attention to the requirements of the Trade Practice Rules learn to at least live with, if not love, the Federal Trade Commission. . . . I am sure you won't hesitate to express your feelings once the rules are promulgated and like the boy who has just put match to fuse, I will be interested in hearing the reaction."

Warner-Reprise Distrib Meeting

HOLLYWOOD—All distributors representing Warner Bros.-Reprise Records are expected to attend the first combined distributor meeting July 19-20 at the Sands Hotel, Las Vegas. In addition to the expected 179 representatives, 40 persons from the company's headquarters will also attend the sales meetings.

Dean Martin, who will be starring at the hotel, has been set to headline the entertainment show for the distributors, salesmen and wives.

BILLBOARD July 11, 1964

BUYERS AND SELLERS THROUGHOUT THE WORLD
USE IT—KEEP IT—REFER TO IT
YEAR ROUND!
EVERYONE AND EVERYTHING YOU NEED—FROM
RACK JOBBERS TO RECORD MANUFACTURERS—FROM
SLEEVE SUPPLIERS TO TRADE ASSOCIATIONS—FROM
GALVANO PLATING TO RECORDING STUDIOS—FROM
US. DISTRIBUTORS TO FOREIGN PUBLISHERS—FROM
IMPORTERS/EXPORTERS TO LOCAL PROMOTION MEN.
DON'T MISS THE ISSUE THAT LISTS
EVERYONE YOU'RE LOOKING FOR . . .

AND IS USED BY EVERYONE WHO'S LOOKING FOR

YOU

Billboard's 1964-'65 International Buyer's Guide

The most valuable reference source published for the music-record industry

SUBSCRIBE NOW

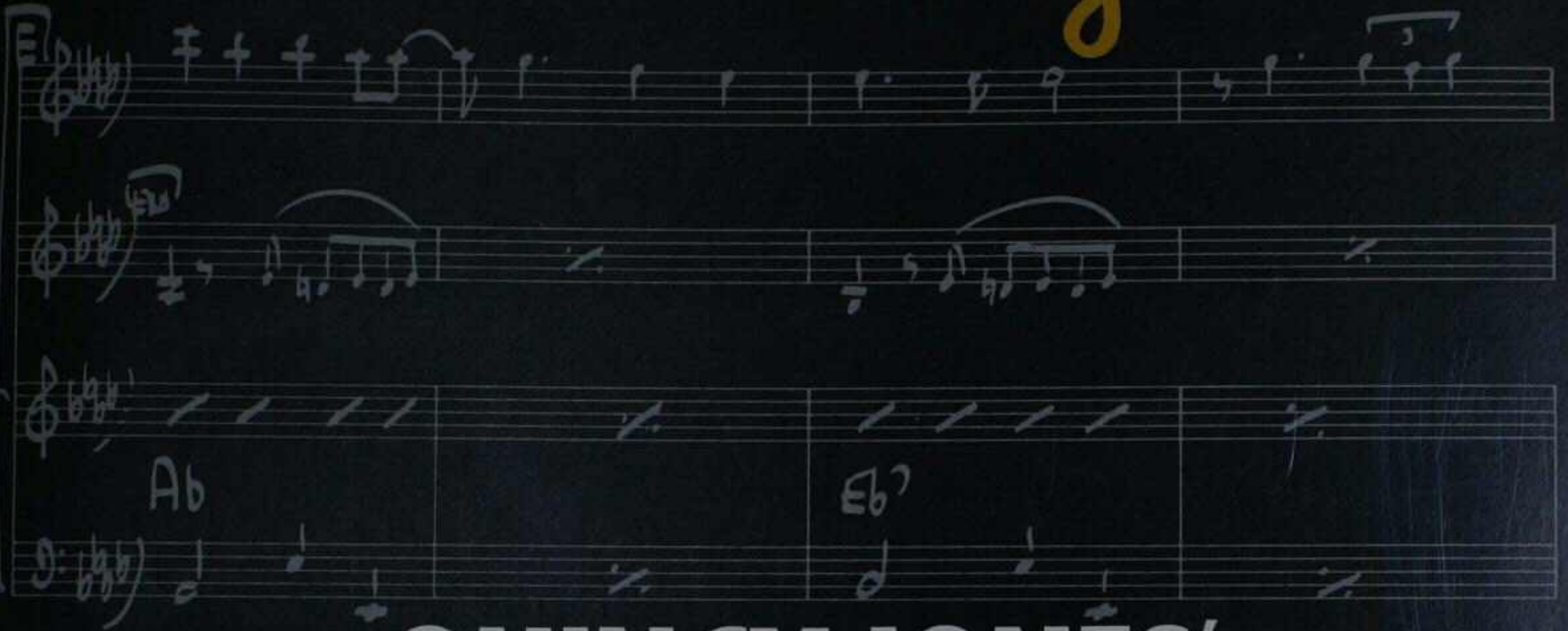
AND THIS VITAL DIRECTORY ISSUE WILL AUTOMATICALLY
 COME TO YOU AUGUST 15 AS PART OF YOUR SUBSCRIPTION

Please enter my subscription to Billboard for
 1 YEAR \$15 3 YEARS \$35 New Renew
 Payment enclosed
 Bill me later

Above subscription rates are for continental U. S. and
 Canada. Europe: \$26.00 per year by air.
 Other overseas rates on request. 701

Company _____
 Name _____
 Address _____
 City _____ Zone _____ State _____
 Type of Business _____ Title _____

it's all "arranged"!



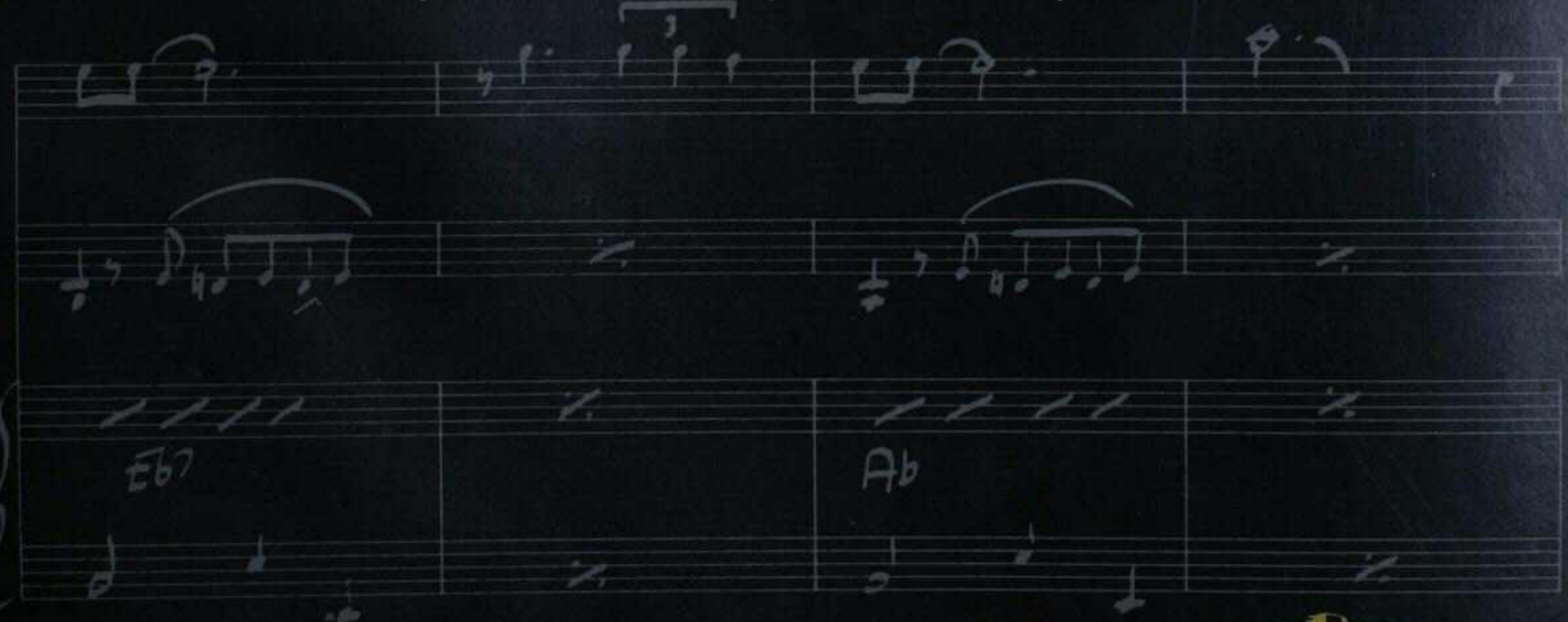
QUINCY JONES'

haunting new arrangement of "the theme from

GOLDEN BOY" 72306

will be his own big hit!

The Grammy Award winner of 1964 as best arranger, now fashions a dramatic instrumental single from the theme of Sammy Davis' forthcoming B'way musical "Golden Boy" into a hit for himself!



Foremost in fine recording



ONE MILLION ALBUMS

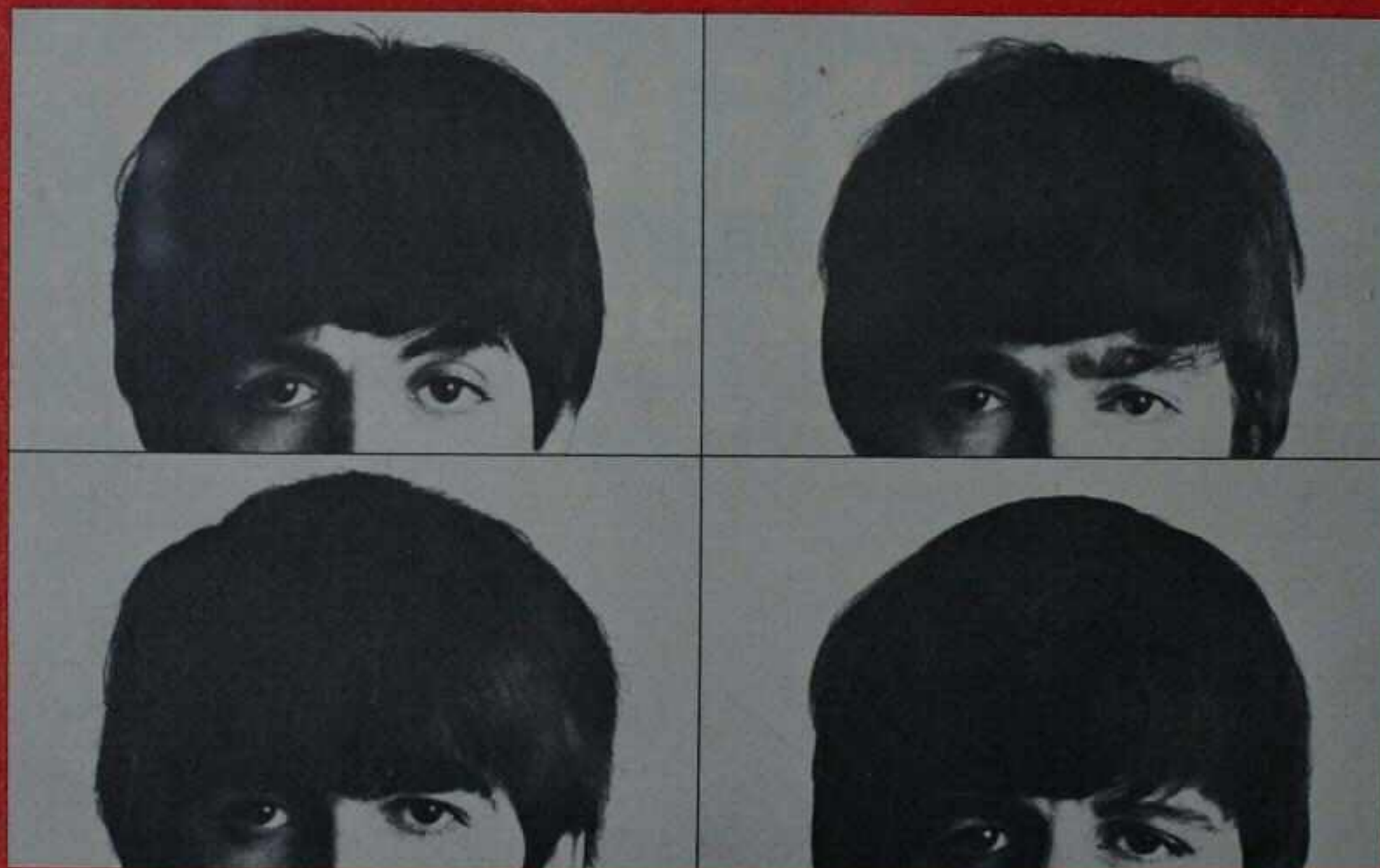
**sold and delivered in just four days...
and that's only the beginning!!**

**THE FASTEST-SELLING ALBUM
IN HISTORY!!**

ORIGINAL MOTION PICTURE SOUND TRACK

THE BEATLES

A HARD DAY'S NIGHT



high fidelity THE BEATLES - A HARD DAY'S NIGHT - UNITED ARTISTS UAL 3366



Stereo UAS 6366, Monaural UAL 3366

The original sound track album
from their first full-length starring film

and it's on

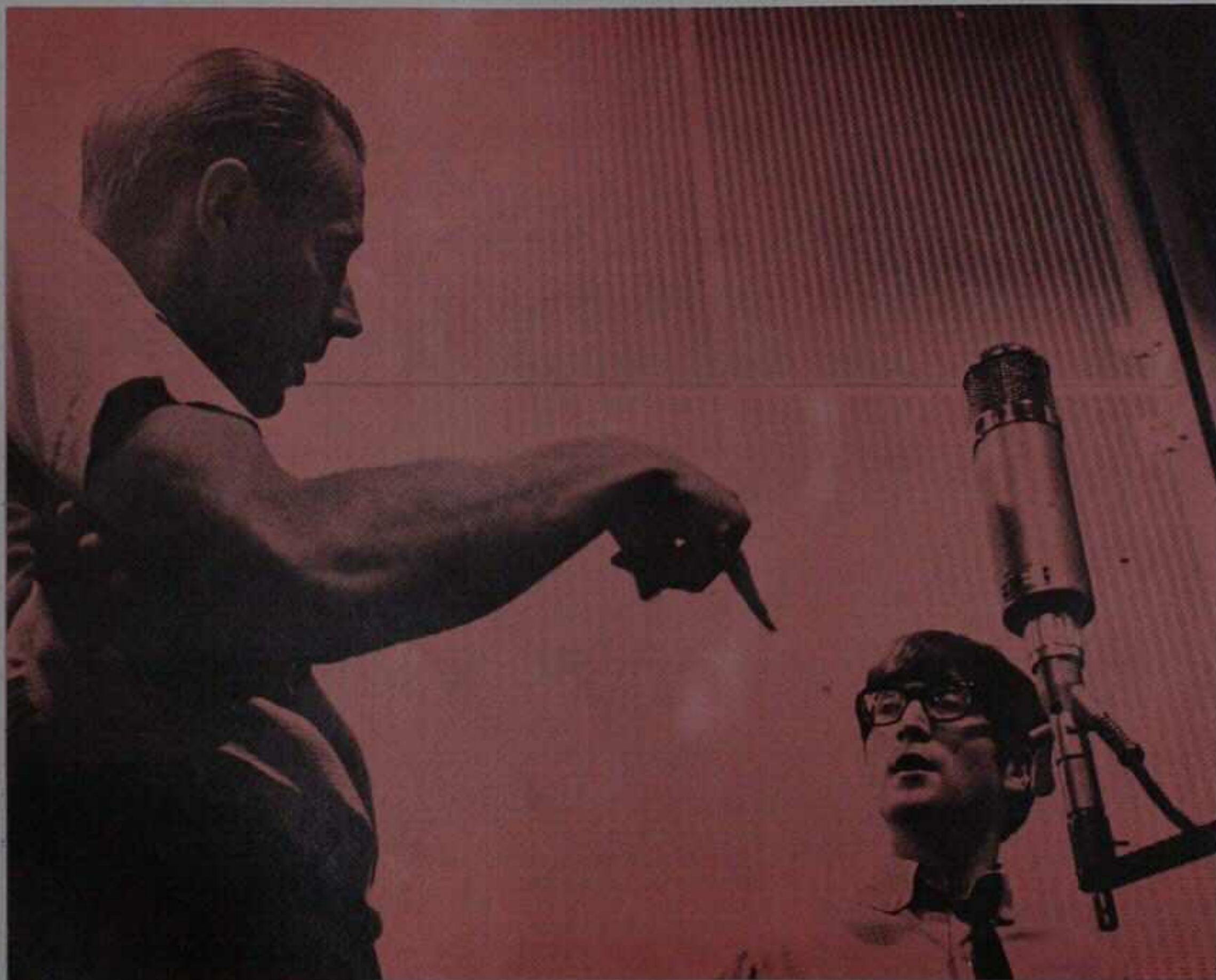


of course!

...and from this history-making
motion picture sound track album

A BLOCKBUSTER SINGLE

by The Beatles' brilliant musical director,
GEORGE MARTIN
and his orchestra—



RINGO'S THEME (THIS BOY)

with

AND I LOVE HER UA 745

Written by John Lennon and Paul McCartney

in a special sleeve illustrated with
thirteen pictures of The Beatles!

and it's on



of course!



WNOP STUDIOS AND OFFICES (Newport, Ky.), with unobstructed view of Cincinnati skyline.

Jazz Format Makes WNOP Fun Station

By GIL FAGGEN

NEWPORT, Ky.—There are many stations today that term themselves "fun radio." Indeed some of them are. In Cincinnati there is a "fun" radio station that doesn't actually bill itself as such, but both the listeners and staffers probably have as much fun with WNOP as with any station in the area.

A good deal of the fun derives from the station's unorthodox approach to programming. Mass appeal is shunned — the station plays only jazz music. There is no deviation from this approach—the morning show is just as coolly hip as is the evening stanza.

"Either you like jazz or you don't," says a station spokesman. "We're not interested in wooing the pseudo sophisticate, who after a martini or two decide one night to jazz it up with WNOP."

Evidently there are enough jazz lovers to back up the station and its programming. Billboard's Radio Response Rating on the Cincinnati market gave the station a clean first-place sweep in the jazz music category. WNOP air personalities took the first four places in the category "top disk jockeys for jazz" in the same June 6 survey in Billboard.

After listening to the station it is easy to understand management's philosophy. One

tends to dig the station the most or label it a large drag—there is no middle ground.

Radio Free Newport

Technically WNOP is not a Cincinnati station, it's licensed to Newport, Ky., just across the river. The sound and the location gave birth to WNOP's catchy logo: "Radio Free Newport." Fans and staffers affectionately tag it "EN-O-PEE."

The 1,000-watt daytimer is a David hard on the heels of another daytimer and four other full-time operations. Their programming philosophy may be attributed to Newport itself. The Kentucky town, once the intriguing center of Midwest gambling and big-time entertainment in its plush casinos, is something of a ghost town today. A reform movement, complete with sheriff, closed down the city in the early 1960's. Today Newport's about as exciting as Switzerland without the Alps.

The station fights a daily battle against the dullness of Newport and what station management terms "the conformity that has settled on much of modern American radio."

How they go about this has earned the station even another tag—"unbelievable radio." The identification is perfectly appropriate. What the listeners hear on WNOP is often unbelievable—at least by standards which

(Continued on page 16)



THE "NOP" GANG was the hit of a recent charity telethon. They sang a parody on "Little Boxes," charging that "other stations sound all the same and are made of ticky-tacky." The troubadours (left to right) are: George Palmer; Leo Underhill, station manager; Jack Clements; Dick Pike, general manager, who left the station recently to open his own club in downtown Cincinnati; Ray Scott, guitarist and program director; Ty Williams, and Father Thomas Underhill, who does a Sunday afternoon jazz session on the outlet.

Radio-TV PROGRAMMING

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

EDITORIAL

Radio Editorialist

The emergence of the "music and news" station as an aftermath of the onslaught of TV, revolutionized radio.

Despite the fact that "formula radio" with pop records and in some cases, dominant air personalities, had captured the imagination of tens of thousands of new radio listeners, it was far from a success.

The one factor prominently missing from music and news radio was genuine and sincere involvement in community affairs. Modern radio, while piling up high ratings, impressed few who expected more than a juke box sound. Least impressed were advertising agencies and would-be sponsors.

Happily, modern radio has bridged the gap. An example of how effectively this has been done is WMCA, one of the nation's leading contemporary music-formated, music, news and personality stations.

Under its President, R. Peter Straus, and Vice-President and General Manager Stephen B. Labunski, WMCA has pioneered in editorializing. It was the first station in the nation to endorse a political candidate (John F. Kennedy in 1960).

With WMCA it's not just editorializing for the sake of editorializing. The station consistently backs up its position with action.

Housing in New York became a major issue both for WMCA and Mr. Straus, the son of the late Nathan Straus, first administrator of the U. S. Housing Authority. The station aired an original seven-week documentary series on the problem, and backed it with "WMCA-Call for Action," an information and action campaign with telephones manned throughout the day by volunteers who aided callers in solving their housing problems.

Three and a half years ago what was to be the station's most rewarding effort was kicked-off—the fight for legislative reapportionment in the Empire State. Straus editorialized on WMCA for hundreds of hours calling on the State Legislature for relief from the "malapportionment," by which highly populated urban and suburban areas are under-represented.

Several weeks ago the United States Supreme Court ruled in favor of the WMCA suit.

Music and news radio, and WMCA radio in particular, is to be saluted for such outstanding personal community involvement. It is proof that the post-TV medium has come of age. The record industry is proud of the important part it has played in helping such contemporary music stations such as WMCA obtain the listeners, and thus the effectiveness to achieve such lofty goals.

NAB Board OK's 2 Projects

WASHINGTON—Two major projects to bolster the prestige and image of radio were approved by the Radio Board of Directors of the National Association of Broadcasters.

The Board recommended a study into the preparation of an Encyclopedia of Sound. The Encyclopedia could become the first major central source of authentic sounds, rivaling the world's great libraries with their collection of books. The six-month study will be handled by Ted Malone, former radio personality and now program and commercial producer.

Also, the NAB Public Relations Service was authorized by the Board to produce a 20-minute color film which will depict radio in America today. It will show radio's genuine and widespread acceptance by all elements of the nation's social fabric, detailing the services radio renders, and the telling how each community depends upon these services.

KIKK Plans Unit For C&W Station

HOUSTON—Leroy J. Gloger, president of the Gloger Corporation, and of KIKK, announced plans for the construction of a

CLAY, CKLW SPLIT 'AMIABLE'

DETROIT — The departure of featured deejay Tom Clay from CKLW last week was as an "amiable termination" based on Clay's decision to quit because he was not able to spin his own records, and was not based on any difference over programming, as reported elsewhere.

Clay felt he was not doing enough on his show when not allowed to play the records himself, but John Gordon, CKLW's program director, told Billboard that present contracts with both the engineers and AFTRA prohibit this practice at the station.

Last week the Tom Clay show was replaced by the Terry Knight show, Monday through Friday, 7 to 11 p.m. and 1 to 6 p.m. on Sundays. Knight comes from WTRX, Flint, where he had a similar show and was formerly a deejay on WJBK.

two-story building to house the c&w music station.

The new building will contain some 8,500 square feet of office space and completes a \$250,000 expansion program for the radio station. New facilities include a complete broadcast studio with separate facilities for production and news departments.

FCC Query Form Queried

• Continued from page 1

Anello pointed out. The broadcaster is asked to tell how he thinks his programming differs from that of his competitors. Attorneys for the Meredith stations said this could mean a licensee would have to compare his programming with as many as 75 different stations operating in the same general area.

Meredith Challenges

In fact, Meredith attorneys challenged the FCC on its right to ask a single question about a broadcaster's choice of programming. If a dozen stations want to program "good music" or "Top 40" in an area, that decision should be left to them. In fact, even if a broadcaster chose to play one record around the clock, the FCC should not interfere. This was in answer to a query from Commissioner Ford, who felt FCC should have some say in this type of case. The Meredith attorney granted that if the licensee made a practice of such shenanigans, FCC would have a right to inquire.

Similar protests were raised against reporting any "significant change" in programming. NAB Counsel Anello said reporting such changes should be entirely voluntary with the licensee—not mandatory. He said all such accounting, and FCC set-up of different categories of programming constitutes pressure. Why should a modern music station in a big city, for example, carry any farm news? A number still do it, said Anello, to avoid agency pressure. He cited an example of an attorney's advice to an FM applicant for a city station that asked about farm news category. The attorney told his client to put on an hour of farm news—it would be less trouble and less expense than getting into an exchange of letters with the FCC.

FCC Commissioner Cox protested that if licensees were intimidated by the Commission's list of program categories—they'd still be programming exactly as they had 20 years ago when the categories were devised. But most now carry only those categories of programming they want to—sometimes very few, said Cox. Anello still insisted that the mere listing of categories and the reporting of program types carried, by a licensee, constitutes a form of pressure on programming.

Horrible Future Seen for Kids

NEW YORK — A two-way split between monsters and the Beatles will captivate youngsters in 1964, according to a report circulated last week to clients of Helitzer, Waring & Wayne, an advertising agency specializing in the youth market.

Melvin Helitzer, agency president, sees TV programming for the fall as monster, ghoul and ghost-ridden. These programs and the Beatles have the greatest potential appeal and effectiveness for advertisers and merchandisers of children's products, according to Helitzer.

The agency chief also predicted that the Beatles will be even more popular in August than during their first American tour.


The Fabulous Five will tour the U. S. from Aug. 19 through Sept. 20, with 25 bookings.

BILLBOARD July 11, 1964

Play'em now!

(Next week everybody will.)

A breakout single in the East.


**ON THE
OUTSIDE
(LOOKING IN)**
**BILLY EDD
WHEELER**

K 595

A breakout single in the West.*


**THE NEW
FRANKIE & JOHNNIE
SONG**
**THE GREENWOOD
COUNTY SINGERS**

K 591

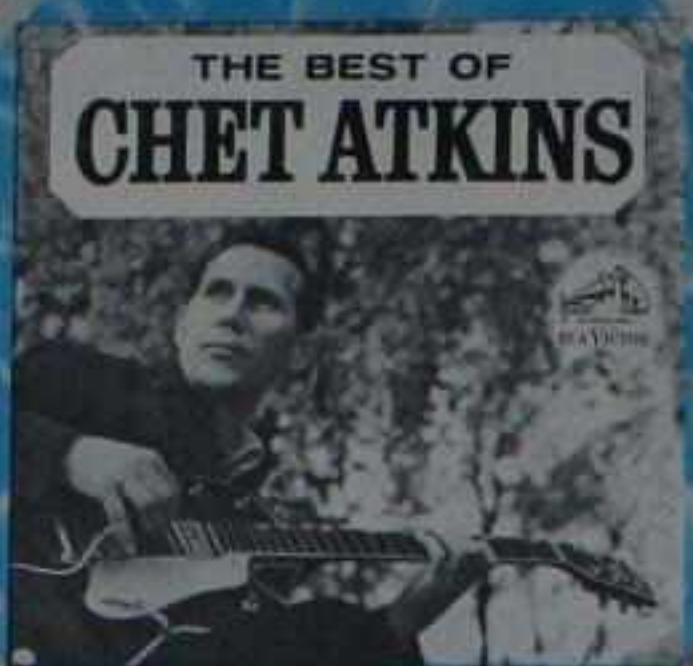
A pick on big stations from coast to coast.


**BABY COME
HOME**
**RUBY
AND THE
ROMANTICS**

K 601

*As shown in Billboard, July 4.





Chet's greatest hits from the past, like "Yankee Doodle Dixie," "Main Street Breakdown," "Country Gentlemen," "Malaguena" and "Blue Ocean Echo."
LPM/LSP-2887 (e)

THE BEST OF
FLOYD CRAMER

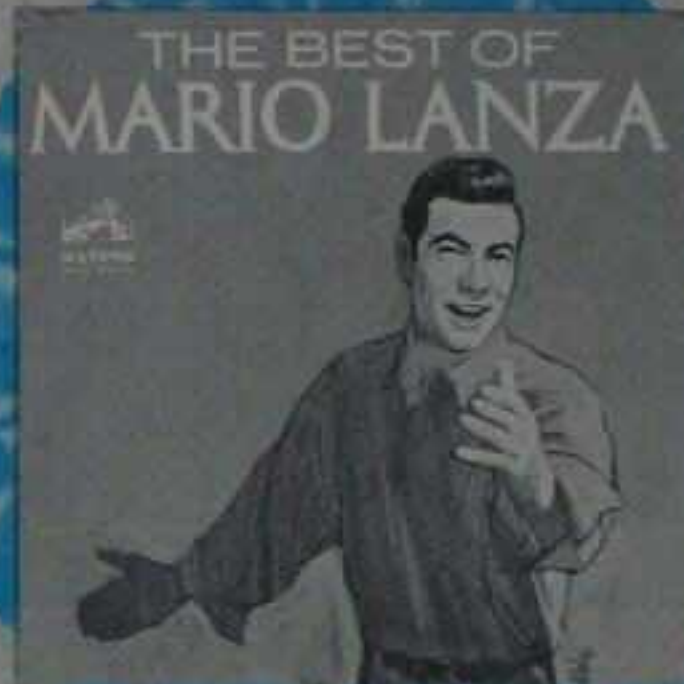


Floyd's big hits in one great album, such as "Last Date," "Java," "Satan's Doll," "Unchained Melody," "Your Last Goodbye."
LPM/LSP-2888

**'BEST OF'
ALBUMS
-EVERY
ONE
A
SALES
WINNER!**



"Glibness of Mort Sahl, irreverence of Lenny Bruce!"—Chicago Sunday Tribune. Your customers know he's very, very funny, too!
LPM/LSP-2852



A great singer—and the songs that made him a legend. "Be My Love," "Because You're Mine," "Serenade" from "The Student Prince," others.
LM/LSC-2748 (e)

THE BEST OF
MANCINI



The leading man's outstanding performances. Includes "Peter Gunn" and "Mr. Lucky" from TV, "Moon River," "Charade," "Days of Wine and Roses" and "Hatari" from the movies.
LPM/LSP-2693

THE BEST OF
THE LIMELITERS



The kings of the folk world sing "We Shall Overcome," "This Train," "The Midnight Special," "Gunslinger," "Reedy River," "A Wayfaring Stranger."
LPM/LSP-2889

THE BEST OF
JIM REEVES



Jim sings his heart out on tunes like "He'll Have to Go," "Am I Losing You?," "Four Walls," "Guilty," "Danny Boy," "The Blizzard."
LPM/LSP-2890

RCA VICTOR

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

NO NATIONAL BREAKOUTS THIS WEEK

★ 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.

FATHER SEBASTIAN

Ramblers, Almont 311 (Four Star, BMI) (Chicago)

GINO IS A COWARD . . .

Gino Washington, Ric-Tic 100 (Bert-Correctone, BMI) (San Francisco)

JOHNNY LOVES ME . . .

Florraine Darlin, Ric 105-64 (Seven Brothers, BMI) (Boston)

A QUIET PLACE . . .

Garnet Mimms, United Artists 715 (Rittenhouse, BMI) (Philadelphia)

CAMPUS BEAT

Summary of Record Artists' Dates and How They Fared

NEW YORK — The weeks just prior to the summer vacation saw a great flurry of activity by recording artists playing college personal appearance dates. In many instances—particularly where the programs were well promoted—album sales by artists touring the college circuit showed an upsurge. Here is a rundown of key dates:

The Smothers Brothers on May 18 played to a crowd of 1,000 at the Frederick College Arena, Portsmouth, Va. Show, presented by the freshman class of Old Dominion College, Norfolk, was well received. Billboard's campus correspondent, Thomas Lewis, noted that Mel Sterling of the Joseph M. Zamoiski Company of Baltimore, distributed promotional albums. These were played prior to the concert, during the lunch hour on the Old Dominion campus. This device helped create interest in the show. Interest was also engendered by radio play, notably by WGH, Hampton,

Va., which played cuts from various Smothers Brothers albums.

David G. White, Billboard campus correspondent reporting on the May 2 appearance of the Kingston Trio at the Notre Dame field house, Notre Dame, Ind., said the audience reaction to the show was excellent. Attendance totaled some 3,000. Rock 'n' roller Jerry Lee Lewis played Notre Dame May 16 to 1,600. He did not do nearly as well as the Kingston Trio, according to White.

Cannonball Adderley's sextet and Nancy Wilson played Withrow Court, Miami University, Oxford, Ohio, on April 23 in conjunction with the festivities of the 1964 Spring Greek Week at Miami University. Campus correspondent David L. Bieber said "the appearance of these entertainers definitely gave the students a greater understanding of jazz and provided an enjoyable evening."

The Lettermen and Steve DePass played Ohio University, Athens, Ohio, on May 16. Campus correspondent Neil B. Mahrer reported that the program attracted 2,500. Mahrer also noted that local retailers, such as Jim Webb at Music Manor and Rex Koons of Koons Music Shop, experienced an increase in Lettermen album sales as a result of the concert.

Jerry Chaskelson, campus correspondent at the University of Missouri, University City, Mo., reported that Mahalia Jackson gave an outstanding performance there May 29 to a crowd of 2,300.

At University of Florida

The Philadelphia Orchestra, conducted by Eugene Ormandy, played the University of Florida, Gainesville, Fla., the first week of June and drew 3,000, according to campus correspondent Bryan Grigsby. Ormandy and the orchestra received a standing ovation. The Top Tunes record shop reported heavy sales of Ormandy albums.

The Brothers Four, playing at Cornell University's Barton Hall, Ithaca, N. Y., drew 4,100 on May 16. Art Berkeley, campus correspondent, said the act gave a prolonged encore.

The New Christy Minstrels, appearing at Washburn University, Topeka, Kan., May 10, played to an enthusiastic audience, although the attendance was below expectation, according to campus correspondent Jack Miller. Miller said the attendance was affected because the concert was on Mother's Day, and by the nearness to final examinations. Dealers experienced an upturn in sales of

albums by the Minstrels. This was reported to Miller by Mr. M's record shop; Virginia McDougle, Jenkins Music Company; Edna Steckler, Katz Drug Company, and Roy Hoover, Shopper's City.

The Chad Mitchell Trio on May 8 played Old Dominion College, Norfolk, Va. Attendance was about 700—not as good as anticipated, according to campus correspondent Thomas Lewis. Dealers Leonard Edelstein of Ward's Corner Record Shop and Sol Seaman, of Musicenter, reported no increase in album sales. An April 25, however, the Chad Mitchell Trio drew 1,750 at Fairleigh Dickinson University, East Paterson, N. J., and scored very well. Rip Siegel of DuMont Music and Max Schwartz of Eclipse reported strong sales, according to campus correspondent Richard Kaltz.

Peter Nero and the Four Saints performed before a sellout crowd May 8 at Ohio State University's Mershon Auditorium, Columbus. R. H. Forgey, Turntable Records, said there was a definite increase in sales of Peter Nero albums, according to campus correspondent Sandor Polster.

The New Lost City Ramblers, with Roscoe Holcomb, Bessie Soner and the Sea Island Singers, played Cornell University, Ithaca, N. Y., on May 2 and drew 450. Art Berkeley, campus correspondent, said the event was the culmination of a two-day folk festival sponsored by the Cornell Folk Song Club.

The Phoenix Singers and Four Freshmen appeared May 8 at Villanova College, Upper Darby, Pa. Bill McCloskey, campus correspondent, reported that the concert lost money, although the Phoenix Singers scored very strongly.

The Chad Mitchell Trio, playing Central Michigan University, Mount Pleasant, Mich., on May 1 drew 3,500. Campus correspondent Jim Leach reported that the concert started slowly, but the act warmed up and scored well. Ken Hebert, of the Log Cabin Record Shop, reported that the act's albums always sell well at his store.

On April 24-26 Flatt and Scruggs, Charlie Byrd, the Serendipity Singers and Four Freshmen appeared at the University of North Carolina, Chapel Hill, N. C. Four concerts were presented to a total of 30,000. The concerts were given outdoors and the audience was enthusiastic, according to campus correspondent Louis Rosenthal. Increased record sales were reported by local record shops.

FOR EXTRA SALES PUSH THESE PROVEN PROFIT MAKERS



USE THIS HANDY FORM TO ORDER FROM YOUR RCA DISTRIBUTOR

	QUANTITY	STEREO	MONO
THE BEST OF MANCINI—Henry Mancini LPM/LSP-2693	_____	_____	_____
THE BEST OF MARIO LANZA LM/LSC-2748 (e)	_____	_____	_____
THE BEST OF DAVE GARDNER LPM/LSP-2852	_____	_____	_____
THE BEST OF CHET ATKINS LPM/LHP-2887 (e)	_____	_____	_____
THE BEST OF FLOYD CRAMER LPM/LSP-2888	_____	_____	_____
THE BEST OF THE LIMELITERS LPM/LSP-2889	_____	_____	_____
THE BEST OF JIM REEVES LPM/LSP-2890	_____	_____	_____
"THE GLENN MILLER STORY" AND OTHER HITS LPM/LSP-1192 (e)	_____	_____	_____
ELVIS' GOLDEN RECORDS, VOL. I LPM/LSP-1707 (e)	_____	_____	_____
JEANETTE MacDONALD AND NELSON EDDY FAVORITES IN STEREO LPM/LSP-1738	_____	_____	_____
THE BEST OF THE AMES LPM/LSP-1859 (e)	_____	_____	_____
COMO'S GOLDEN RECORDS— Perry Como LPM/LSP-1981 (e)	_____	_____	_____
ELVIS' GOLDEN RECORDS, VOL. II LPM/LSP-2075 (e)	_____	_____	_____
BIG HITS BY PRADO LPM/LSP-2104	_____	_____	_____
COOL WATER—Sons of the Pioneers LPM/LSP-2118	_____	_____	_____
TWILIGHT MEMORIES—Three Suns LPM/LSP-2120	_____	_____	_____
THE BROWNS SING THEIR HITS LPM/LSP-2260	_____	_____	_____
EDDY ARNOLD SINGS THEM AGAIN LPM/LSP-2185	_____	_____	_____
HANK SNOW SOUVENIRS LPM/LSP-2285	_____	_____	_____
EDDIE FISHER'S GREATEST HITS LPM/LSP-2504 (e)	_____	_____	_____
THE BEST OF SAM COOKE LPM/LSP-2625	_____	_____	_____
NEIL SEDAKA SINGS HIS GREATEST HITS LPM/LSP-2627	_____	_____	_____
PAUL ANKA'S 21 GOLDEN HITS LPM/LSP-2691	_____	_____	_____
ELVIS' GOLDEN RECORDS, VOL. III LPM/LSP-2765	_____	_____	_____
BELAFONTE AT CARNEGIE HALL LOC/LSO-6006	_____	_____	_____

NAME _____
 COMPANY _____ TITLE _____
 ADDRESS _____
 CITY _____ STATE _____

RCA VICTOR

The most trusted name in sound

Another Swingin'
Chartmaker . . .

"NEVER PICK A PRETTY BOY"

C 329
Dee Dee Sharp

THE BIG ONES ARE ON CAMEO/PARKWAY

RIC 'JOHNNY LOVES ME'

by FLORRAINE DARLIN
S 105

BILLBOARD . . . Bubbling Under
CASH BOX . . . Looking Ahead
& Radio Active Chart
RECORD WORLD . . . Coming Up
MUSIC BUSINESS . . . Radio Exposure
Chart

MOVING UP ALL CHARTS
CALL YOUR RIC DISTRIB. NOW

SAM HODGE
of
MUTUAL RECORDS
and
PARAMOUNT RECORD MFG. CO.

THANKS ALL
D.J.'s and his DISTRIBUTORS
for making
"SHE'S THE ONE"

CHARTBUSTERS
Mutual #502
A HIT

1214-24 S. Howard St., Phila., Pa.

DJ's Should Eye Father Time

By BILL GAVIN
Contributing Editor

JOB SECURITY is of just as much concern in radio these days as it is in any other big business. Union staff contracts covering staff air personnel usually provide for seniority rights and severance pay, designed to discourage employers from making staff replacements. Most stations within AFTRA jurisdiction hire their disk jockeys on a contract basis. This means that while the money is above scale, there are few, if any, security guarantees.



also apply to disk jockeys, were it not for the fact that the DJ not infrequently makes as much money as the manager, what with his hops and concerts. Small wonder, then, that the DJ's ambition is usually just to be a bigger and better DJ, rather than to move up toward administrative and managerial levels.

Radio, as everyone knows, is show business. To the average DJ, however, it is mostly show and not much business. All too often, the business with which the DJ concerns himself is the record business rather than the radio business. This is not too surprising. Since he deals with records, the DJ learns a great deal about them. He is sought after and flattered by record people. He derives a sense of accomplishment from the knowledge of his own importance in the recording world. For making hits he receives applause. For making ratings, he receives only money. Human nature being what it is, the DJ is apt to take the money for granted and to orient his interests in the direction of the applause.

I have many DJ friends who are old men in a young man's world. Their track records speak well for their skills. They have all had 20 or more years of radio experience, but they have learned no skills other than the use of their voices on a live microphone. They have never bothered to learn about sales, personnel direction, advertising, research, taxes, accounting and all the many other things that form an integral part of radio operation.

Radio offers worthwhile opportunities to everyone who works at it. It seems unfortunate that so few DJ's recognize and accept the opportunities for continued growth in and with their chosen field. It may be that the personality type that does well as a DJ does not readily lend itself to the required discipline of training and learning in the less exciting phases of his craft.

I SUBMIT that part of the failure to utilize DJ skills and experience more widely in a radio operation can be laid at the door of management. One or two large chain operations actually do follow a policy of encouraging and training their program personnel so that their value to the organization increases with the years. Most stations do not.

In the final analysis, however, it is up to each individual DJ. The opportunities for continued growth and value in his mature years are there. If he wants to build for his future, he can.

Outside of the major cities, comparatively few disk jockeys are covered by union contracts. Their job tenure depends on performance, and sometimes a managerial whim or prejudice will move a DJ out of a job that he has been filling competently.

Historically, the routine worker has sought his job security in a union contract, designed to protect him against capricious or discriminatory firing as long as he performed his required functions in a satisfactory manner. The performing artist, on the other hand, holds his position on the basis of that mysterious rapport that he creates with his audience. His continued value to his employer depends on the demonstrated approval of the audience.

The disk jockey, while he may not be a performing artist in a true sense, still comes under the general classification of "talent." He seldom asks, or receives, any contract guarantees as to his job duration. His own ability is his only job security.

Under such circumstances, it is rather amazing to note how few disk jockeys concern themselves with their own job security. Only a small minority of the DJ's with whom I have talked have faced up to the fact that theirs is a young man's calling, with vastly diminishing opportunities for those over 50. They make comparatively good money, and it seldom occurs to them that it may be otherwise in another 10 or 15 years.

A personnel expert once observed that the job of a radio announcer (or disk jockey) is the highest paid blind alley job in the world. Most jobs in business and industry offer promotion opportunities to capable employees. In radio, this might

Jazzy Format Makes WNOP Fun Station

• Continued from page 12

bind most other broadcast outlets.

"WNOP ignores the dictates of the broadcast geniuses who decided the nation should have only 'formula' or 'format' stations. Although WNOP sparingly uses such gimmicks as singing station breaks (one I heard was done by Stepin Fetchit) and musical intros for its personalities, it is basically a free-wheeling operation where the man-on-the-air is supreme," said George Palmer, station coordinator.

Jazz Is Mainstay

Although jazz is featured, air personalities do not belabor the point by waxing prophetic about the nuances of a Coltrane, Stitt, or Brubeck, performance. I heard no liner-note reading by pseudo-jazz buffs expounding the subtleties of the performance.

The music programmed depends strictly on the taste of the man on the air. The variety has been significant enough to attract the ironing-clad housewife as well as the bearded-buff, according to station manager Leo Underhill.

The talk between records might last less than a minute, or it might go on for 10 minutes or a half hour—again depending on the mood of the personality.

WNOP makes extensive use of what the staff calls "drop-ins." These are one-liners or mere sounds picked up from everywhere and anywhere — one-words, male or female sighs, brief comments appropriate to many situations, or excerpts from comedy albums. These drop-ins are inserted at the most unexpected moments: in the middle of a newscast, during a totally serious piece of music or an interview. In a recent half-hour interview even the former Vice-President of the United States, Richard Nixon, was not spared the "drop-in" treatment.

A few weeks ago, on monitoring the station, I heard personal comments during a newscast delivered by George Palmer, former Cincinnati TV newscaster, who had something to say and did so. Another newscast delivered by Palmer was read, "A record vote was cast in Ohio's May 5 primary. Dem-



A UNIQUE PERFORMER on WNOP is Father Thomas Underhill, an Episcopal priest. A jazz buff with extensive background in theater, Father Tom hosts a Sunday afternoon session of jazz and interviews.

ocrats outnumbering Ohioans ... Ohioans, that's ridiculous, Palmer interrupted himself ... Republicans it should say here."

From the back of the studio came the voice of Ray Scott, "It's all the same George."

And so goes a "typical newscast."

No Ratings—Small Budget

Operating on a minimal budget, all of the station's brass do air shows with the exception of owner James G. Lang and his wife Ann — who give the staffers carte blanche to be themselves. The atmosphere of relaxed informality among management and staffers is clearly evident listening to the station.

Although it is one of the most talked about stations in the market, WNOP has no ratings, according to the big commercial rating service. The station does not subscribe to a rating service. Consequently it is either lumped as "other," or, if its call letters are noted, they rate an asterisk, and the footnote states the rating was too low to mention.

WNOP management testify eagerly as to the station's acceptance by advertisers despite "no ratings." They report one small men's shop, in business less than two years, has used WNOP exclusively and attributes its startling success to the station. Recently Cincinnati's best selling beer scheduled a campaign on WNOP. The agency instructed the personalities to "make up your own commercials. Just don't say anything bad about our beer."

WNOP has tickled the intelligence bone of Cincinnati listeners and is doing much to sell jazz albums there. It thrives on the part it is playing in the battle against sameness and conformity that plagues so much of radio today.

BROADCASTERS HELP PANEL

NEW YORK — Billboard's Record Review panel was assisted recently in the preliminary prescreening of singles by Dick Drury, former program director of KGB, San Diego, and now general manager of KMEQ, KQAL-FM, Omaha, Neb.; and Kal Rudman, WDAS deejay, music director for Scott Broadcasting chain, and Billboard's Bill Gavin.



VOX JOX

By GIL FAGGEN



WPGC's (Washington, D. C.) Dean Griffith says that the Beatles are enjoying the WPGC "Good Guys" sweatshirts pre-

sented them during their appearance at the Washington Coliseum. Griffith (left) tries one for size, along with Beatles John Lennon and George Harrison.

There appears to be no diminishing interest in the Beatles in Cullman, Ala., either. Alan Boyd recently was inundated by [\(Continued on page 26\)](#)

PHILADELPHIA—WIP, the Metromedia station in Philadelphia, is so proud of its Larry Greene jingles that it has had 45 singles records pressed containing the WIP logo and the tunes "Big W" and "Dial 610 for Blues." The station is also pressing an album of all the signature material for time buyers and clients.

NO RATINGS THIS WEEK

Because of the shortened work-week due to the July 4th weekend, it is necessary for Billboard to postpone the Radio Response Rating for Dayton, Ohio, to the July 18 issue.

To date Billboard's Radio Response Ratings have covered 33 radio stations from coast to coast.

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 July 13, 1959

1. Lonely Boy, P. Anka, RCA Victor
2. The Battle of New Orleans, J. Horton, Columbia
3. Personality, L. Price, ABC-Paramount
4. Waterloo, S. Jackson, Columbia
5. Lipstick on Your Collar, C. Francis, MGM
6. Tiger, Fabian, Chancellor
7. Dream Lover, B. Darin, Atco
8. Tallahassee Lassie, F. Cannon, Swan
9. My Heart Is an Open Book, C. Dobkins Jr., Decca
10. A Boy Without a Girl, F. Avalon, Chancellor

RHYTHM & BLUES—5 Years Ago—July 13, 1959

- Personality, L. Price, ABC-Paramount
You're So Fine, Falcons, Unart
I Only Have Eyes for You, Flamingos, End
The Battle of New Orleans, J. Horton, Columbia
There Goes My Baby, Drifters, Atlantic

POP—10 Years Ago July 10, 1954

1. Little Things Mean a Lot, K. Kallen, Decca
2. Three Coins in the Fountain, Four Aces, Decca
3. Hernando's Hideaway, A. Bleyer, Cadence
4. Happy Wanderer, F. Weir, London
5. If You Love Me (Really Love Me), K. Starr, Capitol
6. Wanted, P. Como, RCA Victor
7. Three Coins in the Fountain, F. Sinatra, Capitol
8. Sh-Boom, Crew Cuts, Mercury
9. Little Shoemaker, Gaylords, Mercury
10. I Understand Just How You Feel, Four Tunes, Jubilee

- There Is Something on Your Mind, J. McNeeley, Swingin'
What a Difference a Day Makes, D. Washington, Mercury
Lonely Boy, P. Anka, ABC-Paramount
Just Keep It Up, D. Clark, Abner
Lipstick on Your Collar, C. Francis, MGM

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	Last Week	From this week's Hot 100	Weeks on Hot 100
		TITLE, ARTIST, LABEL	
1	1	PEOPLE, Barbra Streisand, Columbia 42965	14
2	2	THE GIRL FROM IPANEMA, Getz-Gilberto, Verve 10323	6
3	3	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046	13
4	7	TODAY, New Christy Minstrels, Columbia 43000	13
5	8	BEANS IN MY EARS, Serendipity Singers, Phillips 40198	7
6	12	EVERYBODY LOVES SOMEBODY, Dean Martin, Reprise 0281	3
7	4	I'LL TOUCH A STAR, Terry Stafford, Crusader 105	7
8	16	(YOU DON'T KNOW) HOW GLAD I AM, Nancy Wilson, Capitol 5198	3
9	6	DIANE, Bachelors, London 9639	12
10	9	HELLO, DOLLY! Louis Armstrong, Kapp 573	21
11	5	TELL ME WHY, Bobby Vinton, Epic 9687	7
12	13	ALONE WITH YOU, Brenda Lee, Decca 31628	4
13	14	I STILL GET JEALOUS, Louis Armstrong, Kapp 597	4
14	17	THE WORLD I USED TO KNOW, Jimmie Rodgers, Dot 16595	6
15	11	MILORD, Bobby Darin, Atco 6297	8
16	18	THE FIRST NIGHT OF THE FULL MOON, Jack Jones, Kapp 589	7
17	19	I BELIEVE, Bachelors, London 9672	3
18	—	I WANT TO HOLD YOUR HAND, Boston Pops Ork, RCA Victor 8378	2
19	—	PEG O' MY HEART, Robert Maxwell, Decca 25637	4
20	—	SUGAR LIPS, Al Hirt, RCA Victor 8391	1



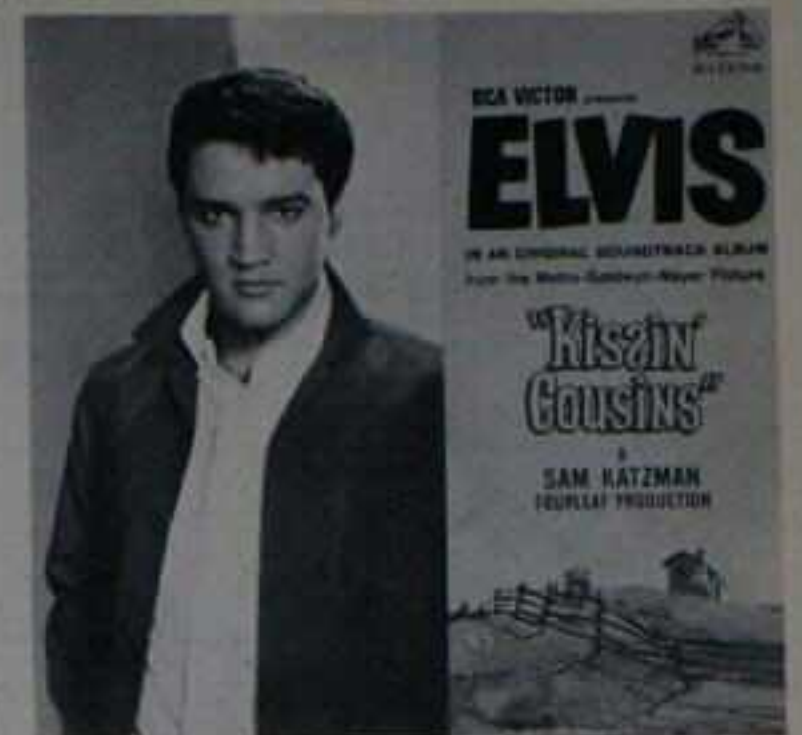
OVER 750,000 COPIES SOLD TO DATE AND STILL GOING STRONG! LPM/LSP-2733



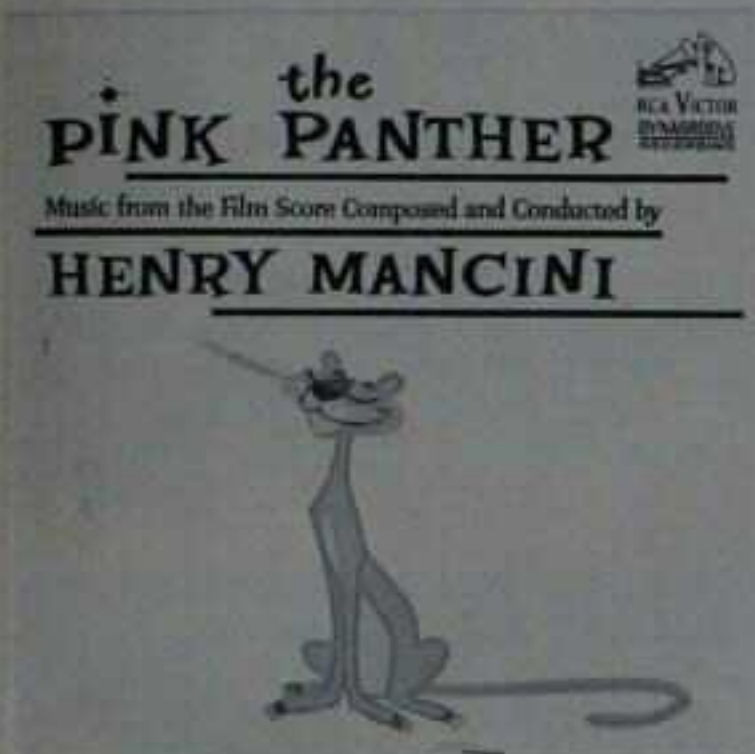
OVER \$1,000,000 IN SALES AND WORKING ON THE 2nd MILLION. LOCD/LSOD-1087



ANOTHER "HONEY IN THE HORN" IN THE MAKING. LPM/LSP-2917



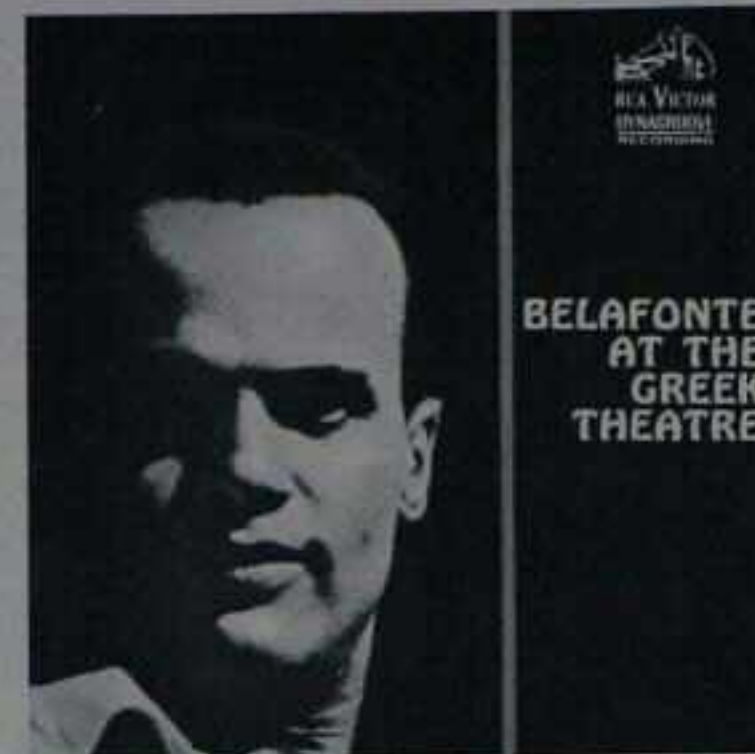
ELVIS' NEWEST BLOCK-BUSTER LP OF MOVIE TUNES. LPM/LSP-2894



GETTING TO BE A REGULAR TIGER! LPM/LSP-2795



SMASH DEBUT ALBUM—ON THE CHARTS FOR 35 WEEKS. LPM/LSP-2745



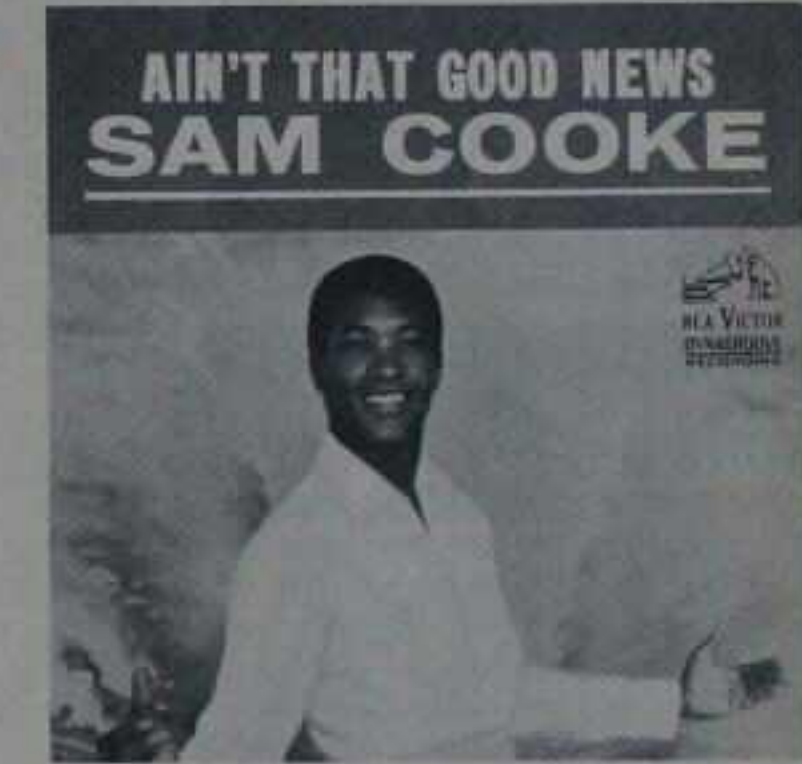
LOOKS LIKE A REPEAT OF THE CARNEGIE HALL 2-LP SETS. LOC/LSO-6009



GARY'S SECOND CHART-MAKER AND CUSTOMERS WANT MORE. LPM/LSP-2804



MOVING TO THE TOP AFTER ONLY FIVE WEEKS ON THE CHARTS. LPM/LSP-2853



CONTAINS THE SINGLE "GOOD NEWS" c/w "TENN. WALTZ." LPM/LSP-2899

10
of the top
50
(*Billboard*
July 4)

The action albums are on RCA Victor

RCA The most trusted name in sound



SINGLES

REVIEWS



HOT POP SPOTLIGHTS

BEATLES—A HARD DAY'S NIGHT (Unart-Maclen, BMI) (2:28)—**I SHOULD HAVE KNOWN BETTER** (Unart-Maclen, BMI) (2:42) — Nice try for these newcomers. **Capitol 5222**

CONNIE FRANCIS—LOOKING FOR LOVE (Merna, BMI) (2:20)—Medium tempo rocker from Connie's newest teen flick. Groovy beat and lyrics should register with the younger set. Flip: "This Is My Happiest Moment" (Francon, ASCAP) (1:59). **MGM 13256**

RAY CHARLES—A TEAR FELL (Progressive, BMI) (2:41)—A fine old country-style song culled from the Charles days with Atlantic. Chorus, wailin' performance and strings. Contemporary or pop-standard stations can't loose with this one. Flip: See Pop Standard Spotlights. **ABC-Paramount 10571**

EYDIE GORME — I WANT YOU TO MEET MY BABY (Screen Gems-Columbia, BMI) (2:17) — A wow all the way. Eydie belts this gasser in her finest rock 'em style. Flip: "Can't Get Over (The Bossa Nova)." **Columbia 43082**

JULIE GRANT—WATCH WHAT YOU DO WITH MY BABY (Hill Range, BMI) (2:18)—New vocalist with convincing delivery on this commercial entry. Fine beat and groovy lyric line. Strong chart contender. Flip: "Every Day I Have to Cry (Tiki, BMI) (2:26). **Hickory 1260**

NINO TEMPO AND APRIL STEVENS—WHO BERLIN, ASCAP (2:05) — **I SURRENDER DEAR** (Mills, ASCAP) (2:20)—First side is an ooh papa mau mau rendition of old Berlin standby. Rocks along from start to finish. Flip is for the non-rock stations, too. Features mellow vocalizing by duo and whispery narration by April. **Atco 6306**

SOLOMON BURKE—EVERYBODY NEEDS SOMEBODY TO LOVE (Keetch, Caesar Dino, BMI) (2:46)—Burke preaches his way into this one to the accolades of his supporters. Beat is highly danceable with Burke and company getting hotter as the side moves on. A true winner in r&b with strong pop potential. Flip: "Looking for My Baby" (Progressive-Cotillion, BMI) (2:30). **Atlantic 2241**

PROGRAMMING SPECIALS

HOT POP

LOLLIPOPS—Don't Monkey With Me (Blackwood, BMI) (2:00)—**Love Is the Only Answer** (Jobete, BMI) (2:14). **RCA VICTOR 8390**

MANGO JONES AND HIS ORK—Coffee Street Ska (Bernettia, BMI) (2:05)—**Ska La Bomba** (Bernettia, BMI) (2:10). **VEE JAY 603**

JILL HARRIS—Baby, Won't You Try Me? (Brianbert, BMI) (2:30). **CAPITOL 5220**

CHADONS—All I Do Is Dream of You (Robbins, ASCAP) (2:18). **CHATTAHOOCHEE 643**

C AND C BOYS—My Life (Don, BMI) (2:10). **DUKE 379**

DALE AND GRACE—Darling It's Wonderful (Travis, BMI) (2:21)—**What's Happening to Me** (Screen Gems-Columbia, BMI) (2:27). **MONTEL 930**

KIRBY ST. ROMAIN—Oh Baby Doll (Arc, BMI) (2:17). **TEAR DROP 3036**

THE BEATLES—Ain't She Sweet (Advance, ASCAP) (2:12). **ATCO 6308**

FLOYD DAKIL COMBO—Dance, Franny, Dance (Agnak, BMI) (2:10). **GUYDEN 2111**

BOBBY SHARP—Blues for Mister Charlie No. 2 (Sharp, ASCAP) (2:28). **POWERTREE 149**

ELAINE HILL—Is It Really Worth It? (RSVP, BMI) (2:16). **RSVP 1101**

APPLEJACKS—Like Dreamers Do (Maclen, BMI) (2:30). **LONDON 9681**

POP STANDARD

BERT KAEMPFFERT AND HIS ORK—Love (Roosevelt, BMI) (2:08). **DECCA 31638**

CAMBRIDGE STRINGS—Charmaine (Ska) (Miller, ASCAP) (1:45). **LONDON 9683**

JOHN D. LOUDERMILK—Th' Wife (Acuff-Rose, BMI) (2:10)—**Nothing to Gain** (Acuff-Rose, BMI) (2:28). **RCA VICTOR 8389**

REVIEWED THIS WEEK, 102—LAST WEEK, 168

GUEST PANELIST OF THE WEEK

LEE COFFEE

Program Director, D.J.
WEW, St. Louis
(In New York,
Jim Hanlon, D.J.
WPGC, Washington.)



"THE JAZZ
MAN BLUES"

LITTLE TOWN GIRLS
Carney

Each week a program director and/or deejay is invited to sit-in and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WATS long-distance speaker-telephone hook-up. An opportunity is also given the guest to publicize his own or station "Pick of the Week."

ETTA JAMES—THAT MAN BELONGS BACK HERE WITH ME (Skidmore, ASCAP) (2:38)—**BREAKING POINT** (Chevis, BMI) (2:23)—Great beat with belted vocal featuring some high-pitched vocal dramatics. Lotsa r&b action already on flip side. Powerful and penetrating vocalizing and infectious beat. **Argo 5477**

SWINGING BLUE JEANS—YOU'RE NO GOOD (Morris, BMI) (2:15)—Smoothy blues rocker in current hit British style. Sounds like boys have another big one. Flip: "Shake, Rattle and Roll" (Progressive, BMI) (2:07). **Imperial 55049**

GENE PITNEY—HAWAII (Sea-Lark, BMI) (2:34)—Big arrangement and usual dramatic Pitney delivery. It's a love song to a Hawaiian gal with ukes, big drums and chorus lending support. Flip: "It Hurts to Be in Love" (Screen Gems-Columbia, BMI) (2:34). **Musicor 1040**

THE WAILERS — ON THE ROCKS (Valet, BMI) (2:10)—A honky-tonk blues-ridden instrumental with low-down beat that's great for dancing. Dig those piano ramblings. Flip: "Mashi" (Bolmin, BMI) (1:59). **Imperial 66045**

ROGER WEBB AND HIS TRIO—Do You Want to Know a Secret (Metric, BMI) (2:13)—**She Loves You** (Gil, BMI) (2:32). **SWAN 4188**

EDDIE HARRIS—Chicago Serenade (Quadrille, BMI) (2:29). **COLUMBIA 43075**

COUNTRY & WESTERN

JOHNNY FOSTER—My Own (Acuff-Rose, BMI) (2:35). **CAPA 122**

LAURA SUE YORK—No Place to Go (Pamper, BMI) (2:40). **PHILIPS 40201**

JERRY SHOCK—Mine (Window-Sure Fire, BMI) (2:09). **PHILIPS 40212**

LES CUNNINGHAM—Don't Be Angry (Acuff-Rose, BMI) (2:28)—**Never Had It So Good** (Tree-Champion, BMI) (2:25). **DECCA 31645**

CHARLES LE GUY II—There Goes a Lonely Man (Pamper, BMI) (2:42)—**Rich Man's Gold** (Tree, BMI) (2:18). **CAPITOL 5223**

RHYTHM & BLUES

ESTELLE BROWN—You Got Just What You Asked For (Rugmar, BM) (2:20). **UNITED ARTISTS 727**

JAMES DUNCAN—My Pillow Stays Wet (Boblo, BMI) (3:05). **KING 5887**

JOE HINTON—You Gotta Have Love (Don, BMI) (2:18). **BACK BEAT 541**

BO DIDDLEY—Jo-Ann (Arc, BMI) (2:28). **CHECKER 1083**

SPIRITUALS

ORIGINAL JOY HARMONIZERS—Teach Me Master (Hy Grade, BMI) (2:35). **ORBIT 103**



POP STANDARD SPOTLIGHTS

RAY CHARLES—NO ONE TO CRY TO (Hill & Range, BMI) (2:38)—A great country standard sung with genuine feel by Charles backed with strings. Flip: See Hot Pop Spotlights. **ABC-Paramount 10571**

BROOK BENTON—A HOUSE IS NOT A HOME (Diplomat, ASCAP) (2:58)—Dramatic performance on this romantic ballad. Tops for programming. Flip: "Come On Back" (Benday, BMI) (2:35). **Mercury 72303**

NAT KING COLE—MORE AND MORE OF YOUR AMOR (Comet, ASCAP) (2:27)—Bossa is the beat on this silky ballad by Cole. Brass and flute jump in and out adding action. Another tops for programming. Flip: "Marnie" (Hawaii, BMI) (2:40). **Capitol 5219**

GEORGE HAMILTON IV—FORT WORTH, DALLAS OR HOUSTON (Acuff-Rose, BMI) (2:25)—Country-flavored pop ballad with bouncy beat. Hamilton is well backed by guitar, small chorus and great lyrics. Soft shoe, anyone? Flip: "Life's Railway to Heaven" (Leeds, ASCAP) (2:39). **RCA Victor 8392**

DON COSTA—THE THEME FROM GOLDEN BOY (Morris, ASCAP) (2:43)—Spectacularly lush orchestral and choral rendition of theme from forthcoming Sammy Davis show. Ethereal sound is reminiscent of "Mondo Cane." Hitsville for this one. Flip: "Main Street" (South Mountain, BMI) (1:58). **DCP 1100**

Album Reviews on Page 27



COUNTRY & WESTERN SPOTLIGHTS

GEORGE JONES — LIFE TO GO (Starrite, BMI) (2:18) — Doin' time the cowpoke laments the tale of his downfall. Eighteen years in prison, life to go, wife and daughter don't see him anymore... how sad can you get? Great commercial performance. Flip: "Oh Lonesome Me" (Acuff-Rose, BMI) (2:28). **Mercury 72293**

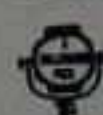
STONEWALL JACKSON — DON'T BE ANGRY (Acuff-Rose, BMI) (2:59) — Love and marriage, heartache, tears and country piano. Flip: "It's Not Me" (Acclaim-Samos Island, BMI) (2:22). **Columbia 43076**

MARGIE BOWES—OVERNIGHT (Champion, BMI) (2:19)—**WHAT IN THIS WORLD (AM I GONNA DO)** (Bronze, SESAC) (2:08)—First side is a lovely heart-breaker expertly sung. Short narrative bit adds to pathos. Flip is another fine performance featuring easy tempo, country piano and sophistication. **Decca 31644**

LESTER FLATT AND EARL SCRUGGS AND THE FOGGY MOUNTAIN BOYS—WORKIN' IT OUT (Melody Trails, BMI) (2:04)—Up-tempo toe-tapper. Ditty tells story of guy who keeps gals on both sides of town. Fun for the whole family. Flip: "Fireball" (Flatt & Scruggs, BMI) (1:56). **Columbia 53080**

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.

Why are we listing so many records in this ad?

Because we're **HOT**

ON THE CHARTS

The Rolling Stones

TELL ME

#9682

LONDON
RECORDS

Gene Simmons

HAUNTED HOUSE

#2076

Hi
RECORDS

The Bachelors

I BELIEVE

#9672

LONDON
RECORDS

The Rolling Stones

NOT FADE AWAY

#9657

LONDON
RECORDS

Round Robin

KICK THAT LITTLE FOOT SALLY ANN

#1404

DOMAIN

The Bachelors

DIANE

#9639

LONDON
RECORDS

ALREADY BREAKING

Ace Cannon

GREAT PRETENDER

B/W

GONE

#2078

Hi
RECORDS

Lulu and the Lovers

SHOUT

#9678

PARROT

Billy Fury

I WILL

#9675

LONDON
RECORDS

Will Glahe

AMERICA

#10037

LONDON
RECORDS

The Applejacks

LIKE DREAMERS DO

#9681

LONDON
RECORDS

Jimmy Soul

TAKE ME TO LOS ANGELES

#3318

S. P. Q. R.

Bern Elliot

NEW ORLEANS

#9670

LONDON
RECORDS

Willie Mitchell

"20-75"

#2075

Hi
RECORDS

NEW RELEASES

The Hot Tomales

LOVE'S INVENTIONS

#410 DETROIT

Ted Heath

THE CARPETBAGGERS

#9680 **LONDON**

Billy Duke

WHILE THE BLOOM IS ON THE ROSE

#132 SEVILLE

RHYTHM & BLUES

Tommy Raye

YOU DON'T LOVE ME

#351 PEN

Bobby Marchand

I'VE GOT A THING GOING ON

#3022 DIAL

The Cambridge Strings

CHARMAINE - SKA

#9683 **LONDON**

Jerry Woodard

I BETCHA' GONNA LIKE IT

#3021 DIAL

Joe Tex

I'D RATHER HAVE YOU OLD TIME LOVER

#3020 DIAL

The Andrew Oldham Orchestra

THEME FROM THE DICK VAN DYKE SHOW

#9684 PARROT

Bobby Earl and the Trini-dads

EVERYBODY DO THE SKA

#3317 S. P. Q. R.

Bruno Lauzi

RITORNEIRI

#10906 C.D.G.

LONDON
RECORDS

THE AMERICAN **LONDON** GROUP

New Twist Mapped: Blends English With U. S., Vice Versa

NEW YORK—Bob Morgan, executive artists and repertoire producer for the Epic label, is applying "reverse English" to the current disk trends. He returned from a visit to London last week where he mapped out plans to present British artist Cliff Richard in the U. S. with more American songs and Yankee artist Bobby Vinton in Britain with more English-oriented material.

Morgan has no desire to put up any barriers to stop the influx of the British groups here, considering how well the Dave Clark Five has been doing for Epic Records but he puts Richard and Vinton in a different category that calls for long-range planning that apply primarily to single artists.

In respect to Richard, Morgan is hoping to close the gap between England and America by recording the British artist here with American songs. And in reverse, he's planning to have



CLIFF RICHARD (left) in a huddle over new material with Norrie Paramour (center), EMI a&r man at EMI, and Bob Morgan, executive a&r producer for Epic Records.

Vinton recorded in England with British-based songs.

During his recent trip to England, Morgan met with Norrie Paramour, a&r producer for EMI to which Epic is tied, to blueprint recording plans for Richard and Vinton. In Richard's case, Morgan brought close to 50 songs of U. S.-origin for the singer and Paramour to screen. About 15 of that batch were selected and plans are now in the making for Richard to record them in New York, Nashville and Chicago during the latter part of August. Morgan has chosen the three cities as recording session sites because the songs selected cover such varied styles as pop-country, pure country, ballad

and medium tempo. "We're attempting to give Richard total American values," Morgan said, "without overlooking any international values that we're trying to build for Epic."

The plan to get Vinton into the British recording studios with English songs is based on pure economics. Morgan mentioned that although Vinton's "Roses Are Red" single sold more than 2,000,000 copies in the U. S. it only sold 100,000 in England, while Ronnie Carroll's version of the song on the Philips label sold four times that many there. Both Morgan and Paramour figure Vinton will develop into a potent seller in the U. K. if he's given homegrown product and that the reverse applies to Richard for the U. S. market.

Nancy Wilson Jazz Singer All the Way

"She's young, small, tan and lovely." With these words Chicago deejay Sid McCoy introduced Nancy Wilson for her recent opening at the city's Mr. Kelly's. He could have added, "and she sings beautifully." But perhaps Sid just felt this was a pointless observation. And judging by the packed house in the Rush Street boite—a notable departure from recent days—it probably was.

Nancy, of course, did come on and sing beautifully — just what her houseful of fans expected. It could be said, perhaps, that if you owned all her eight LP's, you were more or less familiar with the entire bill. But this would not be completely accurate. Nancy is not a singer that often sings the same tune the same way. She's a jazz singer in the full sense of the word.

She is very ably backed by Kenny Dennis on drums (combo leader and also her husband), Ronnel Bright on piano and Charlie Williams on bass. The group has perfect rapport and Nancy has achieved a degree of competence and maturity in her art that is a pleasure to watch.

She's joined on the bill by comic Jackie Vernon, who claims he turned to comedy because he couldn't find work in his chosen profession. He was a shepherd. He maintains a droll, dry expression and his humor matches.

NICK BIRO

Jack Jones Is Class Vocalist

HOLLYWOOD—Jack Jones' polish and finesse were at a high pitch when he opened at the Slate Brothers (15) to fulfill a previous booking commitment. Like Johnny Mathis, who broke through during the raucous rock 'n' roll era, Jones has emerged as a class vocalist, while the majority of new artists has been twanging and shouting its way to the bank. The opening night full house proved that this Jones boy has captured the fancy of disk buyers and bistro patrons.

Working with a trio augmented by two trombones on a small stage, Jones was able to project over the horns when he had to and sailed merrily during his ballads. While Jones phrases well and sings with the beat, he needs more schooling in lyric interpretation when working before a live audience. There is a tendency for his songs to lack fire, but Jones has a jazzy feel which has potential. His act features many of his disk hits which sound just as good with small group backing as they did with expensive studio arranging.

ELIOT TIEGEL

Unsurpassed in Quality at any Price

GENUINE 8" x 10" GLOSSY PHOTOS

7¢ EACH

IN 1,000 LOTS

\$9.88 per 100

POST CARDS

\$32.00 per 1,000

Copy Negatives \$1.95

MOUNTED ENLARGEMENTS

Size: 20"x30" \$4.85

30"x40" \$7.50

Plaza 7-0233

JJK COPY-ART Photographers

A DIVISION OF JAMES J. KRIEGSMANN

165 W. 46th St. NEW YORK 36, N. Y.

PEOPLE AND PLACES

By MIKE GROSS

Lee Morris, Boston songwriter-teacher, plans to run for governor of Massachusetts on the platform "Let's Dump the Beatles in Boston Harbor." He's calling Arthur Fiedler "The Benedict Arnold of American Music" because the maestro has recorded "I Want to Hold Your Hand" for RCA Victor and is playing it nightly in Boston's Symphony Hall. . . . Harold Lloyd Jr. makes his singing debut at New York's Living Room on July 27. . . . Rip Taylor, comedian on the Colpix label, returns to the Copacabana Aug. 27 for three weeks. . . . Folk singer Carolyn Hester, who recently was on a Saturday Evening Post cover, will wind up a two-week date at the Troubadour in Los Angeles July 12. . . . Bill Cosby is readying his second album for Warner Bros. Records. Allan Sherman will co-produce the LP, to be taped this month at Mr. Kelly's in Chicago.

Rexine Allen, daughter of cowboy singer Rex Allen, is now being managed by Arlene Tanner. . . . The Serendipity Singers have been signed for Freedomland Aug. 7 through Aug. 13. . . . Songstress Maxine Brown is currently appearing at El Patio in Atlantic Beach. . . . Earl Wrightson hitting the disk jockey circuit in New York on behalf of his Columbia album, "Shakespeare's Greatest Hits," which has been set to music by Dick Hyman. . . . Julius Rudel, general director and principal conductor of New York's City Opera, will conduct a pair of "opera nights" at Lewisohn Stadium July 9 and July 11. . . . Bobby Vinton's fall TV schedule includes guest shots with Red Skelton, Lawrence Welk and Ed Sullivan. . . . Earl Warren, former Count Basie sax player, is playing Wednesday nights and weekend dates at New York's Nag's Head Inn. . . . Pianist Eileen Fliesser will be featured soloist with the Orchestra of America under Skitch Henderson in a George Gershwin evening at New York's LENA Amphitheater.

Mike Siegel has been appointed Eastern promotion supervisor for Fortune Records. . . . Metropolitan Opera soprano Roberta Peters will represent the U. S. at the Munich Festival and also at the Richard Strauss Centenary in Munich, in late July. . . . West Coast disk promoter Irwin Zucker at the Park-Sheraton in New York for a week of meetings with clients. . . . Ira Gitler has resigned as associate editor (New York) of Down Beat to return to freelance writing and to finish his "Jazz Masters of the '40'" for Collier Books. . . . Sam Wigler, veteran music man, is re-activating his Douglas Music firm (BMI) after five years of retirement in Miami Beach. . . . Arnold Shaw, general professional manager of E. B. Marks Music, will present a survey-seminar course at Farleigh Dickinson University in Madison, N. J., titled "American Songs, Singers and Writers." . . . Roy Kohn, radio-TV promotion man at Southern Music, was recently married to Andra Willis, one of the Willis Sisters. . . . Buddy Johnson and Ella Johnson have been signed to Old Town Records. . . . The City Folks, a new vocal-instrumental group led by columnist Earl Wilson's son, Slugger (Earl L.), has been added to the roster at 20th Century-Fox Records. . . . Tony Bennett has been named "Variety Performer of the Year" by AGVA. . . . Don Friedman will represent Rita Pavone and other Ferruccio Ricordi artists in North America.

LONG-RANGE FUTURE

Barbra's Star Glows Brightly

HOLLYWOOD — Barbra Streisand, who has already earned a vaunted position in show business through three best selling LP's and a starring Broadway role, is mapping further plans to insure her star glowing brightly for the next 10 years.

The 22-year-old vocalist-actress from Brooklyn is well on the way toward fulfilling the prediction of manager Marty Erlichman "that she would be the richest girl from Brooklyn by the time she's 25."

Miss Streisand, currently starring in "Funny Girl," will earn approximately \$500,000 this year, according to Erlichman, who has directed her career for the past three years.

By way of indicating Barbra's mercurial rise, Erlichman notes that in 1963 she earned \$225,000; in 1962, \$23,000, and three years ago he was working for

\$250 a week. She will earn in excess of \$25,000 for a July 12 concert at Forest Hills, N. Y., demanding \$5 more than the promoters are paying the Beatles.

A recently signed TV deal with CBS provide the vocalist with "several million dollars," in Erlichman's own words. The contract calls for Barbra's exclusive services with CBS for 10 years, including a special a year and at the end of two seasons, a series by mutual agree-

Barbra Lands Whale of Deal

NEW YORK—Barbra Streisand's deal with CBS could earn her a minimum of \$5,000,000 over a 10-year period. The agreement offers Miss Streisand a guarantee of in excess of \$1,000,000 in a two-year period, beginning Jan. 1, 1965.

According to the contract, Miss Streisand does not have to perform in a series offered by the network unless she approves.

The singer, who is now starring on Broadway in the musical "Funny Girl," is on the best selling charts with her Columbia albums, the Columbia single of "People" and the Capitol original-cast album of "Funny Girl."

ment. Miss Streisand earns \$1 million alone for her first two seasons with the network, which will obviously offer Columbia Records additional material by the performer.

Manager Erlichman, who negotiated with NBC and CBS before choosing the latter, said the reason for Barbra's success is careful planning and providing her with "roots" in all areas of show business.

This meant securing night club bookings slowly to allow Barbra to gain savvy and polish. Marty revealed his client wanted to record seven months before she joined Columbia, but he felt the timing wasn't right because she wasn't ready to back up records with in-person appearances.

Erlichman believes overproduction of product and overexposure on TV are to be avoided, hence Barbra's hesitancy to merely cut LP's and the once-a-year TV deal.

Before signing for "Funny Girl," Erlichman had Barbra spend three months on the road "to build confidence," getting back again to having sold roots in the business.

Erlichman claims he's never booked a date Barbra couldn't sellout in advance. He is keenly aware of timing and is not in a rush to take advantage of her current popularity, but rather is planning her career in long-range terms.



THE VENTURES

CREATE A
TRAFFIC
JAM!
with

DON'T RUN '64

One of the biggest singles of the year!

#96

Also causing traffic jams in stores everywhere:



BLP-2029/BST-8029

DOLTON RECORDS
a division of Liberty Records, Inc.



HOT 100

STAR performer—Sides registering greatest proportionate upward progress this week.

Table with columns: THIS WEEK, 1 Wk. Ago, 2 Wk. Ago, 3 Wk. Ago, TITLE, Artist, Label & Number, Weeks on Chart. Includes songs like 'I GET AROUND', 'MEMPHIS', 'RAG DOLL'.

Table with columns: 33, 32, 30, 30, TITLE, Artist, Label & Number, Weeks on Chart. Includes songs like 'BEANS IN MY EARS', 'EVERYBODY LOVES SOMEBODY', 'HEY HARMONICA MAN'.

Table with columns: 83, 85, 93, TITLE, Artist, Label & Number, Weeks on Chart. Includes songs like 'MIXED-UP, SHOOK-UP GIRL', 'I WANT TO HOLD YOUR HAND', 'HANDY MAN'.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs and artists from A to Z, including 'Al-Di-La', 'A Quiet Place', 'Dream Lover'.

Table listing songs and artists from A to Z, including 'I Get Around', 'I Like It Like That', 'I Shall Not Be Moved'.

Table listing songs and artists from A to Z, including 'My Boy Lollipop', 'My Guy', 'My Heart Skips a Beat'.

Table listing songs and artists from A to Z, including 'She's My Girl', 'A Quiet Place', 'Dream Lover'.

Table listing songs and artists from A to Z, including 'She's My Girl', 'A Quiet Place', 'Dream Lover'.

BUBBLING UNDER THE HOT 100

Table listing songs and artists bubbling under the Hot 100, including '101. SHE'S MY GIRL', '102. A QUIET PLACE'.

Looking For Sales? Love Those Profits?

Connie Francis

Sings The Hit Single From Her Latest MGM Picture



LOOKING FOR LOVE

K-13256

Available in Four-Color Sleeve!

From The Hit Album!

CONNIE FRANCIS Sings Songs From Her New MGM Motion Picture



LOOKING FOR LOVE

Metro-Goldwyn-Mayer
CONNIE FRANCIS
JIM HUTTON
LOOKING FOR LOVE

SUGAN OLIVER / JODY BAKER / BARBARA NICHOLS
 JIM C. FURFEN

JIMMY CARSON DEBBIE HAMILTON VETIE MINIELLO
 PALLA PRENTISS DANNY THOMAS

With Brooks Pappert, Dan Wey, Joe Fegredo
 A Eclair-Transit Picture
 METRO-GOLDWYN-MAYER

E/SE 4229



MGM Records is a division of Metro-Goldwyn-Mayer, Inc.

ANOTHER STEP FORWARD

Van Dyke's Slick Unit A Lauderdale Clicker

FORT LAUDERDALE, Fla.—Country music took another giant step forward here last week with the booking of country singer LeRoy Van Dyke and his unit (7) into the plush Trade Winds Hotel for a fortnight's stand.

Although there are numerous clubs around the nation that feature a strict c&w entertainment policy, this Van Dyke stint may well set a precedent for the up-town-type of room. Several attempts have been made to do this in the past with mild results.

Public, now accustomed to the spill-over of records from the country field to the pop, and exposure of the country artist on Jimmy Dean's ABC TV-er, appears ready to accept it in this type situation.

Van Dyke wisely put together a solid, hour-long act with excellent sight value as well choice of material. Adding a femme trio along with his four-piece band, it's a polished turn all the way. Gals, in addition to the vocal background work and a spot of their own, move around the floor in various dance patterns to give the act a class look.

An exciting performer, Van Dyke handles his audience in a relaxed manner, avoiding a lot of chatter between songs, and confining it to the introductions of the cast. In this case he gets good mileage in the comedy department. Songs and material are for the most part 100 per cent in the country vein, and along with his "Walk On By"

and "Auctioneer" disklicks, he had a mother lode to choose from.

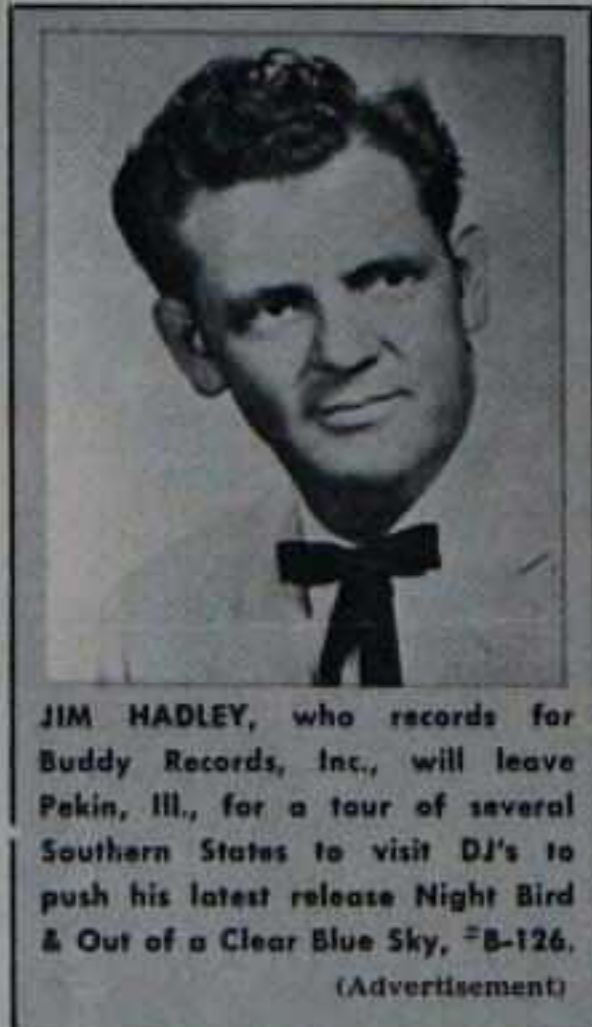
Van Dyke's appearance received daily plugs from country Station WIXX, and in a surprise switch, WFTL, town's "good music" station, urged it's listeners to attend the show on it's "Dimension" editorial program, and throughout its disk jockey presentations.

Hotel bowed to the teen-agers, who requested a showing for them, and ran a matinee Saturday (27) and had to repeat on Sunday afternoon.

Mercury Records rushed a crew in and recorded the entire proceedings for an "in-person" album.

Critical comment was excellent. Fort Lauderdale News' Pat Brown called it "a presentation-relaxed, intimate show that's as clean as a cornfield after the harvest." Larry Devine, in The Miami Herald, wrote: "Van Dyke's package of a long revue with a four-man band and three 'Grand Ol' Opry' debutantes is something to go out of the way to see." Devine also did a feature piece headlined "He Helps Send Country Music Uptown."

Van Dyke's swift acceptance in this field could be a shot in the arm for the ailing night club attraction situation, and will cue the talent agencies to run to Nashville for more of the same. Only hitch will be if the Nashville artists will go to the lengths to get an act of the Van Dyke variety. If they do, the audiences are ready for them.



JIM HADLEY, who records for Buddy Records, Inc., will leave Pekin, Ill., for a tour of several Southern States to visit DJ's to push his latest release *Night Bird & Out of a Clear Blue Sky*, #B-126. (Advertisement)

WCNW Country Day Set for Ohio Funspot

MIDDLETOWN, Ohio—LeSourdsville Lake Park, located midway between Hamilton, Ohio, and Middletown, will stage its first country music promotion Aug. 12, when Station WCNW, Fairfield, Ohio, presents its Country Music Day celebration at the amusement resort. Niel A. Buckley, assistant general manager of WCNW, is in charge of arrangements for the affair.

Booked into the park for the occasion are Lester Flatt and Earl Scruggs and Mother Maybelle and the Carter Family for performances at 3 and 8 p.m. The two extra admission attractions will be held in LeSourdsville's Stardust Gardens.

The special day is being promoted as an all-day, family affair, and WCNW will originate its entire broadcast day at the park, with free midway entertainment throughout the day.

CMA OK's 41 New Members

NASHVILLE — The Country Music Association's membership continues to grow in leaps and bounds as a result of a drive in that direction recently instituted by Mrs. Jo Walker, CMA's executive secretary.

Forty-one new names were added to the CMA membership list the past week. They were: Margie Bowes, Hutch Carlock, Ralph B. Christian, Don Light, Billy Porter, Dave Dudley, Niel A. Buckley, Gunder Carson, Ed Milton, Giles E. Miller Sr., Jim Newton, Ruth Slack, Jim McCoy, Linda Lou Stone, Jules Malamud, Joyce Bosak.

And Daniel R. Andrade, Cousin Bill, Carl and Pearl Butler, Chuck Chellman, Halsey Cowan, Lee Gillette, Irving B. Green, Harry E. Jenkins, Happy Johnny, George P. Johnson, Cash McCall, Robert D. Milican, Bill O'Brien, R. B. Parker Jr., Kingsley S. Perry, Jack K. Ripley, Herbert Sims, Sheldon Singer, Garnet G. Sparks, Jack Starr, Vernon Stewart, Vern Terry, Slim Willet and Irene V. Zastrow.

Lonnie Donegon, of London, has been qualified as a life-time member. Plough Broadcasting Company is a new organization member, and renewals on organizational memberships have been received from ASCAP, Station KFOX, United Artists and ABC-Paramount.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY			
FOR WEEK ENDING 7/11/64			
This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	16
2	4	MEMORY #1 Webb Pierce, Decca 31617	7
3	6	DANG ME Roger Miller, Smash 1881	6
4	2	TOGETHER AGAIN Buck Owens, Capitol 5136	15
5	3	BURNING MEMORIES Ray Price, Columbia 42971	18
6	5	WINE, WOMAN AND SONG Loretta Lynn, Decca 31608	11
7	7	CIRCUMSTANCES Billy Walker, Columbia 43010	12
8	9	GONNA GET ALONG WITHOUT YOU NOW Skeeter Davis, RCA Victor 8347	9
9	10	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	17
10	11	SECOND FIDDLE (To an Old Guitar) Jean Shepard, Capitol 5169	7
11	18	THE COWBOY IN THE CONTINENTAL SUIT Marty Robbins, Columbia 43049	4
12	12	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 8338	12
13	15	THEN I'LL STOP LOVING YOU Browns, RCA Victor 8348	9
14	21	PICK OF THE WEEK Roy Drusky, Mercury 72265	10
15	8	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	18
16	13	INVISIBLE TEARS Ned Miller, Faber 128	12
17	22	I DON'T LOVE YOU ANYMORE Charlie Louvin, Capitol 5173	4
18	25	PASSWORD Kitty Wells, Decca 31622	7
19	24	WHERE DOES A LITTLE TEAR COME FROM George Jones, United Artists 724	4
20	23	I'M HANGING UP THE PHONE Carl Butler & Pearl, Columbia 43030	6
21	14	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	16
22	17	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	21
23	20	TAKE MY RING OFF YOUR FINGER Carl Smith, Columbia 43033	4
24	27	SLIPPING AROUND Marion Worth & George Morgan, Columbia 43020	10
25	16	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	24
26	30	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Hickory 1265	4
27	19	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	25
28	33	PUT YOUR ARMS AROUND HER Norma Jean, RCA Victor 8328	4
29	28	WALKIN', TALKIN', CRYIN', BARELY BEATIN' BROKEN HEART Johnny Wright & the Tennessee Mountain Boys, Decca 31593	11
30	26	BALTIMORE Sonny James, Capitol 5129	16
31	35	BE BETTER TO YOUR BABY Ernest Tubbs, Decca 31614	4
32	40	I'M A WALKIN' ADVERTISEMENT (For the Blues) Norma Jean, RCA Victor 8328	5
33	31	BREAKFAST WITH THE BLUES Hank Snow, RCA Victor 8334	14
34	29	MY BABY WALKS ALL OVER ME Johnny Sea, Philips 40164	8
35	42	BE QUIET MIND Off Stephens, Reprise 0272	5
36	36	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5142	11
37	32	KEEP THOSE CARDS AND LETTERS COMING IN Johnny & Janie Mosby, Columbia 43005	10
38	41	I STEPPED OVER THE LINE Hank Snow, RCA Victor 8334	2
39	34	I'VE THOUGHT OF LEAVING YOU Kitty Wells, Decca 31622	4
40	—	ONE IF FOR HIM, TWO IF FOR ME David Houston, Epic 9690	1
41	37	FOLLOWED CLOSELY BY MY TEARDROPS Hank Locklin, RCA Victor 8318	15
42	—	THE BALLAD OF IRA HAYES Johnny Cash, Columbia 43058	1
43	43	YOU TOOK HIM OFF MY HANDS Marion Worth, Columbia 42992	13
44	—	I GUESS I'M CRAZY Jim Reeves, RCA Victor 8383	1
45	45	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	18
46	39	TIMBER I'M FALLING Ferlin Husky, Capitol 5111	21
47	—	SOMETHING I DREAMED George Jones, United Artists 724	3
48	46	WHEN THE WORLD'S ON FIRE Tillman Franks Singers, Starday 670	11
49	44	THE FIRST STEP DOWN Bob Jennings, Sims 161	10
50	48	NOT MY KIND OF PEOPLE Stonewall Jackson, Columbia 43011	12

KTCR C&W Spec & Dance Fest May Attract 20,000

MINNEAPOLIS — Arrangements have been completed for Station KTCR's First Annual Country & Western Music Spectacular to be presented here at Metropolitan Stadium, July 11, beginning with a chuck wagon dinner from 6 to 8 p.m. Featured will be the greatest array of country & western talent ever to appear on a single program in the Twin Cities.

Comprising the talent brigade

will be Marty Robbins and band, Red Foley, Sheb Wooley, Grandpa Jones, the Canadian Sweethearts, Johnny Bond, Skeets McDonald, Melba Montgomery, Bobby Lord, Bob Luman, Johnnie and Joanie Mosby, Joe Maphis, Rose Lee, Mac Wiseman, Ben Colder, and Texas Bill Strength, emcee. In addition, there will be nearly 2,000 square dancers from nearly every county in Minnesota, KTCR execs report.

As KTCR's signal reaches some 70 counties in Minnesota, Wisconsin and South Dakota, the spec is expected to attract an audience of more than 20,000. The affair kicks off with an hour-long parade through downtown Minneapolis, beginning at 2 p.m.

The chuck wagon dinner will be followed by a three-hour program, starting at 8 p.m. Climaxing the event will be the First Annual Minnesota Square Dance Festival running from 11 p.m. to 2 a.m.

M ORGAN GRINDER'S SWING
BENT FABRIC
(Atco)

M BEE-BOM
SAMMY DAVIS JR.
(Reprise)

M WHEN LIGHTS ARE LOW
TONY BENNETT
(Columbia Album CL 2175;
CS 8975)

M MILLS MUSIC, INC.
NEW YORK, N. Y., 10019

Live.....Vibrant...Contagious

“♫♥?Ⓜ#&!!”

from WORLD ARTISTS

Billboard SPECIAL SURVEY
FOR WEEK ENDING 7/11/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	6
2	2	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	23
3	3	MORE HANK SNOW SOUVENIRS RCA Victor LPM 2812 (M); LSP 2812 (S)	12
4	5	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	27
5	4	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	27
6	7	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	27
7	8	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	22
8	6	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	27
9	9	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	18
10	12	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	26
11	11	SAGINAW MICHIGAN Lefty Frizzell, Columbia CL 2169 (M); CS 8969 (S)	13
12	10	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	27
13	15	BLUE AND LONESOME George Jones, Mercury MG 20906 (M); SR 60906 (S)	2
14	—	I WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	1
15	17	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	15
16	13	KITTY WELLS STORY Decca DXB 174 (M); DXSB 7174 (S)	15
17	—	BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	1
18	14	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	26
19	19	BILL ANDERSON SINGS Decca DL 4499 (M); DL 74499 (S)	13
20	16	PORTER WAGONER—IN PERSON RCA Victor LPM 2840 (M); LSP 2840 (S)	4

COUNTRY DJ OF THE WEEK



Station WSM's "Mister D.J. U.S.A." for Saturday, July 4, was Dick Jones, who spins the country wax on A. V. Bamford's all-country station, K-BER, San Antonio.

COUNTRY MUSIC CORNER

By **BILL SACHS**

Buck Owens and His Buckeroos return to the Golden Nugget, Las Vegas, July 9 to remain through July 22. Prior dates include the High School Auditorium, Salinas, Calif., July 1; Travis Air Force Base, Fairfield, Calif., 2; Governor's Hall, Sacramento, Calif., 3, and the Armory, Santa Maria, Calif., 4. Little Richie Johnson, of

(Continued on page 33)

NASHVILLE SCENE

Bob Forshee has been resigned to a long-term writer's contract by Pamper Music, Inc., Goodlettsville, Tenn. Forshee has been with Pamper since June 1962. He is a graduate of the University of Missouri and a former school teacher.

Ernest Tubb and his family will take a week's vacation beginning July 26. Ernest has teamed up with Loretta Lynn for a Decca duo, "Mr. and Mrs. Used-to-Be" c/w "Love Was Right Here All the Time." Bobby Lewis, young entertainer booked by Hal Smith Artist's production, and his wife Pat have moved their home from Hodgenville, Ky., to Nashville. Jim McConnell, of Acuff-Rose, reports that all Saturday dates for Acuff-Rose's artists have been booked for the remainder of the year.

Hubert Long, Hubert Long Talent Agency, reports that WSB-TV, Atlanta, is planning an hour-long TV show, headlining Skeeter Davis and the Browns, to be telecast July 12 from the Watermelon Festival at the State Farmer's Market there. Ferlin Husky has retained Ike Inman to overhaul and chauffeur his Simon Crum Purple Heart bus. Roy Drusky and his wife Bobbie are vacationing at Daytona Beach, Fla.

Georgie Riddle is back in Music City after a swing through the Midwest. Riddle was a "surprise" guest recently at KPCN-Radio, Grand Prairie, Tex., and the station played Georgie's records all afternoon. Lee Maye, outfielder with the Mil-

waukee Braves, has signed a writer's contract with Glaser Publications. He sings, too. Bob Beckham, of Raleigh Music, Inc., predicts that Sonny James' "Sugar Lump" will go pop and be Sonny's biggest hit since "Young Love."

T. Tommy Cutrer, former "Grand Ole Opry" and WSM announcer, who recently bought his own station, writes that he needs country and western records. Send them to T. Tommy at WJQS, King Edward Hotel, Jackson, Miss. Rexine Allen, daughter of cowboy singer Rex Allen, is being managed by Arlene Tanner, 309 West 57th Street, New York.

RCA Victor's head man here, Chet Atkins, has discovered his bass player, Henry Strzelecki, can sing and recorded him Wednesday (1) under the name Hank Wallis. He will be doing teen-age-type tunes. Al Hirt, New Orleans trumpet man, last week completed three sessions at the RCA Victor studios—all within 24 hours.

Agent Eyes Chords

HOLLYWOOD—When Bob Crystal, manager of the Rip Chords, chided Ed Sullivan for allegedly favoring British rock 'n' roll groups over American rock acts (Billboard, May 23), tradesters chuckled at Crystal's audacity. Recently Sullivan's producer, Bob Precht, went to New Jersey's Palisades Park to catch the boys performing in a show for WMCA. Columbia and Crystal are anxiously waiting the audition's outcome.

CHART BOUND!

A Country-Western With the Modern Flavor
A Two-Sided Smash Hit for Young and Old

I TRIED

c/w

LOVE ME, AND DON'T FOOL AROUND

Elegants Record #101-A

Distributors Order Now From:

Ray Gillette

on vocals

and

The Elegants

Chatta Johnson, Author and Composer and Member of the Combo

Available Now!

Exclusive Agent: Anthony M. Biniciaro

ELEGANTS RECORDING ENTERPRISES

227 N. Fifth Street, Steubenville, Ohio

Some Distributorships Still Available

"positive protection"



ABC Paramount is only one of the many labels who found Cryovac Y-Film the surest way to package for the self-service market. Strong, tight-fitting Y-Film provides albums with long lasting protection . . . its high gloss, sparkling clarity actually adds sales appeal to the albums' design . . . and yet this amazing Y-Film packaging is low cost and easy to use. Join the record industry's leaders and find out for yourself that Cryovac Y-Film packaging is the surest way to wrap up the modern market.



the impulse package for self-service sales

W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, S.C.

VOX JOX

• Continued from page 16

get-well cards for **Ringo Starr** when he mentioned on his 7-11 p.m. show on WKUL that the Beatle was suffering from tonsillitis. Boyd forwarded the cards to Starr at the hospital in England.

Jim Snyder, WABA AM-FM (stereo) (Aguadilla, Puerto Rico), has begun an all-English program Sundays 2-4 p.m. Jim, formerly with WAVA (Arlington, Va.), featured the new pop singles on his show.



KFWB (Los Angeles) deejay **Bill Ballance**, known to his fans as "Bill Boy," lets guest **Meredith MacRae** take the requests on her new Canjo release, "Image of a Boy." Pretty lass is daughter of **Gordon and Sheila MacRae** and is seen regularly on TV's "My Three Sons." Bill, she's the prettiest looking mike stand we've seen in quite a while.

Speaking of Beatles, "Big Hugh Baby" **Jarrett**, a WPLO (Atlanta) "Good Guy," recently

started his 7 to midnight audience with statements that the "Beatles' monopoly was ridiculous." "Hugh Baby" also proceeded to break the group's records on the air and refused to play them. He followed this with an all-out campaign to promote American artists. Results: Jarrett has been labeled a WPLO "Bad Guy" by Beatle fans.

SEGUE

New deejay line-up for WINS, New York, places **Ed Hilder**, 6-10 a.m., M-S; **Jack Lacy**, 10 a.m.-2 p.m., M-Sun.; **Johnny Holiday**, 2-6 p.m., M-Sun.; **Murray (the K)**, 6:30-10 p.m., M-F (6-10 p.m., Sat.); **Mad Daddy**, 11:30 p.m.-1 a.m., M-S.; **Stan Z. Burns**, 1-6 a.m., M-S. . . **Eddie Clark**, former program director, WHK (Cleveland) to WTRX (Flint, Mich.) in similar capacity. . . **Dick Clayton**, former WINS (New York) morning mentor, returns to WIL (St. Louis) for 10-2 p.m. show. . . **Johnny Rabbitt**, top-rated KXOK (St. Louis) deejay, reported exiting the station. . . **Tom Clay** out at CKLW (Windsor-Detroit).

Dave Reinhart, from WCOL (Columbus) to WROV (Roanoke) for 6 p.m. to midnight show. . . Roanoke's **Morning Mayor**, the "Voice of the Turtle" returns to WROV after a short hitch with WQXI (Atlanta). . . **Dave Lee**, KSTN (Stockton, Calif.) joins KAFY (Bakersfield, Calif.) air staff for all-night show.

VIP APPOINTMENTS: **Bill Cafury** replaces **Russ Syracuse** as program director at KYA (San Francisco). Syracuse will continue to do his all-night show. . . **Daniel K. Griffin**, assistant program manager WBZ (Boston), appointed program manager replacing **Al Heacock**, transferred to WINS (New York) in similar capacity. . . **Squire D. Rushnell**, producer of "Bob Kennedy"-Contact!, on WBZ (Boston), named assistant program manager. **James D. Tuverson Jr.**, production supervisor at the Group W station, upped to producer of "Contact." . . **E. Berry Smith**, vice-president and general manager of WLKY-TV (Louisville, Ky.), named station manager WTVW (Evansville, Ind.). . . **Paul Kagan**, WBRX (Berwick, Pa.) deejay and recently CBS Radio Network publicist, named assistant manager of press information for CBS Radio. . . **George J. Mitchell**, production supervisor of WWLP-TV (Springfield, Mass.), named program director of WKEF-TV (Dayton). . . **Pierce Allman**, program manager of WFAA (Dallas), appointed production manager. **Jim Stanley**, operations manager WNOR (Norfolk), named program manager WFAA. . . **George Stump**, KCMO (Kansas City) program director, named full-time director of programming for KCMO-FM, as well as assuming sales duties in that operation. **Bill McReynolds** replaces KCMO radio program director. He was local radio sales manager.

Gene Kaye and wife **Sandra** announce the birth of a daughter, **Luzanne Lisa**, May 14. Kaye is WAEB (Allentown) air personality.

WMCA "Good Guy" **Frank Stickle** and station public relations gal **Barbara Caneva** tied the knot June 27. The couple honeymoon in Bermuda.

" . . . Well, Leonard, I'm excited as hell! I've had your line for a lot of years and you've put out some great records, but this Jackie Ross "Selfish One" is; well Len, I'll tell ya' right now, it's gonna be a top five record . . ."

Harry Apostoleris of Alpha Distributors in N.Y.C. during a phone conversation with Leonard Chess on June 29, 1964.

CHESS PRODUCING CORP.

2120 S. Michigan Ave., Chicago 16, Ill.

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
I DON'T WANT TO BE HURT ANYMORE
 Nat King Cole. Capitol T-2118 (M); ST 2118 (S)

A host of great songs sung in Nat Cole's warm and easy style. His latest pop single is also included as the album title so clearly indicates. Selections include: "Only Yesterday," "Brush Those Tears From Your Eyes," "You're My Everything."



POP SPOTLIGHT
DON'T LET THE SUN CATCH YOU CRYING
 Gerry & the Pacemakers. Laurie LLP 2024 (M)

Another famous group making much headway on this side of the Atlantic with the teen-agers. "Don't Let the Sun Catch You Crying," a recent best single seller, is represented in the LP along with a flock of groovy entries performed in the Pacemaker style. Selections include: "You'll Never Walk Alone," "Show Me That You Care," "I'm the One," "Mabellene."



COMEDY SPOTLIGHT
THE ART OF TONY HENDRA & NICK ULLETT
 London LL 3372 (M); PS 372 (S)

The British duo's hilarious delivery is as funny as the Beatles are commercial. Their material and delivery are above reproach and the comedy, although British oriented, is universal. Much of the material is suited for air play. Deejays will particularly enjoy "The News" (Side 2, Cut 1) and "To Be or Not to Be" (Side 2, Cut 6). Perhaps the duo may prove to be a wee bit too British or their comedy too adroit. Nevertheless, it would be a crime not to expose them all within ear shot.



POP SPOTLIGHT
THE GREAT YEARS (2-12")
 Johnny Mathis. Columbia C2L 34 (M); C2S 834 (S)

Mathis fans should scream with delight upon discovering this 2-LP package. Columbia has culled "the best of Mathis" from some 14 of his albums recorded throughout the years. A few of the songs represented are: "Wonderful Wonderful," "Misty," "Maria," "Stella by Starlight," "The Twelfth of Never."

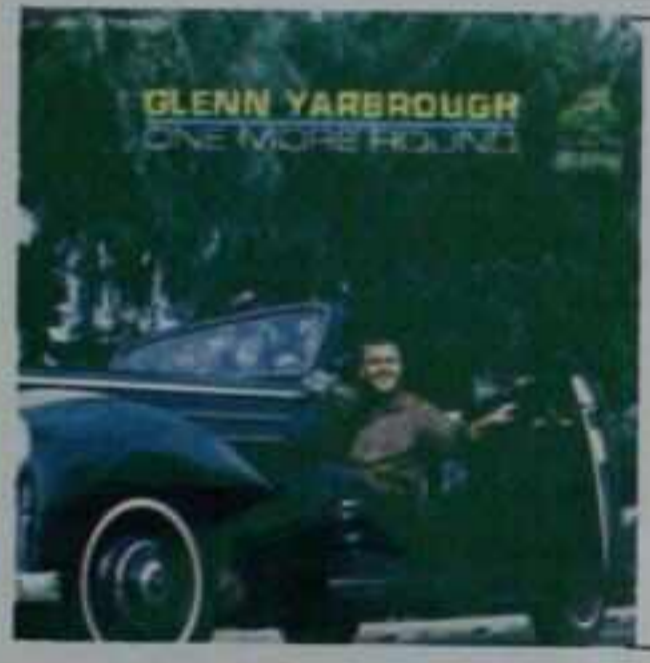


POP SPOTLIGHT
ASTRONAUTS ORBIT KAMPUS
 RCA Victor LPM 2903 (M); LSP 2903 (S)

Album could aptly be renamed, "Astronauts Rock Kampus." There's no lack in the excitement as the four Fender guitarists and drummer crash through such establish rockers as "Be-Bop-A Lu-La," "Let the Good Times Roll," "Roll Over Beethoven," "Sticks and Stones," and "Good Golly Miss Molly." A teen-age delight.

POP SPOTLIGHT
ONE MORE ROUND
 Glenn Yarbrough. RCA Victor LPM 2905 (M); LSP 2905 (S)

Glenn Yarbrough, former member of the talented pop-folk group the Limelites, has been making a name for himself since the group disbanded almost a year ago. His rich and sincere tenor brings a high degree of authenticity to the songs he sings. Backed with strings and playing his guitar Glenn sings: "The New Frankie & Johnny Song," "Her Lover," "Baby, I'm Gone Again," and others.



CLASSICAL SPOTLIGHT
Schubert Lottie Lehmann

Originally recorded in 1936 on 78 rpm disks, this stunning performance by one of the great lieder singers of the 20th Century is available for the first time on LP. Traditionally sung by a male voice, Miss Lehmann brings to this tale of unrequited love an authority and beauty that is all too rare.



POP SPOTLIGHT
CONNIE FRANCIS SINGS SONGS FROM HER NEW MGM MOTION PICTURE, LOOKING FOR LOVE
 MGM E 4229 (M); SE 4229 (S)

MGM has launched an all-out promotional drive on the film and LP, with an elaborate deejay tie-in contest. The film will no doubt be a big one for the younger set. Whether one sees the flick or not, the name of Connie Francis is enough to evoke plenty of sales.



POP SPOTLIGHT
TO BROADWAY WITH LOVE
 Original Cast. Columbia OL 8030 (M); OS 2630 (S)

The show opened at the New York's World Fair to raves from the critics. The songs are expertly performed by a top-notch cast. The tunes are highly familiar adaptations of Berlin, Bernstein, Cohan, Gershwin, Herbert, Kern, Loew, Porter, Rodgers, and others. Philip J. Lang's musical adaptations and arrangements are brilliant. The performance, delightful First-rate commercial fare.

POP SPOTLIGHT
COMIN' HOME BABY
 Jack La Forge. Regina R 309 (M); RS 309 (S)

Although Jack La Forge has yet to have a big selling album, this one is likely to break the barrier. He is an outstanding pianist, arranger and musician. Each band in this LP offers the listener an exciting musical treat. Jack's sophisticated jazz-oriented musical searchings are the personification of musical creativity. Selections include: "The Sheik of Araby," "Blue Butterfly," "You Are My Sunshine," "St. Louis Blues," "Summertime."

POP SPOTLIGHT
IN MY SOLITUDE
 Anthony Newley. RCA Victor LPM 2925 (M); LSP 2925 (S)

Tony Newley, the multi-talented English star, has made a big name on Broadway (Stop the World I Want to Get Off), as a composer and recording artist ("What Kind of Fool Am I?"). He offers in this album extremely warm and meaningful readings of such standards as "Solitude," "So Far," "The Party's Over," and "It's All Right With Me"—to name a few. The Ray Ellis Orchestra offers him superlative support.



CHILDREN'S SPOTLIGHT
HEY THERE, IT'S YOGI BEAR
 Soundtrack. Colpix CP 472 (M); SCP 472 (S)

Now that youngsters wouldn't want this album from the first full-length Yogi Bear picture? Marty Paich's arrangements and the Gilbert/Goodwin songs will delight the children (and many adults, too). For movie and non-movie goers everywhere.



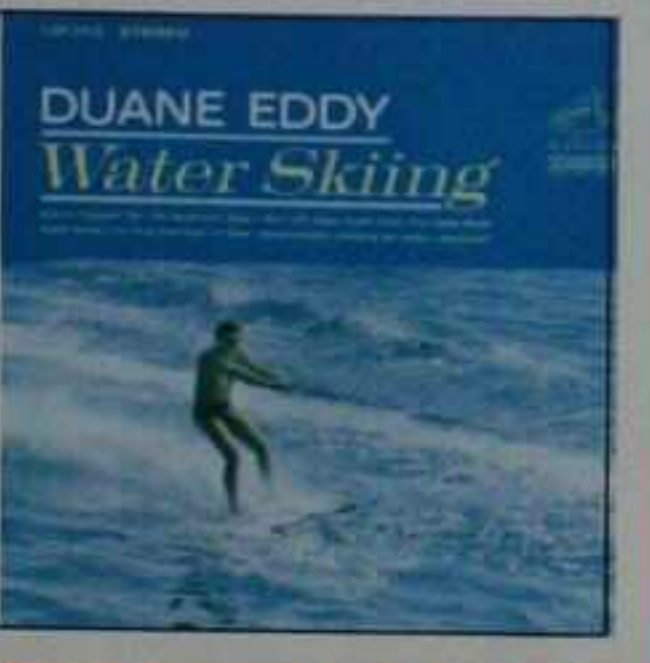
POP SPOTLIGHT
FADE OUT—FADE IN
 Original Cast. ABC-Paramount ABC-OC-3 (M); ABCS-OC-3 (S)

This musical comedy seems destined for a long run on Broadway. Critics for the most part gave the show highly favorable reviews. Jule Styne's music with lyrics by Comden & Green have come up with fine show tunes. The cast is also a fine one. This album should go the route of most Original-casters. Strong sales potential.



POP SPOTLIGHT
WATER SKIING
 Duane Eddy. RCA Victor LPM 2918 (M); LSP 2918 (S)

Real cool sounds for the summer season replete with roaring motor boat and watery sound effects. Duane's guitar, aided by rebel sax, glide and zip over the waves in fine commercial style. Plenty of good beat for dancing.



POP SPOTLIGHT
FILM SPECTACULAR, VOL. II
 London Festival Orchestra (Black). London SP 44031 (S)

Outstandingly beautiful film music, superbly performed and recorded. Emphasis is on the film spectacles, "My Fair Lady," "Lawrence of Arabia," "Cleopatra," "Gone With the Wind," and others. London is including with the album a free bonus LP featuring 11 different "phase 4 stereo" LP's.



AVAILABLE NOW...

ABC-PARAMOUNT

ORIGINAL BROADWAY CAST ALBUM

Carol Burnett

in **FADE OUT
FADE IN**



ABC-OC-3 ABC-OC-3

BLOCKBUSTER

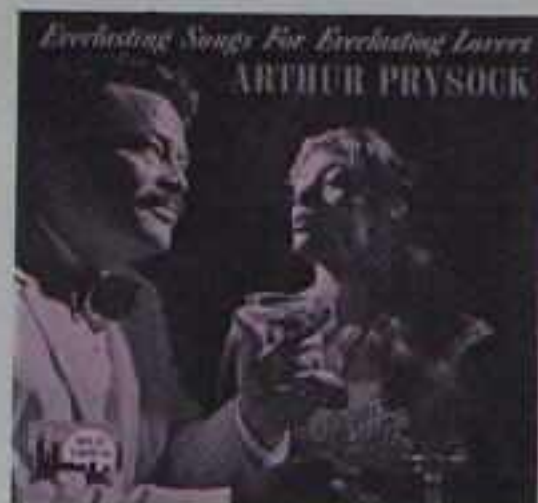
ALBUM REVIEWS (continued)



POP SPOTLIGHT
EVERY LITTLE BIT HURTS

Brenda Holloway, Tamla 257 (M)

Brenda Holloway is without doubt a new and bright talent. With a single hit to her credit (after which, of course, the album is titled), she will have little difficulty in making an impact from here on in. She is an outstanding blues singer, projecting a genuine feeling and understanding for the music she is singing. All of this is coupled with a rich, silky voice. Selections include: "Depend on Me," "Unchained Melody," "Sad Song," "Suddenly."



POP SPOTLIGHT
EVERLASTING SONGS FOR EVERLASTING LOVERS

Arthur Prysock, Old Town LP 2007 (M); LP 2007 (S)

Few vocal recording artists today can match Arthur Prysock's romantically rich and deep baritone delivery. He puts a warmth and feel into his delivery that has made Prysock album after album good sellers. The everlasting songs included are: "Close Your Eyes," "Make Someone Love You," "Let There Be Love," and "Where or When," to name a few.

BREAKOUT ALBUMS

★ **NATIONAL BREAKOUTS**

YOU CRYING

Gerry & the Pacemakers, Laurie LLP 2024 (M); (No Stereo)

★ **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.

FADE OUT-FADE IN . . .

Original Cast, ABC-Paramount ABC-OC-3 (M); ABCS-OC-3 (S)

SAN REMO FESTIVAL 1964 . . .

Various Artists, Epic LF 18030 (M); BF 19030 (S)

DISCOVERY . . .

Vikki Carr, Liberty 3354 (M); LST 7354 (S)

SUMMER HOLIDAY . . .

Cliff Richard, Epic LN 24063 (M); BN 26063 (S)

ONE MORE TIME . . .

Highwaymen, United Artists UAL 3323 (M); UAS 6323 (S)

ROBIN AND THE 7 HOODS

Soundtrack, Reprise F 2021 (M); FS 2021 (S)

EVERYTHING UNDER THE SUN . . .

Three Suns, RCA Victor LPM 2715 (M); LSP 2715 (S)



POP SPOTLIGHT
THE GREAT HITS OF RAY CHARLES

Atlantic SD 7101 (S) only

When it comes to the fantastic Ray Charles and the sale of records there is little that can be said about his already healthy share of the market. This album is available in stereo only and the 8-track process does much to enhance the already exciting performance. Femme chorus and top side men do the support work.



CLASSICAL SPOTLIGHT
BEETHOVEN: QUARTET NO. 15 IN A MINOR, OP. 132

Budapest String Quartet, Columbia ML 5786 (M); MS 6386 (S)

The superb Budapest String Quartet has previously recorded the complete quartets of Beethoven (16) on Columbia in three multi-disk packages—Early, Middle and Late. The Late quartets (5-12) are now being released individually. The present album represents the third release from this set and is the only single recording of the No. 15 available in catalog.

POP SPECIAL MERIT
THE CAREFREES

London LL 3379 (M); PS 379 (S)

Here's a great sounding group makin' the scene primarily eulogizing their fellow countrymen, the Beatles. Their approach is in the Beatles' groove and makes for exciting listening for the teen-ager. The 3 gals and 3 fellas sing quite well and are right in the current stream of things. Tunes include: "We Love You Beatles," "Needles & Pins," "Glad All Over," "I Only Want to Be With You."

POP SPECIAL MERIT
MUSIC FROM THE BROADWAY HIT HELLO, DOLLY!

Tommy Dorsey Ork. RCA Victor LPM 2916 (M); LSP 2916 (S)

Snappy, bright and modern renditions of tunes from the Broadway box office smash show "Hello, Dolly!" The smoothly arranged and instrumental arrangements are ideal for dancing, listening and station programming.

POP SPECIAL MERIT
AMERICA ON THE MARCH

Bob Sharples & His Ork. London SP 44033 (S)

An especially meritorious and noteworthy collection of Marches excitingly and brilliantly performed and recorded by Bob Sharples and His Orchestra. Selections include: "Stars and Stripes Forever," "The Marine Hymn," "Cassons Go Marching Along," "Star-Spangled Banner." A free "phase 4 stereo" LP featuring 11 selections is also included as a bonus.

CLASSICAL SPECIAL MERIT
MOZART: CLARINET QUINTET K. 581; DIVERTIMENTO IN F K. 247

Members of the Vienna Octet. London CM 9379 (M); CS 6379 (S)

A good program of Mozart featuring the seldom recorded "Divertimento No. 10 in F (K 581). Also included is "Clarinet Quintet" (K. 581). The Vienna Octet performs the pieces with authority and sensitivity.

CLASSICAL SPECIAL MERIT
MUSIC BY THREE AMERICANS

Eastman-Rochester Orchestra (Hanson). Mercury MG 50379 (M); SR 90379 (S)

A fine and varied program of music by American composers William Schuman, Peter Mennin and Charles T. Griffes. The listener will have an opportunity to explore the brilliant works of three entirely different composers. Howard Hanson and the Eastman-Rochester Orchestra do great justice to the compositions.

CLASSICAL SPECIAL MERIT
THREE SPANISH MASTERPIECES BY ALBENIZ

Alicia de Larrocha, Columbia ML 6003 (M); MS 6603 (S)

The very fine Spanish pianist Alicia de Larrocha in her second recording of works by Albeniz for Columbia plays two piano pieces not previously available in catalog and the "Suite Espanola," the composers tribute to the cities of Spain. Miss Larrocha has a marvelous feel for the music of her native land, investing it with an uncommon warmth and grace.

CLASSICAL SPECIAL MERIT
PUCCINI & VERDI FAVORITES

Eileen Farrell & Richard Tucker. Columbia ML 6004 (M); MS 6604 (S)

There is nothing new on this album. It represents a culling from half a dozen other recordings which the singers have made either together or separately. But if one happens not to possess any of the others, he couldn't do better than this one. Both Eileen Farrell and Richard Tucker are in splendid voice in arias from "La Boheme," "Madama Butterfly," "Turandot," "Tosca," "Rigoletto" and in the single duet from "Aida."

SACRED SPECIAL MERIT
THE HYMNS AMERICA LOVES BEST

Dick Leibert, RCA Victor LPM 2867 (M); LSP 2867 (S)

Dick Leibert's Console Master organ magnificently interprets the majesty of such hymns as: "Holy, Holy, Holy," "Nearer, My God to Thee," "Onward Christian Soldiers," "Rock of Ages," to name a few.

LOW PRICE COUNTRY
SPECIAL MERIT

I FORGOT MORE THAN YOU'LL EVER KNOW
Skeeter Davis, RCA Camden CAL 818 (M); CAS 818 (e)

Skeeter's distinctive country vocal style has won her a prominent place in the country music world. Many of her singles have broken big in the pop singles field. The arrangements herein are most pleasant and entertaining. A few of the selections are: "I Forgot More Than You'll Ever Know" (the original Davis sisters hit recording), "I'm Going Steady With a Heartache," and "Wishful Thinking."

★★★★
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

JAMAICA SKA
Various Artists. Amy 8002-M (M)

JONI WILSON AND THE EXCITING DEBONAIRES
Gateway GLP 3002

THE YOUNG LOVERS
Soundtrack, Columbia OL 7010 (M); OS 2510 (S)

CLASSICAL

BEETHOVEN SONATAS 1, 5, 6 & 7
Wilhelm Backhaus. London CM 9389 (M); CS 6389 (S)

SCHUBERT: SYMPHONY NO 8 IN B MINOR (THE UNFINISHED)
Vienna Philharmonic Orchestra (Kertesz). London CM 9382 (M); CS 6382 (S)

IMBRIE: VIOLIN CONCERTO; EF-FINGER: LITTLE SYMPHONY NO. 1
Columbia Symphony Orchestra (Rozsnyai). Columbia ML 5997 (M); MS 6597 (S)

FOLK

REMEMBERING BIG BILL
Big Bill Broonzy. Mercury MG 20905 (M); SR 60905 (S)

JUST DAVE VON RONK
Mercury MG 20908 (M); SR 60908 (S)

NEW FOLKS, VOL. 2
Various Artists. Vanguard VRS 9140 (M); VSD 79140 (S)

JACK ELLIOTT
Vanguard VRS 9151 (M); VSD 79151 (S)

COUNTRY

JIMMY MARTIN & THE SUNNY MOUNTAIN BOYS SING WIDOW MAKER
Decca DL 4536 (M); DL 74536 (S)

LOW PRICE POPULAR

THE YAKIN' SAX MAN
Boots Randolph. RCA Camden CAL 825 (M); CAS 825 (S)

JAZZ

LARRY NOVAK PLAYS!
Dot DLP 3576 (M); DLP 25576 (S)



THREE-STAR ALBUMS

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

INTERNATIONAL

THE LITTLE SINGERS OF TOKYO ON TOUR
Request RLP 8055 (M); SRLP 8055 (S)

AFRICA SINGS IN TOWN AND COUNTRY, VOL. 1
Bantu Theatre Company of Cape Town, South Africa. Gateway GLP 1402

SEE ALBUM REVIEWS

ON PAGE 27



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
SUMMER SURF

Dick Dale & His Del-Tones. Capitol T 2111 (M); ST 2111 (S)

In the land where the surf crashes heartily on the shore, Dick Dale's Surfin' sounds rein supreme. The cool sea breezes of summer prevail throughout this album of rockin' surfin' music. A few of the tunes are: "Tidal Wave," "Summer Surf," and "Banzai Washout." Capitol also includes a Dale 45 single with the LP as a bonus.

POP SPECIAL MERIT
COLLECTORS SHOWCASE, VOL. 1

Various Artists. Constellation CS 1

With radio stations continuing to feature hits and familiar rock recordings of the past, the commercial appeal of such albums remains significant. In this case the album contains not only former hits, by the artists that made them, but also recordings never before released plus recordings which were released, but were only "turntable hits."

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 or Special Merit Picks, and all other LP's are listed under their respective categories.

THE BEACH BOYS HIT #1

*(Incidentally, the FIRST American Group to
accomplish this since the English Invasion)*

With their Double Sided Smash

"I GET AROUND"

B/W

"Don't Worry Baby"

#5174



JUST RELEASED . . . Their FINEST Album Yet!

"ALL SUMMER LONG"

T-2110/ST-2110



**UP UP
UP UP
GO SALES!**

BREAKING POINT
&
**THAT MAN BELONGS
BACK HERE WITH ME**
Argo 5477

Etta James
**USE WHAT
YOU GOT**
Checker 1082

Sugar Pie De Santo
**LOVER COME
BACK TO ME**
Checker 1084

The Flamingos
HUMPTY DUMPTY
Chess 1901

The Fenways

CHESS Producing Company
2120 Michigan Ave.
Chicago 16, Ill.

Liberty to Highlight Color, Action on New LP Series

HOLLYWOOD — Graphics have proved to be an album sales stimulus in the past. Command Records' geometric designs drew customers to its products. Liberty Records, through dramatic, live-action full-color photos on both sides of its "Action Sound" LP series, hopes to lure youthful customer to six packages featuring hot rods, speed boats, motorcycles and sports cars mixed with musical backgrounds.

The newest addition to the "Action Sound" series is "Mustang" by the Zip Codes. This LP pays tribute to the new Ford sports car and like the five other series packages, features teen-age eye appealing color art work.

"We decided to out-package everybody," explained Liberty's art director Al LaVinger. "Kids will definitely pick up albums which have action pictures," he said. "They know all about the machines and their technical jargon." LaVinger believes the use of full color on the front and back of the jackets is a move out of the norm of album production. Most companies will put covers on the front and run back cover in black and white, he says.

The first five albums in the "Action" series are "Sounds of the Big Irons," which has 16 sequence photos on the back; "Boss Drag at the Beach," with two photos and paintings on both covers; "Big Drag Boats USA," which has seven photos on the back; "Liverpool, Dragsters, Cycles & Surfing," which has four photos on each side, and "Shut Downs & Hill Climbs," with two photos on each cover.

"We designed this series as a merchandising concept," noted

COLUMBIA GETS IN THE SWIM

NEW YORK—It had to happen. The record business has latched on to this season's controversial beach wear fashion with a tune called "One Piece Topless Bathing Suit." It was recorded by the Rip Chords for Columbia Records and is being rushed into the national market this week. The song was written by Steve Barry and Phil Sloane and is being published by Trousdale Music.

Don Blocker, Liberty's a&r administrator. A heavy investment in color photography and printing helped make this series one of the most expensive to produce.

Blocker says album which offer composites of several recent musical fads are a natural development. As for art work to sell this material, "kids dig looking at action pictures of speed boats and cars," he said, so Liberty packaged these albums in a way that the art would graphically stand out.

The success of two earlier LP's, "Boss Drag" and "Motorcycle USA," helped lean Liberty executives toward strong ballyhoo for their next hot rod-cycle packages, hence the emphasis on color packaging.



L. M. WALTER congratulates R. F. Whale (right) on his new appointment. Whale succeeds Walter as assistant general manager of the Performing Right Society, Ltd.

Radio Good Bet for Disk Spots

HOLLYWOOD—Dealers are missing the boat by not advertising on radio, the ideal medium for records, claims Bill Tallant, Capitol's national sales manager.

Tallant believes hearing the product on radio creates a healthy demand. "We believe in radio to the extent we have begun buying spots of our own in Detroit, Cleveland, Pittsburgh and Chicago," he revealed.

The much-traveled executive chides dealers for their lack of aggressiveness and awareness in how to increase consumer sales

through co-op advertising on radio. "It's amazing how few dealers go with radio," Tallant said.

"Aggressive, good promotion-minded dealers are what we're looking for to work ad deals with," Tallant noted. Locally, he says, Music City and the House of Sight & Sound are two excellent retail operations who rely heavily on radio advertising and are reaping the financial rewards for their efforts.

While admitting that ad rates

are high in major markets — "which hurts the case," he says — rates in smaller cities are within reason. "It behooves dealers to try radio advertising," he emphasizes.

Tallant says that when a dealer buys steady time, the exposure given an LP results in large sales jumps. "One dealer may sell 300 copies of an LP, while we may move 3,000 copies of the product citywide."

Capitol allocates a 2 per cent budget for national co-op radio advertising, according to Tallant. "With radio you can hit the market you want through the jazz, classical, pop, country and Top 40 stations."

'Girl' Caster Goes Up, Up

HOLLYWOOD — Approaching the three-month mark, Capitol's "Funny Girl" original caster is selling at a steady pace in its journey toward a gold record.

In a recent week, 9,765 copies of the Barbra Streisand top package were sold, bringing it over the 250,000 mark. Capitol is currently emphasizing the LP through field promotions in its drive to gain a gold record.

The 22-year-old vocalist whose single of "People" on Columbia has climbed high atop the Billboard Top 100 chart has proved the darling of top 40 stations where the cast LP is usually not programmed.

As a Capitol executive noted in recalling Barbra's picture on the cover of Time and Life, "where do you go from there?"



SINGING STAR SAM COOKE signs contract, naming General Artists Corporation as his booking agency. Standing, left to right: Buddy Howe, vice-president of GAC, and Allen Klein, the singer's manager.

\$2,000,000 TO BE INVESTED FOR MUSICALS

LONDON—Nearly \$2 million is being invested in musicals scheduled for London presentation this coming season. Production is in hand for at least 13 shows, eight of which are British. Three are musical versions of stage evergreens: J. M. Barrie's "The Admirable Crichton" with Millicent Martin and Kenneth More; Noel Coward's "Blithe Spirit" (titled "High Spirits" in musical version) with Cicely Courtneidge and Fenella Fielding, and "Barretts of Wimpole Street" with John Clements.

Pop singer Joe Brown is to star in "For Love or Money," and Laurence Harvey and Elizabeth Larner in Broadway's "Camelot." The Tony Newley-Leslie Bricusse partnership will present a successor to "Stop the World" with "Mr. Fat and Mr. Thin" starring comedian Norman Wisdom, and Bricusse has a musical on "Noah."

Lionel Bart's "Maggie May" has been scheduled for original cast album recording by British Decca. Other scheduled shows include Broadway's "Little Me" with Bruce Forsyth, "Mata Hari" (a Wolf Mankowitz adaptation of the famous spy story), and the big hit "Hello, Dolly!"

Liberty Bows Ska Single

HOLLYWOOD—Liberty has released the single, "Ska Light Ska Bright," by the Fleetwoods with Imperial issuing "Skokian Ska" by H. B. Barnum, as the two companies' offerings in the ska style.

Don Blocker, Liberty's a&r head, noted his reports do not indicate a significant trend developing for this Latin type music. "There's no evidence it's going to be a hit," he said. "It's certainly not happening in New York."

Cool Swinger! AT THE BEACH

107

BOBBY FRANCIS

DJ's, Send For Your Copies

Centaur Records

82 Aldine Street -
Rochester 19, New York

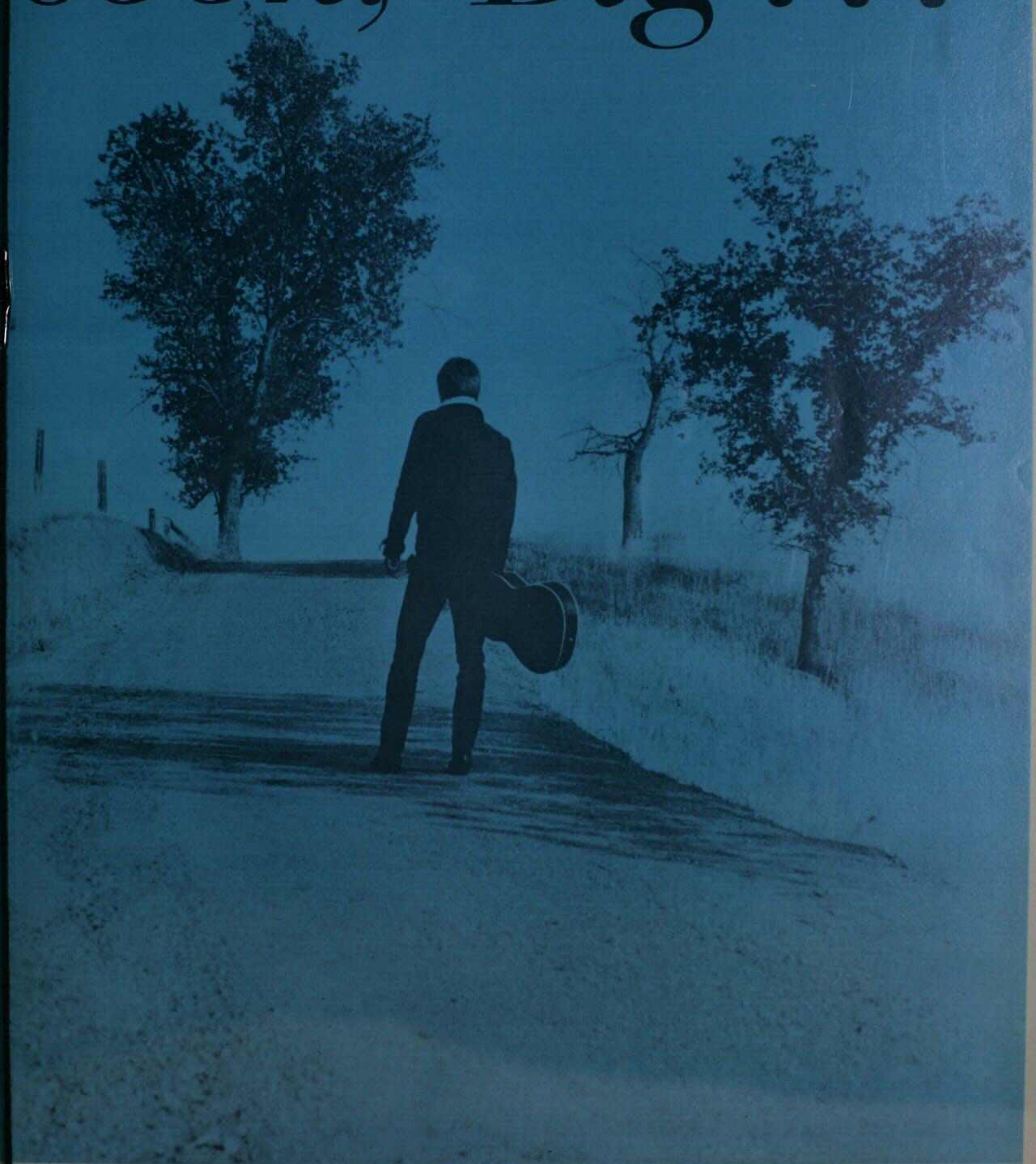
Live.....Vibrant...Contagious
"♫♥?@#&!!*"
from WORLD ARTISTS

he's coming

Bobby

JAMESON

soon, Big . . .



HITSVILLE STRIKES AGAIN
Billboard Hot Pop Spotlight

THE SUPREMES
"WHERE DID
OUR LOVE GO"
MOTOWN 1060

Claudine Clark
(The Party Lights Girl)
has a rockin' new hit!
STANDIN' ON TIP-TOE
b/w
FOXY
1cf-18
Exclusively on T.C.F. Records
A division of
20th CENTURY-FOX RECORDS

A Scintillating Smash!

ANITA HUMES
**WHEN SOMETHIN'S
HARD TO GET**
R 4564

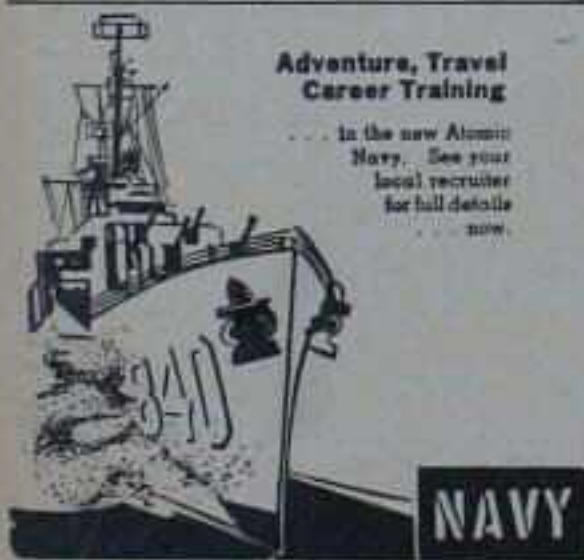
ROULETTE RECORDS
1631 Broadway New York, N. Y.

SOLOMON BURKE
**EVERYBODY
NEEDS
SOMEBODY
TO LOVE**
ATLANTIC
2241

A BLOCKBUSTER!

LAST KISS
J. FRANK WILSON
&
THE CAVALIERS
Josie 923

Nationally distributed thru
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.



Live.....Vibrant...Contagious
"♫♥?Ⓜ#&!!"
from **WORLD ARTISTS**

NEWS OF THE WORLD

SYDNEY

ARC's Sales Manager **Ron Calcuth** reports that during last month's visit of **Peter, Paul and Mary** their Warner Bros. singles "Go Tell It on the Mountain" and "Blowin' in the Wind" out-sold Beatles' disks. Top album sales under the ARC banner for this month include "The Best of Al Caiola" and the Philadelphia Orchestra's "Gaité Parisienne." . . . EMI is expecting big sales from the Beatles' German version of "Komm, Gib Mir Deine Hand" ("I Want to Hold Your Hand") and "Sie Liebt Dich" ("She Loves You"). The disk, originally released in Germany on the Odeon label, is on Parlophone here. . . . London Records have made another single deal with Crusader Records for the release of **Terry Stafford's** "I'll Touch a Star."

Hot singles now giving Beatle disks much competition are **Jack Jones' "The First Night of the Full Moon," Kapp; Chuck Berry's "No Particular Place," Chess; Bobby Vinton's "Tell Me Why" and the Everly Brothers' "The Ferris Wheel." . . . Joe Martin, Australian comedian, leaves Aug. 6 for a month at Slate Brothers' Club in Hollywood. . . . RCA's Jim Cuff has stated that Elvis Presley's album and single from "Kissin' Cousin" will not be released here until the movie hits the screen in Sept.**

Al Hirt's latest single has taken off and "Cotton Candy" could prove just as popular as his previous hit "Java." . . . **Jay Justin's** new HMV single is "Here Am I." . . . Castle Music has another batch of hits on the charts right now, with **Rolf Harris' "Court of King Caractacus," Dave Clark's "Can't You See That She's Mine," Bryan Davies' "In Your Shoes," the 4 Seasons' "Ronnie" and Diane Renay's "Kiss Me Sailor." They also have the flip side of the new Peter and Gordon single "You Don't Have to Tell Me."**

GEORGE HILDER

OSLO

Diskery A/S Nera has issued two **Elvis Presley** RCA Victor records with the same flip side. Coupled with both "Suspicion" and "Kissin' Cousins" is "It Hurts Me." The company is still selling out "Cousins" with the old flip side before they start issuing "One Boy, Two Little Girls" as the new flip side to "Cousins." Reason why "Suspicion" was issued is that it was meant as a competition to the **Terry Stafford** London disk—but lost. Now as Presley's "Suspicion" fell out of the charts after one week's stay (while **Terry Stafford** is still there), "Kissin' Cousins" is nearing the chart. . . . Nera is also rush-importing the **Jim Reeves** RCA Victor record "I Won't Forget You" (not published as a single in the U. S.) after the popular American entered the British charts with this disk. . . . The New Musical Express Top 20,

aired over Radio Luxembourg every Sunday night, is effective on Norwegian record buyers. As eight of the Top 10 in Norway this week are previous Radio Luxembourg hits. Not included are "La Meg Vaere Ung" by **Wenche Myhre** on Triola and "Non ho l'eta" by **Gigliola Cinquetti** (on same label), which, incidentally, also is in the Top 20, but which was a success in Norway before it became a hit in Great Britain. This tune is, as most people know, the 1964 Eurovision Song Contest winner. . . . Iversen & Frogh has issued a new Beatles record on Parlophone, a cut from an LP, "Roll Over Beethoven." The platter is advancing strongly on this week's Norwegian charts. . . . Only for Scandinavian release is a new Beatles platter, "Long Tall Sally," issued in connection with the quartet's Scandinavian visits. . . . Same diskery, Iversen & Frogh, also issue a local rendition of "Long Tall Sally" by **Jan Hoiland** on Columbia. . . . **Jorg-Fr. Ellertsen** launching a new name on his newly formed Troll label, the Troll Keys, singing Norwegian Songsongs. He is also trying to bring traditional music into popularity here, with a recording by the **Big Chief Jazz Band** playing "Stars and Stripes Forever" c/w "Nar Kastanjene Blomstrer I Bygdo Alle." . . . Another Eurovision Song Contest melody has been issued by **Egil Monn Iversen (Arne Bendiksen)** on Sonet, "Warum Nur Warum," sung by **Udo Jurgens**, who also participated in the contest in Copenhagen in March.

ESPEN ERIKSEN

ROME

They're all recording in Italian these days. One week's list includes disks by **Jack Jones, London; Mark Richards, Variety; Johnny Tillotson and Connie Francis, MGM; the Surfs, Festival, and Bobby Goldsboro, United Artists. . . . Cemed has issued Renato Rascel's** new TV theme song "Hallo London." . . . Jolly has issued the first disk by **Gabriella Ferri and Luisa De Santis. . . . Mina** heads the six artists who are being presented by Ri-Fi on their new summer release called "Vacation Disks." . . . Unsold LP's are now finding mail-order outlet sales via special magazine advertising at cut rates, some as low as \$3.15. This is almost 40 per cent below usual Italian prices. **SAML STEINMAN**

BUDAPEST

Czechoslovakian band leader **Karel Vlach** will appear at the sports stadium here before a tour in Hungary in mid-July. . . . This reporter was commissioned to write the score for the first TV operetta "The Unique Man." Book is by **Laszlo Solymosy**. The play will be tele-recorded in autumn.

The sixth international conference of the International Society of Musical Education was held in Budapest June 26 to July 3. Host was the Association of Hungarian Musicians. Guests from more than 30 countries attended and 100 interpreters translated the lectures and reports into English, French, Russian, German and Hungarian. Twelve foreign chorus ensembles took part in concerts. The conference was opened by **Zoltan Kodaly**. ISME president is Prof. Dr. **Samuel Baud-Bovy** of Switzerland. . . . Lecturers from the U. S. were Prof. Dr. **Karl D. Ernst**, Hayward University; **Elizabeth Davies Kondorossy**, Cleveland; Prof. Ed-

mund A. Cykler, Eugene University, Oregon; **Robert L. Cately**, San Francisco; **Marjorie Bram**, New Jersey; **Thomas Hilbish**, Princeton University, New Jersey, and Prof. Dr. **Irvin Cooper**, Florida State University, Tallahassee. The Princeton University Chorus performed at one of the concerts, conducted by **Thomas Hilbish**.

MILAN

French singer **Gilbert Becaud** did a TV show here for presentation on the RAI-TV, the Italian State TV network. In the show he sings "Tu Viens De Loins" (You Come From Far Away) which will be released here on HMV label. The song has not yet been released in France. A previous Becaud release, "Dominique," enjoyed good success throughout Europe. An unbilled female vocalist sings with him on the TV show tune, which already has aroused much trade interest. . . . **Mary Wells** is going to get a big promotion campaign from Durium. Her "My Guy" has received a lot of attention in Italy and the song will be recut here with Italian lyrics. She'll appear on TV and at concerts, and Durium executives hope to have her as guest star at the San Remo music festival of 1964 which could greatly aid her local success. . . . The Durium firm has acquired rights for release in Italy of the album highlighting the trip of **Pope Paul VI** to Israel. Dr. **Scussel**, a&r director of the firm, expects good reception of the album, made in Israel by **Hed Arzi**, Israel Records.

RCA of Brazil has requested from Durium Records rights to release "Sei Diventata Nera" (You Turned Black) by the **Los Marcellos Ferial**. The Italian vocal group placed highest with the song on the recent TV "Song for Summer" contest. Their "Angelita Di Anzio" is currently on the charts here. The award-winning song will also be recorded in France by **Richard Anthony. . . . Saar Records**, which distributes a number of foreign labels here on their Jolly Records label, is running a consumer contest. Called "Estate Jolly 1964," the label has selected one record by each of the 10 most popular artists. Among them are **Ben King, Francoise Hardy and Luigi Tenco**. Every buyer of one of the 10 records receives a post card which gives a vote. One hundred entrants win albums each week. The final contest takes place July 22. The grand prize is a vacation trip to the summer resort of Sardegna.

Jaguar Records' owner-manager, **Sr. Vassura**, plans expansion of his company and has recently signed singer **Walter Torrebruno**. While the firm has been approached by several U. S. labels who want Jaguar to handle distribution for them in Italy, Vassura feels the present market is more inclined toward local product. The firm currently has releases on the charts in Spain, one example being Torrebruno's "Madrid." **Leopoldo**, an artist from Mexico, now living in Italy, has recorded French artist **Henry Salvador's** "Pour Deux" for the Vassura firm.

PIETRO MALASPINA

SPAIN

Lloyd Dunn, vice-president of Capitol Records, paid a brief visit to Barcelona recently, for talks with the management of Capitol's affiliate, Gramofono-Odeon. . . . Another visitor to Gramofono-Odeon was **Jerry Thomas**, Liberty, who discussed how to increase Liberty's exposure here, and how to acquire

Spanish material for release in the States.

Two visitors from South America also passed through Barcelona, **Augusto Sarria** of Industrias Electricas y Musicales Peruanas, of Lima, Peru, and **Henry Jensen** of the EMI company in Brazil. Both had talks with Gramofono-Odeon, mainly in connection with Spanish repertoire for their respective operations. . . . Although April and May are normally fairly quiet months in the record business here, Gramofono-Odeon's business has been booming, thanks mainly to the Beatles. Production and sales for April broke all previous records for any month in the 50-year history of the company.

RAUL MATAS

SANTIAGO

Philips Chilena, S.A., Polydor's publishers for several years, has started Chilean Polydor promotion with **Red Juniors, Marisa, Los Tres Lucheros**, and others. **Hernan Serrano** was named a&r man for Polydor. . . . **Mongo**, a new label in Chile, is promoting "Como Un Nino Soy" (He Walks Like a Man) by **Fernando Montes**, and **Tommy D'Angelo's** "Do You Want to Know a Secret?" **Mongo** is directed by **Edmundo Ortizar** and **Oswaldo Larrea**.

The worldwide success of the Beatles has now hit the market here. All Beatles record (LP's and several singles) have had solid sales. Several new groups have recorded the Beatles' repertoire for different local labels.

RICARDO GARCIA

OSLO

Jim Reeves' RCA Victor recording "I Love You Because," which has been topping the Norwegian charts the last seven weeks, is nearing sales of 25,000. This qualifies for the Norwegian Silver Disk—and if the American singer succeeds again, it will be his third Silver Award in this country. The reason is mainly the RCA Victor c&w artist group that visited Oslo in April, later televised coast-to-coast. . . . Although both **Elvis Presley** and **Terry Stafford** entered the Norwegian charts with their rendition of "Suspicion," it was also in Norway that **Terry Stafford** won the race with his London recording. . . . **Arne Bendiksen A-S** (previously **Egil Monn Iversen A-S**) is launching a series of new platter talent, among them **Marit Ellingsen, the Cool Cats, Erna Moerch** and the **Beatnicks** (previously on the Viking and Philips labels). . . . The first Beatnicks record will be issued on the Sonet label, although **Arne Bendiksen** usually issues all domestic products on Triola, but co-operation between Sonet in Sweden and Norway is expanding. . . . Former press photographer **Arne Knoblauch** is now a manager and record producer with releases on the Manu label. . . . Norsk Phonogram has issued another bunch of platters in their Bergen Beat series featuring young instrumental and vocal bands from Bergen, Norway's second largest city. . . . CBS almost managed to put their first record on the Norwegian charts this week, but "Move Over Darling," as sung by **Doris Day** did not quite make it yet. CBS is represented by Phonogram here and has had its own label two and a half years. New on this label is "Summer Song," by **Louis Armstrong-Dave Brubeck**, "Three Window Coupe," by the **Rip Chords**, "Today," by the **New Christy Minstrels**, and "Wenn die Cowboys traumen," by **Marika Kilius. . . . Louis Armstrong** is also selling well for **Arne Bendiksen** with the two Kapp recordings, "Hello,

BILLBOARD July 11, 1964

Dolly!" and "I Still Get Jealous."... Nor-Disc A-S has issued a new Ivar Medaas record. He is one of Norway's most popular folk singer... All diskeries issue tourist platters, mostly LP's... On Nor-Disc's latest Karussell LP, "Beat Incorporated," the sheet music to all 14 melodies is included... A-S Nera has issued the third in the Folkehjemmet series, this time called "The Visit" and with Rolf Just Nilsen playing the parts of various Norwegian politicians... Reason for the record is the Khrushchev visit, and the record, on RCA Victor, words by Arild Feldborg, is very humorous.

ESPEN ERICKSEN
LONDON

With his London single "It's Over," Roy Orbison has become the first American to top the British chart since Elvis Presley did it with "Return to Sender" in December, 1962. Several months ago Orbison overtook Presley as the best selling American artist in this country. Early this month Ember will rush an album, an EP, and a single, which label boss Jeff Kruger has picked up from the U. S. Sun label for whom Orbison previously recorded... Recent visitors to EMI for top-level talks have included Kurt Nikkelson, EMI's repertoire chief in Copenhagen; Robert Mackenzie, managing director of Columbia Graphophone Company of Athens, and Jimmy Johnson, president of Walt Disney Music and Disneyland Records. Johnson was on his way to Paris for an international conference with his European distributors and among those who joined him in London were British Disney directors Cyril James and Cyril Edgar, Rex Oldfield and Roy Squires of EMI, and John Eytel of Chappell... Otto Demmler, a&r chief of Electrola, has also been in for talks at EMI.

Eartha Kitt will open a 13-week season at London's Talk of the Town on Sept. 14. Engagement was set by the Vic Lewis organization, which is responsible for the imminent visits of Nelson Riddle, Percy Faith and Henry Mancini for BBC-2 appearances... According to Brian Epstein, the Beatles will visit Stockholm for ice stadium concerts July 28 and 29. The promoter has agreed to provide helicopters for the boys from the airport to their hotel, and to the stadium for their shows... Following its success with the Welsh LP, "A Nation Sings," Delyse has launched an intensive recording program for Irish artists, centered around singer Dermot O'Brien, currently visiting the U. S... Pye has issued a cover version of Lonnie Donegan's U. S. hit "Beans in My Ears." The original version by the Serendipity Singers is out on Philips...

RCA Italiana has two executives, Fransesco Fانش from the export division and assistant general manager Ennio Melis, here for talks with Selecta about further releases here from the Italian catalog.

CHRIS HUTCHINS
HOLLAND

Dutch band leader and composer Malando celebrated his 25th jubilee as leader of the famous Malando Orchestra July 1. In 1939 he formed a Latin-American-styled quintet in Rotterdam. Since then the quintet has become a large orchestra, touring the world and becoming one of the best Latin-styled dance bands. The Malando Orchestra has recorded 250 different titles, with albums that became best sellers in Japan, Spain, Italy, Argentina and the U. S. His compositions—a

total of 50—have been issued in sheet music in more than 30 different countries, a large territory. Malando recently celebrated his 56th birthday and has an exclusive recording contract with Philips.

L'Academie Nationale du Disque of Paris has awarded a Grand Prix for the second time to Dutch singer Bernard for the best interpretation of songs by Schumann... The permanent conductor of the Residency Orchestra, Willem van Otterloo, has left for the U. S. to give three concerts with the Chicago Philharmonic Orchestra. In July he will conduct three concerts in Buenos Aires and two in Montevideo... The Dutch composer-professor Henk Badings has been commissioned by the Royal Male Choir "De Haghe Sanghers" to compose a work for male choir with the accomplishment of two electromagnetic soundtracks, entitled "European Triptych" to texts in Dutch, German and English by the poet Lucebert... Colpix album release "The Actual Voices and Events of Four Days That Shocked the World," a UPI documentary, has been the subject of several local radio and TV presentations during the last part of May, commemorating the late John F. Kennedy's assassination, according to Paul Visser, Artone.

Chubby Checker canceled his visit to Holland for a TV appearance. No reason was given... On June 8, VARA-TV featured a special performance of the Beatles. A 10-minute introduction was held by Berend Boudewijn and Herman Stok... The Jumping Jewels and Johnny Lion scored fantastic successes while on their recent Oriental tour. Adamo will make an extensive Dutch tour this fall... French singer Gilbert Beaud (HMV) and Britain's Freddy and the Dreamers visited Holland recently and did TV... Main guest for the introduction of Radio's Luxembourg's new program "Teener Topper Tijd" was Francois Hardy. The same day KRO-TV had Francoise on a TV program... Within the framework of the "Holland Festival 1964," England's most prominent contemporary composer, conductor and pianist Benjamin Britten (50) will give concerts in Holland, playing and/or conducting a good deal of his own music, the most important work being his War Requiem... Otto Vrielenberg, L. C. Phonogram, had Jamaican teen-age star Millie with her blue beat style on Dutch TV June 21. Her hit "My Boy Lollipop" is already a hit in Holland... A 16-year-old Dutch male singer, Gerry Rix, has taken the musical world in Holland-by-surprise. He is the son of singer-comedian Tobi Rix.

MADRID

Andy Anka, Paul Anka's father, visited here to see old friends Bil Caram from RCA and Martin Garea from Ediciones Musicales Hispavox, the representatives of Spanka Music... Fred Reiter, the traveling member of Morro Music, Ariston Music, Cuban Music and Compass Music, also flew in to seek six outstanding "zarzuelas" from Spain to be released in the U. S. through the Reader's Digest Club... Andy Russell will soon marry Spanish star Salome... Paul Anka will record the English version of "Me Gusta Madrid" (I Like This Madrid) written by Spanish trumpeter-singer Tonio Areta... Hundreds of letters came in for a contest in which Spanish radio listeners will name a new tune previewed by Mexican author Cuco Sanchez

NEW ALBUM RELEASES

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

AARDVARK	
CARLO SALVO at International Plaza: 1346 (M)	M S
ABC-PARAMOUNT	
RAY CHARLES—Have a Smile With Me: ABC 495, ABCS 495	
ESCUADERO at the El Poche: ABC 492, ABCS 492	
FRANK FONTAINE—More Songs I Sing on the Jackie Gleason Show: ABC 490, ABCS 490	
German Drinking Songs: ABC 487, ABCS 487	
THE IMPRESSIONS—Keep Pushing: ABC 493, ABCS 493	
HANK JONES—This Is Ragtime Now: ABC 496, ABCS 496	
LES DJINNS SINGERS—60 French Girls Can't Be Wrong, Vol. II: ABC 491, ABCS 491	
CHARLES MAGNANTE AND ORCH.—Roman Spectacular: ABC 489, ABCS 489	
KNUCKLES O'TOOLE Plays Again: ABC 488, ABCS 488	
ROY SMECK—I Love to Hear a Banjo: ABC 484, ABCS 484	
VALENTINO'S FESTIVAL ORCH. AND CHORUS WITH ANTONIO DALLAPOZZA—76 Paisano's of Italy: ABC 485, ABCS 485	
MARTIN WALKER—From Scotland With Love: ABC 483, ABCS 483	
ATLANTIC	
SOLOMON BURKE—Rock'n Soul: 8096, SD 8096	
The RAY CHARLES Story, Vol. IV: 8094, SD 8094	
The Great Hits of RAY CHARLES: SD 7101 (S)	
JOHN COLTRANE—Coltrane's Sound: 1419, SD 1419	
DRIFTERS—Our Biggest Hits: 8093, SD 8093	
SONNY STITT—Stitt Plays Bird: 1418, SD 1418	
COLPIX	
The CHAD MITCHELL TRIO and the GATEMEN in Concert, Everybody's Listening: CP 463, SCP 463	
COLUMBIA	
ORIGINAL CAST—The Importance of Being Oscar (with Michael MacLiammoir): OL 6090, OS 2490	
ORIGINAL CAST—To Broadway With Love: OL 8030, OS 2630	
STUDIO CAST—Babes in Arms (with Mary Martin): OL 7070, OS 2570	
STUDIO CAST—The Boys From Syracuse (with Portia Nelson, Jack Cassidy and Bibi Osterwald): OL 7080, OS 2580	
STUDIO CAST—Brigadoon (with Shirley Jones and Jack Cassidy): OL 7040, OS 2540	
STUDIO CAST—Oh, Kay (with Barbara Ruick, Jack Cassidy, Allan Case, Roger White): OL 7050, OS 2550	
STUDIO CAST—On Your Toes (with Portia Nelson and Jack Cassidy): OL 7090, OS 2590	
STUDIO CAST—Roberta (with Jean Roberts, Jack Cassidy, Kaye Ballard, Portia Nelson): OL 7030, OS 2530	
SOUNDTRACK—The Young Lovers: OL 7010, OS 2510	
FRANKIE YANKOVIC—Dancel Dancel Dancel: CL 2201, CS 9001	
CUCA	
SAUK COUNTY CIRCUS BAND—Circus Favorites: KS 2020 (S)	
DUKE	
BOBBY BLAND—Ain't Nothing You Can Do: DLP 78 (M)	
GOLDEN	
Hey There, It's Yogi Bear: 124 (M)	
IMPULSE	
LOREZ ALEXANDRIA—Alexandria the Great: A 62, AS 62	
GLORIA COLEMAN—Soul Sisters: A 47, AS 47	
JOHN COLTRANE—Crescent: A 66, AS 66	
TERRY GIBBS—Take It From Me: A 58, AS 58	

while in Spain... "Summer Holiday," Cliff Richard's recent picture, has been released in Spain. This is the first time Cliff and the Shadows have found the way open to stardom in Spain. RAUL MATAS

Tollie Seeks Distributors

LOS ANGELES—Separate distributors are being sought for Tollie, Vee Jay's young subsidiary. Jay Lasker, Vee Jay's executive vice-president, said it was the company's intention to have its 30 Tollie U. S. outlets separate from those handling Vee Jay product. One third of this number have already separated in line with original intentions to operate the label independently of the parent firm. Since debuting several months ago, Tollie has been without its own president, but Lasker indicated this situation would be rectified shortly. He has been interviewing persons with the three basies he's looking for: experience in administration, sales and promotion.

HOST OF JAZZ, GOSPEL SINGERS DUE IN ITALY

MILAN — Italian jazz and gospel fans should have a happy summer, judging from the number and the names of the jazz stars which are due to appear in Italy during the next months. From the Jazz Festival at Juan-Les-Pins, gospel singer Mahalia Jackson will go to Italy to sing at the Focette club in Viareggio. Ray Charles, who will come to Europe for the jazz festival of Comblain-La-Tour, will also be at the Focette club during the summer. Also due to appear in Italy at various summer resorts are Sister Rosetta Tharpe, at the end of September; the Staple Singers, who will come to Italy right after the Newport festival; the Art Farmer-Jim Hall quartet, who will play in Milan in September. Finally, Erroll Garner may play in Milan if a financial agreement can be reached.

IT CAN'T BE ANYTHING BUT A SMASH GOING UP IN ALL THE CHARTS!

BOBBY BLAND'S "SHARE YOUR LOVE WITH ME"

DUKE 377

★ ★ ★ ★ ★

A BIG SINGLE—NOW AN EVEN BIGGER LP

BOBBY BLAND'S "AIN'T NOTHING YOU CAN DO"

DUKE LP 78

★ ★ ★ ★ ★

DUKE AND PEACOCK RECORDS, INC.
2809 ERASTUS ST., HOUSTON 26, TEX.
OR 3-2611

BARBARA LYNN

Headed for the Top!

"OH! BABY
(We Got a Good Thing Goin')"

JAMIE 1277

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

Say You Saw It in Billboard

audio / video retailer

PHONOGRAPHS • RADIO • TELEVISION • TAPE • HI-FI COMPONENTS • ACCESSORIES

NAMM PARLEY HIGHLIGHTS

Mighty Mite Models Key To Next Decade

CHICAGO—The home entertainment world of the late '60's and '70's will be one of watch-size radios, three-inch-high television sets, electronic organs the size of two packs of cigarets, subscription television on a commercial basis and a host of products from the space age.

It'll all be possible because of advanced refinements in transistors and an even more sophisticated development called "integrated circuitry."

Dealers got a look into the future during a special seminar hosted by the Electronics Industries Association at last week's National Association of Music Merchants convention in Chicago's Conrad Hilton Hotel. The session was called "New Sights and Sounds of the 60's."

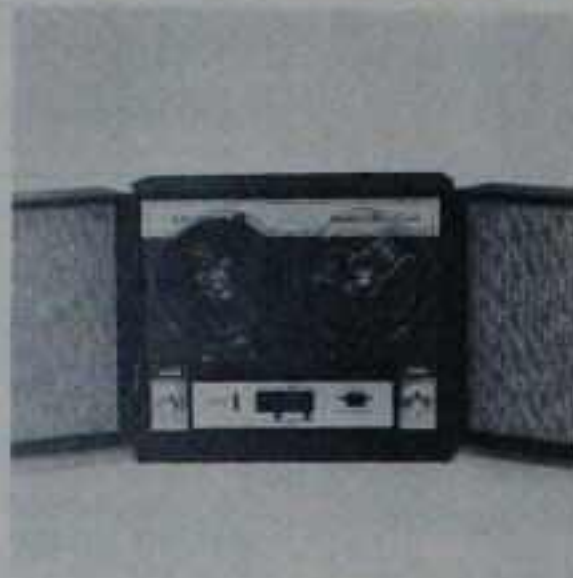
Instant Rhythm

Warwick Electronics demonstrated a Bandmaster accompaniment device for organs that enabled the player to set a variety of rhythms and duplicate a baker's dozen of orchestral instruments automatically.

Westinghouse demonstrated a Message Center home tape unit that enables householders to leave each other messages totaling three minutes.

Olympic Radio & Television told of its soon-to-be-installed commercial pay-TV set-up in

Revere Bows 5 Tape Models



WOLLENSAK 1280

CHICAGO — Minnesota Mining's Revere-Wollensak division introduced five new tape recorder products, including a \$199 stereo recorder-player and a walnut decorator-styled automatic tape cartridge system at the Music Show here last week.

The introduction brings to 17 the total number of recorders in the Revere-Wollensak home

Los Angeles and San Francisco. The programs will be carried to homes by leased telephone wires, with automatic billing to be done by the R. H. Donnelly Company.

A single book-size receiver can be hooked to any TV antenna and the consumer can receive up to three channels of pay-TV plus one channel of sound-only programming.

The programs will be "mostly in color," without commercials, be of extreme high fidelity with

(Continued on page 39)



REVERE-WOLLENSAK M-4

tape line. These include a variety of monaural and stereo units and stereo decks in reel-to-reel recorders. Also available are self-contained deck models in the firm's automatic system, which provides up to 15 hours of music.

The Wollensak 1280 is priced at \$199 and provides four-track stereo and monaural playback. The unit has separated, detachable wing speakers, VU meters and the traditional Wollensak tape handling system. It has simple tab control operation, can be worked vertically or horizontally, and weighs 30 pounds.

The Wollensak 1281 is a stereo deck version of the 1280, is fully amplified, can be mounted vertically or horizontally, and sells for \$169.

The Revere-Wollensak M-4 is a plush walnut and teakwood version of the firm's automatic cartridge system, with built-in amp and separate bookshelf speakers. Up to 20 cartridges



WOLLENSAK 600

can be played automatically for 15 hours of stereo music.

The M-4 contains all the quality playing features of the earlier M-2 model and sells for \$459. Revere also offers a large selection of pre-recorded tape cartridges which are available now from 13 record labels.

Monaural

The new Wollensak 600 monaural recorder is the first battery-operated, solid state portable in the firm's line. The unit weighs just over four pounds and is slim enough to fit into a three-inch-thick attache case.

A constant-speed capstan drive system provides for interchange of tapes with any standard two-track monaural recorder; VU meter gives record level and battery condition. Other features include remote stop-start switch on mike, record interlock and automatic tape lifter and two tape speeds. It operates on one nine-volt battery and six one and one-half volt pen cells, sells for \$119, complete.

The Wollensak 1220—a monaural unit—sells for \$129 and offers vertical or horizontal operation, VU meter, tab control, automatic shutoff, digital tape counter, head demagnetizer and braking system and will play seven-inch reels with the cover closed.

Quality Is Trademark Of Future

CHICAGO — The look of quality . . . the sound of quality. These will be the major selling points in phonograph and tape equipment next fall, judging from the displays at the National Association of Music Merchants' Show here and the reaction of visiting dealers.

In its new spacious quarters at the Conrad Hilton Hotel, the home entertainment segment of the Music Show put on its biggest all-out demonstration of new products. In most cases, the average prices of the products were slightly higher than last year. Dealers, who turned out in larger numbers than last year, appeared open to buy — although some of the major manufacturers exhibiting at the Show do no selling there.

The new higher prices have been dictated by the upgrading of furniture styling, by transistorization, by an increase in the use of FM stereo, by stress on higher-end portable phonographs. "Schlock" merchandise was at a minimum. This may be because schlock just isn't selling very well in the phonograph field. So far this year, console radio-phonograph sales are up slightly, while portables are down sharply.

The transistor's takeover of the audio field is now virtually complete, except for a mopping-up operation which includes the selling-out of holdover models. The manufacturers which recently fought hard against solid-state circuitry are now extolling its virtues.

The major packaged phonograph manufacturers obviously feel they are rapidly closing the quality gap between their products and those of the traditional audiophile component makers. This involves cost increases, but there seems to be no fear that the public will resist higher priced units. Attracting major attention at the show were the high-end lines of Sylvania, Magnavox's new super-de luxe Imperial series, and the offerings of the Canadian manufacturers, Electrohome and Clairtone.

The swing to quality by the old-line packaged phono manufacturers has resulted in lengthened console lines by the audio components manufacturers who exhibit at the show—Pilot, Fisher and Scott.

Even in lower priced categories, an FM-AM tuner (usually with FM stereo) is becoming more of a necessity in consoles. One manufacturer estimated that less than 14 per cent of this year's console business would be phono-only,

NEW PRODUCTS SHOW CASED AT NAMM MEET

CHICAGO—New products in the home entertainment field were the high point of the giant National Association of Music Merchants conclave here last week. Virtually every firm had something new in tape, recorders, phonographs, radios, TV's, organs or sundry home entertainment instruments. For the diversification-minded record dealer, the music show offered a field day. News of the convention and many of the new products appear on these pages. Additional news and new product information will be carried in subsequent issues of Billboard's Audio-Video Retailer section as space permits.

INTRODUCING . . .

and its TWIN . . .



PHONOLOG
TAPE PARADE (Monthly)
NEW TAPE RELEASES
AND
TRADE INFORMATION.

Subscription
only
\$7.50
Per Year
For Both.



PHONOLOG
LIST-O-TAPES (Quarterly)

FOR READY REFERENCE,
THE MOST INCLUSIVE CATALOG
OF
PRE-RECORDED TAPES.

PHONOLOG PUBLISHING CO.

2720 Beverly Blvd.,
Phone 385-4211 Area 213

Los Angeles, Calif. 90057

down from about 20 per cent last year.

The most obvious trend at the Music Show in the sound business was the all-out swing to "matched components" or "music modules" by the traditional console manufacturers. These were displayed by RCA, General Electric, Magnavox, Admiral, Westinghouse, V-M, Webcor and others. In many cases, this program is experimental—a sounding of the market for non-audiophile components. Manufacturers explain that their entry into this market is relatively inexpensive. They make the components anyway—for their consoles—and designing plain walnut cabinets is a comparatively easy manner.

Dealers at the show were intrigued with the "matched component" approach, which gives the consumer "maximum music for his dollar"—minus the furniture. Some thought these components would help sell consoles ("For only a few dollars more, you can get the same thing in a beautiful cabinet"). The major difference in sales approach between the new matched components and regular audiophile gear is that the former almost always are sold as a complete set, and they're not designed to be mixed with products of other manufacturers.

Tape recorders were multiplying like rabbits at the show—indicating the industry's continued confidence that a sales surge is in the offing. The look in the new recorders again is quality, and two styles are being offered under many trade names: (1) The highly machined "instrumentation" look, and (2) the furniture look in walnut-grained cabinets.

The stress in recorders is simpler operation—even in relatively high-priced machines—with the knowledge that if the market is to expand, it will have to go beyond the audiophile, and that the non-audiophile (who is somewhat afraid of knobs and meters) also appreciates good sound quality. Although the expanded lines of tape recorder manufacturers (Revere - Wollensak, Webcor, Roberts, in particular) attracted good crowds, dealers generally were dubious about the prospects of any large swell in sales over the next 12 months. They did, however, see a continuation of the industry's steady growth curve.

In TV, much attention was focused on the new small-screen sets, which by the end

of this year will be appearing under 11 American manufacturers' labels (although even some of these will be imported). Dealers expressed nearly unanimous opinions that this would be a big selling item next fall and winter.

Perhaps the hottest TV item shown at the Music Show was General Electric's new nine-inch battery-operated set, particularly in view of its suggested list price of \$159.95 (battery is extra). The importers, who have had this battery television field to themselves for the last two years (and at far higher prices), were divided as to whether GE's entry into the transistor TV field would help or hurt their business. But one thing was obvious: The prices of Japanese sets were beginning to tumble, to meet or undersell GE's figure. In the field of Japanese-made TV, plenty of deals were being hatched.

In the high end of TV, color was completely dominant. In view of the new, lower prices, most dealers expected to do far more color business this year. The 16-inch Japanese color sets attracted attention, but principally from curiosity. With list prices of \$349.95, dealers felt they wouldn't stand much chance against American 21-inch sets at \$399.95.

The home radio, too, is undergoing its own transistor revolution. Biggest radio attractions at the show were the transistorized miniature clock radios of various manufacturers. In the conventional table and clock radio category, the wood or simulated wood cabinet is rapidly taking over from the traditional "plastic look."

Billboard Staffer Wins Art Award

BLOOMFIELD, N. J.—Gerald Dodson, Billboard's art director, won the Bloomfield Purchase Award in the annual outdoor art exhibit held here.

The award is made annually as part of the Town Paints exhibition of art created by local residents. Dodson recently was commissioned to do a painting of San Francisco. The painting was presented to Tony Bennett in recognition of his award-winning song about the Bay City.

Dodson has had a number of honorable mentions in amateur art competitions previously, but this is his initial first-place win.

Mighty Might Models the Key

Continued from page 38

no ghosts or flutter (because of the direct transmission through wires), and cost the same as the "general average price" of a ticket to the same event.

RCA Victor demonstrated its new solid-state stereo high fidelity component system (see story next week) which marks the firm's entry into this market. Patrons have a choice of three

different speakers coupled with the chassis in either a modular or self-styled unit.

Integrated Circuits

Motorola demonstrated its new "integrated circuits" which the firm said will eventually succeed today's transistor models. In essence, the development consists of miniature components printed on glass called a thin film.

The device permits the placement of as many as six transistors and six resistors on a plate only slightly larger than the head of a pin. Motorola said the device will permit home entertainment equipment to be extremely compact with better reliability and performance.

Philco noted that transistors will enable the firm to come out with a nine-inch television set this fall and a three-inch set later. The firm showed a host of models of the future—all possible because of design refinement due to the compact size of transistors.

SAM HODGE
of
MUTUAL RECORDS
and
PARAMOUNT RECORD MFG. CO.
THANKS ALL
D.J.'s and his DISTRIBUTORS
for making
"SHE'S THE ONE"
CHARTBUSTERS
Mutual #502
A HIT
1314-24 S. Howard St., Phila., Pa.

CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

EXCELLENT SECRETARY—GAL FRIDAY wants to work with disc jockey or entertainment personality. Hours after 7 p.m. only. Attractive, best references. Box 113, c/o Billboard, 165 W. 46th St., New York 36, N. Y.

COUNTRY AND WESTERN SONGS available to recording co., publishing co. or artist. Independent songwriter. Contact Tee Pryse, 2269 Washington Ave., Norwood 12, Ohio. Telephone: 531-4919.

RECORD EXECUTIVE

18 years' experience, all phases. Manufacturing, distribution and production. Field work with racks, one-stops, stations. Seeks East Coast affiliation.

Will travel, consider relocation. Write

BOX 112, c/o Billboard
165 West 46th St.
New York, N. Y. 10036

I NEED RELIABLE MUSIC PUBLISHER. Have all types of lyrics and music. Write Charlene Gray, Divadale Drive, Toronto 17, Ont., Canada.

HELP WANTED

WANTED

NEW RECORDING TALENT

for records and jingles. If you are really outstanding and ready for discovery, this might be your break. Send 7 1/2" or 15" tapes with return postage plus \$1 to defray audition costs. Sorry, no "in person" auditions.

Grey Music Productions
108 East 96th St.
N. Y. C. 10028

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

DEALERS . . . ONE-STOP RACK JOBBERS

. . . in the following territories:
Northern New Jersey, from Mercer County.

Order Your Supply of

Record Preview

BILLBOARD'S GREAT NEW CONSUMER LP MAGAZINE-CATALOG FROM:

ALL-STATE NEW JERSEY, Inc.
WHOLESALE DISTRIBUTORS
Phonograph Records
87 Stecher Street Newark 12, N. J.
Telephone WAverly 3-4900

Listed, you will find the labels which we presently distribute:

Argo, Ascot, Atco, Contempo, Dial, Domain, Four Corners, Garex, Garpa, Garrett, Group, Hi, Hilltop, Kapp, London, L'oiseau-Lyre, Monument, Musicor, Radiant, Richmond, Seville, Sound Stage Seven, Telefunken, United Artists, Vault, Volt.

IT'S A CAN'T-MISS SALES AND PROFIT MAKER! Check your regular Associated salesman for special prices . . . or write to us.

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

RECORD PROMOTION & PUBLICITY

RECORD PROMOTION & PUBLICITY
National disc jockey coverage . . .
Trade paper publicity . . . etc.

CONSULTATION
All questions answered about Recording, Distribution, Printing, Shipping, Publishing, etc.

PRESSING
No job too small
DISTRIBUTION ARRANGED
MORTY WAX PROMOTIONS
1733 Broadway
New York, N. Y.
CI 7-2159

MISCELLANEOUS

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. ch-np

JOCKEY JOKER! A COLLECTION OF six DJ gagfiles now in one edition. Contains over 500 One-Liners, Gags, Sound Effects, Bits, Station Breaks, Ad-libs, etc. \$7.50. Show-Biz Comedy Service (Dept. BJ), 65 Parkway Court, Brooklyn, N. Y. 11235. Jy25

INTERNATIONAL EXCHANGE

ARGENTINA

MICROFON RECORDS

The most aggressive record company in Argentina

Representing

- Audio Fidelity (U. S. A.)
- Durium (Italy)
- Supraphon (Czechoslovakia)

AND NOW!

Codence — Coral — Brunswick — Everest — Chancellor — Canadian-American — Prestige.

MICROFON ARGENTINA SRL
Lavalle 1759, 5 Piso
Buenos Aires, Argentina

BELGIUM

Everyone in the music business and every teen-ager in Belgium reads

JUKE BOX

BELGIUM'S BIGGEST MUSIC MAGAZINE

A one page ad costs you only \$220
A one-year subscription is only \$3

Send your bank draft to

JUKE BOX
MECHELEN, BELGIUM

Write for Sample Copy.

when answering ads . . .

**Say You Saw It
in Billboard**

CLASSIFIED RATES

Per Insertion	Each Additional Inch			
	1/2"	1"	2"	
Manufacturer Advertisers	\$9	\$15	\$25	\$9
Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
Distributors (National)	\$9	\$15	\$25	\$9
Situations Wanted for Individuals	\$2	\$9	\$15	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
- All rates are for EACH insertion. PAYMENT MUST BE IN ADVANCE!
- Advertisements 2" or larger are set in boxed style.
- If Box Number is used, follow 10 words for number and address. Box number service charge is 50c per insertion.

USE THIS HANDY ORDER FORM

Please insert the following ad for _____ consecutive issues.

Heading: _____ Size: _____
 Set regular classified style. Set boxed classified style.

Amount enclosed _____

Copy: _____

Company Name _____ Authorized by _____

Address _____

City _____ State & Zip Code _____

PLEASE ENCLOSE YOUR PAYMENT. WE DO NOT BILL FOR CLASSIFIED ADS.

FOR ADDITIONAL INFORMATION AND/OR ASSISTANCE CONTACT: Steve Chazen, CLASSIFIED ADVERTISING MANAGER, Billboard, 165 West 46th St., New York City 10036.

ADVERTISING RATES INTERNATIONAL EXCHANGE
Classified: Per line \$1. Minimum 4 lines per insertion.
DISPLAY: Per inch \$14. Minimum 1 inch.

Above prices are for one insertion in one issue. Cash or check with order.
Lower rates for 12, 26, 52 insertions in a one-year period.

FOR FURTHER INFORMATION CONTACT: Peter Heine, International Advertising Director, Billboard, 165 West 46th Street, New York City 10036 or
Andre de Vekay, European Director, 15 Hanover Square, W. 1, England.

BULK VENDING news

House Committee Kills Anti-Mingling Measure

WASHINGTON—The House Committee on Interstate Commerce has rejected the portion of H.R. 4731 which would have barred the mingling of charms and confections in bulk vending machine globes. The action was taken Wednesday (1) in an executive session of the full committee.

By singling out for deletion the section of the bill that dealt with bulk vending, said Don Mitchell, counsel to the National Vendors Association, the committee made it very unlikely that such legislation would be re-introduced in any foreseeable future. The rest of the measure, of no interest to the bulk vending industry, was favorably reported out of committee.

Mitchell attributed the successful resolution of the legislative crisis to the plan of action laid out by NVA in May, when the bill was introduced, and rigorously pushed since then. Letters and petitions to members of the House Committee from bulk operators, distributors and

manufacturers in all parts of the country were unquestionably effective, as was the NVA legal staff's campaign of patient explanation in personal contacts with the congressmen. Mitchell also credited the publicity on the legislation in Billboard with rousing the industry to the danger it faced.

In deleting the anti-mingling section of the bill, the House Committee showed that it had thoroughly considered the arguments advanced by NVA and the bulk industry and had agreed with the NVA position, an action that amounted to a rebuke to the position of the Pure Food and Drug Administration.

The anti-mingling provision was part of legislation backed by the National Confectioners Association to permit the use of non-nutritive substances in confections. Although long allowed in other foods, such non-nutritive substances had never been permitted in confections. The NVA campaign pointed out to the Public Health and Safety Subcommittee of the House Interstate Commerce Committee the absurdity of including the anti-mingling provision in a measure dealing only with the content of confections.

NVA also stressed that years of mingling of charms and confections had never produced a single health problem. The

charms, as a matter of record, are every bit as sanitary as the confections.

Rep. Oren Harris (D., Ark.), assured NVA as far back as May that the bulk industry position would be duly considered and also told Mitchell that he had queried the Pure Food and Drug Administration as to why the provision on mingling was added to the bill. On the basis of this action and the large volume of mail sent to Congress by the industry, Mitchell had predicted the anti-mingling measure would be defeated. His judgment is now vindicated.

Bulk Banter

Pacific Patter

Phil and Frieda Sreden, Western Vending Machine Servicing Company, have wound up their trip to Florida and are now in New York for visiting, sight-seeing and the World's Fair. . . . **Bill Molezzo**, Porterville, made his one-a-month buying trip to Los Angeles and Acme. . . . **Charles Randall**, who at 75 is a top operator, continues to service his machines in an ancient vintage automobile. . . . **Mel Shaftel** is recuperating from the mumps. While he has been confined to his home, his wife, **Gloria**, has been carrying on the route.

Les Fishman is expanding his route. . . . **Al Moore** and wife were at Acme from their home in Upland. . . . **William McKinlock**, who has been an operator for more than 30 years, has sold his cigaret and candy routes and is re-entering the bulk field.

Fred Distoff, Fred's Vending, is entertaining his son who is on leave from the Air Force. . . . **Roy Devers** has set bulk vendors in Santa's Village, Skyforest, near San Bernardino. . . . **Ray Newman**, Riverside operator, visited Acme to pick up his month's supply of merchandise for his machines. . . . **Mr. and Mrs. George Templin** stopped off at Acme on their trip to Los Angeles Monday (8). . . . **Norman Clark** continues to praise the weather and swimming in Hawaii, having got a taste of them on a recent vacation. . . .

Art Vogel dropped into Acme for supplies to expand his new route in the Lynwood, Compton and Southgate areas. . . . **C. Pulida** and **R. Rodriguez** were up from Mexico to visit with **Lew Feldman** and to get machines and supplies for their operation in Baja California. **Mr. and Mrs. Mike Fichera Jr.**, brought their new son to meet the crew at Acme. . . . **L. Doherty**, Pomona, has added a new station wagon to give his locations better service. . . . **A. E. McAdams**, who recently took over an operation in Las Vegas, was at Acme buying for the route. He was accompanied on the Los Angeles trip by his wife and family. . . . **Lew and Gussie Feldman**, Acme Vending, are wondering what happened to their pick, **Kelso**, at the Hollywood Park race track. . . . The picture looks dim for **Leo and Harriet Weiner**, West Coast Enterprises, seeing "Hello Dolly" on their proposed trip with the children to New York and the World's Fair. Even before the strike, tickets were going for \$100 a pair. **SAM ABBOTT**

NAMA Head Airs Views on Coin Shortage

WASHINGTON — A statement by **Thomas B. Hungerford**, executive director of the National Automatic Merchandising Association, was filed last week with the sub-committee on Legal and Monetary Affairs of the U. S. House Committee on Government Operations in connection with hearings on the coin shortage.

Hungerford's remarks denied that the vending machine is one cause of the current shortage. He maintained that no one is more interested in keeping coins in circulation than members of the vending industry.

"No specific statistical information exists on how long coins remain in vending machines," Hungerford said. "We know, however, that in the area of keeping coins in circulation, the merchandise vending industry, by the very nature of its business, makes a significant contribution. Every cent of the gross sales of the vending industry is received in pennies, nickels, dimes and quarters. These coins are the working capital of our business. Merchandising vending is a thin profit, high volume, fast turnover type of business which requires readily available cash for merchandise and payroll. Hence, coins must be removed from the machines as quickly as feasible."

The statement also points out that operators know that coins left in machines for long periods invite burglary and vandalism.

NAMA, says Hungerford, offers its co-operation to any appropriate government agencies that may request it.

K. Guggenheim Bows Mr. Winky

JAMAICA, N. Y. — **Karl Guggenheim, Inc.**, local charm manufacturer, has released its latest item, **Mr. Winky**. It is a round face wearing a top hat and featuring eyes that can wink and blink.

Free display labels come with each order for this action charm, which is particularly recommended as a rocket item.

H. McKinley, 68, Am. Shuffleb'd Sales Exec, Dies

EAST ORANGE, N.J.—**Hall F. McKinley**, 68, district sales representative for the American Shuffleboard Company for 25 years, died at his home here Sunday (28).

He leaves a widow and a son, **Hall F. McKinley Jr.**

McKinley was a Navy veteran of World War I, a member of the American Legion, Elks, Masons, the Bell Club and the Cycle Club.

Coast Operators Meet in Castle

LOS ANGELES — For the first time in its nearly 40 years, Western Vending Machine Operators Association held a closed meeting at the Blarney Castle Tuesday night (30).

The session went along the *(Continued on page 54)*

MARK DIST. CO.
254 Chestnut St. Passaic, N. J.
Dist. for "Acorns"
Used Victor 1/2 Cabinet . . . \$ 8.00
Used Acorns, 1c, 5c, 10c. . . 10.50
A-1 condition—guaranteed.
C.O.D., F.O.B. N.J.

Northwestern HEADQUARTERS
Whatever your bulk vending requirements might be, we can serve you.
Always a complete stock of outstanding Northwestern machines, parts and supplies.
Write today for complete information and price list.



BIRMINGHAM VENDING COMPANY
520 Second Avenue, North, Birmingham, Alabama
Phone: FAirfax 4-7526

Vending Headquarters for VICTOR
The Most Complete and Finest Line of Bulk Vendors
NEW SELECTORAMA®
BEAUTIFUL STORE WINDOW DISPLAY
Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units.
Double or triple your sales with this great vendor. Write for further details, color circular and prices.
Large Stock of Vendors—Parts and Merchandise.
Write for Prices.
LOGAN DISTRIBUTING, INC.
1850 W. Division St., Chicago, Ill. 60622. Phone: HU 6-4870

FIFTEEN DIFFERENT 10c CAPSULE MIXES
FREE DISPLAY FRONT
All mixes are packed 250 per bag hand counted . . . biggest value for the best quality in 10c Capsule vending.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING Company**
2534 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms



10c **ATLAS MASTER** Capsule Vender

Victor Headquarters for VICTOR L. C. TOPPER with Chrome-top lid



\$16
F.O.B. Factory
1c Mechanism
New Large capacity for 1175 BALLS of 100-COUNT GUM

Call "HUTCH" Today for further information. No matter what your bulk vending requirements might be—he can help you!

A complete stock of machines, merchandise, parts and supplies is always available.

Write for complete list of prices.
H. B. HUTCHINSON, JR.
Southeast Warehouse for Leaf Brand Gums
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DR 7-4300

Northwestern HEADQUARTERS
Whatever your bulk vending requirements might be, we can serve you.
Always a complete stock of outstanding Northwestern machines, parts and supplies.
Write today for complete information and price list.
PARKWAY MACHINE CORP.
715 ENSOR ST. BALTIMORE 2, MD.

The Hottest Item Ever!
GOOD FOR 1c BALL GUM, ROCKET & CAPSULE VENDING.
TROLLS, Flesh or Asstd.
Colors \$10 per M
TROLLS, Hand Painted \$14 per M
TROLLS, Real Hair, Capsuled \$36 per M
TROLLS, Real Hair, Loose \$28.50 per M

Write • Wire • Phone
OAK SALES CO. OF FLA.
2033 Fifth Ave. Pittsburgh 19, Pennsylvania AT 1-6478
1121 71st St. Miami Beach 41, Florida UN 5-9545

LUCKY TROLLS
1¢ • 5¢ • 10¢

WAREHOUSE CLEARANCE
BALL BUBBLE GUM
 120 Count—250 Count
 Assorted Colors
21c per pound
 Terms: C.O.D. F.O.B. Los Angeles.
 BOX A-268
 The Billboard Publishing Co.
 1520 North Gower St.
 Hollywood, California 90028

BULK VENDORS
 Clean, in Good Working Order

Victor Toppers, 1c B/G	\$ 8.50
Victor 2000's, 1c B/G, 100 ct.	16.50
Victor Vendoramas, 1c B/G	10.00
Victor Pen Machines	19.50
Atlas 1c & 5c B/G	13.95
N.W. Model 49, 5c mdse.	9.95
N.W. 1c B/G	9.95
N.W. Deluxe, 1c & 5c	9.95
N.W. Roll type Stamp, 25c, 10c	45.00
Silver Kings, 5c Mdse.	7.50
Schermack Roll type Stamp, 25c, 10c	45.00
Mills 6-col. Gum, 1c	9.95
DuGrenier 4-col., 1c	9.95
Stands, NEW, 12 lbs.	2.50
each in lots of 10 or more	

1/3 DEPOSIT ON ALL C.O.D. ORDERS.
 SEND PAYMENT IN FULL ON ALL ORDERS UNDER \$20.00.

RAKE Coin Machine Exchange
 1214 W. Girard Ave.
 Philadelphia, Pa.
 Center 6-4493

NOT READY FOR ROCKING CHAIR

Senior Citizenship Doesn't Appeal To Veteran Los Angeles Operator

LOS ANGELES — After a man has been in the same kind of business for some 50 years, he reads brochures about planned cities for the retired. Not Lew E. Feldman.

Feldman, who was born at the turn of the century and entered vending in 1915, is going stronger than ever. At his Acme Vending Machine Company, he distributes Northwestern bulk vending machines exclusively in Southern California, Arizona, Colorado, Utah, Nevada and Hawaii, carries a complete line of bulk merchandise, has designed and is manufacturing a new stand called, "Piggy Back," for four or six machines, and is thinking of expanding his building now occupied.

Acme, over the years, has become a gathering place for bulk operators.

One-Stop Service

They know that here they can get complete one-stop service—often with good and sincere advice—from a man who has operated, designed, manufactured and sold machines. The business is a family affair. With Lew are his wife, Gussie, and son, Bob. Feldman started Acme in December 1947 after he had been inactive in vending for four years. The business has grown consistently. For, as he explained, bulk vending is the best business per dollar invested.

His career started in Boston, Feldman's native city. His father manufactured confections and ice cream and invented an ice cream cone machine. It was while Feldman was on his ice cream and candy route that he became interested in vending machines. He bought 35 machines for \$100 from a woman who had them located in the drugstore where he made a delivery.

In three years he built up the



LEW E. FELDMAN, a veteran of nearly 50 years in vending, is going stronger than ever. His Acme Vending Machine Company, Los Angeles, offers one-stop service and Northwestern machines.

route to 600 that sold India nuts through Climax machines.

After several years of operation in the Boston area, he sold out and moved to New York, where he operated for 10 months.

California Move

He decided to make California his home in 1923 when he and Mrs. Feldman came to Los Angeles on their honeymoon. Feldman saw only a few machines and decided it was an open field there. He bought 100 Advance No. 11's and also used Columbus and Hanse vendors. He built up his route rapidly to 1,250 machines, selling pine nuts and 1-2-3 ballgum.

After his arrival, he learned that India nuts were not imported from India and that they were called pine nuts in California. Soon he was able to obtain all he wanted.

Although he was an operator primarily, he began selling parts and globes to other operators, thus starting him in the supply business about 1925. He increased his operation steadily and hit the jackpot in 1929 when he located Columbus 5-cent almond machines in miniature golf courses. The next year he designed and manufactured a bulk vendor he called Ace-Hi.

About this time, he deviated from his field. He went into the manufacture of halavah and ran his route on weekends. The halavah end of his activities was dropped and he returned to full-time vending.

Parts and Supplies

However, the demand for parts and supplies had increased. When he saw the potential, he became interested in the founding of Operators Vending Machine Supply Company. He sold his share in 1943 and remained out of vending until the urge got too great in 1947, the year Acme was started.

Feldman's experiences in bulk

Oak Sales of Fla. Bows 1c Trolls

MIAMI BEACH—Oak Sales Company of Florida this week went into full production on its line of 1-cent Trolls after two months of field testing. Oak also has a full line of 5-cent and 10-cent Trolls.

Meyer Abelson, Oak president, returned this week from a northern sales swing, visiting New York and his Pittsburgh office.

The new Troll line comes in flesh and assorted colors for penny, Rocket or capsule vending.

vending just about sum up the history of the industry. He pointed out that only in bulk vending have the prices of supplies, with some exceptions, been reduced. In 1947, Spanish peanuts were 7 cents a pound and 28 cents as of June 1; blanched were 9 cents, but up to 38 cents. Ball gum, however, was 37 cents and is now 30; BB's have dropped from 26 cents to 22, and jawbreakers, once 35 cents, are 21. Machines have increased in price, using a modern rotary rather than barrel action. He recalled buying Climax machines for \$4 and Advances for \$4.50.

The Feldman family stands ready to give service, and closing hours mean little if an operator needs merchandise. Lew is active in industry organizations. He is a member of National Vendors Association, National Automatic Merchandising

Association, California Automatic Vendors Association, and Western Vending Machine Operators Association, the oldest association of its kind in the U. S.

Lew Feldman just doesn't have time to retire.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1/2 Tab Gum Mach.	18.00
N.W. Model 73, 1c Porc. Converter for 100 ct. B.G.	6.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorn 8 lb. Globe	10.30

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.73
Pistachio Nuts, Jumbo Queen, White	.66
Pistachio Nuts, Large Tulip	.71
Pistachio Nuts, Vendor's Mix	.64
Pistachio Nuts, Shell, Red	.59
Cashew, Whole	.72
Cashew, Butts	.69
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.32
Bridge Mix	.36
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.45
Hershey-ets	.45

Rain-Blo Gum, 72 ct.	\$.33
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

VICTOR Globe Style TOPPER DELUXE



1c or 5c
 For Ball Gum and Charms. Also available for Peanuts and Bulk Candies. Packed and sold 4 to a case.

Stamp Folders, Lowest Prices, Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

BUILT FOR BUSINESS!

Attractive, compact MARK-BEAVER Bulk Vending Machines sell themselves Available in many models, including combination units.

SEND FOR ILLUSTRATED CATALOG, TODAY!

VENDOR MFRS., INC.
 1319 LEWIS ST. • NASHVILLE, TENN.
 PHONE: 615-256-4148
 (Distributor areas available throughout the world)

SPECIAL!
FOR \$22.50
 We Will Give You **ONE NEW 5c ACORN JUMBO CHARM VENDOR**

PLUS 600 JUMBO ROCKET CHARMS

Rush 1/3 With Order, Bal. C.O.D.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH
 Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise EVERYTHING THE OPERATOR REQUIRES

715 Lincoln Place, BROOKLYN 16, N. Y.
 PResident 2-2900

Private Firms To Get Leases At N. H. Parks

CONCORD, N. H.—All summer merchandising operations including coin machines at New Hampshire's State parks are being leased to private business firms, it has been announced by Commissioner John F. Rowe of the State Department of Resources and Economics.

He said concessions had already been awarded to bidders at eight parks. A percentage of their gross income will be given to the Division of Parks. Negotiations are being made for concession leases at four other State parks. All negotiations were made by Howard L. Berry, supervisor of park operations for the division.

The Division of Parks conducted the merchandising operations from 1950 — when the Merchandising Division was established—until they were virtually abolished by the reorganization act of 1961. In 1962, the merchandising operations accounted for 37 per cent of the State parks' gross income.

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

ABP

Northwestern MODEL 60

Try one! You'll quickly agree. It's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

Northwestern CORPORATION
 2742 Armstrong St. Morris, Ill.
 Phone: WHItney 2-1300

Buy OAK for your PROFIT LINE!

<p>THE TITAN</p> <p>Capacity of 2 Cases Century Gum (4000 Pieces)</p> <p>Separate Coin Box</p> <p>Built in Cast Iron Base No Other Stand Needed</p> <p>Coin Control Interchangeable 1c, 5c, 10c, 25c or Foreign Coins</p> <p>Shipping Weight, 45 lbs.</p> <p>Height 40", Diameter 15"</p> <p>Packed One to a Carton</p> <p>\$59.50 F.O.B. Factory</p>	<p>THE OAK TREE—6</p> <p>Will Take All Size Acorn Machines</p> <p>No Need to Disassemble Upper Row of Machines to Service Bottom Machines</p> <p>Stand Takes Up Only 1 1/2 Square Feet of Floor Space</p> <p>Cast Iron Base Weighs 30 Pounds</p> <p>Base Measures 13x16 Inches</p> <p>Overall Height of Stand Including Machines is 50 Inches</p> <p>Wheels Mounted on Rear of Base for Easy Moving</p> <p>Stand Can Be Assembled and Ready for Use Within 5 Minutes</p> <p>Assembly Instructions Packed in Each Carton</p> <p>Shipping Weight 45 Pounds</p>
--	---

Time payments available on OAK machines to all distributors

oak MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

Write for the name of your nearest OAK distributor

COIN MACHINE news

LOU CASOLA FEARS ASCAP DEMANDS

Says Celler Bill Passage Could Mean Steep Fees

By ED BARNES

CHICAGO — Lou Casola, MOA president, told a meeting of the Illinois Coin Machine Operators Association here Sunday (28) that if the Celler Bill (HR 7194) were to become law, ASCAP would demand no less than \$36 per machine per year in royalty fees, BMI no less than \$25 and SESAC no less than \$14—a total of \$75 per machine per operator.

Casola was one of several speakers, including Donald Van Gorp, Columbia Records; Earl Kies, president of the Chicago music operators group; Fred Granger, MOA managing director; and Clint Pierce, MOA vice-president, Brodhead, Wis. Les Montooth, ICMOA president, was chairman.

Casola said that one of ASCAP's prime arguments for passage of the Celler Bill is that the U. S. is the only country in the world where juke box operators are not charged a royalty fee. In England, for example, operators pay a yearly rate of \$32 per machine.

Best Hope

U. S. operators' best hope at the moment, according to the MOA president, is that the House Rules Committee won't pass the measure before the close of the current Congress session. This would mean that the legislation would have to be re-introduced and start from scratch when the next Congress convenes. When Celler spent four hours urging the merits of his bill before the Rules Committee, the music operators asked for equal time, a tactic calculated to delay the hearings.

The flood of MOA - inspired petitions to Rules Committee members from the nation's operators, has unquestionably helped the coinmen's fight, Casola said. He was also appreciative of the co-operation shown by the Na-

tional Beverage Association, which has adopted defeat of the ASCAP legislation as one of its own aims.

Future action should be aided by the newly adopted policy of clearing all legislative protest through the Chicago MOA office. This central clearing house will be able to tell what parts of the country have not responded to appeals, and will seek to avoid deluging any one congressman with too many similar letters.

LP Policy

Van Gorp explained Columbia's new policy of making little LP's and stereo singles available to operators on a non-custom basis through its regular distributors and through one-stops. He cited Billboard's research, which shows 475,000 juke boxes in the U. S., and only 8 per cent of them in teen-age locations. Sixty per cent are in taverns and the balance in restaurants.

The lesson for operators, Van Gorp said, is obvious. Adult programming can bring in higher profits.

"The teenagers who are now the main support of the 45 single, both on juke boxes and in stores, are the adults of tomorrow. They change, and since they are already indoctrinated in playing the juke box, it is up to the operator not to lose this big potential market," Van Gorp said.

Columbia's new policy recognizes this situation and that coin phonographs are the second most important medium for record exposure after radio.

Juke Box Hits

The Columbia representative gave Chicago operators much credit for helping to make Dave Brubeck's "Take Five" a hit six years ago when deejays failed to give it much of a play. Recently, in Syracuse, said Van Gorp, op-

(Continued on page 54)

United Bows Tiger Alley

CHICAGO — United Manufacturing Company last week unveiled its new Tiger Shuffle Alley, a one-to-six-player game, featuring separated, easy-to-read players' scores on the backglass and five ways to score.

In addition to regulation scoring, there are flash-bonus, bonus, flash and dual flash. Lighted strike and spare indicators are

Chicago Coin Plant Shuts for Vacation

CHICAGO — Chicago Coin Company's plant is closed for vacation through July 20. However, shipments of the company's two-player Bronco pin game, reported as very brisk, will continue, as will shipments of the Champion Rifle Gallery, Spotlite Puck Bowler and Cadillac Big Ball Bowler.

on the alley at the pins. The game is 8½ feet long, 2½ feet wide and has a crated shipping weight of 500 pounds.



UNITED TIGER

Coin Machine Exports 1963 REPORT

Country	New Phonographs No.	Phonographs Value	Used Phonographs No.	Phonographs Value	Amusement No.	Games Value	No.	Totals Value
Belgium	5,326	\$ 4,358,561	3,479	\$ 947,912	7,066	\$ 2,399,718	15,871	\$ 7,706,191
West Germany	5,997	3,677,092	334	89,980	4,974	2,199,195	11,305	5,966,267
France	526	451,455	64	17,285	11,473	5,217,135	12,063	5,685,875
United Kingdom	676	496,679	602	151,597	9,138	3,244,513	10,416	3,892,789
Switzerland	981	825,683	153	111,145	3,350	1,611,111	4,484	2,547,939
Italy	966	665,626	44	27,276	4,164	1,558,033	5,174	2,250,935
Canada	1,415	962,767	162	36,300	3,439	880,530	5,016	1,879,597
Japan	948	671,114	1,249	342,388	2,012	789,386	4,209	1,802,888
Venezuela	648	268,488	—	—	1,445	575,171	2,093	843,659
Finland	500	390,437	—	—	391	131,929	891	522,366
Sweden	127	90,562	—	—	848	383,084	975	473,646
Greece	47	38,598	362	81,852	788	183,675	1,197	304,125
Netherlands	177	138,099	237	62,080	414	90,160	828	290,339
Nan Island	69	58,866	570	202,403	—	—	639	261,269
Australia	63	43,462	105	26,849	400	123,865	568	194,176
Dom. Republic	102	66,785	366	88,787	—	—	568	155,572
Peru	112	98,612	48	14,047	—	—	160	112,659
Austria	142	111,038	—	—	—	—	142	111,038
Panama	99	67,313	—	—	—	—	99	67,313
Costa Rica	51	40,837	—	—	—	—	51	40,837
Other Countries	360	285,418	1,242	352,368	4,743	1,484,933	6,345	2,122,719
TOTALS	19,332	\$13,807,492	9,117	\$2,552,269	54,645	\$20,872,438	83,094	\$37,232,199

U. S. Coin Exports Set New Mark

By AARON STERNFIELD

NEW YORK—United States exports of juke boxes and amusement machines hit an all-time high last year as 83,094 units valued at \$37,232,199 were shipped.

The 1963 figures, released this week by the U. S. Department of Commerce, topped the previous year's totals in both number of units and dollar value. In 1962, a record year, U. S. exporters moved 65,828 pieces, valued at \$26,017,263.

While gains were made in all classifications, most significant advance was in the amusement machine area, with units' sales leaping from 43,988 to 54,645 and valuations jumping from \$13,578,714 to \$20,872,438.

U. S. Dominates Games

This increase in amusement machine exports comes in the face of an attempt by Western European manufacturers to get a share of the game market. Despite the flurry of new European games, no appreciable dent has been made in the U. S. market—which is well over 90 per cent.

New music machine exports showed a healthy increase from 13,718 units valued at \$9,836,954 to 19,332 units valued at \$13,807,492, again demonstrating that for top locations, overseas operators insist on the products of the four U. S. music machine manufacturers.

On used juke boxes, however, the unit increase was only from 8,122 to 9,117, while the valuation of these machines dropped slightly from \$2,601,595 to \$2,552,269.

This comparison is significant in two respects. Overseas buyers are paying less per machine for used equipment, and the number of machines exported is failing to keep pace with the normal market expansion.

European Juke Boxes

The failure of the used juke box export market to show any substantial gains is due, in part, to the growth of the European juke box manufacturing industry.

While the European product isn't displacing U. S. machines on prime locations, the lower-priced German, French, Dutch and Belgian music machines are competing successfully with used U. S. equipment.

U. S. manufacturers are trying to meet the European challenge by setting up assembly plants on the Continent or by making economy models of the U. S. machines in full-line factories.

Belgium Leads Again

Belgium, the perennial top buyer of U. S. juke boxes and games, bought 15,871 U. S. machines

(Continued on page 54)

West Germans Push Ahead With Coin Mach. Community Concept

By OMER ANDERSON

COLOGNE—West Germany's coin machine trade and industry intends pushing ahead with the creation of a coin machine community — Euromat — inside the European Common Market without reference to the political obstacles besetting the parent project.

Unanimity on the urgency of Euromat exists at all trade levels in West Germany. It is a major undertaking of the manufacturers' association, the VDAI, and it has strong endorsement from the operators' group, the ZOA.

The current issue of Automaten-

Markt, the official organ of the German coin machine trade and industry, deplors the loss of momentum in the Common Market and, specifically, the Euromat project.

Automaten-Markt says in its Euromat editorial that the Euromat concept aims at doing in miniature for the coin trade what the master plan of a United Europe would do for the full economies of the six states involved.

Need Forum

The German coin machine journal says it is vital that the European coin industry has a forum to express its views and

take soundings for it in the trade community.

German coin trade leaders are pressing the Euromat project with some apprehension. The project was conceived five years ago, and in fact got so far as an organizational conference in Brussels, complete with the panopoly of an international diplomatic conference.

This was while the Common Market six countries were conducting the ill-starred membership negotiations with Britain, and the Euromat conference at Brussels was attended by British coin leaders with the under-

(Continued on page 54)

**L
U
N
C
H**

HOTEL

OYSTER BAR

INN

BAR

TAVERN

RESTAURANT

CARRY-OUTS

**hamburgers
hot dogs**

**RESTAURANT
COCKTAILS**



**SNACK
SHOPS**

COFFEE HOUSE

**DINE
DANCE**



Grand Prix—the really new 160 play prestige stereo-monoaural phonograph with 7" LP feature. Model No. 425.

whatever the location, a Rock-Ola phonograph makes extra profits for you

PROFIT WHEREVER YOU GO WITH ROCK-OLA!

What do *you* need to make more on locations where you have been losing out? Stereo, Monoaural or 7" LP album, you name it, Rock-Ola has it! From plush club to local beanery, there is a Rock-Ola phonograph to suit. The new high-fashion 160 Play Grand Prix phonograph with 7" LP album feature is at home in the finest prestige location. Popular Rock-Ola Capri II and Rhapsody II phonographs plus full dimensional stereo and 7" LP album options (Model No. 418SA) permit the operator to customize any time to fulfill any location need. That's not all! Add up the extra coin from the new Rock-Ola Phonette remote speaker Wallbox and small wonder that everyone is talking up Rock-Ola for '64!

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651



The New Phonette Wallbox
Remote Speaker Stereo-Sound
Model No. 500— 160 play.



Rhapsody II—160 play deluxe stereo-monoaural phonograph with new 7" LP feature (optional). Model No. 418SA.



Capri II—100 play deluxe stereo-monoaural phonograph. Full dimensional stereo sound (optional). Model No. 414S.

Look to **ROCK-OLA**
for advanced products for profit

EUROPEAN NEWS BRIEFS

Spanish Game Boom

MADRID—Spain's eight coin machine manufacturers are rushing to capitalize on the game's boom.

The demand for coin games is growing apace with Spanish economic development, and particularly its development as a tourist center. The demand for games literally has outstripped supply this summer in the resort areas of the Costa del Bravo and the Costa del Sol.

This is largely because of import and currency restrictions still maintained by the Spanish government. Domestic producers, therefore, are rushing to expand output, mainly of pinballs.

Gedasa, a major Spanish producer, has expanded pinball production 35 per cent in the last year, and is building an annex to its plant near Madrid for further expansion of output.

Jupiter Surge

PARIS — Jupiter, the phonograph manufactured by a Swiss-French company, now ranks as the No. 1 selling phonograph in the former French Colonies.

Taking advantage of the strong trade ties France has forged to her former possessions, the Jupiter management has moved into Madagascar, North Africa, and the West Coast of Africa with strong, well-trained sales organizations.

Georg Gerdes Dies

COLOGNE — Georg Gerdes, German coin machine pioneer and a leading distributor, died two days after his 68th birthday. Gerdes was the founder and proprietor of Gerdes & Son, a major West German distributor of coin games. The firm observed its 10th anniversary last autumn.

Diskopar Bows

HAMBURG — Money may not grow on trees, but Helmut Rehbock, the Hamburg distributor owned by Automatic Canteen, is selling operators a new model coin telescope translating scenery into coins.

The telescope is Diskopar, which magnifies and clarifies objects on a new principal. The manufacturer claims Diskopar shows objects three times brighter than any 20-fold magnification glass on the market.

The glass also eliminates distortion and blurring of the image on the edge of the magnifying glass. Helmut Rehbock has world distribution rights.

French Levitt-Town

PARIS—France's first Levitt-Town housing development, which is to be constructed on the edge of Paris, will be the first "pre-planned" for coin machines.

French operators already have reached agreement with the builder for special areas reserved for kiddie rides, games, and bulk vending machines.

French authorities, in a turn-about, are now supporting the placing of kiddie rides and games in housing areas to provide recreation for children.

Tax Is Refunded

VARESE, Italy—The mayor of Gavirate was ordered to refund the \$64.35 local entry tax levied against the first juke box brought into his town. Although the law exempts items which are not to be "consumed," local authorities have been taxing the juke boxes on their first appearance in small municipalities. This decision is expected to lead the way in stopping other similar actions throughout Italy.

Col. Resumes Sending Disks To Operators

NEW YORK — Columbia Records is reinstating its program of sending all new singles releases to a panel of 200 operators for location testing.

Supervising the program are Frank Campana, Columbia sales executive, and Don England, the label's New York sales manager.

The label had been sending disks to selected operators until a year ago, when the program was discontinued. However, Campana said that Columbia promotion men had plugged hard for the resumption of the program.

Rowe AC Names Petropoulos Sales Manager

CHICAGO—The Rowe AC Manufacturing Company has appointed Peter J. Petropoulos to the newly created position of national sales manager.

Petropoulos, most recently a vice-president of Koed Corporation, New York, will make his headquarters at the Whippany, N. J., Rowe plant and will be responsible for national, military, bottler and theater accounts.

Ark. Lions Elect Frank Brunner

MARKED TREE, Ark.—Frank Brunner Jr., 32, son of one of the first music and game operators in the State, took over July 1 as president of Marked Tree Lions Club for one-year term.

Brunner Jr. is a pharmacist. Frank Brunner, 68, is a pioneer operator in East Arkansas and was the first in the area with his brother, John Brunner, 70. They have operated John & Frank, Inc., music and games, since 1920. In recent years they have expanded into vending.

Both have been active in civic work and are community leaders. John Brunner Jr., 44, is chairman of the Marked Tree Planning Commission.

Arcade Displacement Works Out for Best

DENVER—The respect which an amusement machine operator can gain from location owners in large public buildings was never better illustrated than during the recent remodeling of the Terminal Building at Denver's Stapleton Field, in which Apollo Music Company (now part of Stereo Music Systems) was located.

When one of the major airlines using the Terminal got permission to enlarge its VIP room in which million-mile travelers are entertained while awaiting their flights, it became necessary to take part of the space normally occupied by Stereo Music's big amusement arcade—a 25-machine row, divided away from the terminal waiting area by a low stone partition wall.

The Denver music and amusement machine operator, of course, was unhappy about the change, but inasmuch as the

airline has priority on the space, regretfully gave it up.

That's where the airport terminal management stepped in—by immediately making room here and there through the big, sprawling terminal for coin machines.

A photo-reflex machine, for example, was moved up to the main waiting-room area, where, simply because of traffic density at this point, volume went up instead of down.

Convenient spaces here and there were found for three other machines, with the result that even though over-all size of the location was badly cut there was no actual loss of revenue.

Many operators will recall times at which the management of railroad, bus and airline terminals were loath to permit any sort of amusement machine to be installed—quite a contrast to Stereo Music System's experience.

Recent

STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Pop Vocal

FRANK SINATRA—Days of Wine and Roses, Moon River, and other Academy Award Winners Reprise
EDIE ADAMS—Behind Those Swingin' Doors . . . Decca

Pop Instrumental

JOE BUSHKIN—Joe Bushkin in Concert Town Hall Reprise
PETE FOUNTAIN—Pete Fountain's New Orleans at Midnight Coral

International

WERNER MULLER—Aus Grosser Europa—Tournee DECCA

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.

COINMEN IN THE NEWS

Pacific Patter

The continuing beer strike which has just about depleted keg beer from the taverns is certainly doing the operators, and, in turn, the jobbers and distributors, no good. Some operators have reported business off 25 to 50 per cent. Travel on Coin Row has been cut, too. . . . Ed Wilkes, R. F. Jones Company, Los Angeles, will extend his absence from the office a few more days. He was recently discharged from a Long Beach hospital following surgery. . . . R. F. Jones Company will hold a phonograph school in Los Angeles July 21. John Pentecost, Rowe-AMI field service manager, will conduct the session and remain in the city for a few days to assist operators with sound problems. . . . Leah Miller is a new secretary at R. F. Jones. . . . Bill Gray is back in Los Angeles at R. F. Jones Company, following a trip up Highways 101 and 99 with Hans Von Reydt, Rowe-AMI regional manager. . . . Jack Rolling, vice-president and controller of R. F. Jones Company, with headquarters in San Francisco, and his wife, Gloria, announce the birth of a son, Leland Donald. . . . Bob Holm of the R. F. Jones Company background music department in Los Angeles, will be married in August. Bob Portale, Los Angeles branch of Advance Automatic, has returned from trips that took him to New York where he visited Irving Kaye and the home office in San Francis-

co. . . . Jack Leonard, Advance, and his wife, Dorothy, recently marked their 24th wedding anniversary. They also just returned from a weekend in Las Vegas. Jack's father, Lou, is expected to visit the Leonard home in Reseda, following the San Diego County Fair and Southern California Exposition in Del Mar. G. F. (Sonny) Lomberg is covering Southern California for Advance. . . . Adolph D'Este, California Games, and Harold Sharkey, independent operator, dropped in at Paul A. Laymon's. Bill Fritz, Laymon parts department manager, has dispensed with the crutches now that his ankle has healed. He suffered the injury some months ago in his home. . . . The front of Laymon's is getting a new coat of paint. . . . Southern Automatic Vendors Exchange Currie Armstrong and Bill Romero, are representing Rock-Ola in the distribution and sales of its fresh brew coffee machines in Southern California, Arizona and Nevada. . . . Things are humming in the export line at Simon Distributing Company, George Muraoka said. John Freeman, Simon's auditor, missed the excitement of being in on a bank robbery. He arrived at the bank within 30 minutes after it had been held up.

Phil Robinson, Chicago Coin sales representative in the Los Angeles for many years, continues to keep in touch with the industry, dropping in every now and then at Simon's. Arcade

(Continued on page 53)

ROSA Pledges Support To Little LP Programs

NEW YORK—Stanley Stone, head of Galaxy Records here and newly elected president of the Record One-Stop Association, said that member one-stops will give full support to the stereo Little LP programs of Columbia, Kapp and other labels making special product for the juke box operators.

Stone said that one-stops will stock product obtained either directly from the labels or their distributors and that they will also promote adult stereo singles.

At the recent ROSA organizing meeting in Miami Beach,

Gene Weiss, Columbia executive, and Macey Lipman, Kapp executive, explained their labels' programs (Billboard, July 4).

Stone added that ROSA will make a strong showing at the Music Operators of America convention, to be held in Chicago Oct. 14-16, will maintain a booth at the show and will participate in the forums and business sessions.

In addition to Stone, newly elected ROSA officers are Irv Perlman, Philadelphia, vice-president; Tom Mutter, Detroit, secretary; and Pat Cohen, Richmond, Va., treasurer.

BILLBOARD July 11, 1964

\$65
Will get you one Seeburg 200 Selection Wall Box converted to operate Album Playing Seeburg, AMI, Rock-Ola or Wurlitzer Phonograph. This converted Box will inter-mix with Console Wall Boxes.

\$20.00 DEPOSIT,
BALANCE C.O.D.
F.O.B. DALLAS, TEX.

COIN MACHINE IMPROVEMENT AND MFG. CO.
P. O. Box 21107, 3018 W. Davis
Dallas, Texas, 75211
Tel. FE 7-1979

ATTENTION

OHIO OPERATORS

BALLY FUNWAYS,

\$350.00

MONROE COIN MACHINE EXCHANGE, INC.
2423 Payne Avenue
Cleveland 14, Ohio
Superior 1-4600



OUR *30th*
YEAR

ATLAS MUSIC COMPANY

Established 1934

2122 N. WESTERN AVE., CHICAGO, ILLINOIS 60647 • ARmitage 6-5005



TO OUR OPERATOR FRIENDS

Atlas Music Company, from its inception, has dedicated 30 years of service to our industry. My late brother, Morrie, and I, founded Atlas because we felt there was a need for a "complete" service . . . one that had the best interests of the operators at heart, and could offer fine equipment and honest counsel every day of the year.

To our loyal customers, suppliers, employees . . . sincere thanks for your invaluable contributions to our dynamic growth and leadership during the past three decades. You've made them all worthwhile.

On the occasion of this, our 30th Anniversary, we rededicate our efforts to the continued advancement of this great industry.

Sincerely,

Eddie Ginsburg

The



Morrie and Eddie Ginsburg—1934

ATLAS STORY

CHICAGO—"I was intrigued with the coin machine business—I liked the people, the romance and the relaxed and carefree way of doing things."

It's Eddie Ginsburg of Atlas Music Company in Chicago recalling how he felt back in 1934 when he and his brother Morrie decided to found their distributing venture.

Eddie had been a salesman with Mills Novelty Company since 1926. For the past several years, he had also been in partnership with Morrie operating a game route and manufacturing replacement tops for Bally games.

Going into distributing seemed a natural move for the pair. "We both loved the business and this seemed a good way of ensuring our future in it," Eddie says.

The Ginsburg brothers talked Ted and Harry Stoner into giving them the Stoner game line. They also picked up the Put-N-Take table game from Jimmy Johnson at Western Equipment Company. The two lines put the boys in business.

Eddie immediately went on the road while Morrie stayed in Chicago heading the Atlas office.

Eddie covered most of the Midwest—Illinois, Iowa, Indiana, Wis-
(Continued on page 50)



Expanding—Just Moved to 2200 North Western Avenue—1935



First delivery received by air, flown in by Ted Stoner from Aurora—1934

Congratulations,
ATLAS MUSIC COMPANY

on your

30th

Anniversary

of service to the

Coin Machine Industry

Xalley SALES COMPANY
(Sales Affiliate of Valley Manufacturing Co.)

BAY CITY, MICHIGAN 48709

**Happy Anniversary to
ATLAS MUSIC CO.**

WICO CORPORATION

CHICAGO, ILLINOIS

EXCHANGE NATIONAL BANK

CHICAGO, ILLINOIS

BERGMAN & LEFKOW

CHICAGO, ILLINOIS

CHEMICAL TRUST & SAVINGS

NEW YORK, NEW YORK

FREDRIC R. KLEIMAN, Adver.

CHICAGO, ILLINOIS

A Profile of the Atlas team



SAM GERSH
Executive Vice-President
and Secretary

This dynamo, a pioneer in the background music industry, adds 20 years of experience to the ATLAS management.



WILLIAM PHILLIPS
Div. Sales Mgr.,
Phonographs

Bill is the original "music man" and has spent 18 years dispensing Atlas service—another real pro.



STAN LEVIN
Sales Manager, Games
Division

"Stan the Man," a real pro is one of the true veterans of the coin machine industry and is well known for his knowledge of the operators' problems.



MIKE BLUMBERG
Treasurer and Controller

Mike's been with Atlas for almost 20 years and makes monetary decisions that affect the policy of the company.



BOB FABIAN
Vice-President

Without a doubt the top expert in the vending field for over 15 years. Extremely popular with the trade.



CHUCK HARPER
Field Sales Manager,
Phonographs and Games

A down-to-earth, real "he-man" type that the operators enjoy talking to—and he knows his business.



MORT JACOBS
Manager, Parts Department

If there's anyone in the industry who doesn't know this genial, cigar-smoking "Ned Sparks," we're surprised. He's been with Atlas for over 20 years.



JOE KLYKUN
Vending Sales Manager

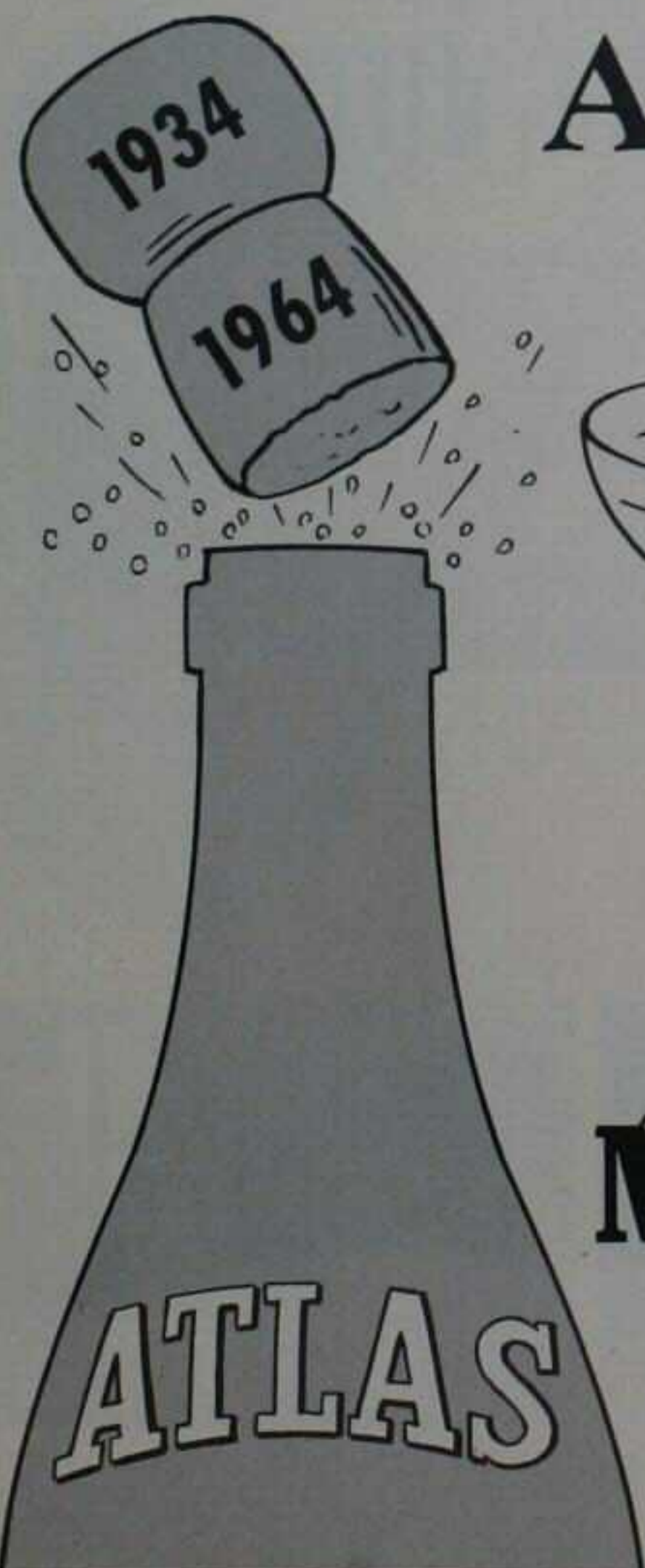
One of the bright lights in the ATLAS organization. Adds technical and sales balance to the Atlas team.



FRANK BACH
Manager, Service Division

Frank's been with Atlas from the start, 30 years ago. He's recognized as "Mr. Technician" and has the answers to all your service problems. He's a member of the corporate family.

ATLAS SPECIALISTS . . . a group of the most dedicated workers in the field. We list them for your benefit, and we tip our hat to them!
IRWIN BRYANT — BRENT CAROTHERS — EDWARD J. CHESNEY — JIM DACEY — JOHN R. DECKER — ED DORAN — NANCY EANNARINO — BUD FAGOCKI — WM. H. FREDERICKS — RAY E. GRIER — JOHN HAVRILA — BARBARA JAROG — JOE KLINE — HELEN KOBUS — RITA KOBUS — SAM KOLBER — FRANK MALLAK — MORRIS L. MINKUS — NESTOR NIEVES — FRANK W. OGLE — DON PHILLIPS — HOWARD H. SIEGEL — ANDY VERBISKY — RITA WACHOWIAK — WILLARD M. WARLIN — WM. E. WILLIAMS — FRANKLIN WILSON.



A Toast to ATLAS

a valued
Customer

from all of us at

UNITED
Manufacturing Co.

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS

GOOD SERVICE DOESN'T JUST HAPPEN—

it's planned at ATLAS



A complete parts and accessories department means one thing to operators—dependability. At Atlas, they know they can get anything, anytime. Mort Jacobs, parts chief, and Ray Grier, serviceman, see to that.



At Atlas, service and Frank Bach are synonymous. Here, the firm's genial service chief (right) gives a few tips as Ed Chesney and Irwin Bryant dismantle a Rowe-AMI phonograph.



Ed Doran and Don Phillips go over a Rowe-AMI Customusic background music unit before it goes out on location. Atlas has a complete background music servicing facility—one of the few coin machine distributors in the country with such an elaborate set-up.

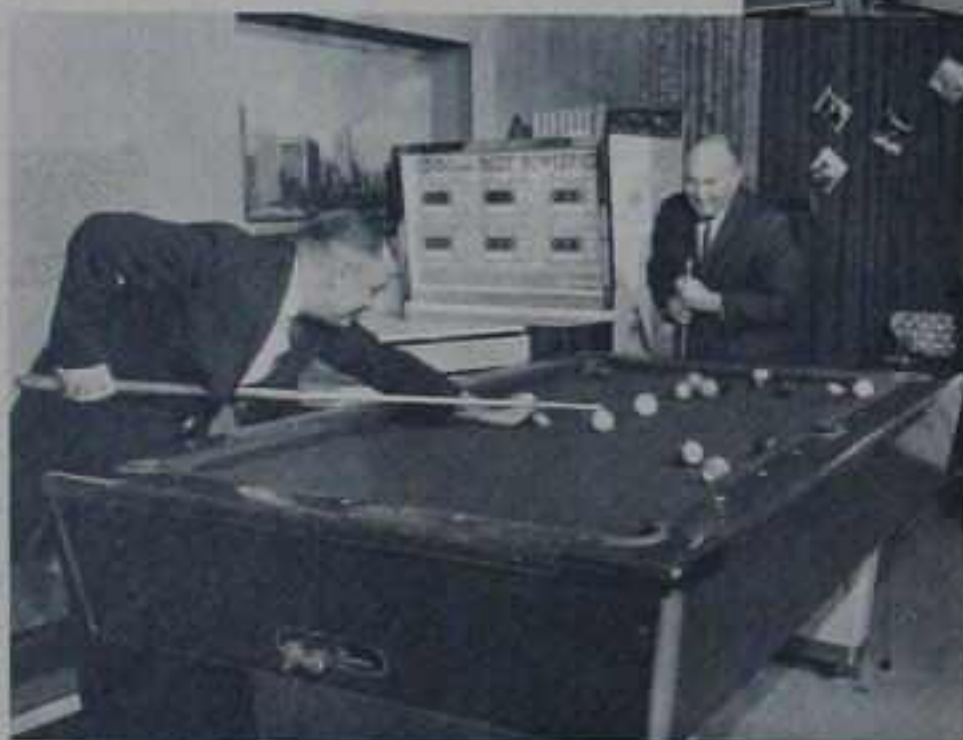


Atlas' used machines may not be new, but it takes an expert to tell the difference. Atlas has its own team of experts that make sure of that. While the interior of a phonograph is completely overhauled, Bill Fredericks and Howard Siegel completely repaint the cabinet in Atlas' modern water-screened (note rear) paint room.

If you call on Atlas—in person or by phone—you'll be greeted by Rita Wachowiak. What with keeping track of the busy Atlas switchboard and doing a host of "miscellaneous" jobs for the sales force, Rita's one of the busiest gals in the place.



AT ATLAS people make the difference



It may look like play, but it's all in a day's work. At least that's what Bill Phillips and Stan Levin claim. The two crack salesmen make a point of personally trying out every amusement game before it is shipped out of the house, and judging by the Atlas record, it pays off.



Keeping track of Atlas' sales and service activity on paper is more than a full-time job—in fact, it takes six accounting and bookkeeping specialists: Nancy Eannarino, Morris Minkus, Helen Kobus, Barbara Jarog and Rita Kobus.

Diversification is the key to increased operator growth



Sam Gersh (right), Atlas' background music expert, explains the new Rowe-AMI Customusic unit to Frank Ogle, sales traffic manager. Gersh, a background music pioneer of some 16 years, is responsible for the several hundred customers Atlas has lined up in the Chicago area.



Vending has become big business at Atlas. Demonstrating the firm's large bank of machines in the main showroom are Nancy Eannarino, Sam Gersh, Rita Kobus and Mike Blumberg.

Our Operators
are always assured
of the
BEST

with
ATLAS

BALLY
Manufacturing
Company

ROWE
AMI
Manufacturing

ATLAS
MUSIC
Company

VALLEY
SALES
Company

IRVING
KAYE
Company

UNITED
Manufacturing
Company

**WE'RE KNOWN
BY THE COMPANY WE KEEP!**

• Continued from page 46

consin and even Nebraska. Besides Western's Put-N-Take, Eddie sold Stoner's Esquire, and such later Stoner models as Beacon, Ball Fan, Zeeta and Mad Cap.

"It was way back here that we established the many friendships that Atlas still enjoys.

"Selling in those days was a lot of fun. I remember the winter of 1934. I had a new Plymouth but no defroster. To get the windshield clear, I used to have to crank it open. It worked, but the car used to get pretty cold," Ginsburg says.

"My first stop was Clinton, Ia. I would then go West and make the circuit back to Chicago.

"Half the time, I didn't bother staying at a hotel—I would sleep in a spare room of one of my customers."

Comparing the business to today, Eddie feels the "old days" had a great deal more "gayety, horse-play and razzle-dazzle."

"After all," Ginsburg notes, "we started in the depression days. Not too many businesses were prospering then. Ours was one of the few that was.

"What kind of guys were the coin machine people?"

"Well, I would describe them as a wonderful high-rolling, free-wheeling, free-spending bunch of good-time Charlies."

In 1935, Atlas picked up the Exhibit Supply line of counter games, and the firm continued to expand.

Eddie recalls the mid-'30's was the time of the big coin machine trade shows in Chicago. "We met people from all over the world, and it was here that we first established the contacts for what eventually became our overseas business."

Ginsburg noted that Atlas started exporting as early as the late '30's. Twenty years later, exporting was to constitute over 30 per cent of the firm's volume.

In 1937, Stoner put out Turf Champ, perhaps the biggest selling game of the decade.

"It really launched us as a distributor," Ginsburg said. "We sold the game throughout the Midwest. By the time we were through with Turf Champ, Atlas was well established," Ginsburg recalls.

The same year also saw Atlas get its feet wet in the vending line with Stoner's Uni-Vender. Although a relatively minor part of Atlas' volume at the time, the equipment laid the groundwork for Atlas eventually becoming a full-line vending distributor as it is today.

Two years later—1939—Atlas picked up the Seeburg line, a partnership that was to last until 1959.

Atlas' business continued to grow, but the pattern remained the same.

"It was Morrie running the office and myself on the road selling. I can't give you any real secret to



ATLAS HEADQUARTERS TODAY

our success, unless perhaps it was plain hard work," Eddie says.

A year later, in 1940, Eddie took the big plunge and got married. The same year, he bought a farm out in Palatine. He started raising cattle, later switched to thoroughbred horses. The farm remains to this day—as does the hobby. In fact, Eddie, today, is acknowledged as one of the top authorities in the horse breeding field.

The war years saw Eddie going into the Navy while Morrie stayed behind operating the business. Eddie got out in 1943, however, and the two were back in full swing.

In 1944, Atlas made a move that took it out of the game business for almost 20 years.

"The price structure of games was just not compatible with the overhead we were building up," Eddie notes. "Pin games were being cut more and more—the price was going down, and we didn't feel we could stay in and continue to make a profit."

Everything resolved itself in 1946 when the first postwar phonographs were put out. Atlas decided to concentrate in music.

In 1949, the first 100-selection phonograph mechanism put Atlas' music volume on an even more solid footing. The 200-selection machine, a few years later, helped the firm continue its growth.

It was in 1949, too, that Atlas started in the background music field. Today, commercial music is considered a very important portion of the firm's total volume.

A few years later, in 1954, Atlas moved to its present quarters on North Western Avenue.

"Our business had been expanding for some time, and we had run out of room," Eddie recalls. "Our present building was designed by us to provide adequate room for showrooms, parts, servicing, offices and shipping and receiving."

The quarters were—and still are—one of the classiest distributing facilities anywhere, though, as Eddie now points out, smilingly, "we're again thinking of expansion—perhaps in the not-too-distant future."

In 1959, Atlas faced its most critical days. Morrie Ginsburg, "who will always mean more to me than I can ever put into words" said Eddie, died.

For a while, things were in a state of flux. Eddie and Morrie had always operated as a two-man team. Eddie had been the public face of Atlas—Morrie its behind-the-scenes business face.

To say the two were close is understating the obvious. As one coin machine veteran put it, "when Morrie itched, Eddie scratched—and vice versa."

It's a tribute, not only to Eddie, but to the organizational genius of Morrie, that the business was able to continue with hardly a hitch.

In fact, a year later, Atlas faced an entirely new chapter in its existence, when it was purchased by Automatic Canteen Company of America.

Eddie stayed on as president and the entire Atlas staff remained. For the first time in 20 years, Atlas had a new phonograph line—Rowe-AMI.

The Atlas-Canteen arrangement continued until 1963, when Ginsburg repurchased his distributorship. This time, Atlas was set up as a company-owned corporation.

A large number of Atlas' employees—many that had been with the firm some 30 years—received stock in the business.

Today, Atlas remains one of the most successful distributorships in the Midwest, if not the country. Eddie is president. The other officers are: Sam Gersh, executive vice-president and secretary; Bob Fabian, a 15-year vending veteran, vice-president, and Mike Blumberg, an accountant with Atlas some 20 years, treasurer and controller.

Directors include Mort Jacobs, parts chief for 20 years, and Frank Bach, service chief for some 30 years.

Bill Phillips, a 15-year veteran with Atlas, is in charge of music sales. Stanley Levin, another coin machine veteran of 15 years, is in charge of game sales.

Atlas lines today include: Rowe-AMI, Bally, United, Fischer and Valley.

If you're interested in getting an optimistic picture of the coin machine business—just ask anybody at Atlas.

Happy Anniversary to ATLAS MUSIC CO.

PIONEER SALES

Joel Kleiman • Sam Cooper
MILWAUKEE, WISCONSIN

SOUTHERN AUTOMATIC MUSIC

Leo Weinberger
LOUISVILLE, KENTUCKY

W. B. SALES CO.

Harry Silverberg
KANSAS CITY, MISSOURI

R. F. JONES CO.

R. F. Jones
SAN FRANCISCO, CALIFORNIA

ATLAS MUSIC CO.

Phil Greenberg
PITTSBURGH, PENNSYLVANIA

TRIMONT AUTOMATIC SALES

Dave Bond • Irwin Margold • C. Marshall Caras
BOSTON, MASSACHUSETTS

BUSH INTERNATIONAL, Inc.

Ozzie Truppan
MIAMI, FLORIDA

RUNYON SALES CO.

Myron Sugerman • Abe Green
NEW YORK, NEW YORK



TODAY ... as 30 years ago

Bally proudly salutes
Atlas **MUSIC COMPANY**

The Bally team congratulates the Atlas team for 30 years of success based on service. Both the factory and the operators benefit because Atlas is Bally Distributor for northern Illinois.

BALLY MANUFACTURING COMPANY
2640 Belmont Avenue • Chicago, Illinois, 60618, U. S. A.

Collection reports in U.S. and other nations, from Australia to Finland, prove new **GRAND TOUR** strongest solo-player money-maker in many months. Triple Ball-Escapes give player maximum extra balls action. Famous E-Z Latch features cut cost of service. New exclusive Bally **AUTOMATIC BALL-RETURN** speeds up play, peeps up profit. See new Bally **GRAND TOUR** at Atlas and all other Bally distributors today.



Standard paint finish or all formica cabinet.



Streamlined, flush drawer. No underhang.



Four chrome plated scorers recessed into formica top frame.

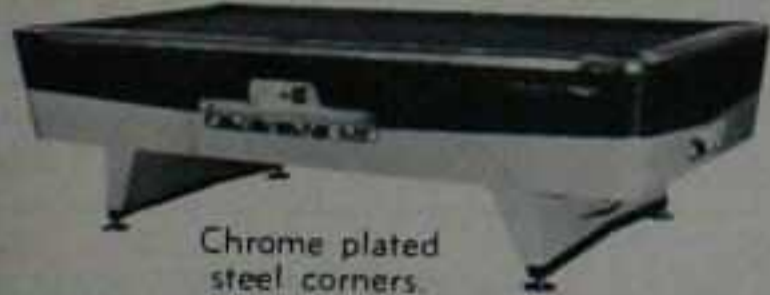


Nine inch chrome plated leg levelers.



DELUXE ELDORADO

Mark I 77x45 Mark II 85x47 Mark III 92x52 Mark IV 105x57 Mark V 114x64



Chrome plated steel corners.

Balls release to racker's end. Cue ball returns to shooter's end.



Jumbo 75x43



DELUXE KLUB POOL
Regular 56x40

**A SALUTE to
a GREAT GUY,
EDDIE GINSBURG
and a GREAT
ORGANIZATION,
ATLAS MUSIC CO.**



DELUXE CONTINENTAL
The ultimate in professional, regulation tables!



All formica cabinets.

Choice of 5 handsome color combinations.



Irving Kaye Co. Inc.

363 Prospect Place • Brooklyn 38, N. Y.

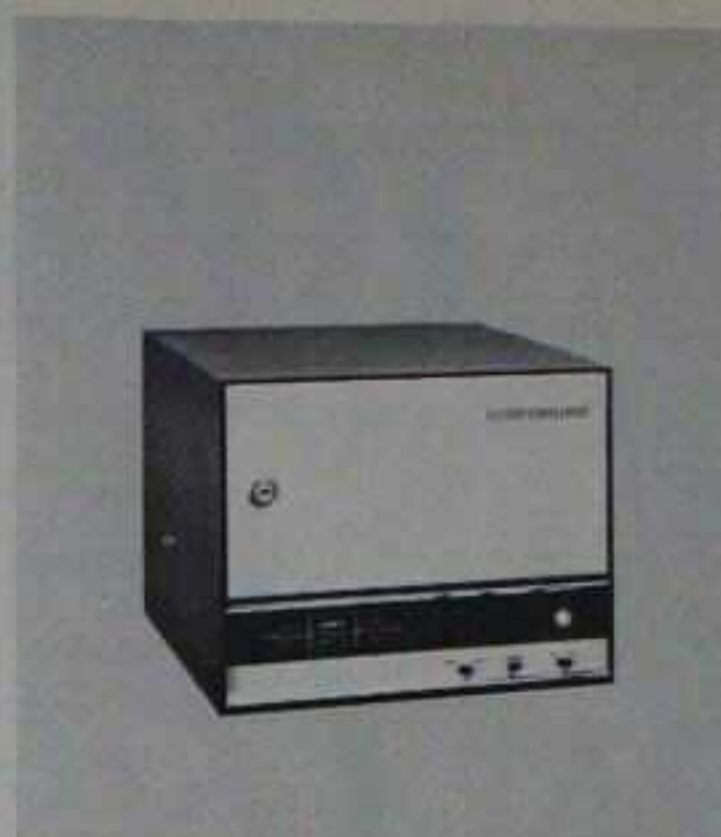
STERling 3-1200



THE NEW ROWE® AMI TROPICANA, world's finest music-maker



THE RIVIERA, cigarette salesman extraordinary



CUSTOMMUSIC, (TM) background music programmed with a purpose



THE CELEBRITY (TM) LINE, the world's finest designed automatic merchandisers

ROWE AND ITS EQUIPMENT JOIN IN SAYING:



Eddie Ginsburg, founder and president,
Atlas Music Company

∞
*Congratulations, Eddie!
Congratulations, Atlas!
Congratulations on your*

30TH
Anniversary!



 **Rowe**
AC
MANUFACTURING

The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems

800 to Attend Atlas Anniversary Outing

CHICAGO—More than 800 are expected to attend Atlas Music Company's 30th anniversary celebration, an all-day affair to be held at Pheasant Run Lodge and Country Club Friday (10).

The program lists a full schedule of events. Mike Blumberg and Bob Fabian will be in charge of the golf tourney. Chuck Harper and Joe Klykun will be chairmen of the committee supervising swimming and other recreational activities.

Mrs. Stan Levin and Mrs. Mike Blumberg will be respon-

sible for brunch, and Jo Ann Ginsburg and Mrs. Sam Gersh will conduct a fashion show during the afternoon.

A cocktail hour, headed by Sam Gersh and Mort Jacobs, will be followed by dinner, at which Edward Ginsburg, president of Atlas Music, will preside. Patrick J. O'Malley, president of Automatic Canteen Company of America, will be guest speaker.

Bill Phillips, Stan Levin and Frank Ogle will be in charge of entertainment, dancing and presentation of awards after dinner.

Kline, Kobler Join Staff of Atlas Music



JOE KLINE



SAM KOLBER

CHICAGO—Joe Kline and Sam Kolber, formerly of the now closed First Coin Machine Exchange, Inc., have joined the staff of Atlas Music Company, Rowe-AMI distributor.

For Kline, who becomes sales manager at Atlas, the move is a return to a familiar scene. He was with Atlas until during World War II. Kolber was with National Coin before joining First Coin. He will be Atlas export manager.

NORTH TONAWANDA, N. Y.—The Wurlitzer factory here will be closed from July 17 through Aug. 10 to allow the employees to take their vacations. No shipments will leave the factory during this period.

COINMEN IN THE NEWS

Continued from page 44

operators stopping off at Simon's to see Jack Simon and Frank Mencuri include Como Norris from Long Beach; Jerry Rubin, Long Beach, and Ben Snyder, who was accompanied on his trip from San Diego by his wife, Dorothy. Dale Reimer chatted with Frank Mencuri when he was in town to buy for the arcade he operates at Avalon on Catalina Island. Reimer is on the West Coast from St. Louis, where he has Advance Distributors.

Operators along Coin Row included Larry Greenspan, Ocean-side; Herman Stauffacher, San Bernardino; Ray Hanlin, San Bernardino; Luis Barbabosa, manager of Centro Musicale de Tijuana of Tijuana, Mexico; Howard Smith, Temple City; Pete Preston, Long Beach; George Lakey, Artesia; Gary Thompson, Long Beach; W. R. Edling, Ojai; Charles Koski, Long Beach, and S. L. Griffin, Pomona. SAM ABBOTT

Chicago Chatter

Jack G. Bess, Roanoke Vending Exchange, Richmond, Va., while in town recently, was installed Grand North Moose, Supreme Lodge of the World Loyal Order of Moose, Mooseheart, Ill. His term runs through June 30, 1965. . . . George Hinker, Rock-Ola advertising and promotion manager, returned Friday (26) from a business trip to the South, with stops in Texas, Nashville, Memphis, Shreveport and New Orleans. . . . Ed Doris, Rock-Ola vice-president, left Monday (29) on a business trip to New York. . . . The Rock-Ola plant will be closed for vacation through July. ED BARNES

MANCHESTER, N. H.—The Manchester Music Company and its affiliated firm, T.&S. Enterprises, operating amusement machines throughout the area, will open soon in a new location. They plan to move to a former automobile sales establishment building.

For Sale
CIGARETTE MACHINES
Rowe 10-Column \$35.00
Rowe 11-Column Model 520 50.00
DuGrenier 12-Column K12 65.00
Send 1/2 deposit to
GUERRINI'S
1211 West 4th St., Lewisport, Pa.

★ CINEBOX ★
with films, \$2,250 ea.
BRADY DISTRIBUTING CO.
1900 W. Morehead St.
Charlotte, N. C. 28208
Phone: (704) 375-1714

Our modern
new Factory
is devoted
exclusively to
manufacturing

SCHMELKE
QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

SCHMELKE MFG. CO.
SHAKOPEE, MINNESOTA

Send For New
MIDYEAR LISTING

• VENDING
• ARCADE
• GAMES
• RIDES
• MUSIC

If you want your profits to go up with a bang—call on Dave Rosen to start the fireworks.

WIRE—PHONE—WRITE TODAY.

Exclusive AMI Dist. Ea. Pa
DAVID ROSEN INC
855 N. BROAD ST. PHILA. PA. 19123
Phone: (215) Center 2-2900



JAPANESE PAVILION EMPLOYEES at the New York World's Fair line up to have their pictures taken by International Mutoscope Corporation's Photomatic. All official employee photographs have been taken by the Mutoscope coin unit, with 50,000 persons entering the booths in five weeks. A five-machine battery was used. Each machine can handle 60 persons an hour. The Voice-O-Graph machine, also made by Mutoscope, has been installed in several World's Fair pavilions.

Pinball Legalization Hope Grows Dimmer in Italy

ROME—The Moro government's resignation last week blasted SAPAR hopes that it would take action toward reinstating pinball machines in Italy. The executive committee had addressed a resolution pointing out that Italy was the only country in the Common Market and in Europe to outlaw the machines despite the Constitutional Court's ruling that they should not be regarded as gambling devices.

The resolution came at the same time as Francesco Matarese, Questor of Ancona, had suggested that supervision of gaming machines be taken out

of police and legislative hands and given to a central control commission.

The statement was significant in that the questor holds the highest police power in his province.

Although the ban on the use of pinballs does not extend to private clubs, SAPAR has been trying to stifle a campaign to include these in the ban.

It is believed to have been instigated by operators of public locales who feel that the ban should be universal or totally abolished. SAPAR, however, does not want to lose the foothold of ground it now has in the clubs.

San Antonio Police Seize Familiar Slot Machines

SAN ANTONIO—Local police seized 27 slot machines from the basement of a downtown restaurant, and for several veteran policemen it was if a bad penny had turned up.

The same machines were confiscated from the same location 12 years ago but were ordered returned by the late District Attorney Austin Anderson, who had ruled the machines' coin slots had been removed and were not operable.

A tip was received by local police that the machines were going to be put into working

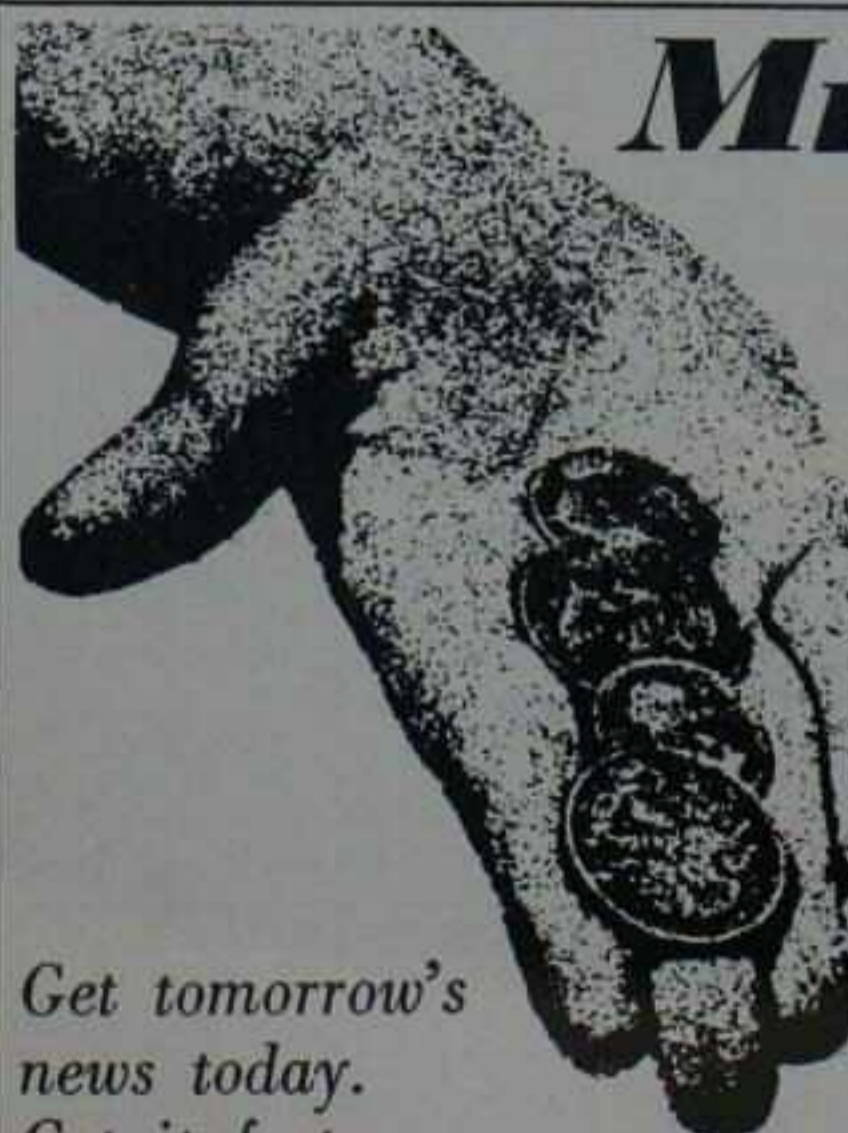
condition. Owner of the restaurant said the machines were in the building's basement when he purchased the cafe in 1962.

Police reported that 19 of the machines were found in working order, with eight of them still dismantled. Some of the gaming devices had newspapers dated Dec. 1951 and Aug. 1952 stuffed in them.

It was said that once the machines had been restored to working condition, they would be "shipped out." The machines, built in the 1930's, could sell for as much as \$300 each in Mexico.

BRONCO New PIN GAME
BY **chicago coin**
DIVISION OF CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Mr. Coin Man



You're in business to make money. Billboard is in business to help you.

Weekly dollars and sense information in every area of your fast-paced industry . . . profit ideas—current trends and forecasts—legislation affecting your operation—new machines—new products—new services—new money-making ideas.

----- Subscribe Today -----

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio, 45214
Please enter my subscription to BILLBOARD for

1 YEAR \$15 3 YEARS \$35 New Renew

Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for Continental U. S. and Canada only.
Overseas rates on request. 876

Company _____
Name _____
Address _____
City _____ Zone _____ State _____
Type of Business _____ Title _____

Get tomorrow's news today.
Get it fast.
Get it often. Get Billboard. ▶

Irving Kaye Bumper Pool Tables, slate, recovered and repainted. Ea. \$185

Fischer Bumper Pool Tables, slate, recovered and repainted. Ea. 185

1 Keeney Two Gun Fun 135

5 AMI Model J.A.L. Phonographs. Ea. 595

5 AMI JEL Phonographs. Ea. 610

New Bally Table Hockey. Ea. 75

5 United 6 Star Regulation Shuffle Alley. Ea. 75

2 CC Variety Roll Down, A-1 condition. Ea. 350

3 CC Champion Rifle Gun. Ea. 495

4 Pro Golf Game. Ea. 375

4 Hole-in-One Golf Game. Ea. 375

Call or Wire
Ask for Harold or Clint
Area Code 513-771-4250

ROYAL
DISTRIBUTING, INC.
1210 Glendale-Milford Rd.
Cincinnati 15, Ohio

ALL MACHINES READY FOR LOCATION

Wurlitzer 1650	\$ 65
Wurlitzer 1700	95
Wurlitzer 1900	195
Wurlitzer 2100	235
Wurlitzer 2404R10	495
Wurlitzer 2500	645
Wurlitzer 2504R10	595
Seeburg AQ160	595
Seeburg C	145
Seeburg R	265
Seeburg V-200	135
Seeburg KD	265
VL 200	195
AMI E-120	75
Rock-Ola 1454	225
Bally Tournament	85
Bally ABC Champion	65
Bally Table Hockey	75
CC 4-Game Shuffle	150
CC King Bowler	145
CC Red Pin	125
CC Pro Shuffle	245
United Advance Bowler, 16'	195
United Jumbo	95
United League	145
United Teammate	185
Williams Titan Gun	225
Williams Hercules Gun	195

Call, Write or Cable.
Cable: LEWJO
Distr. for Smokeshops & Gottlieb.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1311 N. Capitol Ave.
Indianapolis, Ind.
Tel.: ME1rose 5-1593

when answering ads . . .

Say You Saw It in
Billboard

VACATION TIME IS HERE AGAIN
OUR FACTORY WILL BE CLOSED
FROM JUNE 26 TO JULY 13,
then back to full production on

HEAT WAVE

Williams Electronic Manufacturing Corp.
4242 W. Fillmore St. Chicago 24

WANT TO BUY
BALLY TURF KINGS FOR EXPORT ONLY. PLEASE ADVISE QUANTITY AVAILABLE AND PRICE.

ARCADE EQUIPMENT

Arizona Gun	\$369	Hi-Fly Baseball	\$125
Auto Photo #9	795	Ingo Floor Grip	50
Bally Fun Phone	125	Jet Pilot	175
Bally All Star	125	MacLevy Foot	
Cap. Midget Movies	110	Vibrator	135
Capitol Auto Test	475	Metal Typer, Standard	225
C. C. Basketball		Metal Typer, Harvard	195
Champ	125	Midway Raceway	395
C. C. Drop Ball	125	Auto. Lord's Prayer	150
C. C. All Star Hockey	100	Auto. Silver Gloves	125
C. C. Pro Basketball	295	Auto. Cross Country	195
C. C. Goalie	110	Munves Set Shot	
C. C. Twin Hockey	175	Basketball	195
C. C. Pro Hockey	295	Panorams, Capitol	275
Chester Pollard Golf	125	Southland Speedway	
Chester Pollard Football	125	2 Pl.	395
Ex. Hi-Ball	75	Southland Time Trial	
Space Age	175	Speedway	425
Evans Hole-in-One	95	Wms. Sidewalk	
Evans Bat-a-Score	125	Engineer	110
Fist Striker	125	Wms. Peppy	195
Genco Grandma	195	Wms. Ten Pins	125
Genco 2 Pl. Basketball	125	Wms. Crane	125
Genco Motorama	175	Wms. Road Racer	225
Genco Quarterback	125	Waiting Scale	110

CLEVELAND COIN International
2029 PROSPECT AVE CLEVELAND 15 OHIO
All Phones Tower 1 6715

M. S. GISSER
Sales Manager

U.S. Coin Exports Set New Mark

• Continued from page 42

valued at \$7,704,191, with new juke boxes accounting for 5,326 units valued at \$4,358,561. A good share of this total, however, eventually wound up in other European nations. As Antwerp is the major coin machine port of the world, a lot of equipment is shipped to Belgian buyers who then transship to operators all over Europe.

West Germany was the leader in new juke box unit purchases with 5,997, but the valuation of these music machines was only \$3,677,092. Belgium, with unit purchases of 5,326, had a valuation of \$4,358,561 on the machines.

Germans have been paying a lower per-machine price of new juke boxes because at least one German firm builds its own cabinets and installs its own speakers.

The export market for the U. S. is really a European market. The six biggest buyers—Belgium, West Germany, France, the United Kingdom, Switzerland and Italy—accounted for \$28,049,966 of the total. This amounts to slightly more than 75 per cent of the total exports.

The big buyers of 1962 remained the big buyers of last year. With the exception of Canada, which dropped from fifth to seventh place, the lineup of the first seven top buyers remained the same from 1962 to 1963.

Biggest buyer of games was France, with 11,473 units valued at \$5,217,135. For many years, tariff restrictions had held back game exports to France. With the easing of these restrictions a couple of years ago, the French have been buying at a frantic pace.

Says Celler Bill Passage Could Mean Steep Fees

• Continued from page 42

erators were largely responsible for breaking "Hello, Dolly" under similar circumstances. At the close of the meeting Van Gorp gave the operators several samples of Columbia's first products under the new policy, including albums by Barbra Streisand, Tony Bennett, Andre Previn and Percy Faith.

Earl Kies, president of Recorded Music Service Association, Chicago, described some of the confusion that appears to surround the present Illinois State tax of \$10 per juke box and coin-operated amusement game.

Kies said, "There is no clear-cut definition of the word 'operator' as used by the State, since it is used to mean both locations and operators. Regardless of how this is resolved, the expenses of administering the tax law are such that the State will get little or no revenue from it. There may be grounds for hope that the license fee can be abolished next year."

Wages and Hours

Fred Granger advised the operators to consult a labor relations attorney if they should be approached by Federal agents in connection with the Wages and Hours Law. Its provisions can be applicable to any operator deemed to be in interstate commerce.

That the government may be

taking an interest in coin machine operation as a field for wages and hours inquiries, was demonstrated at the recent seven-state COIN convention in Omaha. There, an operator who appeared shaken up by the experience, described a visit paid him by two government men from the Wages and Hours division.

The only thing to do at present, said Granger, is to keep accurate records and consult an attorney if need arises.

Clint Pierce reported that the October MOA convention bids fair to be the best in the history of the organization. More exhibit booths have been sold than ever before at this early date, he said.

In other business, the ICMOA voted to hold its next meeting in conjunction with the MOA conclave, at which time election of officers will be held and dues will become payable. As an inducement to potential new members, the meeting agreed that any dues paid by new members from now until the October meeting would cover their membership until the 1965 MOA conclave.

The meeting ended with a lunch at the Morrison Hotel, sponsored by three Chicago coin machine distributors—Atlas Music Company, Empire Coin Machine Exchange and World Wide Distributors.

Fruit Machine Operates Legally In Central City

CENTRAL CITY, Colo.—What is possibly the only legally operated fruit machine in the U. S. outside of Nevada and a few scattered counties elsewhere, is flourishing in Charles G. Anderson's Holiday House here.

Anderson is free from police interference because his one-armed bandit, although a genuine relic of earlier days in this once wide-open town, is not a gambling device. It has been converted by a Brainerd, Minn., firm.

Insertion of a dime produces all the familiar whirrs and clicks and even the clink of a payout, but the prize is not a jackpot. What emerges is a brass good-luck coin featuring a relief of the famous Central City Opera House and a similar tourist memento on the other side. Anderson has a stock of 10,000 of the souvenir pieces to last him through the summer.

Attend Lions Confab

MANCHESTER, N. H.—John Lazar, owner of the Lazar Music Company, and Mrs. Lazar spent a weekend at Bretton Woods, N. H., where they attended the recent Lions district convention at the Mt. Washington Hotel.

Judge Has 24 Horse Race Games Destroyed

SAN ANTONIO, Tex.—Justice of the Peace A. A. Semaan has ordered 24 horse race machines to be destroyed.

The machines were picked up June 9 by officers armed with a search warrant. The games were taken from the basement of a building.

Semaan was handed an affidavit that said that the building's owner had recently purchased the building, disclaiming ownership of the machines and the owner had never tried to hide the machines.

The hearing held by Semaan was an opportunity for someone to claim ownership of the machines, of which many were still in good working order.

No one claimed the machines, however. And for good reason. Assistant District Attorney Gilbert Pompa indicated that if anyone had attempted to claim ownership, a felony charge against the person would have been filed.

The machines are the "old type," whereby seven mechanical horses are raced with nickels fed into the proper racing lanes for each of the seven horses so

as to build the odds for the payoff of the winning horse.

Actually, officers confiscated 27 machines, but three have been determined to be "junk."

The machines will be destroyed by the Bexar County sheriff's office within the next two or three weeks.

DECCA SETS MOA EXHIBIT

CHICAGO — Decca is the latest major record manufacturer to sign up as an exhibitor at the Music Operators of America convention, to be held at the Sherman House Oct. 14-16. Decca joins RCA Victor, Columbia and Capitol among top diskeries already set. A number of smaller record companies are expected to be signed shortly, according to the MOA office here.

Say You Saw It in
Billboard

West Germans Push Ahead

• Continued from page 42

standing that Britain would be a founding member of the coin community.

However, all of the trappings of high voltage diplomacy—the conference tables, the simultaneous translation with headsets in four languages, and the thick binders of working papers—failed to deliver Euromat, which was born a sickly child and since has hovered between life and death.

The important new development—that promising the greatest hope for the project—is the solid, positive, West German backing which has emerged for Euromat. The Germans participated in the birth of Euromat, but as passive observers. Now, they are assuming leadership of the undertaking, largely through default.

Tight Organization

The primary strength of the German coin machine sector is the tight organization and close co-operation joining manufacturers, distributors and operators. This close-knit community of interest is being put behind the realization of a viable coin machine community of Europe.

The German trade is particularly interested in harmonizing legislation on payouts, and, from the German point of view, the ideal solution would be to extend the "model" German payout law to the other five countries to the trading community.

Such an achievement automatically would create a lush new market for German payouts.

Operators are hardly less concerned. Their ideal is a uniform tax law for the six countries, as well as uniform operating legislation. This could facilitate the expansion by large German operating companies into other areas of the European Common Market.

Coast Operators

• Continued from page 40

usual lines, starting with dinner shortly after 7 and getting into the meeting about 8:15. After President Preston Coombs had Eugene Zola, executive secretary, read the minutes of the last meeting, all non-members were asked to excuse themselves. The only non-member present was Sam Abbott of Billboard, who recessed to the bar. The meeting, unusually long, ended at 11:15.

EVERYTHING IN COIN MACHINES
Arcades Our Specialty
Write for your needs.
MIKE MUNVES CORP.
577 Tenth Ave., New York, N. Y.

FOR QUICK ACTION
CHROME WALL BOXES

100 SEEBURG \$15.00
3WI-100 SEL. ea.

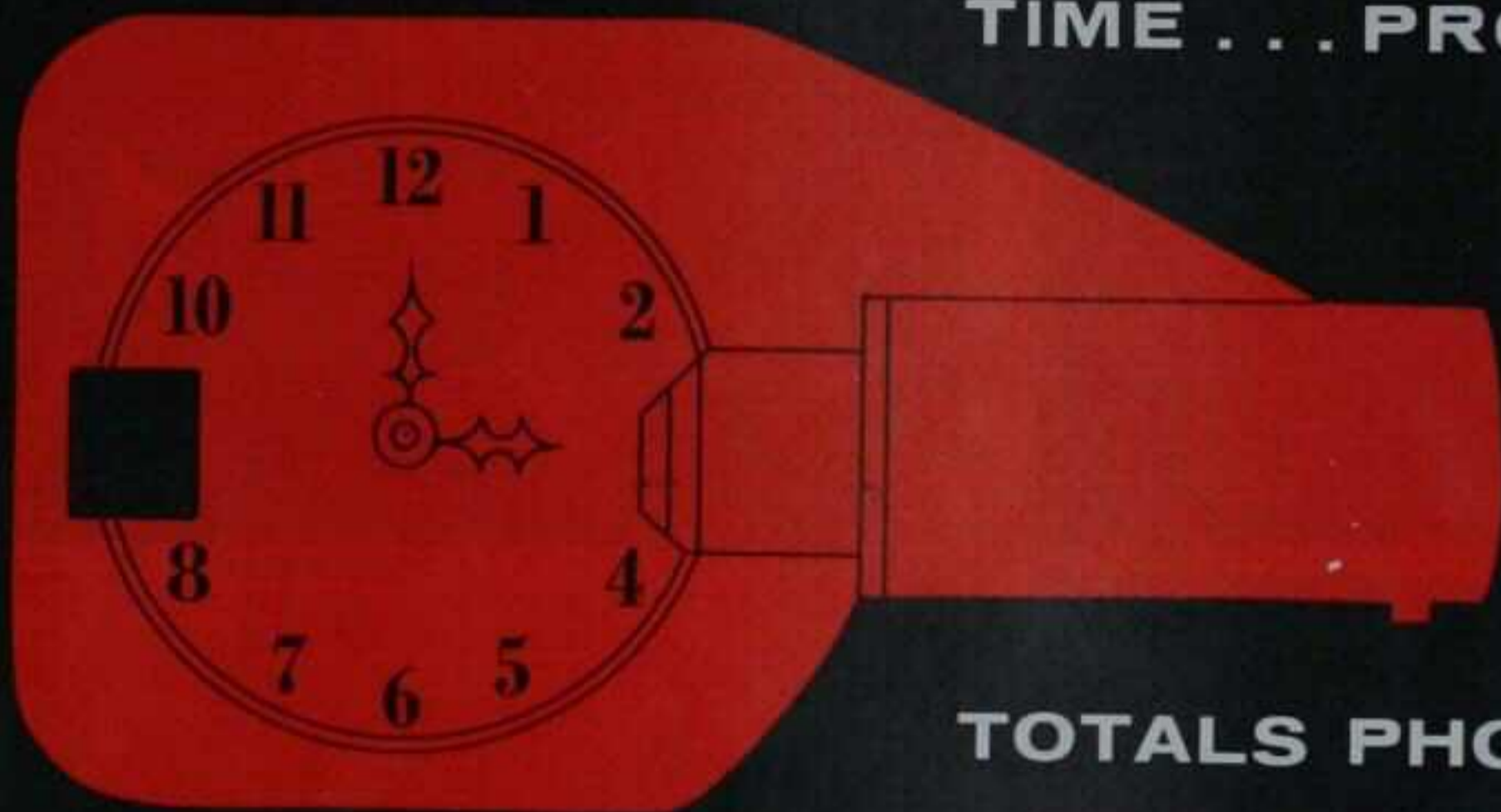
100 SEEBURG \$35.00
3VWA-200 SEL. ea.

SEACOAST DISTRIBUTORS
Dave Stern, Mgr.
1200 North Ave., Elizabeth, N. J. 07201
Blgelow 8-3524-5

WURLITZER CASHRAK

**SAVES
COLLECTORS'
TIME . . . PROTECTS**

**OPERATOR
EARNINGS**



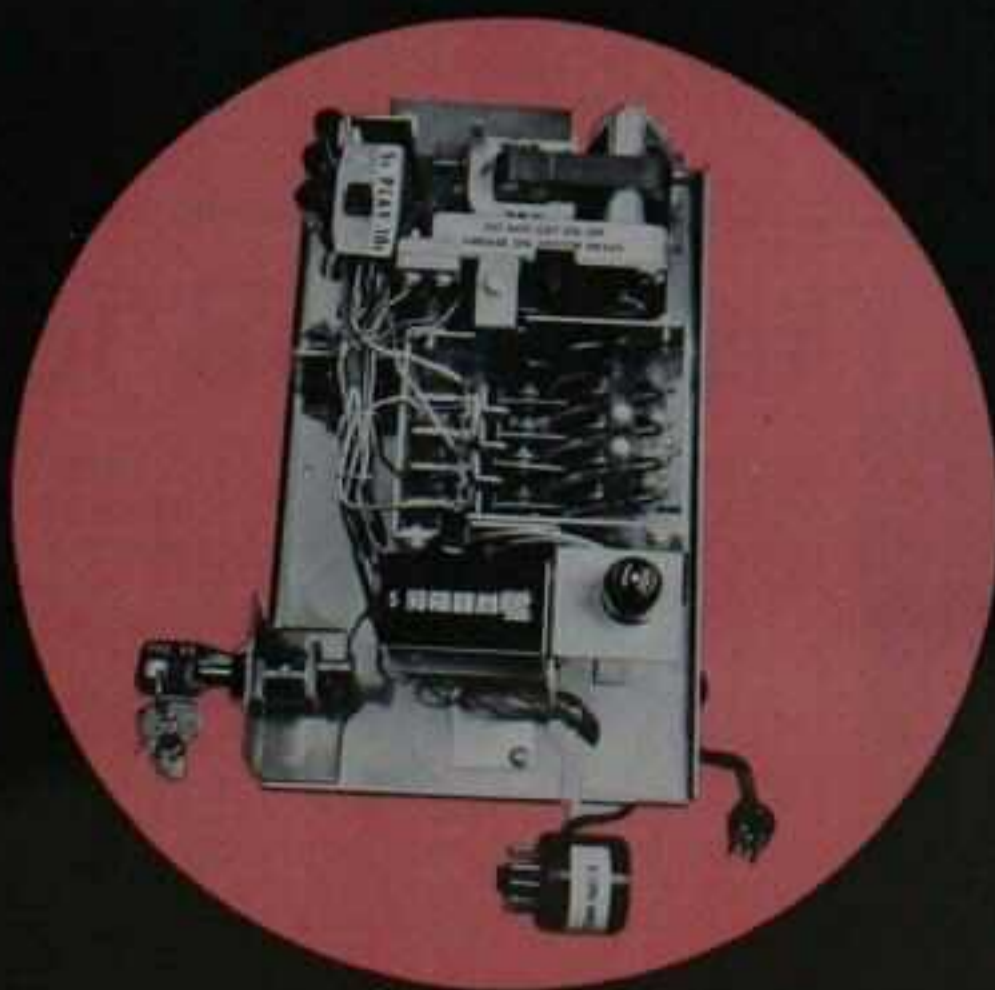
**TOTALS PHONOGRAPH
RECEIPTS ACCURATELY
AUTOMATICALLY**

Cashrak eliminates collection worries, saves collectors' time, minimizes bookkeeping, pays for itself in a hurry. With Cashrak, you know the earnings of every phonograph at a glance. Separate Ace lock makes it tamper-free. See it at your Wurlitzer Distributor TODAY.



ELECTRONICALLY REGISTERS COINS

Cashrak electronically registers nickels, dimes, quarters and half dollars, tallies each on a mechanical counter. Non-resettable meter accumulates receipts, offers a verified check on earnings.



SAVES COLLECTORS' TIME

Saves collectors' time, saves time in balancing out. Aids collector in making many more stops per day. Impresses location owners as a sound business management device.



EASY TO INSTALL

Mounts inside dome on right front side on chassis mounting plate. Eleven prong plug connects to power source — five prong plug to Playrak. Insert the two plugs, install two screws and the Cashrak is working for you.

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.
108 Years of Musical Experience

3 BRAND-NEW BEATLES SINGLES!

THE BEATLES

A HARD DAY'S NIGHT
I SHOULD HAVE KNOWN BETTER

5222



THE BEATLES

I'LL CRY INSTEAD
I'M HAPPY JUST TO DANCE WITH YOU

5234



THE BEATLES

AND I LOVE HER
IF I FELL

5235



A BEATLES BONANZA! 6 FABULOUS NEW SIDES FROM THE BEATLES' FIRST MOTION PICTURE (A United Artists Release), A HARD DAY'S NIGHT! CONTACT YOUR CAPITOL SALES REP TODAY!—AND WATCH FOR THE BEATLES' GREAT NEW CAPITOL ALBUM, "SOMETHING NEW," COMING SOON!



(S)T-2108

