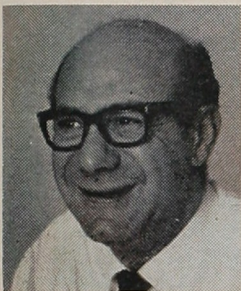


THE MEN BEHIND THE SCENES

many new and promising artistes destined for future stardom began to arrive on the scene notably Helen Shapiro the teenage wonder who shot to stardom with three successive charters "Please Don't Treat Me Like A Child"; "Walking Back To Happiness" and "You Don't Know" all by British writers Mike Hawker and John Schroeder. John Leyton had three in a row with "Johnny Remember Me"; "Wild Wind" and "Son, This Is She" also from the British pen of Geoff Goddard. Other familiar names with shares in the takeover bid for the charts were Emile Ford, Anne Shelton, The King Brothers, Jess Conrad and The Allison's. Benny Hill and Peter Sellers came up with some comedy hits and jazz got another shot in the arm from Kenny Ball with "Midnight In Moscow" which led to "You're Driving Me Crazy" by The Temperance Seven. Lonnie Donegan, Johnny Dankworth, Cleo Laine, Shirley Bassey, Karl Denver and The

take The Tornados into orbit and win them the first Cash Box International Gold Award but blazed the trail for group mania, forerunner of Beatlemania. Whilst indie producer Joe Meek was busy in the south providing further hits for The Tornados such as "Globe Trotter" up in the north in the cellars of Liverpool powerful forces were at work planning to bring Beatlemania to London and the world at large. In the meantime Jet Harris and Tony Meehan registered at No. 1 with "Diamonds" followed by Cliff Richard with "Batchelor Boy"; "The Next Time" and "Summer Holiday"; Frank Ifield with "Lovesick Blues" and "Wayward Wind" and The Shadows with "Foot Tapper." A month later in February 1963 The Beatles marched south from Liverpool to storm the charts with two successive hits "Please Please Me" and "From Me To You" on Parlophone. Next came another northern group, Gerry and the



DICK JAMES



NORRIE PARAMOR

Springfields all contributed to the rapidly increasing percentage of British material entering the Top Twenty. At the same time many British artistes were gaining chart status with cover versions of American originals. For instance Frankie Vaughan "A Tower Of Strength"; Billy Fury "Halfway To Paradise"; Craig Douglas "100 Pounds Of Clay"; Mark Wynter "Venus In Blue Jeans"; Ronnie Carroll "Roses Are Red"; Susan Maughan "Bobby's Girl" and Billie Davis "Tell Him" etc. By now we were in 1962 the year which brought Australian born Frank Ifield to the top of the tree with "I Remember You" and "Lovesick Blues." A & R Manager, George Martin, of E.M.I. with a batch of highly original satirical disks such as Bernard Cribbens "A Hole In The Ground" and "Right, Said Fred" gave us a taste of the brilliant talent which was later to give The Beatles to the world. Most important of all 1962 was the year which found British artistes making their first serious penetration into the American market. The turning point came when a couple of British jazzmen Mr. Acker Bilk and Kenny Ball stormed the Stateside charts. Bilk getting to No. 1 with his own composition "Stranger On The Shore" and Ball to No. 2 with "Midnight In Moscow." British comedian Charlie Drake also made it with his comedy disk "My Boomerang Won't Come Back" as did Matt Monro with "Softly As I Leave You" by British writer Hal Shaper and Anthony Newley with his own composition "What Kind Of Fool Am I." However, the biggest impact of all came at the end of the year. When America launched their Telstar satellite to beam programmes to Britain they unwittingly supplied the perfect medium for British group, The Tornados, to bounce right back at them with their transatlantic smash "Telstar" destined to take the new guitar sound twanging its way around the world charts. Not only did "Telstar"

Pacemakers, who took E.M.I. to the No. 1 slot again this time on Columbia with two more lightning hits "How Do You Do It" and "I Like It." Then came Billy J. Kramer and The Dakotas straight to No. 1 with "Do You Want To Know A Secret" on Parlophone with Freddie And The Dreamers (Columbia) and The Searchers (Pye) in hot pursuit. By mid summer no less than six British groups were enjoying unparalleled success in the Top Ten record charts and at the same time British copyrights accounted for six out of the Top Ten numbers in the Best Selling Sheet Music Lists. Britain's fight for chart supremacy on the home front was now an accomplished fact. Undoubtedly The Beatles together with their fellow Liverpoolians and other virile popsters of the provinces played a vitally important part, as far as artistes are concerned, bringing about this fait accompli first on the home front and later in America. All credit to them and those already mentioned who helped to pave the way. But credit is also due to the new school of British writers who have emerged during the past few years and who are today supplying the material necessary for total success. Many of these writers have received encouragement and financial assistance from music publishers, several of whom besides adding independent recording to their publishing activities, have made an all out effort to promote British material. They have virtually been forced to do so, for despite the fact that nowadays there is no guarantee that because a number climbs high in the American charts it will meet with the same success over here, American publishers continue to demand advances out of all proportion to their European potential. Remembering, too, that the performance fee received for a British copyright is twice that of an American number and that 50 per cent of

(Continued on next page)

SIR JOSEPH LOCKWOOD
CHAIRMAN, E.M.I. LTD.

Sir Joseph Lockwood was appointed Chairman of E.M.I. Ltd. in 1954 and under his guidance the company has gone from strength to strength both at home and abroad. An energetic man of business Sir Joseph has made several round-the-world trips visiting the group's many companies. Sir Joseph was knighted in 1960.



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'Stay awhile'



PHILIPS

BRITISH HIT MAKERS and

(Continued from page 49)
 the fee for the latter goes to the Stateside publisher, the cultivation of home grown writers is understandable. Anyway, the proof of the pudding is in the eating and there are enough good British plums to be found in the Best Selling Record and Sheet Music Lists of 1964, both in Britain and America, to indicate that the recipe was a good one. A virtually new generation of song writers and tunesmiths has been responsible for Britain's first decisive entry into the international pop arena, and once again 'Beatles' is the prominent world. John Lennon and Paul McCartney, the Rodgers and Hart of the Mersey sound, have written a string of sensationally successful songs for their own group and other Mersey-siders. Already both are worth a fortune in song royalties alone from numbers such as "Please, Please Me"; "From Me To You"; "She Loves You"; "I Want To Hold Your Hand"; "Do You Want To Know A Secret" and "Bad To Me."

John Schroeder for Helen Shapiro. Nowadays his partnership with M. D. - Arranger Ivor Raymonde is proving highly successful. Not only are they jointly responsible for Frankie Vaughan and Gene Vincent hits but have successfully launched Dusty Springfield on an international solo career with numbers such as "I Only Want To Be With You" and "Stay Awhile." Formerly a Musical Director, Raymonde now concentrates on song writing and arranging. His services in this direction are eagerly sought by British and American artists alike and top French star Richard Anthony comes to England especially to work with him. Like many other British writers today both Mike Hawker and Ivor Raymonde prefer to write with certain artistes specifically in mind.

Jerry Lordan and Alan Klein, both contract writers for publishers Francis Day & Hunter, have contributed handsomely to Britain's list of international hits. Lordan with "Apache,"



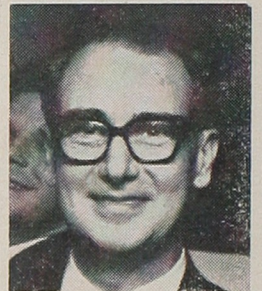
TONY HATCH

All these and dozens more are handled by the celebrated publisher Dick James, kingpin behind his own Dick James Music Ltd., Northern Songs, Jaep and Metric subsidiaries. Altogether last year Dick James had seven No. 1's which between them kept him at the top of the charts for a total of 27 out of 52 weeks. Youth is the keynote of the crocheteers these days.

Gerry Marsden of Gerry and the Pacemakers after recording smash versions of items such as Mitch Murray's "How Do You Do It" and the contrasting Rodgers - Hammerstein ballad "You'll Never Walk Alone" has now blossomed out as a cleffer in his own right with the hit parading "I'm The One." As well as the aforementioned "How Do You Do It" for Gerry and the Pacemakers, Mitch Murray, still in his early 20's, has penned a big seller for the Manchester group Freddie And The Dreamers titled "You're The One For Me" and came No. 2 in the Song For Europe contest with "I've Got The Moon On My Side."

Johnny Worth, not quite so youthful as some of his contemporaries, was influential under his own name as pen cloak of Les Vandyke in Adam Faith's disk selling boom of the late 50's and early 60's and also scored for and with Eden Kane. Young Chris Andrews newly ascendant on the scene and a contract writer for Freddie Poser Music has revived Adam Faith's disk fortunes once again by penning "The First Time" and "We Are In Love." Tom Springfield, founder member of the late and still lamented Springfields trio penned "Island Of Dreams"; "Say I Won't Be There" and "Come On Home" for the threesome and is now a full time tunesmith with Frankie Vaughan's "Hey Mama" and a batch of London Palladium show songs to his credit.

Mike Hawker notched up some solid successes in partnership with



JACK BAVERSTOCK

"Atlantis" and "Wonderful Land" for The Shadows and "Diamonds and Scarlett O'Hara" for Jet Harris and Tony Meehan. More recently cockney born Alan Klein captured and presented the authentic spirit of London's East End in "What A Crazy World." Originally a hit parading pop song recorded by Joe Brown and published by Pan Musik it developed into a Stratford, Theatre Royal stage production and is now a star studded film musical.

Southern Music, one of the first British publishing companies to make a one hundred per cent promotional effort with British material, have also reaped their reward via hits such as "Johnny Remember Me," "Wild Wind," "Country Boy" and the latest Heinz release "You Were There"—all from the pen of contract writer Geoffrey Goddard. Writers Hawker and Shakespeare also under contract have supplied them with "Will I What"; "Sweet And Tender Romance" and Jet Harris' current release "Big Bad Bass." Other British artistes to make the charts with Southern material include The Rolling Stones, Billie Davis, Mark Wynter and more recently Manfred Mann.

Contract writers for Robbins Music include Hal Shaper who scored spectacularly with Matt Monro's "Softly As I Leave You" and wrote this year's No. 3 'Song For Europe' "Beautiful, Beautiful" again for Matt Monro. Another Robbins contract writer Peter Lee Stirling penned the current Merseybeats hit "I Think Of You." Campbell Connelly's Ivy Music subsidiary who published The Tornados "Telstar," "Globetrotter" and "Robot" are currently having a transatlantic ball with "Glad All Over" composed and recorded by The Dave Clark Five. Leeds Music, thought British, too, and had a string of resounding hits from the Cliff Richard films "The Young Ones" and "Summer Holiday," much of the material being penned by



THE Up-And-Coming LABEL WITH THE Up-And-Coming HITS

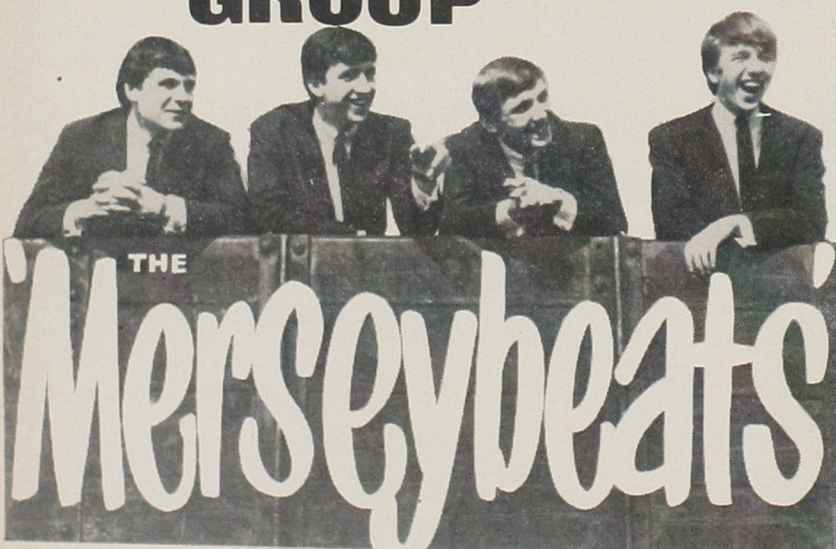
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NEEDLES & PINS

THE UNDERTAKERS
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<p>THE KINKS Long Tall Sally</p>	<p>JACKIE TRENT If You Love Me</p>
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THE MEN BEHIND THE SCENES

the star himself.

In the realm of film musicals the name John Barry commands considerable respect. He penned the James Bond Theme and the scores for "Zulu"; "Seance On A Wet Afternoon" and "The Man In The Middle" which opens in New York next month. He has just completed the score for "Mr. Moses" starring Robert Mitchum. John Barry is also the A & R Chief for independent Ember Records Ltd. From film music to show music. The spotlight here is on Lionel Bart the man responsible for "Blitz" and the transatlantic smash "Oliver." In the same category we find Anthony Newley and Leslie Bricusse, the team responsible for the memorable "Stop The World I Want To Get Off" with its multi recorded standard "What Kind Of Fool Am I."

Next we come to the A & R Managers who whether working for major companies or as independents have played a major role in bringing about the world wide recognition en-



JOHN FRANZ

joyed today by British artistes and material. Heading the list at the moment is Parlophone's George Martin, a product of the Guildhall School of Music, London and a skillful musician and composer in his own right. Martin has attained the most spectacular and phenomenal results in A & R history for his discovery, signing and astute studio handling of The Beatles, Gerry and the Pacemakers, Billy J. Kramer and Britain's latest chart topper Cilla Black. His unusually perceptive flair for the original brought together the highly unlikely but highly successful duo Peter Sellers and Sophia Loren and produced the brilliant comedy successes by Bernard Cribbens followed by hits by Mile Sarne and Rolf Harris whose "Tie Me Kankaroo Down Sport" climbed into the American Top 10 to win the Cash Box International Silver Award. At the other end of the scale he has enjoyed considerable success with artists such as Shirley Bassey and Matt Monro.

Since joining E.M.I. ex-professional pianist Norrie Paramor has been the guiding light behind all the Cliff Richard successes on the Columbia label. He also records with equal success The Shadows and Frank Ifield. Another E.M.I. A & R Manager to achieve phenomenal results with the groups of the day is H.M.V.'s Wally Ridley responsible for The Swinging Blue Jeans currently up there with "Hippy Hippy Shake"; Johnny Kidd and the Pirates and Kenny Lynch. Among Ridley's major achievements has been the hot selling albums by George Mitchell's Black and White Minstrels with total sales now in excess of 800,000. Norman Newell, a prolific songwriter outside the studios ("Portrait Of My Love" in association with Cyril Ornadel) was responsible for the earlier Shirley Bassey sides and for pianist Russ Conway's long line of charters. He is frequently chosen by top American artistes like Connie Francis to supervise her

sessions when recording in Britain. Newell also records all the strict tempo albums by the fast selling Victor Silvestor. His assistant John Burgess is Adam Faith's constant A & R inspiration.

Alan Freeman is a veteran of the Pye set-up with the Petula Clark, Lonnie Donegan and Kenny Ball money spinners to his credit. As all these artistes are strong sellers overseas Freeman enjoys considerable international prestige. Petula Clark always comes to London to record under his guidance even her releases for the French market. Young ex-Guardsman Tony Hatch destined for a brilliant career has already made an auspicious start. He works on the Pye hit makers and produced The Searchers current chart topper "Needles And Pins" and their previous smash "Sugar And Spice" which he also wrote. As a composer he has already produced a string of international hits including "Look For A Star" which took Billy Vaughn into



DICK ROWE

the American Top Ten way back in 1960 and "Forget Him" Bobby Rydell's current American charter. He also wrote this year's entry for the 'Eurovision Song Contest' "I Love The Little Things." Back on the A & R side he has given Mark Wynter plenty of hits since "Venus In Blue Jeans."

Ray Horricks is the A & R ace for Pye's Piccadilly label which numbers Joe Brown's "A Picture Of You" and "That's What Love Will Do" among his hits. Horricks was formerly with Decca where he had success with several Anthony Newley numbers including "Strawberry Fair." Recently Pye's complete A & R force combined their talents in the control room for the London Reprise albums by Frank Sinatra and Sammy Davis Jr. John Schroeder, formerly Norrie Paramor's assistant at Columbia has notched up Oriole's share of hit paraders with Maureen Evans, The Spotnicks and others. Dick Rowe heads the Decca pop singles A & R operation and supervises all the company sessions. Together with staffman Mike Smith he is responsible for the recording fortunes of Brian Poole and the Tremeloes, Billy Fury, Kathy Kirby, Jet Harris & Tony Meehan and The Batchelors who have clicked consistently with revival diskings such as "Charmaine," "Whispering" and currently "Diane." Dick Rowe's Cambridge Strings album "Tunes of Glory" met with success on the American market a few years ago. Frank Lee, Hugh Mendl and Marcel Stellman are responsible for album recordings by Frank Chacksfield, Stanley Black, Edmundo Ros, Eric Rogers and Britain's top selling international maestro Mantovani, a consistently big seller in the American top album charts. The Phase 4 recordings under the guidance of American A & R Man Tony D'amato, took shape and form in the company's British studios. Decca engineers perfected the sound which has paid handsome dividends (Continued on next page)

MR. LOUIS BENJAMIN
DIRECTOR, PYE RECORDS LTD.

After 20 years experience in show business and theatre management Benjamin joined Pye Records Ltd. in 1959 as Assistant General Manager. In 1961 he was appointed Joint General Manager followed by a Directorship in July 1963. Under his leadership Pye has developed from a relatively small independent to a major force in the industry.



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Heinz
Peter Jay and the Jaywalkers
Kathy Kirby
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DAVE CLARK

is

"GLAD ALL OVER"

and so is

IVY MUSIC The British Publisher

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BRITISH HIT MAKERS and

(Continued from page 51)

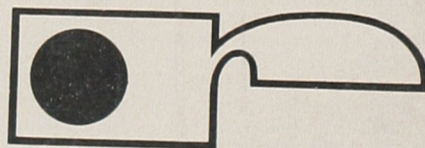
on both sides of the atlantic. The Philips group A & R men are Johnny Franz for the actual Philips label with The Springfields, Frankie Vaughan, Susan Maughan and Dusty Springfield. Dusty is currently registering her first really big hit in America as a solo artiste via "I Only Want To Be With You." Jack Bavestock has hit the charts for Fontana with the Merseybeats "I Think Of You," Eden Kane and Cleo Laine. He is also notably enterprising in the field of modern jazz and has built up an enviable catalogue of works by exponents such as Tubby Hayes and Johnny Dankworth—now riding high with his "What The Dickens" L.P. He



JOE MEEK

had a bit hit with Dora Bryan at Christmas, the only Christmas hit of the year "All I Want For Christmas Is A Beatle." New names in the Philips A & R Division are Chris Parmenter on Fontana and Denis Berger who supervises Mercury's British recording operation. Independent producers are proliferating these days but those already at the top include Denis Preston of Record Supervision, Joe Meek of R.G.M. Sound and Robert Stigwood. Preston spawned the Lansdowne Jazz Series which go out on E.M.I.'s Columbia label. Originally a writer and broadcaster he geared his outfit for the boom in trad jazz with great success. He teamed clarinetist Acker Bilk with the Leon

Young String Chorale for the delightful "Stranger On The Shore" and "Taste of Honey" and has contributed in no small way to the growth and emergence of Jazzmen Terry Lightfoot and Humphrey Lyttelton. He has enlightened and enterprising views with regard to the recording the more esoteric jazz and folk artistes. His present interest and hope is the new Blue Beat trend of mixed West Indian and rhythm and blues origin. Joe Meek, formerly a staff man with Denis Preston is possibly Britain's most avant garde producer in terms of dramatic teen slanted studio sound. A prolific writer he penned the international smash "Telstar" for The Tornados. Heinz is another of his hot and currently successful recording properties. Robert Stigwood, an active agent and manager has achieved his biggest success as an indie producer with Mike Sarne's comedy disks "Come Outside" and "Will I What." Also prominent among the indies are Bunny Lewis with Ritz Records under whose aegis The Caravelles clicked with "You Don't Have To Be A Baby To Cry" and "Have You Ever Been Lonely" and Tito Burns whose Lindon waxings released through Fontana include Eden Kane's current success "Boys Cry." An indie of unusual interest and new one the scene in Ryemuse bossed musically by Arranger-MD Johnny Gregory with an avowed production policy of quality albums of all kinds and a studio equipped with the latest recording refinements. Today these men working with Britain's top artistes, musicians and arrangers in studios offering facilities of incomparably high standard re producing the recordings which are the admiration of the world. More and more top international artistes come to record in Britain including Frank Sinatra, Connie Francis, Sammy Davis Jr, Bobby Rydell, Chubby Checker, Mel Torme, Anita Lindblom, Richard Anthony, Johnny Halliday, Nana Mouskouri, Siw Malmquist, Francoise Hardy,



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"YOU WERE THERE" "ICE CREAM MAN"

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THE MEN BEHIND THE SCENES

Caterina Valente, Marl Murphy, Nelson Riddle to name but a few. British A & R managers, in their turn, frequently travel the world keeping up with the latest trends and seeking new ideas which may be adapted to suit the particular needs of the British market at any particular time. In recent years the end product has proved increasingly acceptable not only at home but on the continent as well. Now in 1964 America, too, is sitting up and taking notice. Although the year is only two months old twelve British copyrights have already entered the Cash Box Top 100. This is as many as in the whole of 1963 and twice as many as in 1962. Fifty per cent of the total were written and recorded by The Beatles—"I Want To Hold Your Hand;" "She Loves You;" "I Saw Her Standing There;" "From Me To You;" "Please Please Me" and "My Bonnie." The other British copyrights to have taken British artistes into the Top 100 this year are "Tribute" written and recorded by Anthony Newley;" "I Only Want To Be With You" written by Mike Hawker and Ivor Raymonde and recorded by Dusty Springfield; "Glad All Over" written and recorded by Dave Clark and the BBC's "In The Summer Of His Years" recorded by Millicent Martin. American artistes enjoying Top 100 success with British compositions are Bobby Rydell with "Forget Him" by Tony Hatch and Gene Pitney "That Girl Belongs To Yesterday" written by two members of The Rolling Stones group Mick Jagger and Keith Richard. In return several British artistes have found Top 100 chart success this year with American compositions namely Cliff Richard with "It's All In The Game;" Frank Ifield with "Please" and The Caravelles with "You Don't Have To Be A Baby To Cry" and "Have You Ever Been Lonely." An auspicious start to a year in which the British record in-

dustry seems destined to extend still further its influence on the record markets in the world.

The Beatles: A Find For England's Balance Of Payments

NEW YORK—Like woolens, silverware and china, The Beatles are proving a valuable export for Great Britain.

One of the largest banks in England, Barclay's, has just reported that the group has made a "significant" contribution to the nation's balance of payments through the sale of their disks in foreign markets.

The bank's assessment of the team—which puts it on the level of a national asset—was outlined in its monthly newsletter, which stated:

"Two years ago, when Britain followed American tastes in popular music, British record companies were sending considerable royalties abroad. The Beatles, and the trend toward British music, have made a significant contribution to the British balance of payments by reducing this flow of foreign exchange. Moreover, as their reputation grows, royalties are beginning to flow into this country."

Previous to this report, Prime Minister Sir Alec Douglas-Home remarked that The Beatles were a "secret weapon" to keep the British pound table.

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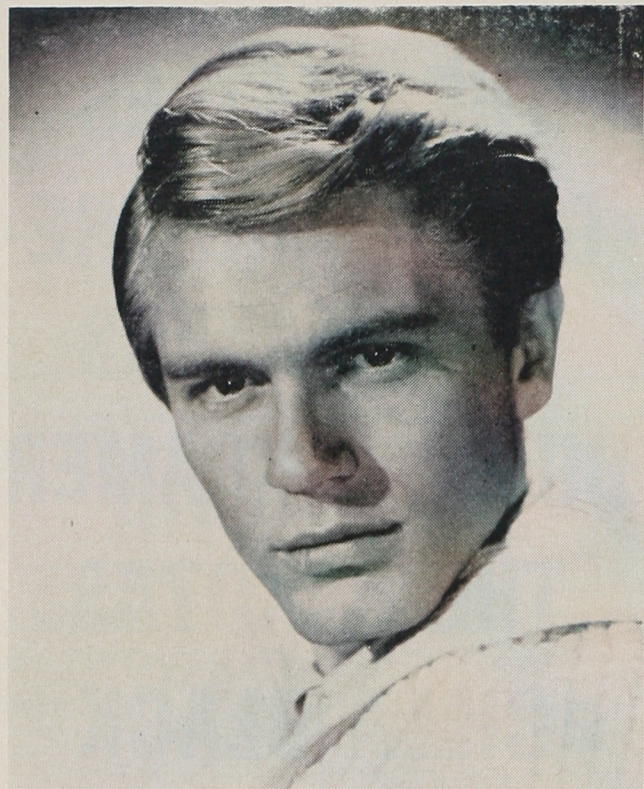
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THE GREAT ATLANTIC HOP:

British Disk Exposure At All-Time High in U.S.

NEW YORK—Britannia may no longer rule the waves, but our shores have been hit by an armada of English disk talent.

One can rightfully point to The Beatles as an immediate cause of this rush of product from Great Britain. However, the U.S. disk market had a number of signs—and big hits—over the past several years that augured well for this development, which seems to gain in momentum each time a jet aircraft lands here from England.

The English music business, as these columns have noted often in the recent past, has accomplished the notable feat of developing a rock 'n roll sound of its own. Working with the basic raw material of American-originated teen sounds, our cousins from abroad have sent along striking sessions that U.S. teeners apparently regard as refreshing. Whether its the Liverpool Sound of Mersey Beat or what have you, American youngsters, who show no signs of tiring of the basic rock 'n roll idiom, like what they hear—and are buying same.

Preceding the Beatles onslaught have been such big disk successes from England as Frank Ifield ("I Remember You"), The Springfields ("Silver Threads & Golden Needles") and The Caravelles ("You Don't Have To Be A Baby To Cry").

These recordings, among others, taken as a whole acted like a catalyst which wetted the appetite of teeners for more English-based sounds, priming them for an acceptance of the English rock sound en masse.

Then the Beatles came along—supported, in the happiest of a publicist's dream, by what was surely one of the most extensive consumer media coverage ever of any entertainment attraction.

With the amazing sales showing of the Beatles, the English sound is definitely IN.

Mike Collier, who returned to England, his native country, after music business associations in the U.S. to join Ivy Music Limited, has sized-up the situation this way:

"It is an amazing thing, but after a year of being back here and finding little or no interest in British records on the part of American labels . . . all of a sudden I am getting phone calls and letters from the States about master deals. . . . Business is booming here to the point where it is frightening . . . you are kind of waiting for the bubble to bust. Seeing as Britain has less than a third the population of the States it is incredible where all the money is coming from to purchase the vast number of records being sold [for U.S. release] here."

They're coming up with that cash,

for just in the past week or two various U.S. labels, indies and majors alike, are flooding the offices of Cash Box with their English acquisitions that they see as cashing-in on the English sound boom.

Some of the dates on release for about a month are already getting big chart action, including The Dave Clark Five's "Glad All Over" (Epic) and The Searchers' "Needles & Pins," (this tune, a recent noise-maker by America's Jackie De Shannon, is destined for even bigger sales by way of England).

A United Artist's deck by English crooner Danny Williams serves as an interesting example of the go-English upsurge. His recording of "White On White" was issued months ago, and, finally, this week it makes its initial appearance on the Top 100 in the number 98 position.

While four labels (Capitol, Vee Jay, Swan and MGM) have made showings with Beatles product, at least 10 other labels have rushed to market a collection of name teen-beat attractions from England.

Besides its regular English performers (e.g. Mantovani, Eric Rogers, Anthony Newley), London Records had made singles releases on the Batchelors, Rolling Stones, Billy Fury and Jet Harris-Tony Meehan.

Liberty Records has the talents of the Hollies and Billy J. Kramer. Epic Records is hot with the Dave Clark Five and Cliff Richard, while Prestige Records (the jazz diskery!) and Amy Records have current English best-sellers with Manfred Mann and Adam Faith, respectively.

Philips big English guns are the aforementioned Dusty Springfield and The Springfields, while Atlantic sports the Fourmost, a strong English success story.

Imperial, now Liberty's affiliate, is cut with a date by the Swinging Blue Jeans, while Laurie's contribution is Gerry & The Pacemakers. United Artists has Danny Williams and Shirley Bassey, both of whom have made the grade with good-music-slanted efforts.

Fontana, the Smash subsid, is represented with the Mersey Beats. In addition to its Beatles dates, Capitol Records just released a deck by Freddie & The Dreamers.

This remarkable musical tale from England has also earmarked the European continent and other areas of the world for disk exploitation. So, in addition to a regular diet of English sounds from now on, the U.S. market should prepare itself for a heavier concentration of general foreign product, with the likes of Bent Fabric, Freddy, Rolf Harris, Jorgen Ingman, Mina, Rita Pavone, Bert Kaempfert, Los Indios Tabajaros, The Swingle Singers and many, many more.



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Europe And America: Now A Two-Way Street

NEW YORK—That largely one-way street that sees the flow of American disk product stream across the seas may have to be widened to accommodate a rush of traffic in the opposite direction.

Product from abroad is beginning to make great impact on the American market. While foreign sessions have always made an impression here, it is only within the last year or two that

GLG Enters Foreign Market, Deal Made With Oriole

NEW YORK—GLG Productions, Inc., the indie producing firm of Steve Lawrence and Eydie Gorme and their business associate, Ken Greengrass, is moving in on the international market.

Joe Guercio, who conducts all musical sessions for Steve & Eydie, and heads production of all recordings out of GLG, returned from England last week after completing a preliminary search for new material.

Guercio will make other follow-up trips abroad in the next few months.

Taped material he purchased for the American market from Maurice Levy of Oriole Records in Great Britain will be re-packaged and released by GLC through various major U.S. companies.

In addition to the English deal, the firm made a tie-in with an Australian company, whose name was not revealed.

such product has, in some notable instances, upstaged American dates as leading sales items.

Obviously, the Beatles belong to that category of foreign attractions who have reached the status of a fad here, a hard-to-come-by level for any foreign act.

Though hardly a fad, the Singing Nun of Belgium has charmed American disk buyers into making her a favorite in the U.S.

The fact is that the European sound is beginning to speak for itself. No longer must Europe compete within its own area with American-made disks with American-like sounds. With most European countries now standing on their own economically, there has been a greater emphasis on local creativity, which has been aided, no doubt, by government-sponsored restrictions on the exposure of American sounds.

Thus, the American public is being exposed not to second-rate copies of U.S. sounds, but to endeavors which are refreshing and distinctive. This is, admittedly, what should be. That is, each market giving of itself with world-wide appeal.

But, such a development, with its long-range outlook, has also created a picture of what-might-be, some sections of which do not augur well for made-in-America product.

The greater acceptance there is of European product here, the greater are the possibilities that American

music men will eye the European market for their own exploitation.

This interest can take the form of trying to envelop American artists within the framework of a European sound, which at the moment does not constitute a trend, but a format that has already been marketed here.

In the jazz field, a major U.S. export abroad, such vaunted performers as Duke Ellington and Roland Kirk have cut dates in Europe under the influence of their fellow European jazzists. In the rock 'n roll field itself, Bobby Rydell recently made a strong come-back with a date—"Forget Him"—that was a product of English A&R'ing (even the tune is English).

As the move abroad continues, the American labels will become aware of a happy financial fact. Sessions abroad mean a financial outlay that is much less than a date of similar size required in the U.S.

The big classical labels were the first to recognize this balance-sheet factor. RCA Victor, for example, terminated its contract with the Metropolitan Opera and moved its opera recordings to Rome, where in its sparkling new studios there, it produces its complete opera releases—American singers included—at a savings of some 40% in recording costs. Another leading classical label, Columbia, is doing the same thing. Symphonic music is also becoming a European affair, which any low-priced affiliate of a major company can attest to.

Returning to opera, the American disk buyer has been fed a first-rate diet of European-produced works for a number of years. London Records, through its foreign affiliations, is famous for its imported opera production. All London product, pop, classical or otherwise, for that matter, is cut abroad and pressed in England

and exported to the U.S. When Capitol entered the opera catalog it, too, could boast of well-received opera sets that were the product of its tie-in with England's EMI.

American disk men might also take the economic hint from another area. More and more American performers are cutting their hit sides in foreign languages, another move that recognizes intense local-inspired disks. When they first cut records for specific export, the session usually took place at home.

But, the influx of American artists abroad and the generally long periods of p.a.'s in foreign countries enabled these artists to take time out to step into a foreign studio and cut sides in a particular language. The cash-register is ringing up lower session costs for American diskeries, and, as noted above, they may begin to see a strong dollar-and-cents reason for cutting their talent abroad even for U.S.-directed product.

The record business need only look at the current plight of Hollywood, which, many feel, has priced itself out of being a base for epic-type films. Such films, a few productions excepting, are now being filmed in such low labor cost areas as Italy and Spain.

Perhaps a record industry parallel, ala opera sets, could mean the production of expensive pop albums abroad on a major scale, with relatively low-cost singles remaining a prime domestic output.

Thus, two factors—great competition from foreign produced records and a major shift of recording activities abroad—could in time shake the entire economic structure of the business as we know it today. Europe may well evolve into THE major source of record activities.

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GREAT BRITAIN

Latest chart potentials from independent hit maker **Joe Meek** of R.G.M. Sound include the new single by Heinz on Decca, "You Were There," released to an advance of 30,000 and a new Tornadoes single "Hot Pot" also on Decca. The group who came up with a brand new sound a couple of years ago resulting in the world wide smash "Telstar" have infused a touch of the jungle into their "Hot Pot" dinking giving it an up-to-the-minute Blue Beat flavor.

Delyse Records reports a 700 per cent increase in turnover since expanding its distribution facilities via the EMI depots. The label continues to distribute through Selecta and other indie factors. The Delyse product has also been acquired by several majors for distribution in the United States, Canada and the Commonwealth. Thus firmly established in the home and international markets the label's director, **Mrs. Isabell Wallich**, is interested in acquiring suitable material from overseas for release in the United Kingdom. Currently engaged on large scale recording plans, the firm expects to double its catalog by the end of the year.

Welcome to the top of the charts **Cilla Black**. 21 year old Cilla has the same hometown, Liverpool, and the same manager, **Brian Epstein**, as the illustrious **Beatles** and is the first solo artist to reach the No. 1 spot since groups took over seven months ago. What is more she is the first female singer to claim the throne since **Helen Shapiro** wore crown in 1961. Cilla's first disk "Love Of The Loved (Parlophone) penned by **John Lennon** and **Paul McCartney** was released last September and entered the Top Thirty but missed the Top Twenty. Her second disk, another ballad this time American "Anyone Who Had A Heart," published by Aberdach has zoomed to the No. 1 slot in three weeks flat and delivered a knockout blow to the original **Dionne Warwick**

version. With sales already well over the quarter million mark it looks like Cilla's silver disk may turn to gold.

Swedish publisher **Stig Anderson** in London for meetings with Bens Music attorney **Walter Hofer** who also represents the American interests of British publisher **Dick James**. While in London Anderson acquired the Swedish rights to the latest **Cliff Richards** single, "I'm The Lonely One," for his Swedish Music pubbery. In Stockholm recently, Anderson set up an independent production company, Polar Music, which is having its first taste of success via a new group called The Hootenanny Singers. On its first LP, the group sing in Swedish, English and Spanish.

Cyril Shane of Shapiro Bernstein Ltd. has acquired world rights (excepting U.S.A. and Canada) to "Every Day I Have To Cry." A big hit for **Steve Alaimo** in the States in 1962, Pye's **Julie Grant** has now given the song her own special treatment which could give her the chart success she deserves. **Dusty Springfield** has included the number on her "I Only Want To Be With You" E.P.; Swedish singer **Anita Lindblom** has cut a German version and the French market has a recording by **Claude Francois**—all available on the Philips label. Other copyrights putting coffers into the Bernstein bank are "White On White," first American-cut disk by **Danny Williams**, now making a noise in America and issued here on H.M.V. and "Son Of Rebel Rouser" by **Duane Eddy** on R.C.A.

Another American publisher currently in London, **George Pincus**, visiting his British publishing outlet headed by his son, Lee. With paternal interests at heart Lee was successful in acquiring the American publishing rights to a string of Beatle hits for Pincus Sr. and the parent company Gil-Pincus. These included "She Loves You," "From Me To You" and "I Saw

Homecoming Day In London



LONDON—Pandemonium was the order of the day at London airport recently when the Beatles returned to their native land after their triumphant American tour. More than 8,000 hysterical fans roared their welcome as the foursome stepped off from their airplane.

Her Standing There" the flip side of—the No. 1 blockbuster "I Want To Hold Your Hand" as well as five tracks from the Beatles Vee-Jay album and two on the Capitol LP. Latest British composition handled by the Gil Pincus music company is "Lost Dreams And Lonely Tears" written by **Jimmy Duncan** and recorded by **Don Cornell** with The Don Costa Orchestra.

Also in the family is **Brook Benton's** latest Philips single "Going, Going, Gone" published in the States by Gil Pincus and here by Pincus Jr.'s Ambassador Music.

Before leaving for a nine day tour of Scandinavia jazzman **Mr. Acker Bilk** gave two s.r.o. concerts in Bristol and Bournemouth entitled "Strings Behind The Hits." These were the first of a series of concerts with an orchestra featuring the same string combination so successfully used in his three best selling albums released in the States on Atco—"Stranger On The Shore," "Above The Stars" and "Call Me Mister."

Quickies: **Bobby Vee** here for another tour of Britain has caught Beatlemania—on his current Liberty

dinking he throws in a few years giving it a Hollywood-Liverpool flavour . . . The **Swinging Blue Jeans** "Hippy Hippy Shake" now released in States on Imperial . . . **Big Dee Irwin** and **Bobby Vee** both appeared on "Thank Your Lucky Stars" February 29 . . . The Beatles have been named 'Show Business Personalities Of The Year' by The Variety Club of Great Britain . . . The onslaught of the Beatles on America has brought about a rash of answer disks by American artists—"A Beatle I Want To Be" by **Sonny Curtis** issued here on Colpix and "The Boy With The Beatle Hair" by The Swans on Cameo-Parkway . . . **Andy Cavell**, a **Joe Meek** discovery, has new single "Tell The Truth" on Pye.

England Moves In On Top 100

NEW YORK—The English disk breakthrough in the U.S. is much in evidence on the Top 100.

English performers account for 11 decks on the Top 100. While in percentages, they hold 11% of the slots, their total sales volume is undoubtedly much greater, since three disks by The Beatles are among the top 10.

The Beatles, of course, are still going great guns, with outings by the team representing almost half of the English representation.

Their Capitol stand, "I Want To Hold Your Hand," is still the number 1 sound, for the seventh straight week. Down one number is "She Loves You" (Swan), while Vee Jay's "Please, Please Me" is the group's third top 10 disk, at number 4.

The Beatles have further Top 100 action with "My Bonnie" (MGM), number 32, and Vee Jay's "Twist & Shout," new to the charts in the number 64 spot.

Within the top 25 are **Dusty Springfield's** "I Only Want To Be With You" (Philips), number 14, and "Glad All Over" by the Dave Clark Five (Epic), number 21.

The other non-Beatles smash sounds from England are "Needles & Pins" by The Searchers (Kapp), which makes a red-bullet move to 52, and "Hippy Hippy Shake" by The Swinging Blue Jeans (Imperial), whose first appearance on the Top 100 is red-bullet 66.

Rounding out the English showing are "It's All in the Game" by **Cliff Richard** (Epic), number 56, and "White by **Danny Williams** (UA), number 98 in its initial Top 100 slot.

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'63 Disk Sales In England Reach New Peak

LONDON—More records were sold in Britain in 1963 than in any previous year. Board of Trade figures reveal that 1963 took the total volume of sales soaring up to the magnificent total of £21,731,000 (\$61,446,800) more than doubling, in one year, the increase that was achieved between 1960 and 1962. There can be little doubt that the groups who dominated the charts in 1963 also dominated the sales and the whole industry is grateful not only to the Beatles but to all groups from the cellars of the north and the coffee bars of the south who have contributed to this swinging sales bonanza. Board of Trade figures also show that December sales valued at £3,319,000 were about two fifths higher than in December 1962. Home sales increased by more than two fifths and export sales by almost a quarter. Taking the year as a whole sales in 1963 rose by a quarter compared with the previous year. Home sales were rising throughout 1963 and were particularly high in the last three months, the overall increase on the previous year was nearly one third. Export sales during 1963 were seven per cent less than in 1962. In De-

cember production, too, was a third higher than a year earlier. Three fifths more 33 $\frac{1}{3}$ rd r.p.m. were produced than in December 1962 and a quarter more 45 r.p.m.'s came off the presses. Taking the year as a whole output of both 33 $\frac{1}{3}$ rd and 45 r.p.m. disks was about a tenth more than in 1962 with 78s another 5 per cent down.

In view of last year's bumper sales the one time peak of 1957 pales by comparison. In that year the total value in £.s.d. was £14,092,000 falling unfavorably in the two following years 1958 and 1959. In 1960, the pendulum swung back into the right direction finishing up with a sales total slightly up on the previous peak figure of 1957. The upward trend continued and a couple of years later at the end of 1962, the industry was patting itself on the back with a new and healthy all time sales high of £17,423,000 thus from 1960 to 1962 the annual volume of sales increased from the 14,000,000 mark to the 17,000,000 mark.

Great Britain's Best Sellers

This Week	Last Week	Weeks On Chart	Artist/Title
1	6	3	Anyone Who Had A Heart—Cilla Black (Parlophone) Aberbach
2	1	6	Needles And Pins—The Searchers (Pye) Metric
3	3	4	Diane—The Batchelors (Decca) K.P.M.
4	4	4	*5-4-3-2-1—Manfred Mann (HMV) K.P.M.
5	10	4	*I Think Of You—The Merseybeats (Fontana) Robbins
6	2	6	*I'm The One—Gerry & The Pacemakers (Columbia) Pacer
7	5	8	*Hippy Hippy Shake—Swinging Blue Jeans (HMV) Ardmore & Beechwood
8	8	6	As Usual—Brenda Lee (Brunswick) Jewel
9	13	3	*I'm The Lonely One—Cliff Richard (Columbia) Eugene
10	9	2	Candy Man—Brian Poole & The Tremeloes (Decca) Schroeder
11	14	3	Baby I Love You—The Ronettes (London) Belinda
12	7	13	*Glad All Over—Dave Clark Five (Columbia) Ivy
13	11	6	Don't Blame Me—Frank Ifield (Columbia) Campbell Connelly
14	17	2	For You—Rick Nelson (Brunswick) Feldman
15	—	1	*Bits And Pieces—Dave Clark Five (Columbia) Ardmore & Beechwood
16	12	12	Twenty Four Hours From Tulsa—Gene Pitney (United Artists) Arch
17	15	12	*I Want To Hold Your Hand—The Beatles (Parlophone) Northern Songs
18	—	1	*Boys Cry—Eden Kane (Fontana) 142 Music
19	16	10	Stay—The Hollies (Parlophone) Lorna
20	—	1	*Stay Awhile—Dusty Springfield (Philips) Flamingo

*Denotes local copyright.

Great Britain Top Ten LP's

1	1	With The Beatles—The Beatles (Parlophone)
2	2	Please Please Me—The Beatles (Parlophone)
3	4	How Do You Like It—Gerry & The Pacemakers (Columbia)
4	3	Meet The Searchers — The Searchers (Pye)
5	5	West Side Story — Soundtrack (CBS)
6	6	Born Free—Frank Ifield (Columbia)
7	7	The Shadows Greatest Hits —The Shadows (Columbia)
8	—	16 Hits From Stars And Garters—Kathy Kirby (Decca)
9	—	In Dreams — Roy Orbison (London)
10	10	Stay With The Hollies—The Hollies (Parlophone)

Great Britain Top Ten EP's

1	1	All My Loving—The Beatles (Parlophone)
2	2	The Rolling Stones — The Rolling Stones (Decca)
3	4	The Dave Clark Five — Dave Clark Five (Columbia)
4	6	Big Three At The Cavern—The Big Three (Decca)
5	3	The Beatles Hits—The Beatles (Parlophone)
6	5	Twist And Shout—The Beatles (Parlophone)
7	7	The Beatles No. 1—The Beatles (Parlophone)
8	—	You'll Never Walk Alone—Gerry & The Pacemakers (Columbia)
9	8	Sweets For My Sweet — The Searchers (Pye)
10	—	The Best Of Chuck Berry—Chuck Berry (Pye)

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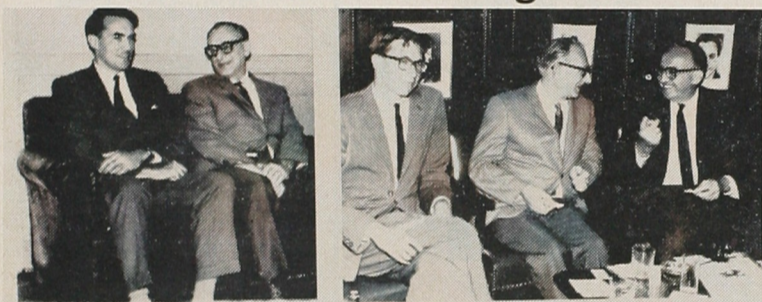


CASH BOX TOP 100 LABELS

ABC-Paramount	18, 30, 46, 49, 63	Marc	
Atco	36, 97	Mercury	8, 54, 57, 90
Atlantic	42, 60, 71	MGM	27, 32, 43, 67, 70
Best	20	Montel	11
Cameo		Motown	53, 86
Canadian-American		Muscor	
Capitol	1, 10, 13, 44, 84	Okeh	17
Chattahoochee		Parkway	38, 92
Checker	15	Philips	3, 14, 74
Chess	81, 95	RCA Victor	5, 9, 16, 48, 82
Columbia	26, 33, 65, 76, 78	Reprise	19
Congress	75	Riviera	7
Crusader	59	Roulette	45
Decca	31, 62	Rust	91
Dot	50	Scepter	
Duke	77	Smash	
Everest	24	Soundstage 7	58, 94
Epic	21, 34, 40, 56	Spokane	87
Garrett	37	Stax	39
Gordy	35, 41	Sue	85, 99
Hi		Swan	2, 23
Imperial	66	Tamla	61, 100
Kapp	22, 52, 68, 93	Tollie	64
King	28	20th Fox	6
LeCam	96	United Artists	12, 83, 98
Liberty	69, 72, 80	VeeJay	4, 47, 51, 89
		Wand	55, 79, 88
		Warner Bros.	25, 29, 73

In answer to numerous requests for such a service CASH BOX will run the Top 100 Labels feature on a weekly basis. It has been designed primarily as an aid to our international readers desiring a capsule summary of labels they carry and their representation on the CASH BOX Top 100. Feature can also be a handy order for distributors, racks, dealers and one-stops ordering disks by labels.

CB Publisher Visits Argentine



BUENOS AIRES—Cash Box publisher Joe Orleck is shown talking with disk executives from a variety of Argentinian producing and distributing firms during his recent month-long tour of South America and Mexico. The publisher's wife, Pauline, accompanied him on the trip. In the photos above are: (Upper left) Philip Brodie (left) of Odeon Records and Joe Orleck. (Upper right) (Left to right) CB correspondent Miguel Smirnoff, Joe Orleck and Max Wyngaard of Philips Records. (Middle left) (Left to right) Morris Brenner, Joe Orleck, Mario Kaminsky and Miguel Smirnoff. (Middle right) (Left to right) Smirnoff, Orleck and Ian W. Morris of Famous. (Lower left) (Left to right) Smirnoff, Orleck and Atilio Suva of Surco. (Lower right) (Left to right) Mrs. Orleck, Smirnoff, Joe Orleck, Hugo Celano and Ernesto Parma of Sprint Music and Editora de Los Exitos Musicales.



ARGENTINA

Let's have some words about the state of the record business in Uruguay, another of the South American countries. It is a rather small market, due to its 3,000,000 population; 1,300,000 live in Montevideo, the capital and main city. As we informed before, Palacio de la Musica (represents Odeon and EMI), RCA, Sondor (reps Columbia and CBS), Clave (several labels), Antar (labels Telefunken and others) and Tonodisc are the main diskeries.

Rene Sendic of Palacio de la Musica informed us about one of the details of the market in this country: Classical music sales take a big part of the whole volume: the companies are releasing old works, encouraged by the reception given by the customers to previous outings. On the pop side, biggest sellers are Argentine teen singers Palito Ortega, Johnny Tedesco, Chico Navarro and Leo Dan. Palacio is the biggest retailer in Uruguay, besides releasing EMI records. There is also a nice market for folk music: top names are Los Fronterizos (from Argentina) and local artists Santiago Chalar, Rodriguez Luna and Osiris Rodriguez Castillos.

Leon Jurburg of Clave is working hard on several new foreign labels whose representation has been acquired by his company. Clave has released several recordings made by CGD of Italy (Betty Curtis, Piero Focaggia and Johnny Dorelli) and is preparing the Barclay label launching (Aznavor, Dalida and Eddy Barclay). Jurburg has also Latin American label Marvela, and has already two LP's in the market (Cortijo and his Combo, and an album tagged "Plenas"), and also represents Discomoda of Venezuela and Panart (albums by Los Melodicos, Alberto Beltran and Armando Orefiche and the Habana Cuban Boys). On the local side, Jurburg is working on a roster of Uruguayan artists, including Anibal Sampayo, Rufino Mario Garcia, Los Ribereños, Anselmo Grau, las Voces de America and tropical artists Combo Camaguey. Several releases by these artists in other countries are expected by Jurburg: Fermata in Argentina has already outed a single by the Combo Camaguey. Leon is now also developing a publishing company, to promote several local composers that now have to go to Buenos Aires to see their works published.

Jorge Errazuquin, manager of Siweg, RCA licensee, is very glad with the work of his company, which took the representation last August (It was previously held by RCA of Argentina, which had a representative here). RCA has been doing very well with the teen artists presented by the Club del Clan TV'er, video-taped in Buenos Aires and aired afterwards by one of the four local channels. The relation with RCA of Buenos Aires is still in effect: Errazuquin travels every week to Argentina to select repertoire, although both companies are now independent.

Rodriguez Roque of Antar is also busy: he recently returned from the folk music Festival held in Cordoba, where he was invited, and is now preparing another one in Piriapolis, one of the main Uruguayan summer resorts. Antar has released new records by Les Olimareños, Amalia de la Vega and Daniel Viglietti. Due soon are "Hombres de Nuestra Tierra" and a new album by folk star Rodriguez Luna: "Te Todas Layas." Roque is also a very well known record critic and disk jockey, and has programs on Radios Carve ("El Fortin de los Horneros") and Austral ("Treinta Minutos con el Jazz" and "Sendas Abiertas").

Argentina's Best Sellers

This Week	Last Week	Title	Label
1	1	*Sin Timon (Korn)	Palito Ortega (RCA)
2	2	*Fanny (Mundo Musical)	Leo Dan (CBS); Dany Montano (Music Hall)
3	5	Desencadena Mi Corazon (Korn)	Trini Lopez (Reprise); Ray Charles (Ariel); Toscano (RCA); Donald (Music Hall)
4	9	*Mary Isabel (Mundo Musical)	Leo Dan (CBS)
5	4	*Marisa (Mundo Musical)	Leo Dan (CBS)
6	3	*Deci Por Que No Queres (Korn)	Palito Ortega, Toscano (RCA); Leo Dan (CBS); Los Dukes (Music Hall); Tito Alberti (Philips) Los Portorriqueños (Polydor)
7	8	If I Had A Hammer (Fermata)	Trini Lopez (Reprise); Brothers Four (CBS); Lalo Fransen (RCA)
8	11	*Un Sombrero De Paja (Korn)	Chico Navarro (RCA)
9	6	*Amarraditos (Korn)	Luis Ordoñez (CBS); Fetiche (Philips); Fulvio Salamanca (London); Los Nocturnos (Music Hall); Chico Navarro (RCA)
10	7	Celia (Mundo Musical)	Leo Dan (CBS); Andy Macia (Disc Jockey) Dany Montano (Music Hall)
11	10	Core (Aldon-Fermata)	Rita Pavone, Violeta Rivas (RCA); Blanquita Silvan, Lucio Milena (CBS); Juan Ramon (Disc Jockey)
12	12	Se Mi Vuoi Lasciare (RCA Italiana-Fermata)	Michele (RCA); Marty Cosens (RCA)
13	13	*Sabor A Nada (Korn)	Palito Ortega (RCA)
14	14	Antes De Ti, Despues De Ti	Catherine Spaak (CBS)
15	15	*Trasnochados Espineles (Lagos)	Los Quilla Huasi (Philips) Cholo Aguirre (Microfon); Ramona Galarza (Odeon)

Italy's Best Sellers

This Week	Last Week	Weeks On Charts	Title	Label
1	1	3	*Una Lacrima Sul Viso	Bobby Solo/Ricordi, Frankie Laine/CBS Published by Ricordi
2	3	3	*Quando Vedrai La Mia Ragazza	Little Tony Durium, Gene Pitney/CGD Published by Durium
3	2	3	*Ogni Volta	Paul Anka/RCA, Roby Ferrante/RCA Published by RCA
4	4	3	*Non Ho L'Eta' Per Amarti	Gigliola Cinquetti/CGD, Patricia Carli/CGD International Published by Sugarmusic Inter. Published by Southern
5	—	1	*Sabato Sera	Bruno Filippini/MRC, Fraternity Bros./CGD Published by Aberbach
6	5	3	La Citta' Vuota	Mina/RI.FI, Gene Mc Daniels/EMI Published by Aberbach
7	8	2	*Motivo D'Amore	Pino Donaggio/EMI, Frankie Avalon/Bluebell Published by Curci
8	9	3	*La Prima Che Incontro	Fabrizio Ferretti/RI.FI Fraternity Bros. CGD Inter. Published by Kramer
9	7	2	*Ciao Ragazzi	Adriano Celentano/Clan Published by Italian Yank Ricordi
10	—	1	*Che Me Ne Importa A Me	Domenico Modugno/Fonit Published by Curci

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ITALY

Two events are at the top of this musical week in Italy, and stress out how deep is the interest in the music of young people, and of course, also the exceptional interest of the music industry in the particular taste of the youngsters.

With the slogan "A New Label for the Young," RCA Italiana has announced the creation of a new mark completely devoted to the young public. The new label is called ARC, but the event is not only limited to the presentation of a new series of disks, but shall be considered as the creation of a new independent record firm in the bosom of the big RCA Italiana's operation. This means that the production of ARC will be handled independently from the production of RCA Italiana, and will be promoted and delivered through new channels.

During a cocktail party given in Milan at the presence of all the representatives of the Italian music world, the General Manager of RCA Italiana, Giuseppe Ornato introduced the new, young head of the record firm, Sergio Bardotti, and the artists who form the first group of new talent under the new label.

The production of the new label will be released through the experienced system of indie producers. This system was adopted in Italy for the first time by RCA Italiana, followed after by some other record companies. The adoption of this new system constituted a revolution on our record-making conceptions and it's the first time that a new firm is built exclusively on such a format. In fact, until now five producers and talent-scouts have cooperated with the debut of the new record company: first on the list is the well known indie producer, Nanni Ricordi, who produced the first ARC disk of his new singer, Oscar; second is Carlo Rossi, a lyric writer who also makes his debut as a record producer, presenting the talent of Roby Ferrante. Third is the well known talent-scout Teddy Reno, who produces for ARC. Fourth is another top lyric writer, Franco Migliacci, who presents his new singer Giancarlo Guardabassi, and last but not least is another Migliacci discovery, the young artist Gianni Morandi, who reveals his talent as a record producer with the first waxing of Ivana Borgia.

All are extremely young: Roby Ferrante is 19, first record is the San Remo hit penned by himself "Ogni Volta." Reno is 18, and his first cut is entitled "Eravamo Amici." Ivana Borgia is 16, and her first title recorded is "Fiocca Fiocca La Neve." Oscar is 20 and recorded "Vola Con La Spyster" (Italian version of "Come On Little Angel"). Giancarlo Guardabassi is 26, the title chosen for his debut is "Da Retta A Me."

The second event of the week concerns EMI Italiana whose idea is connected with the beginning of a deep revolution in the traditional means for record promotion.

Once again this idea is devoted to young people: It was conceived by the young head of the EMI Italiana's press and publicity office, Eraldo Di Vita. Under the name Club 45, EMI Italiana has created, in the center of Milan, a club for the young. EMI Italiana brings together every Saturday, in a big hall, all the members of this new club. There they can dance, listen to their favorite singers, speak with them, and what is more interesting, to listen and judge the new unpublished disk of the EMI talent. This is the first time that such an initiative has taken place in Italy and this creates a direct contact and connection between the teeners and the industry which produces their favorite entertainment.

Such a direct contact, as we said above, will create new, important promotional means that can be considered a new force besides radio, TV and the juke box. It's a direct contact between the industry and its potential buyers and this direct contact will make it easier to create product according to the taste of these young buyers.

We are sure, of course, that this example will be immediately followed by other record companies and this will deeply modify in our country the custom of entertainments among the young.

The first such event conducted by EMI Italiana recently gave unexpected results: more than 1,500 young people took part in the first meeting, during which EMI Italiana presented the top Belgian/Italian singer Adamo along with the upcoming talent of Vasso Ovale, and the new voice of Gianna Foretti. The success of the evening was so strong that the police had to calm the big enthusiasm of the girls and boys. Adamo, Vasso Ovale, Gianna Foretti presented their new recordings, and a strong success in the sales in the shops of Milan has served as a confirmation of the strong promotional power of such an initiative, which convinced EMI and the organizer Eraldo Di Vita at once to open the Club 45 in all the principal centers of Italy.

Another important event of this week is the visit in Italy of the well known jazzman Thelonious Monk of CBS, who gave a concert in Milan on February 23, and took part also to a TV show with our jazz performers, Basso and Valdambri. Thelonious received a strong welcome: his records, according to the sales of jazz disks in Italy, are obtaining a good success on our market and his appearance on our TV screen, of course, will increase such sales. In this regard we have noted that such personal appearances of such famous jazz musicians in our country are strongly contributing to the diffusion of jazz in Italy. Other concerts will be given by Monk in Torino and Bologna.

On the jazz theme, Ricordi has taken the distribution in Italy of the American catalog Blue Note, formerly distributed by Karim.

Catherine Spaak, the film actress and songstress, under contract with Dischi Ricordi, recorded recently for the background of a new film entitled "I Malamondo" two songs, titles of which are "Questi Vent'anni Miei" and "Penso A Te." Both songs as well as all the background music of the film are published by Campi. The film is a report on European youngsters.

Tony Dallara, the top artist of the Saar label, has recorded his San Remo hit "Come Potrei Dimenticarti" in Japanese. The recording will be distributed in Japan by King Records.

Among the classical releases of the week, let's mention a Decca album recorded by Ernest Ansermet. The well known orchestra conductor presents in this new album, three of the best pages penned by Ravel Honneger and Dukas: First is the "Sorcerer Apprentice" by Dukas, second the "Bolero" and "Valse" by Ravel, and third "Pacific 231" by Honneger.

And we conclude our column mentioning four new groovings of our top talent Peppino Di Capri: the four titles chosen by him for his two new singles are "Ieri Sera A Quella Festa," "Shout," "Piccatura" and "Chi Accende Le Stelle."



GERMANY

The Beatles are coming! That's the word of the day on the German record market. The fabulous group from England has cut their first 2 sides in German language which will be released on March 6. The tunes are "I Want To Hold Your Hand" and "She Loves You" and the two hits are coupled on one single. The English versions of the tunes are already racking up tremendous sales and a Beatles record should soon find its way into the German top 10. Electrola reports that the group is also planning a trip to Germany for p.a.'s and TV appearances. In the meanwhile, German A&R men are frantically trying to put together groups with the "Liverpool sound" to beat the Beatles to the punch. The Searchers have already recorded their hits "Sugar and Spice" and "Needles And Pins" in German for Vogue, and another group The Teambeats have done "Please Please Me" here. It looks like a good fight is shaping up as to who will have the hit group but in any case, the "Liverpool Sound" should put a shot in the arm to the sagging singles business in Germany. 3 Beatles records are already in Germany's top 50. There's another fight taking place in Germany. Tenor Rudolf Schock who is now signed with Ariola's "Eurodisc" label has 2 LP's released by his old firm Electrola under the title "Rudolf Schock—The Great Years." Eurodisc has tried to put a halt to the sale of the two LP's saying that the disks do not represent the artist at his best. A court order stop took place but on January 29, the Cologne court of law decided that the records could be released.

Italian lass Anita Traversi will represent Switzerland at the "Song For Europe" contest to be held on March 21 in Copenhagen. The 24 year old songstress will do an Italian language tune for the festival. Last year, the Swiss entry was Ester Ofarim, who took 2nd place at the festival. Anita records for Ariola here. Ariola also reports that Duke Ellington has a tour set for Europe from the 2nd of March to the 22nd. He will visit Stuttgart, Zurich, Munich, Frankfurt, St. Moritz, Milan, Stockholm, Helsinki, Goteborg, Malmo, Copenhagen, Hamburg, Berlin and Paris during the tour.

Billy Mo from Trinidad was awarded a Tirol Hat for the sale of 1/2 million copies of his hit "I'd Rather Buy A Tirol Hat" during the Olympics in Innsbruck. Two other Teldec artists, Vico Torriani and Hannelore Auer, were on hand for the award.

Hans Gerig reports that the firm is swinging with the German version of "Sugar And Spice" by The Searchers and two San Remo songs, "Un Bacio Piccolissimo" which has been recorded in German by Ulla Niesen for Decca, and "Sole Sole" which is the most recorded San Remo tune in Germany, as Margot Eskens from Polydor, Siw Malmkvist and Umberto Marcato of Metro-nome, Vivi Bach and Dietmar Schoenherr of Philips, Ulla Niesen and Uwe Grimm of Decca and Nana Gualdi of Ariola have all done vocal versions of the tune in German and Will Glahe is turning out an instrumental version of the work.

CBS publicity man Lothar Graf reports that the firm has signed Olympic and world champion skating star Marika Kilius to a contract and her first single has already been released.

Rudy Slezak of Aberbach music tells us that he has a not full of hits at present. The Chubby Checker version of "Loddy Lo" is selling like hot cakes and the German version of the tune by Gerd Boettcher is doing even better. "Bossa Nova Baby" is a top 10 tune with versions by Elvis Presley, Bill Ramsey and Ted Herold racking up top sales. The firm is also moving out with the German version of "A Love So Fine" by Gina Dobra, "The Kind Of Boy You Can't Forget" by Ingela Brander and the new Presley single "Mexico" from his LP "Fun In Acapulco." Teldec Records has a left field hit on their hands with a new waxing by newcomer Ronny. It's a German language waxing of "Oh My Darling Caroline." The record has passed the 50,000 mark in 2 weeks of sales. Deutsche Grammophon has divided its organization and has formed a "Germany Department" with the pop production of their Polydor label falling under this department. The new department goes into effect on April 1 and will have offices in Hamburg at Rothenbaumchaussee 5. The new department will handle all advertising, making of record covers and distribution of the Polydor product. This division will make it possible for more concentrated work on the pop product and the international and classical product.

Germany's Best Sellers

Week	Last Week	On Chart	Weeks	Title
1	1	5	5	Das Kannst Du Mir Nicht Verbiehen (You Can Never Stop Me Loving You)—Bernd Spier—CBS—Edition Accord
2	2	13	13	Wenn Ich Ein Junge Waer (If I Was A Boy)—Rita Pavone—RCA Victor—Rolf Budde Music
3	3	10	10	*Drei Musketiere (Three Musketeers)—Conny Froeboess—Electrola—Metronom/Froeboess/Rolf Budde
4	4	5	5	America—Trini Lopez—Ariola/Reprise—Chappell/August Seith
5	—	1	1	*Der Platz Neben Mir—Sacha Distel—Polydor—Hans Gerig Music
6	10	2	2	*Glueck Gehoert Dazu (It Helps To Be Lucky)—Rex Gildo—Electrola—Hans Gerig Music
7	5	12	12	*Es Gibt Kein Bier Auf Hawaii (There's No Beer In Hawaii)—Paul Kuhn—Columbia—Paul C. R. Arends Music
8	—	7	7	*Wenn Nur Jede Woche Mal Der Erste Waer (If Every Week Was The First Week Of The Month)—Gus Backus—Polydor—Karlheinz Busse Music
9	7	6	6	*Nachts Hoer Ich Immer Alle Uhren Schlagen (At Night I Always Hear All The Clocks Strike)—Peter Alexander—Polydor—Hans Gerig Music
10	—	1	1	*Nino—Connie Francis—MGM—Schneider Music *Original German Copyright

More Nations Choose Songs For Eurovision Contest

ZAGREB, Yugoslavia—Yugoslavia will be represented at the Eurovision Song Contest in Copenhagen, March 21, by "Zivot Je Zatvorio Krug" (Life Has Closed The Circle), composed by Srdjan Matijevic and lyrics by Stevan Raickovic. It will be sung by Sabahudin Kurt, who is under exclusive contract to Jugoton Records in Zagreb. The Yugoslavian delegation will also include an orchestra-leader, but the name is not available yet.

LISBOA, Portugal—"Oraçao" (Prayer) is title of Portugal's entry at the Eurovision Song Festival in Copenhagen in March. It is composed by João Nobre, lyrics by Rogério Bracinha, and will be sung by Antonio Calvario, recording for His Master's Voice in Portugal. The Portuguese delegation to Copenhagen will also include orchestra-leader Armando Tavares Belo, who will conduct the Portuguese number. The artist, Antonio Calvario, was recently voted "King of Portuguese Radio" on a contest held by one of the most important local magazines.

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BELGIUM

As noted before, the sale of Beatles disks is now gaining momentum in Belgium, and the demand for LP's and EP's as well as on singles is growing steadily. June 5 and 6 have been tentatively advanced as dates for an appearance of the Beatles in Belgium. Their fan club is becoming a real army. Other information about Gramophone performers is the steady demand for Richard Anthony's records, who is one of the most popular French stars in Belgium. Adamo has left for Milan where he is to appear on radio- and TV-shows. He will also travel to London to do English language versions of his hits. We wonder whether this is the right decision, as in Britain original records done by Aznavour and Piaf are circulating. The latter haven't taken the risk.

Inelco has come out with a number of attractive records which are bound to do well. Most striking are "Lady Music" by Little Peggy March, "Un Air De Banjo" by Sacha Distel; a first EP by Conrad Pringel, an EP with four impressive new tunes by Claude Nougaro, who is very popular with the Walloons; an EP featuring Albert Rainsier, who presents the popular French TV-feature "Age Tendre Et Tete De Bois" playing the mouth organ and the following songs: "Quand Tu Joues," "Le Snap," "Meteor Special" and "Last Space Train." These are all really good. There is now also an EP by the Los Indios Tabajaras, with Maria Elena naturally as principal attraction. Other tunes are "Los Indios Danzan," "Ay Maria," "Moonlight Serenade."

Polydor is preparing a second single for its top performer John Larry. We have been told by M. Mertens, artistic manager with this firm, that the new disk will be as successful as the previous one, all pieces having been selected to bring out John's best vocal qualities. Larry has been introduced to the audience of "Good Records, Good Friends" and brought a rendering of "Alleen," chart topper in the Flemish part of the country.

Decca is awaiting The Tornados, who will be in Belgium from March 5 to March 9. Press promotion is in full swing. Most dailies and weeklies are publishing pictures and articles about this British guitar ensemble who earned world wide reputation with "Telstar." It will be The Tornados' first appearance in Belgium. In the meantime other Decca notables have got a special welcome: The Blue Diamonds. This Dutch-Indonesian pair of brothers, who produced a topper like "Ramona" recently were discharged from the army and they are doing their best to regain their former popularity. Their latest record "Hey Ba Be Re Bop" seems to be doing well. They appeared in the Sunday evening TV-contest of the Flemish transmitter "Een Tegen Allen" in which one contestant faces a whole town in a quiz game. Apart from this, a show has been taped for "Good Records, Good Friends" to be telecast on March 6. French TV in Belgium has taken over this show which may afford the opportunity for The Blue Diamonds to make a clean break in the Walloon country. They will later travel to the Far East to appear in concert halls, in radio- and in TV-programs.

Palette has started promotion for blind singer Jo De Clerck, who has cut "Anne-Marieke" and "Vergeet Het Maar" for his first record. Special efforts are also being made for Sophie Pascal, Walter Jung and Ariane and Les 10/20 through the "Revelation" operation.

Belgium's Best Sellers

FLEMISH

- 1 Vous-Permettez Monsieur? (Adamo/Pathé/Ardmore and Beechwood)
- 2 Alleen (John Larry/Polydor/Passe Partout)
- 3 I Want To Hold Your Hand (The Beatles/Parlophone/Vedette)
- 4 She Loves You (The Beatles/Parlophone/Belinda)
- 5 Maria Elena (Los Indios Tabajaras/RCA/World)
- 6 Tombe La Neige (Adamo/Pathé/Ardmore and Beechwood)
- 7 Tchin, Tchin (Richard Anthony/Columbia/Southern)
- 8 La Mamma (Charles Aznavour/Barclay/Peter Plum)
- 9 Anyone Who Had A Heart (Dionne Warwick/Scepter/Vogue)
- 10 Sixteen Tons (Lou Neefs/Moonglow)
- 11 This Land Is Your Land (Trini Lopez/Reprise)
- 12 Ein Traum Wird War (Alberto Cortez/Show/Belga)

WALLOON

- 1 Vous-Permettez Monsieur? (Adamo/Pathé/Ardmore and Beechwood)
- 2 Maria Elena (Los Indios Tabajaras/RCA/World)
- 3 Tombe La Neige (Adamo/Pathé/Ardmore and Beechwood)
- 4 La Mamma (Aznavour/Barclay/Peter Plum)
- 5 Excusez-Moi, Partenaire (Johnny Halliday/Philips)
- 6 Ma Biche (Frank Alamo/Barclay)
- 7 Va Pas Prendre Un Tambour (Françoise Hardy/Vogue/Vogue International)
- 8 Tchin, Tchin (Richard Anthony/Columbia/Southern)
- 9 C'est Bien Jolie d'Etre Copain (Le Petit Prince/Barclay/Plum)
- 10 Je Suis Perdu/Je Fais Serment (Robert Cogoi/Philips/Primavera)
- 11 J'en Suis Fou (Dick Rivers/Pathé/Ardmore and Beechwood)

Israel's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Artist
1	1	7	Don't Talk To Him	Cliff Richard (Columbia)
2	4	6	I Want To Hold Your Hand	The Beatles (Parlophone)
3	2	8	Sweet Impossible You	Brenda Lee (Arton/"Hed Arzi")
4	8	5	As Usual	Brenda Lee (Arton/"Hed Arzi")
5	5	6	Whispering	Nino Tempo & April Stevens. (Atlantic/"Hatakli")
6	6	5	Needles And Pins	The Searchers. (Top Hits/"Hatakli")
7	12	4	Swinging On A Star	Big Dee Irwin (Colpix/"Hatakli")
8	3	9	You'll Never Walk Alone	Gerry & The Pacemakers (Columbia)
9	7	7	Secret Love	Kathy Kirby (Decca)
10	10	4	For You	Ricky Nelson (Arton/"Hed Arzi")
11	11	4	Hello Love	Julie Grant (Top Hits/"Hatakli")
12	14	4	I Only Want To Be With You	Dusty Springfield (Philips)
13	13	6	24 Hours From Tulsa	Gene Pitney (Musicor)
14	9	10	Washington Square	The Village Stompers (Epic)
15	16	3	Glad All Over	Dave Clark Five (Columbia)
16	20	2	You Don't Own Me	Lesley Gore (Mercury)
17	18	2	The Boy You're Kissin'	Mark Wynter (Top Hits/"Hatakli")
18	—	1	I'm Watching (Every Little Move You Make)	Peggy March (RCA)
19	—	1	Come On	Tommy Roe (ABC Paramount)
20	15	6	Geronimo	The Shadows (Columbia)



BRAZIL

Carnival is over and Brazil is Dominiquing again. . . . However, some new releases are coming into the race: Philips is doing an excellent job at the present time with: "Mama" by Connie Francis (released again; it had been already, as MGM was represented by Musidisc); "The Platters Saudam A America Latina" (with Mercury label); "Dreamstreet," Erroll Garner; "Outro Show De Bossa" with Corisco and His Sambaloucos; Xavier Cugat—"Great Successes From The Movies;" "Cannon Ball" Bossa Nova with the Bossa Rio Sextet." CBS comes along with: "Um Pistão, Um Trimbone E . . ." with Alexandroe Gnatali and Orchestra; "Viva A Bossa," Breno Sauer; "The Brothers Four;" "El Varon Del Tango," with Julio Sosa, the top tango singer of the moment appears in Brazil; "Specially For Youngsters" by several well known U.S. artists; "O Bem Do Amor" by Ellis Regina and "Os Cariocas," Bossa Nova quartet. RGE shows up with: "Evolução," by Manfred Fest; "Vanguarda," featuring the great Agostinho Dos Santos; "A Nova Bossa—Violão," with Paulinho Nogueira and his guitar; and "Alegria . . . Viva," the Mills Brothers (with the label, RGE-Dot) and others.

The hopes of the São Paulo teenagers for a quick recovery of Bobby Rydell were founded. Bobby's Show opened on the Teatro Record with great success, which could have been even greater if it wouldn't have been still on the last part of the school vacations. The young American artist had the opportunity to show to the Brazilian public, who applauded him ardently, that he is not only an excellent singer, but a very good pianist and drummer as well. People were sorry about the lightning appearance of only two days . . . they wanted more. . . . We had a chance to talk with Bobby and his manager Frank Day, who told us about the great success Bobby had in Buenos Aires (in 1 day, 4 shows—28,000 people!) and said they would probably come back to Brazil, around September, counting on the success of his new film "Bye Bye Birdie," which will be released in this country in the near future. Bobby's LP's (Fermata) are being very well accepted by the young Brazilian set.

Again the sad news hit the Brazilian popular music world, with the interval of only one week: Vicente Paiva, the famous composer passed away. He is the author of many a hit like "Calendário," "Exaltação A Bahia," "Tudo E Brasil," "Olhos Verdes," "Ave Maria" and, most of all, that remarkable number with Carmen Miranda made famous all over the world and which has something like 1.000 recordings all over the world—"Mamãe Eu Quero" or "I Want My Mamma!" Vicente Paiva was born in São Paulo. He was musical director of the famous Casino da Urca, during its great days one of the best musical comedy companies. Vicente travelled very often with Brazilian musical shows through all Europe. He left, besides his immortal music, another inheritance to Brazilian show business—his attractive daughter Daisy Paiva, who is already a big name on local TV.

Mary Martin was in São Paulo, on the way to her "fazenda" in Goiás, with her husband.

Also in Brazil, Jimmie Van Heusen and Sammy Cahn ("All The Way," "They Came To Cordura," "High Hopes," "Come Dance With Me," "All My Tomorrows," etc.), the famous American composers and Frank Sinatra's favorites. They stated that their visit was only on a pleasure basis. But, knowing how close they are to "The Voice" . . . shouldn't the Brazilian public nurse some hopes for that long wished for visit of the artist to this country?

It was also said that the famous pianist Horace Silver was seen among the enthusiastic tourists in Rio's Carnival. With a great idea it would be to show a selection of the Escolas de Samba parading along the US streets. The owners of the luxurious, enormously decorative and rather expensive (several millions of Cruzeiros each . . .) "fantasias" (costumes) have been invited to show them in Argentina, Uruguay. And it's worthwhile.

Brazil's Best Sellers

- 1 Dominique (Fermata) Giane (Chantecler); Soeur Sourire (Philips); Trio Esperança (Odeon); Poly (Continental)
- 2 Acorrentados (Vitale) Agnaldo Rayol (Copacabana); Trio Cristal (RGE)
- 3 Parei Na Contra Mão (Mundo Musical) Roberto Carlos (CBS)
- 4 Pombinha Branca-vola Colomba (Ricordi) Silvana (Copacabana); Altamar Dutra (Odeon)
- 5 Sabe Deus—sabrã diós (Embi) Carlos Alberto (CBS); Lucho Gatica (Odeon); Oslnain Galvão (RGE)
- 6 Veneno (Fermata) The Clevers (Continental)
- 7 Mulher Governanta—Silvinho (Philips)
- 8 Mais Que Nada—Jorge Ben (Philips); Conqunto Farroupilha (Fermata)
- 9 Blue Star (Todamerica) The Jordans (Continental)
- 10 Quem Tudo Quer Nada Tem (Nossa Terra) Anisio Silva (Odeon)

BRAZIL'S TOP FIVE LP'S

- 1 Samba Esquema Novo—Jorge Ben (Philips)
- 2 Moacyr Franco—Moacyr Franco (Copacabana)
- 3 Rita Pavone—Rita Pavone (RCA)
- 4 O Jovem Dr. Kildare Canta—Richard Chamberlain (Philips)
- 5 Nico Fidenco—Nico Fidenco (RCA)

BRAZIL'S TOP FIVE EP'S

- 1 Doce Amargura (Mondo Cane—More) Moacyr Franco (Copacabana)
- 2 Dominique—Soeur Sourire (Singing Nun) (Philips)
- 3 Pombinha Branca (Vola Colomba) Silvana (Copacabana)
- 4 Dominique—Giane (Chantecler)
- 5 Hully Gully—Chubby Checker (Fermata)



Rydell Tours S.A.

SAO PAULO—Bobby Rydell (right) talks with Cash Box correspondent Luis De M. C. Guedes during the singer's recent personal appearance tour of South America. Rydell's current chart stand is "Forget Him."



MEXICO

The biggest promotion ever for a Mexican artist is now at CBS Records for folk singer **Irma Serrano**. This promotion will last several weeks, and the artist will tour the whole country, welcomed in each place by big displays, radio and TV spots, photos, records, contests, etc. Irma has a nice voice and a provocative style.

Back from their first trip to a foreign country, Caracas, Venezuela, is the Mexican duet of the **Hermanas Jiménez**, at the same time that their third long play was released by Orfeon Records. The Jimenez sisters had successful appearances in Venezuelan night clubs and on TV.

From Argentina we received a post card from rock and roll group **Los Teen Tops**, who are performing now in that country, which has taken very much to Mexican artists of the new wave. CBS released their latest record, the spanish versions of "Everybody" and "Dee Dee Dinah."

Gamma Records released the winning song of the recent "San Remo Festival." The song is "Non Ho L'Eta" (Too Young To Love You) and is sung by its San Remo performer **Gigliola Cinquetti** in perfect Spanish. This young Italian singer, who is still a teenager, also recorded several songs in our language and Gamma Records is trying to popularize her.

Panamericana de Discos released an extended play with four of the most popular songs sung by the sensational group, **The Beatles**. Those songs are "I Saw Her Standing There," "I'll Get You," "She Loves You" and "I Want To Hold Your Hand."

Los Hermanos Carrión, one of the most popular romantic groups of the new Mexican wave, recorded at CBS two new songs "Las Cerezas" (The Cherries) and "Las Sombras" (The Shadows). On the first song they accompany themselves and on the second the Chuck Anderson orchestra performs. Los Hermanos Carrión will leave town very soon to perform in Argentina and other South American countries.

Alberto Videz left PHAM publishing to accept a job as sales manager of CAMPEI publishing, where we were informed that **Jack Mills** (of the publishing company) will arrive very soon to the Mexican capital.

CBS-Columbia had a cocktail party to present the first long play recorded by the famous Mexican actor **Ignacio López Tarso**. In this album, Ignacio reads popular narrations of the Mexican revolution with a wonderful feeling. The production of this record was made by **Fernando Z. Maldonado** and some parts of Ignacio's narrative were supported musically by the fabulous **Dueto América**. I am sure that this album will have a strong demand with the Mexican population of the United States and some Latin American locales.

Johnny Mathis arrived in México City to debut on February 20 at the Terrazza Cassino. The place is crowded every night, and it is possible that Johnny will choose several Mexican songs to record when he returns to his country.

Based on the world famous song "Dominique," a Mexican producer will do the film with the life of the Singing Nun. They just don't know who will be the actress, **Angélica María** or **Rocio Dúrcal**. Both of them are singers of "The New Wave" and very popular in México.

The Gay Clooners recorded at RCA Victor with a big orchestra background the song "El Robot," which also represents a new rhythm.

Popular comic duet **Los Mimos** recorded at Peerless Records two new creations, "El Baile De Las Poquis" and "El Beisbol" (The Baseball). This last record is a narration of the baseball game made by a Cuban, a Frenchman, an Argentinian, a Brazilian and a Spaniard.

Mexico's Best Sellers

- 1 **Dominique**—Los Dominic (Orfeon)—Angélica María (Musart)—Sor Sonrisa (Philips)—Queta Garay (Peerless)—Luis Perez Meza (Cisne)—Hna. Alegria (CBS)—Chuck Anderson (CBS)—(Fermata Mexicana)
- 2 **El Martillito (If I Hard A Hammer)**—Trini López (Reprise)—Los Mabers (Musart)
- 3 **Magia Blanca**—Hnos. Carrión (CBS)—Trío Venezuela (Velvet—(Grever)
- 4 **En La Revancha**—Sonia López (CBS)
- 5 **Quiero Quedarme Aquí (I Want To Stay Here)**—Steve Lawrence—Eydie Gorme (CBS)—Los Dominic (Orfeon)—Los Yorsys—Lena y Lola (Musart)—(Brambila)
- 6 **Recuerdos De Ipacarai**—Neil Sedaka (RCA)—Monna Bell (Gamma)—(Fermata Mexicana)
- 7 **La Calambrina**—Los Polivoces (Orfeon)
- 8 **Gracias**—Connie Francis (MGM)—Lucho Gatica (Musart)—Javier Solís (CBS)—Flor Silvestre (Musart)
- 9 **Divina Ilusion**—Neil Sedaka (RCA)
- 10 **Enamorado**—Los Yorsys (Musart)—Ray Barreto (Gamma)

A Mexican Farewell



MEXICO CITY—Cash Box publisher Joe Orleck and his wife Pauline make their farewells at the airport after a recent round of visits with representatives of the Mexican record industry. In the above photo are (left to right) Mrs. Orleck, Sonia Lopez, Columbia artist and leading motion picture actress, Coral, a secretary at CBS, Joe Orleck, and Hector Mejia of CBS Records.



HOLLAND

Philips' Phonographic Industries has released a double-LP album of a "St. Mark Passion" by **Bach's** contemporary and compatriot **Georg Philipp Telemann**. (Telemann has written more than 1500 religious vocal works). The hitherto forgotten work has been recovered by the German conductor **Kurt Redel**, who leads the **Pro Arts Orchestra** of Munich, a Youth Choir and soloists among whom **Heinz Rehfuß** sings the (baritone) part of the Evangelist. **Otto Glastra van Loon**, classical pro of Phonogram, told **Cash Box** that a large press-campaign has started in the Dutch press, and that the work will be performed for TV during Easter-week.

In the Dutch Philips GR-series (10 inch LP's) two interesting LP's were released of performances by **The Minneapolis Symphony** conducted by **Antal Dorati**. They are: Gershwin's "Rhapsody In Blue" and "An American In Paris" (featuring pianist **Eugene List**), and the popular "Young Person's Guide To The Orchestra" by Britten with Morton Gould's "Spirituals for Orchestra."

Andre Previn's music for the film-version of "Irma La Douce," was released by Phonogram in the form of a magnificent United Artists-album. The film is a great cash-box success in Holland.

Johnny Hallyday still belongs to the five best-sold foreign artists in this country for ten continuous months already. He has three fast-selling singles in the Dutch hit-parade at this moment: "Pour Moi La Vie Va Commencer," "Ma Guitare" (both tunes from his first movie) and "Tes Tendres Annees," the French version of The Tender Years. Hallyday's latest 12" LP album is also a quick seller: a live-performance at the Parisian Olympia Theatre.

Holland's most important traditional Jazz Band is the **Dutch Swing College**, lead by clarinetist/saxophonist **Peter Schilperoord**. The Band started in 1945 as a combo for a Jazz Club at the Hague, being professional already two years later and doing world-wide tours since 1948. The late **Sidney Bechet** used to play very often with the DSC and even composed a tune for the Band. In 1949 the DSC made a couple of 78 rpm's, of which the 45 single pressings are still selling well these days, 15 years after recording dates. One of them is "At The Jazzband Ball" b/w "Margie," of which Philips made a special single-release again.

Two important American jazz-LP's were released by Phonogram this month: "**Woody Herman 1963**" on Philips and a re-release of **Sarah Vaughan's** 1954 recordings for Mercury with **Clifford Brown**. Since she did a live performance here last year for TV (Grand Gala du Disque, with **Doug Duke** at the Hammond-organ) there is also a demand for her earlier recordings. Furthermore, **Frank Visser** of Phonogram's Press Dept. reported the rush release of the following US-hits: "Dawn" by **The Four Seasons** (Philips), "Going Going Gone" by **Brook Benton** (Mercury) and "24 Hours From Tulsa" by **Gene Pitney** (United Artists).

Bovema's Atlantic-label exclusively handling all **MJQ**-albums in this country, reports that the group will appear in Holland in the course of April next. Concert dates and places have not yet been set so far. In the pop area, the new **April Stevens-Nino Tempo-Hit** "stardust" will be out very soon.

Also in the can for Atlantic is the in-person visit of bassist **Charlie Mingus** and a sextet on April 10 in Amsterdam (Concertgebouw). Mingus will be presented here by impresario **Paul Acket**, who also plans to bring altoist **Ornette Coleman** in the coming season.

Famous pianist **Annie Fischer** performed Schumann-works from February 17-19 in Amsterdam. Bovema's Columbia-label strongly promotes her Schumann-pianocerto under **Klemperer** on the occasion. . . . Label chief **Cees Pompe** says that the **Dave Clark Five** are now rapidly rising to stardom in Holland too; their latest hit "Glad All Over" has been well received in the business.

Dutch Imperial-news this week: **Cor Steyn's** now preparing his 3rd solo-LP on the Magic Organ. There are 3 new jazz singles out by **Erroll Garner**, the late **Lester Young** and organist **Tyrone Parsons**. There's a new EP by the **Swan Silvertones**; title "God And Me."

Gramophone house's Stateside-label has singles out by **Diane Renay** (Navy Blue) **George Chakiris** and the late **Marilyn Monroe**. The company's HMV-label will release an album of **Adamo-Hits** soon. **The Swinging Blue Jeans'** "Hippy Hippy Shake" will also be released in the states. **Rex Gildo** and **Gitte** made another duet vocal: "Zwei/Auf Einer Bank"/"Ein Wunderland Der Grosse Liebe."

Holland's Best Sellers

This Week	Last Week	Title
1	1	Pour Moi La Vie Va Commencer (Johnny Hallyday/Philips) (World Music/Brussels)
2	2	I Want To Hold Your Hand (The Beatles/Parlophone) (Les Ed. Int. Basart/Amsterdam)
3	3	Spiegelbeeld/Tes Tendres Années (Willeke Alberti/Philips, Johnny Hallyday/Philips) (Francobel/Brussels; sole agency: Editions Altona, Amsterdam)
4	4	Dominique (The Singing Nun/Philips) (Editions Altona/Amsterdam)
5	6	This Land Is Your Land (Trini Lopez/Reprise) (Les. Ed. Int. Basart/Amsterdam)
6	5	Nimm Deine Weisse Gitarre (Gert Timmerman/Telefunken) (Les Ed. Int. Basart/Amsterdam)
7	8	Drina (The Spotnicks/CNR, Jörgen Ingmann/Metronome) Editions Altona/Amsterdam)
8	7	Maria No Mas (Cliff Richard/Columbia) (Holland Music/Amsterdam)
9	9	She Loves You (The Beatles/Parlophone) (Belinda/Amsterdam)
10	10	Rozen Hebben Doornen (Anneke Grönloh/Philips) (Uitgeverij Portengen/Haarlem)

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CANADA

It's been a good week for new singles just loaded with that "sell" sound. Imperial is represented with a good outing by **H. B. Barnum**, entitled "Rented Tuxedo." MGM boasts a new single by prolific writer of hit sounds, **Merle Kilgore**. Merle may be a top tenner in his own right with his newie entitled, "Johnny Zero." **Hutch Davie** and his orchestra are getting considerable deejay attention with a happy instrumental sound called "The Happy Banjo." It's on Congress.

Roy Orbison, Monument's big gun in the chart race, played to one of the biggest audiences ever to turn out for a show of this kind in Ottawa, (2/19). The bespectacled star wowed the 4,000 plus in Ottawa's Coliseum with all of his hits and numerous other goodies. **The Esquires** appeared in a supporting role for Roy, and were very well received by the throng of young people as the group did their record smashes and an assortment of other first class material including a segment devoted completely to numbers made famous by **The Beatles**, complete with Beatle wigs. This group already has a tremendously commercial sound, and is adding stage know-how and professional presentation every time out. Should they escape the bugaboos that affect most of these young groups as they get started in this business, they'll go on to big things in the world of wax.

Keith Ashdown has his entire London sales force primed to a fine edge to deal with one of the best LP releases that the firm has had in its history. Selected LP's from the new release reaching this writer only serve to confirm the rave notices that are flowing out of London's Montreal H.Q., daily. Special dealer display material has been prepared to assist retailers in presenting this tremendous product to their customers. This material includes three 24 x 36 dealer window displays. In addition, London is offering a ten per cent bonus in free goods to dealers who order the qualifying amount. Particularly outstanding in the new album release is a set that pits the complete orchestras of **Edmundo Ros** and **Ted Heath** against one another for an album entitled "Heath Vs. Ros," "Swing Vs. Latin." Only one comment does this set justice, "WOW!" Another set that will create considerable store traffic must certainly be "Kismet." This outstanding package features Mantovani's Orchestra together with such great stars as **Robert Merrill**, **Regina Resnik**, **Kenneth McKeller**, **Adele Leigh**, **Ian Wallace** and **The Mike Sammes Singers** in a recorded performance of this great musical that leaves the listener absolutely breathless at its completion. Altogether a great release, this latest from London.

The Trashmen are back on the charts across the country with their latest, "Bird Dance Beat." Also new from Compo on Apex recently is the latest wax outing for the good Montreal-based folk group. **The Raftsmen**. This time out the boys sing in French, and appear to have a solid air play and sales item with a tune called, "Pour Toi Seule." They enjoyed considerable regional success with their last outing, "Something To Sing About." A C&W sound on U.A. by country **Johnny Mathis** has devotees of the country sounds pretty excited. "Was It You" will be a big one for the good C&W singer. Compo is right up here with orders for a new album release that includes some outstanding artists with new package releases. Roulette album items in the new release include such big names as **Jack Teagarden** and **Dinah Washington**. Both of these albums are in the form of tributes to the late artists. Also in the release on Roulette, and winning heavy favor from spinners are packages by **Anita Humes** and **The Essex**, and **Sarah Vaughn**. Also stirring up lots of excitement in the new album series from Compo are sets by **Joe And Eddie** on G.N.P.; "The Best Of **Joan Baez**" and "Surfin' Bird" by **The Trashmen**. New Warner Brothers packages are keeping **Phil Rose** and company in high gear these include "1963's Great Instrumental Hits" by **The Routers**; the motion picture sound track from the **Bette Davis** starrer, "Dead Ringer" and a new set by the talented twosome, **Dick And DeeDee**, entitled "Turn Around." Not to be outdone the U.A. people have added many titles to the very strong album parade at Compo these days. Of particular interest in the U.A. releases are very strong C&W sets featuring **George Jones**, **Melba Montgomery** and **Judy Lynn**. Each of the aforementioned country and western chart busters are represented on a new U.A. album. While on Musicor there's a new **Gene Pitney** album outing entitled, "Gene Pitney's Big Sixteen." Two top notch sound track albums round out the U.A. release. They are the sets from "Tom Jones" and "McLintock." This review has really only scratched the surface. It gives every indication of being a very busy Spring season at Compo.

Sparton also jumps on the bandwagon with one of the strongest album releases that firm has had in its memory. Headlining the new packages from Reprise are new sets by **Sammy Davis Jr.**, "Salutes The Stars Of The London Paladium," **Bing Crosby**, with a new set entitled, "Return To Paradise Islands" and the debut set for the good young singing star of the **Garry Moore Show**, **Roy Castle**. From ABC Paramount, through **Harold Pounds'** London, Ontario, H.Q. come new sets by **Roberta Sherwood**, **George Hamilton IV**, **Brian Hyland**, **Tommy Roe**, **The Impressions**, **Steve Lawrence** with his wife **Eydie Gorme**, **Fats Domino** and **Frank Fontaine**. One of the best selling items in short order in this new series on Sparton should be the latest **Ray Charles** album outing, "Sweet And Sour Tears."

Walt Grealis has debuted a weekly trade newsletter under the title, "RPM," standing for Records Promotion Music. The one time London promo man may be contacted at 426 Merton Street, Toronto 7.

London's **Alice Koury** is predicting a large share of the action on a new sound entitled, "Hippy Hippy Shake" will belong to a group from "over 'ome," headed up by **Billy Fury**.

A new Beatles single is on its way up the charts across the country. As **Paul White** puts it, "there's no B side on this record." Let's face it, what Beatles record yet has had a B side. "All My Loving" and "This Boy" will keep the Beatlemania thing red hot for some time to come. Can't help but get a kick out of the consternation being expressed by record and radio types in and around Chicago over the appearance of a Beatles recording of "Roll Over Beethoven." It's just one of the many Beatles records that are currently riding high on all Canadian charts. Incidentally the latest single, just mentioned, is not from any album, and both sides represent brand new material. This should shake 'em up in the "Windy City." On the novelty side of things, the **Donna Lynn** waxing of "My Boyfriend Got A Beatle Haircut" is really developing into a strong chart item with Canadian spinners. In the same area is a newie on Capitol by **The Four Preps**. The fellows offer their usual tongue in cheek approach to established trends in the record business, this time around the Beatles get the once over from the Preps in "A Letter To The Beatles." By the way, they're answering the phone at Capitol these days as follows: "Good Morning, Capitol Records, Home Of The Beatles." And why not???

Peter, Paul And Mary will be back on the high rungs of the nation's charts in short order with their newie on Warner Bros., "Tell It On The Mountain."

Expect good chart things to happen for **Ruth Brown** as she makes her Decca debut with a strong pairing, "What Happened To You" b/w "Yes Sir That's My Baby." Good to have this great entertainer back on the scene.

CKY-Winnipeg claim that a recent development assures that station's claim



AUSTRALIA

Harry Miller of Pan Pacific Promotions advises that **Gerry & The Pacemakers** and **Brian Poole & The Tremolos** have been set to do a concert tour of Australia in April. It is likely that a couple of American name artists will be added to the bill but details had not been finalized at press time. Pan Pacific look set for another successful stint with the line-up and it should further help to pave the way for regular shows right throughout the year.

In addition to having the top selling records across the nation, songs associated with **The Beatles** are also selling well in sheet music form and three titles "I Saw Her Standing There"; "I Want To Hold Your Hand" and "She Loves You" are the hottest selling sheets right around Australia.

What record company wouldn't give anything to have the next single by **The Beatles** all set! It's just a matter of pressing a couple of million copies before release—then open the doors and stand back without getting killed in the rush!

First single release for Warner Bros by **Freddy Cannon** has been rush released by Australian Record Company and looks like taking off in a big way—title of course is "Abigail Beecher." Another single in the ABC camp that looks good is the **Billy Goldsboro** release on U/A, "See The Funny Little Clown."

England's **Dickie Valentine** is in Australia for a series of hotel, club and television dates and reports indicate that Dickie is "killin' 'em" at all performances.

World famous ballet and theatre star **Robert Helpman** has turned recording artist! And furthermore his initial release is a pop single! EMI in Australia have the record out on its HMV label—topside is "Surfer, Doll" and the lower half is "I Still Could Care."

Australian Record Company held a cocktail party to welcome **Marty Robbins** to Australia for a concert tour. The function was attended by radio, press and TV representatives and was hosted by ARC executives.

The new **Jim Reeves** single for RCA "Good Morning Self" c/w "Welcome To My World" is catching strong airplay and could soon find it's way into our charts.

The Joy Boys, who never seem to miss with their instrumentals, have a newie out on Festival which should keep their score up; it couples "Boots, Saddle & Surfside" with "The Frolio."

Popular **Jimmy Little** should repeat the national success of "Royal Telephone" with his latest for Festival Records, "One Road" which is a religious flavoured song composed by **Barry Gibb**.

Pete Seeger looks like he's enjoying his first chart success in Australia with his present CBS single release "Little Boxes," which is doing well in sales.

The hot-rod kick seems to be taking its time making any headway here. Unless something happens pretty soon it will miss completely.

W & G Records, which scored heavily with "The White Rabbit" by New Zealander **Peter Posa**, have the follow-up single out which carries "The Grasshopper" and "Mona Lisa." Other new singles from W & G include "Pink Dominoes" by **The Thunderbirds**; "Midnight Joey" by **Lorna Dune**; "Boys Think" by **The Blenders** and "California Sun" by **The Rivas**.

English group **The Searchers** is likely to break through in a big way on the Australian scene with "Needles And Pins," which is locally released on the Astor label.

RCA has issued a single by **Elvis Presley** which carries "Fun In Acapulco" and "I Think I'm Gonna Like It Here." In view of this release the publisher of "Kissin' Cousins" has slapped a public performance restriction on this title and record. It would seem that "Kissin' Cousins" will not be released here for several weeks now.

Our best seller list this week shows that **The Beatles** are still quite secure in the top three positions although there is a battle between two of their titles ("I Saw Her Standing There" and "I Want To Hold Your Hand") for the top spot. **Andy Williams** makes a welcome reappearance to our best-sellers with "A Fool Never Learns." In numbers nine and ten spots we find three locally produced records. "Kahuna" by **The Renegades** and "Teeny" by **Johnny Chester** are both good hits in one State and are now showing out well on dealer lists from other areas. "Royal Telephone" by **Jimmy Little** has found its way back to the best-sellers after an absence of a couple of weeks.

Australia's Best Sellers

- 1 I Saw Her Standing There (The Beatles—Parlophone) Leeds Music
- 2 I Want To Hold Your Hand (The Beatles—Parlophone) Leeds Music
- 3 She Loves You (The Beatles—Parlophone) Leeds Music
- 4 You Don't Own Me (Lesley Gore—Philips)
- 5 Glad All Over (Dave Clark Five—Columbia) Reg Connelly Music
- 6 As Usual (Brenda Lee—Festival)
- *He's My Real Gone Surfer Boy (Little Pattie—HMV) Castle Music
- 8 A Fool Never Learns (Andy Williams—CBS) Cricket Music
- 9 *Kahuna (The Renegades—RCA) Leeds Music
- 10 *Teeny (Johnny Chester—W&G) Woomera Music
- 10 *Royal Telephone (Jimmy Little—Festival) Belinda Music

*Locally Produced Record

CANADA (Con't.)

to the slogan "Canada's Number One Music Station." A package of disks mailed from the Compo plant in Lachine, Quebec some two thousand miles east of Winnipeg, and completely without an address, was delivered to CKY. The station is currently rolling along with its "Sickly Singer" contest, wherein each CKY deejay has recorded a song to be played once an hour in rotation for a period of two weeks. Listeners will be asked to select the deejay-turned-singer they feel is the one least likely to make the grade as a singer. The singer (?) so determined will select one entry from those ballots cast in his favor, and that entrant will win \$100.

Hal Ross indicates that considerable sales action on the new **Vicki Baker** outing on London, "Yutta Tutta" has resulted from the disk appearing on the CKGM-Montreal chart.

Bob Wood writes from Regina's CKCK to inform that one of the best groups in the Canadian west, **The Dynamics**, are off to Minneapolis and a recording session. The group has been prominent in western Canadian music circles for some time. They have appeared on radio and TV across the Prairie Provinces, and have, from time to time, supplied the background for many of the top record attractions making P.A.'s in Western Canada. Bob reports that listener reaction to CKCK's Beatles contest was overwhelming as over 10,000 letters flooded the station in only eight days. **The Brothers Four** are set for a Regina one niter (3/7) with another outstanding teen package making the P.A. scene in the city (3/30). The upcoming show headlines **Dion**, **The Rip Chords**, **The Ronettes** and **Shirley Ellis**.

Johnny Tillotson's great MGM newie, "Worried Guy," is appearing on chart after chart across Canada. It'll be one of the really big movers at all Quality branches in short order. The flip side is also creating some action.



SCANDINAVIA

DENMARK

The Danish song festival resulted in victory for "Sangen Om Dig" (The Song About You), composed by **Axel V. Rasmussen**, lyrics by **Mogens Dam**. It was sung by **Björn Tidmand**, EMI (Odeon) recording artist. The composer, Rasmussen, was also winning the local Festival a couple of years ago with the song "Angelique." Second this year came "Det Er En Forskel" (It Is A Difference), composed by **Sven Ulrik** (also professionally known as **Bror Kalle**) with lyrics by **Peter Mynte**. It was sung by the Polyphon artists **Vivian** and **Berit**. Third came "Shangri-La," composed by **Vilfred Kjaer**, lyrics by **Sven Buemann** and sung by Sonet artist **Dario Campeotto**. It is expected that Björn Tidmand will represent Denmark at this year's Eurovision Song Festival, March 21, from Copenhagen. The first local recordings from the Danish Song Festival are already in the market: **Björn Tidmand** on Odeon with the winning song.

Best selling record at the moment from NPA (Nordisk Polyphon Akts.) is "Dominique," of which two versions are doing very good, it is reported to **Cash Box**. It is **The Singing Nun** on Philips and a local version with **Katy Bødtger** on Polyphon. Second on NPA's sales charts comes "Be My Baby" with **The Ronettes** on London, and third is "You're The One For Me" with **Frankie Vaughn** on Philips.

HNF (Hede Nielsen's Fabrikker A/S) has rushed out the EP "Fun In Aca-pulco" with **Elvis Presley**. The same artist is at the moment topping the sales from HNF with "Bossa Nova Baby."

Smoking or not to smoke is being much discussed these days. Now it has also been adopted by the record industry. **Okaty** has released a record on which **Louis Brinkfort** is talking about existing difficulties for people who like to stop smoking, their problems, and also gives information about how dangerous tobacco is. The flip side is titled "Mod søvnløshed" (Against Sleeplessness). **Okaty** is distributing through **Faellesekspektionen**, the Metronome distribution outfit.

Mr. and Mrs. **Knut Mørk** of Mørks Musikforlag just back from the San Remo Festival, reports **Jörn Ernst Adrian** to **Cash Box**. Mørks have had a great success with **The Danish Sharks** on their Triola label. Their debut record, "Shaking The Battle Hymn" was an immediate success and very soon voted as number one in the popular radio program "Ti vi ka' li" (The ten we like). The quartet has already got their first offers from abroad, where they will have every chance to make success, **Adrian** reports. **Anette**, another Triola artist also looks as a strong sales possibility with her debut record "Let's Jump The Broomstick."

SWEDEN

Publisher **Felix Stahl** back in town after visiting San Remo, Italy, and other parts of Europe. Publisher **Stig Anderson** of Bens Music AB, among others, left for a biz visit to Amsterdam, Brussels and London. **The Searchers**, Pye recording artists from England, recently in Stockholm for p.a.s. Came from Germany and returned to Britain after one day in Stockholm with among others radio and TV.

Popular TV show here Saturdays is "Trekampen," a quiz program between three cities, one in Denmark, one in Norway and one in Sweden. Different cities each week. **AB Knäppupp** has rushed out a Danish Triola recording titled "Dommaren säger att svaret är fel" (The Judge Say It's a Wrong Answer)—often heard words on this quiz program—recorded by **Five Elite Boys**. The song is composed by **Otto Brandenburg**.

Hootenanny is going to be the big craze in Sweden in near future, provided that **Bengt Bernhag** and **Stig Anderson** of Polar Music AB get things the way they want. A small group from Västervik, known as **West Bay Singers**, appeared in a show arranged by SBC-TV for new talents. **Bernhag** and **Anderson** heard them and suggested them to change their names to **The Hootenanny Singers**. At the same time they got the first recording contract with **Anderson's** and **Bernhag's** just-started label Polar Music. Their debut record, a single, was soon followed by an EP and recently by a 12" LP. Particularly abroad, there is a great interest in the LP, **Cash Box** was told. In the meantime, Polar Music arranged a special Hootenanny-Gala Evening in Stockholm on Feb. 27. "We're gonna find out if there is any more hootenanny-talents hidden in Stockholm and the neighborhood, and, if there is, why they haven't been discovered," **Bernhag** said.

The newest label in the market here is **Conserton**, produced by **AB Stern & Stern** (radio manufacturers) and distributed by **AB Philips-Sonora**. Their debut record, a 12" LP is a recording of "Teenager Love," the Danish musical now at the Oscar's Theatre in Stockholm with **Jarl Kulle** as **Billy Jack**, **Gertrud Fridh** as **Maggi Jack**, **Lars Ekborg** as **Tommy Tommyman**, **Margit Carlqvist** as **Vivi**, **Gösta Krantz** as **Smith** and **Jessie Flaws** as **Duddi**. This crew is heard on the record, which might have every chance of being a top seller here.

Göte Lovén, singing with a guitar, has done two EP's for Odeon with Swedish songs, some of them typical folk songs. . . . **Lill-Arne Söderberg**, well-known accordionist, has made his first LP on the Cupol label. The title is "New Accordion Sound" . . . **Jan Malmsjö** can be heard on a just released 12" LP on RCA Victor, most songs being Swedish and foreign oldies, all sung in Swedish.

Sonet recording artist **Suzie**, a Dutch artist now living in Sweden, has had great success with her "Johnny Loves Me" in Denmark and Sweden. Last week, she recorded the song in German in Germany and in Dutch in Holland, where she—finally—seems to be discovered. She has offers from great parts of Europe by now, where she is wanted in TV and for p.a.s.

Denmark's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	2	6	Beautiful Dreamer (John Leyton/HMV)	Southern Music AB
2	1	9	I've Got A Lovely Bunch of Cocoanuts (The Sunbeams/Manu) Imudico A/S	
3	3	8	I Want To Hold Your Hand (The Beatles/Parlophone)	Multitone A/S
4	5	10	Dominique (The Singing Nun/Philips)	Wilhelm Hansen, Musik-Forlag
5	4	6	Be My Baby (The Ronettes/London)	Belinda (Scandinavia) AB
6	9	2	Leva livet (It's My Party) (Lill-Babs/Karusell, Rita Storm/Sonet)	A. Schroeder/Bens Music AB
7	6	15	Johnny Loves Me (Suzie/Sonet)	Sonet Music
8	7	2	Secret Love (Kathy Kirby/Decca)	
9	8	12	She Yoves You (The Beatles/Parlophone)	Multitone A/S
10	7	2	Secret Love (Kathy Kirby/Decca)	
10	10	6	*Du skal bare ta' det roligt (Gitte/HMV)	Imudico A/S

*Local copyright.



FRANCE

Let's point out first of all that the president **Meyerstein** is now in the U.S. and should find some spare time to meet in the States with **Eddie Barclay**, who as we have already mentioned in a previous column is over there with his A.R. man **Fernandez**. President **Cabat** is back again in the Metropole after a trip to Switzerland. He mentioned that **Trini Lopez** is recording in French, Italian and German, songs from the American folklore repertory such as "When The Saints Go Marchin' In" and "Green Green" for example. He will also groove an original song composed and written by himself but unfortunately the title has not as yet been announced. Decidedly, the French language is getting to be International and the Treachers group from Pye have made some recordings in French. These records will be distributed by Vogue of course. In this series Vogue contact **Leon Cabat** informs us of the success of **Michele Serna** of "Celui Qui Est En Prison," which is very much in demand on the Europe No 1 wavelength.

Let's continue to write about novelty releases and mention that **Richard Anthony** has just cut four new titles "Ecoute Dans La Vie," "Toi L'ami," "A Present Tu Peux T'En Aller," and "Elle A Dit Non." These four members are the adaptations of the Beatle hits. We have also been informed of a new grooving by **Gilbert Becaud**, the principle titles seem to be "Mon Arbre" and "Nathalie." It is very difficult to say which of these will be a success. Let's now jog along with **Sheila**. This time she has also supplied us with several new releases. Principle ones seem to be "Oui C'Est Pour Lui" and "Hello Petite Fille." **Sheila** has just left Paris for a tour around France.

News about a **Jean Pierard** creation, who in his leisure time controls an indie firm. He has just created a vocal group called **Les Marines**. Their first title, which is already a hit is entitled "Connais Tu Ce Vieux Refrain." Let's point out that the master has just been sold to the U.S. **Leny Escudero** has just left for Bermuda on a small vacation to compose several good songs. **Patricia Carli** has just supplied us with a very good French version of her San Remo festival success this is entitled "Je Suis A Toi."

In the International variety series with E.M.I., a disk by the inimitable **Frank Sinatra**, "You Brought A New Kind Of Love To Me," and by **Alan Malaguenos**, "Moliendo Cafe" and "El Porompompero."

From the San Remo song festival we have as well by **Nicola Arigliano** "20 Kilometri Al Giorno" by **Pino Donaggio** "Motivo d'Amore," by **Tony Renis** "Sorisi Di Sera." Let's underline with pleasure the release of a new E.P. of **Bourvil** with good titles like "J'Suis Papa Et J'Suis Dans Le Coup" and "Dans La Bruyere De Quimperlé." We re-find **François Deguelt** with "Marie Mirage," which is a kind of sequence and follow up of "Marie Vison" or "Marie Joconde." A new E.P. of **Bob Asklof** with "Bons Baisers De Russie" coupled with "Night and Day," quite a funny marriage. To terminate, **Serge Valli** gives us "Peggy Boom" and "L'Amour De Rose." On the Decca label new disks and recordings by **Maurice Larcange**, "Les Roses Blanches," an oldie accordion standard and "Sombremos Et Mantilles," which takes us back very many years. A young lark **Marie Claude** offers "Attention Au Grand Mechand-Loup" and "Si Tu As Revé De Moi." Another newcomer this time **Eric Genty** who sings "Mon P'Tit Clairon." Also **Les Ronettes** with "Baby I Love You."

Charles Aznavour is on a singing tour and he is selling with "La Mama."

France's Best Sellers

- 1 La Mama (Charles Aznavour) Charles Aznavour—French Music
- 2 Le Tord Boyau (Pierre Perret) Pierre Perret—Vogue International
- 3 J Aurais Voulu (Françoise Hardy) Françoise Hardy—Alpha
- 4 Si Je Chante Sylvie Vartan
- 5 La Marie Joconde (Alain Barrière Alain Barrière —Tutti

Norway's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	1	4	Hippy Hippy Shake (The Swinging Blue Jeans/HMV)	Imudico A/S
2	2	7	I Want To Hold Your Hand (The Beatles/Parlophone)	Edition Lyche
3	3	7	Dominique (The Singing Nun/Philips)	Norsk Musikforlag A/S
4	4	4	Jeg går på skole (Ich geh' noch zur Schule) (Wenche Myhre/Triola)	Egil Monn Iversen A/S
5	5	5	Glad All Over (The Dave Clark Five/Columbia)	Norsk Musikforlag A/S
6	10	2	I'm Leaving It Up To You (Dale & Grace/London)	Gehrman
7	7	5	Maria Elena (Los Indios Tabajaras/RCA Victor)	Southern Music AB
8	6	17	She Loves You (The Beatles/Parlophone)	Edition Lyche
9	8	19	Detroit City (Bobby Bare/RCA Victor)	Cedarwood (Scandinavia) AB
10	9	8	500 Miles Away From Home (Bobby Bare/RCA Victor)	Bens Music AB

Sweden's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Label
1	3	3	Hippy Hippy Shake (The Swinging Blue Jeans/HMV)	Edition Oden
2	1	9	I Want To Hold Your Hand (The Beatles/Parlophone)	Sonora Musikförlags AB
3	2	7	Glad All Over (The Dave Clark Five/Columbia)	Ehrling & Löfvenholm
4	4	3	Swinging On A Star (Big Dee Irwin/Colpix)	Reuter & Rueter
5	5	7	Beautiful Dreamer (John Leyton/HMV)	Southern Music AB
6	8	2	Love's Gonna Live Here (Buck Owens/Capitol)	No publisher
7	—	1	The Surfin' Bird (The Trashmen/Stateside)	No publisher
8	7	6	Dominique (The Singing Nun/Philips)	Nordiska Musikförlaget
9	9	4	Go Back To Daddy (Pat Wayne/Columbia)	Edition Odeon
10	6	21	She Loves You (The Beatles/Parlophone)	Sonora Musikförlags AB

COMPETITION FROM THE OUTSIDE

Much has been said of the "enemy within," the competitive operator who will fight to the bitter end to win out over a colleague. Whether the competitor's victory comes about because of a better deal, or perhaps the offer of more money is something each individual operator must live with. You can't win 'em all, isn't a bad philosophy in this case. The erosion of other areas of profit to competitors from outside of the industry is something the professional should concern himself with, however. For while he is content to do his very best to hold on to an existing coin machine route, with an eye on possible avenues of expansion—many of which appear to be quite expensive—the availability of more logical programs sometimes remains overlooked. We are speaking of the opportunities which exist in public locations for the installation of vending machines.

As recently as three years ago, the cry of diversification was heard 'round the industry and today there are few exceptions where a music and amusement machine operator does not operate cigarette vendors and usually candy vendors as well. In some instances, we have learned of operators who have managed to build a route within a route via the cigarette and candy approach. But too many operators have stopped at this point. Meanwhile, the part-time clerk at the local factory is busy placing not only cigarette machines, but candy vendors and soluble coffee machines as well, in service stations, bowling alleys, schools, banks, truck terminals, car wash stations, and the types of locations do not stop there. A good coffee machine can build into a three and four machine location on performance alone and here is where the part-timer gains a foothold in the choice factory locations. Meanwhile, the coin machine operator in the area is content with his music and cigarettes always looking to improve but almost always within his existing route.

The examples stated above are genuine and the case histories show growing profits. Sales figures from the vending industry's accepted soluble coffee vendors, the standard popcorn vendors, the compact revolving belt vendors, candy machines, and similar small capacity machines which excel in mechanical simplicity, will prove the existence of this market. It is a growing one and in many instances the coin machine operator is a part of it.

However, like the background music business which has been commented on in this space before, the coin machine operator loses a part of what should be rightfully his each time a part-timer from another field steps in and builds a route of machines.

There is always the plea that a route of candy vendors in service stations would require another man and additional overhead. There is no arguing the fact that additional overhead almost always comes with increased profit. But when night-work factory hands and weekend operators can keep 50 and 60 machines running at an average of \$30 monthly gross and a \$20 minimum collection, it's time for the coin machine operator to invest both financially and perhaps in the time it takes to service such a route and benefit from a business which should rightfully be his.

Pool Table Business Continues To Grow

NEW YORK—Seven years ago the coin machine industry took another serious look at the pool table as a means of serving as a profitable coin-operated amusement machine. The industry had enjoyed periods of comparative prosperity before 1956 when various factories produced coin-operated bumper and 6-pocket models.

1956-1957 was, however, the period in which the coin machine industry entered into the production, distribution and operation of the coin-operated pool game on a broad scale, and

today—1964—there is absolutely no sign that the unusually large sales volume of this type equipment will fall off.

The pool table has been called the saviour of the operator by many. It has been called other names by the various segments of the industry who are not sharing in this sales activity. Distributors claim the profit margin is too small. Competing manufacturers of other type amusement machines work diligently to keep volume on their machines from falling off.

Apparently, the only segments of the pool table business really making money with the tables are the operators and the five major manufacturers of the pool games—American Shuffleboard Corp., Fischer Sales & Mfg. Co., Irving Kaye Co., Inc., U.S. Billiards Inc., and the Valley Sales Company.

Just this month—with every one of the pool table plants turning out machines for both the industry and home use—and at a peak rate of production—at least two factories turned out

models that were closer to the professional standards than previous smaller tables and another plant bought a five-acre property with accompanying plant facilities to ease the strain on present production. The boom started with a bumper-type game and evolved to the large-size 6-pocket tables now being produced today. This month for no apparent reason—the demand for the bumper picked up again and it looked like the end was nowhere in sight.

Valley Acquires Another Plant To Meet 6-Pkt. Demand

■ **Rash Of Bumper Table Orders Arrives From 5 Different States**



EARL FEDDICK

BAY CITY, MICHIGAN—There was no question here last week that Valley Sales Company is anywhere near its peak of production of coin-operated and home pool tables in spite of current volume figures. President Earl Feddick and VP John Ryan advised the trade that five acres of property with an existing building offering a 60,000 square foot area would be ready to assist other Valley production divisions in filling orders for the firm's 6-pocket and Bumper Pool lines.

Rule Against NJ Parlor

BERGENFIELD, N. J.—The Bergenfield City Council ruled here last week against the installation of a third pool room in town. The ruling followed the passage of an ordinance which prohibits the construction of a billiard or pool parlor in Bergenfield within 500 feet of a church. While the pool tables planned for the projected parlor were to be the home-model type (non-coin) the move had a bearing on the coin machine industry. Many manufacturers are selling a non-coin model to the consumer market. In addition, coin machine operators are setting up pool table parlors and amusement rooms which are dominated by pool tables (both coin and non-coin types). However, in this particular case, more than one member of the industry was in sympathy with the ruling because of the presence of two other pool parlors in the town. In addition to adding to the competitive factor, local coinmen agreed that to saturate the area with still another pool parlor would be to weaken the existence of the other two sites.

In addition to the increase in production of home models, an unexplainable surge in demands for Valley's Bumper Pool model came about last month with orders from New York City, Massachusetts, Oklahoma, Kansas, and Texas flooding the offices. "The upswing came unexpectedly," said Ryan, "and we filled everything possible. A backlog has resulted however, and the plant is pushing hard to meet demand." Ryan said the Bumper Pool orders were approximately "ten times" the volume the plant was doing last month, and Valley does a big bumper volume.

The new plant is 500 feet down the street from the recently enlarged Morton Street main factory, a plant which has received three extensions in the past two years. The new site will be shipping tables by June at the latest, according to Ryan. Feddick was on a west coast trip when the news was announced.

In addition to the Bumper Pool Model, Valley manufactures a 6-pocket line offering three models: Model 775—78 x 45; Model 875—88 x 50; and Model 975—93 x 53.

The deal for the new plant was set February 21, last Friday.

In addition to the Bay City facilities, Valley owns the Schmelke Manufacturing Company, a cue stick factory located in Shakopee, Minnesota. The plant is 60,000 square feet in area and occupies a modern one-level building.

Help! Help!

Cash Box Item Has Fischer Firm Swamped

McHENRY, ILLINOIS — "Help! Help!" was the only way Bill Weikel, Sales Manager, Fischer Sales & Mfg. Co., could express his reaction to "an astonishing number of orders" for the recently publicized "Elimination" pool table game idea. Rules Cards were offered in a recent Cash Box story and the manufacturer was overwhelmed with requests from ops and distributors. Weikel is printing a new quantity and is making 'em available at Fischer distrib showrooms. So stop calling Fischer(!).

U.S. Billiards Delivering 'Pro' Series; Daddis Sales Mgr.

■ **Begin National Sales Campaign**



ALBERT SIMON

AMITYVILLE, N.Y. — Albert Simon, President of U.S. Billiards Inc., manufacturer of coin-operated pool tables, officially announced the release of the firm's new "Professional Series" last week. Samples of the new line were being shipped to distributors at press time. In a simultaneous announcement, Simon advised the trade that Art Daddis, veteran coin machine sales exec, has been appointed Sales Manager of the company. Daddis was expected to leave this week on an extended road trip in order to enlarge upon the firm's present distributor network.

The 'Professional Series' offers four new models: 'Pro 1': 78 x 46; 'Pro 2': 88 x 51; 'Pro 3': 93 x 53; and 'Pro 4': 103 x 58.

U.S. Billiards will continue in production on the company's "Comet" series; a model made for the "New

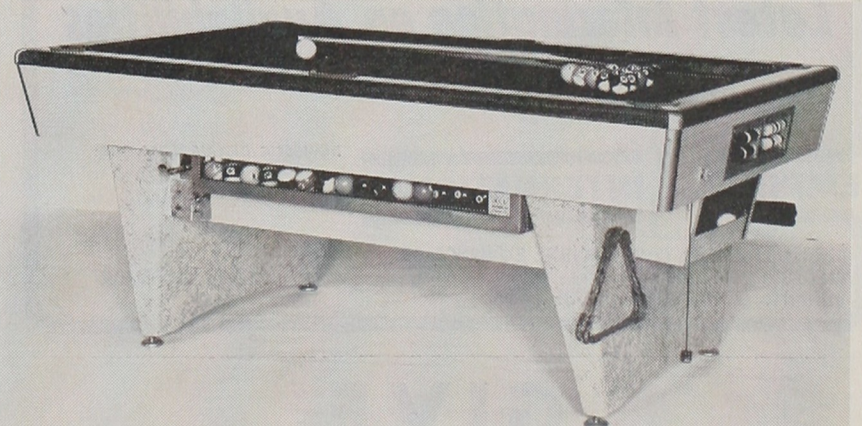
York market," since last year.

The new "Pro" table features many revisions on the firm's "Comet" line, and in Simon's opinion, comes closest to the pool table industry's opinion of what constitutes a professional model.

Among the construction and design features, Simon outlined what he considered to be the most important changes in the new line of tables. They are: streamlined cabinet design; the elimination of the drawer construction which Simon referred to as "bulky and troublesome"; full size professional rails and cushions, which according to Simon, "enable the balls to rebound with vigor and enliven the game"; a new non-mechanical cue-ball lock feature which comes about when the 15th ball drops into the ball viewer thereby preventing the cue from passing through; silent polyethylene runways, and a separate cash box for maximum security.

The line, which is manufactured in the firm's Amityville, Long Island plant, will be sold nationally. The firm's "Comet" series fulfilled the needs of the markets in the metropolitan New York area. The "Pro" table features heavy gauge high polished plated metal corners; a slate top; recessed coin chute; molded rubber boots; molded pocket liners; a heavy duty 5-inch base with height adjustable self-leveling casters; mica cabinets; and a trouble-free ball release and viewer.

Daddis will travel the length and breadth of the country calling on distributors, according to the executive. Al D'Inzillo, Simon's engineer and sales manager in charge of the Albert Simon, Inc. firm, designed both the "Comet" and "Pro" series. In addition, the firm's Bumper Pool models continue in production.



U.S. BILLIARDS' "COMET SERIES" designed for the New York market will continue in production (above). "Pro Series" is being shipped to distributors this week.

Dependable Quality — Dependable Profits!



Valley® BUMPER POOL®

- ANODIZED ALUMINUM BUMPERS
- GENUINE SLATE TOPS
- PLASTIC LAMINATE ON RAILS
- RECESSED COIN CHUTE AND BALL TRAP DRAWER
- HEAVY DUTY LEG ADJUSTERS
- REGULATION SIZE. WALNUT FINISH

Complete Selection of Parts and Accessories.

See your Distributor or contact us direct.

Valley® SALES COMPANY

(Sales Affiliate of Valley Manufacturing Co.)

333 MORTON ST., BAY CITY, MICH. 48709 • TWINBROOK 5-8587

**ATLAS... BEST IN NEW AND RECONDITIONED
VENDING, MUSIC, GAMES**

WRITE FOR COMPLETE LIST



*Our 30th Year
1934 - 1964*

ATLAS MUSIC COMPANY

Cable:
'ATMUSIC'—Chicago

2122 N. WESTERN AVE., CHICAGO 47, ILL. ARmitage 6-5005

IMPORTERS:

**Watch this Space for
Latest Information on Availabilities**

Write or cable for complete up to date price list.

EMPIRE INTERNATIONAL

DOMESTIC DISTRIBUTORS FOR:

Rock-ola • United
Williams • Midway

Division of EMPIRE COIN MACHINE EXCHANGE CO.
CHICAGO: 1012 N. Milwaukee • EV 4-2600
DETROIT: 7743 Puritan • DI 1-5800

CABLE: ENCOMACH

GIVE

TO THE MARCH OF DIMES



Meeting Dates and Trade Events

MARCH

- 4 Western Mass. Music Guild Inc.
Place: Ron-Roc Cafe, Fairview, Mass.
- 10 Kansas City Music Operators Association
Place: Hilton Inn, Kansas City, Mo.
- 18 New York State Operators Guild
Place: Governor Clinton Hotel, Kingston, N.Y.
- 18 Eastern Pennsylvania Amusement Machine Assn.
Place: General DeKalb Inn, Norristown, Penn.
- 21 Georgia Automatic Merchandising Council
Place: Americana Motel, Atlanta, Georgia

APRIL

- 4 Connecticut Automatic Merchandising Council
Place: Statler Hilton Hotel, Hartford, Conn.
- 11 NAMA Special Area Meeting—Chicago/Midwest
Place: LaSalle Hotel, Chicago, Ill.
- 16-19 National Vendors Association, Annual Convention
Place: Deauville Hotel, Miami Beach, Fla.
- 18 Ohio Automatic Merchandising Association
Place: Shaker House Motor Inn, Cleveland, Ohio
- 18 Northwest Automatic Merchandising Council
Place: Sweptwing Motor Inn
- 20-23 American Management Association
Place: New York Hilton (Conference); Coliseum (Exposition), New York City
- 25 Pennsylvania Automatic Merchandising Council—New Jersey Automatic Merchandising Council (joint meet)
Place: Hershey Hotel, Hershey, Pennsylvania

MAY

- April 30-May 2 Canadian Automatic Merchandising Association
Place: Skyline Hotel, Toronto, Canada
- 2 Maryland Automatic Merchandising Council
Place: Sheraton Belvedere, Baltimore, Maryland
- 8-10 New York Automatic Vending Association
Place: Stevensville Lake Hotel, Swan Lake, New York
- 9 NAMA Special Area Meeting — Kentucky/Tennessee
Place: Holiday Inn, Nashville, Tenn.
- 15-19 National Vendors Association Annual Convention
Place: Deauville Hotel, Miami Beach, Florida
- 16 Oklahoma Automatic Merchandising Council
Place: (Hotel not set) Tulsa, Oklahoma
- 17-20 National Industrial Recreation Association
Place: Pick Carter-Hotel, Cleveland, Ohio
- 22-24 North Carolina Vending Association — South Carolina Automatic Merchandising Association (joint meet)
Place: Battery Park Hotel (meetings); City Auditorium (exhibits), Asheville, North Carolina
- 28 National Association of Concessionaires
Midyear Board Meeting
Place: Sheraton-Blackstone Hotel, Chicago

JUNE

- 5-7 California Automatic Vendors Association
Place: Mark Thomas Inn, Monterey, California
- 7-10 National Confectioners Association
Place: Americana Hotel, New York City
- 13 Massachusetts Automatic Merchandising Council
Place: Statler Hilton, Boston, Mass.
- 20 Wisconsin Automatic Merchandising Council
Place: Edgewater Hotel, Madison, Wisconsin
- 20-23 Southern Wholesale Tobacco and Candy Association, Inc.
Place: Dinkler Plaza Hotel, Atlanta, Georgia

AUGUST

- 26-30 National Automatic Laundry & Cleaning Council
Place: N. Y. Coliseum (exhibits); Barbizon-Plaza (meetings), New York City

SEPTEMBER

- 27-Oct. 2 National Association of Concessionaires
Place: Conrad Hilton Hotel, Chicago
Annual Convention
- 28-Oct. 1 Motion Picture & Concessions Industries Trade Show
Place: Conrad Hilton Hotel, Chicago

OCTOBER

- 14-16 Music Operators Of America
Place: Sherman House, Chicago
Annual Convention
- 17-20 National Automatic Merchandising Assoc. Convention
Place: McCormick Place, Chicago
Annual Convention

Speaker For NAMA State Council Meets



J. RICHARD HOWARD

CHICAGO—J. Richard Howard, senior VP of NAMA and Automatic Retailers of America executive, has been named Speaker for 1964 for the scheduled NAMA State Council Meetings. Howard sold his firm, Howard Vending Service, to ARA in 1959. State Council meets are held to discuss legislative actions and other important topics concerning the vending industry.

SORRY!

We are completely sold out of MONTE CARLO.

The deluge of orders caught us with our plans down to the extent that we are unable to swing in to additional production in time to satisfy the current demand.

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

Sample shipments of our great new 2 players flipper game, BONGO (we almost wrote BINGO), will start within a week, and, when you see BONGO, you may be glad you got cut off short on MONTE CARLO.

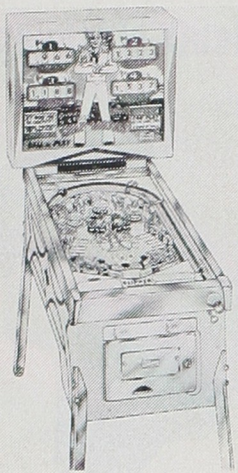
I and all of us at Bally take this opportunity to thank the distributors and operators who have helped Bally become leaders in the flipper field in a few short months. Thanks and thanks again.

BALLY MANUFACTURING COMPANY
Bill O'Donnell, President

Publisher's Note: The Bally MONTE CARLO advertisement which appears on page 73 of this issue was in the process of being printed on an early form when the above message was received from Bally Manufacturing Company and therefore could not be omitted from this issue.

CASH BOX

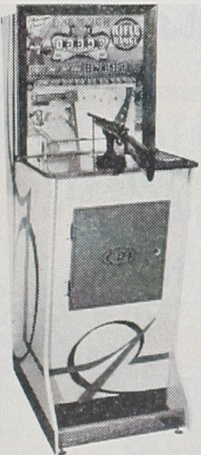
New Products



Gottlieb "SHIP-MATES" 4-player pinball machine, 6 targets and 6 rollovers determine roto-target values, shoot-again feature, on-off pop bumpers; at Gottlieb distributors.



Williams "GRAND SLAM" baseball game, 2-player, (non-replay model called "10th Inning"), replay offers extra inning, players run bases; at Williams distributors.



Chicago Coin "CHAMPION RIFLE RANGE" rolling targets, balls zoom up, down, sideways, center bumper targets, re-light bullseye targets again and again; at ChiCoin distributors.

During the twelve months of 1963 Coin Machine and Vending Firms Placed

81% More Advertising

In Cash Box Than In Billboard

CASH BOX: 489 paid advertising pages

BILLBOARD: 270 paid advertising pages

DIFFERENCE: 219 paid advertising pages
(81.1% of Billboard's total)

We at Cash Box are pleased to know that the coin machine and vending machine industries have indicated their number one choice with such a positive vote of confidence by consistently selecting Cash Box as the prime advertising medium for selling products to markets in the U.S. and around the world.



THE INDUSTRY'S NUMBER ONE TRADE PUBLICATION

PUBLICATION OFFICE: NEW YORK CITY

CHICAGO

LOS ANGELES

AROUND THE WORLD

ENGLAND • GERMANY • ITALY • BELGIUM • HOLLAND • SWEDEN • AUSTRALIA • CANADA
MEXICO • ARGENTINA • BRAZIL • JAPAN

*Figures are based on total paid advertising placed by coin-operated phonograph, amusement machine and vending machine companies and suppliers and does not include advertising placed by bulk merchandise firms.

**SERVICE . . . more than a word
—at WORLD WIDE!**

ALL EQUIPMENT COMPLETELY RECONDITIONED AND REFINISHED

PHONOGRAPHS

AMI L-200 \$650	ROCK-OLA 1468 \$345
CONTINENTAL 200 545	WURLITZER 2300 425
SEEBURG AY160 825	WURLITZER 2404 495
SEEBURG Q-100H 645	WURLITZER 2410 495

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

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



WORLD WIDE distributors

2730 WEST FULLERTON AVE., CHICAGO 47, ILL.
EVerglade 4-2300 CABLE: GAMES - CHICAGO

Central Credit Bureau Formed For NYC Ops

NEW YORK—A new credit bureau has been formed for the exclusive use of coinmen, Ben Chicofsky, Business Manager of the newly organized Operator's Credit Exchange Inc., announced.

The purpose of the exchange is to provide a credit information center for operators, distributors and suppliers of vending, phonograph and amusement machines.

In a letter to industry members, Chicofsky stated that industry changes during past years have resulted in financial loss to vendors, "due to their inability to obtain credit information of prospective location owners."

The Operator's Credit Exchange Inc. will gather and collect credit information "from whatever sources available," as to "business standing, ability to repay loans, and reputation of persons and firms seeking credit from vendors."

"This program will definitely perform a useful and needed service to the trade," said Chicofsky.

**KEENEY'S
ALL-NEW
COLORAMA**

**the DIFFERENT
2-PLAYER
FLIPPER GAME!**
See your Distributor
or contact

J. H. KEENEY & CO., Inc.
2600 W. 50th St., Chicago 32, Ill.
Phone: HEmlock 4-5500

Named Sales Mgr.



ART DADDIS

NEW YORK—Art Daddis, veteran coin machine sales executive, has been named Sales Manager of U.S. Billiards Inc., it was announced last week by President Albert Simon. The firm also announced its new "Pro Series" pool table line. (See separate story). Daddis leaves this week on an extended nationwide sales trip to set up distributors in markets throughout the country.

Gilchrist To Visit American Shuffle

UNION CITY, N.J.—Sol Lipkin, Sales Manager of American Shuffleboard Corporation, manufacturers of coin-operated shuffleboards and pool tables, advised *Cash Box* last week that representatives of the R.C. Gilchrist Company Ltd. will visit with the factory early during the week of March 2nd in order to observe the manufacturing techniques and facilities of the American plant.

President Nick Melone will take the execs, recently appointed American Shuffleboard distributors for the eastern Canadian territory, on a tour of the plant.

Maurice Cardinale, official of the Gilchrist firm, will be on hand. Gilchrist has sales outlets in Toronto, Montreal and Vancouver.

GIVE

TO THE

MARCH OF DIMES

THE GREATER THE GAME—THE GREATER YOUR PROFITS

NEW  **Williams**
2-PLAYER

OH BOY



ADJUSTABLE 3-or 5-BALL PLAY

- Five center bumpers advance when lit. Four bumpers SCORE 10 points when lit. Fifth bumper SCORES 100 points when lit.
- Eject hole scores 50 points plus 100 points when lit.
- TWO SHOOTERS at bottom of playfield return ball into play for more scores through side roll-over lanes that SCORE 50 points when lit.
- Two roll-over buttons light jet bumpers for 10 points and side roll-over lanes for 50 points.
- Two flippers • Two rebound kickers • Twin chutes (optional)
- Plastikote finish playfield • Locked cash box
- Number match feature • Slug rejector

GREAT NEW WILLIAMS EXCLUSIVES:

- ✓ **NEW** Drum Units are trouble free and faster acting
- ✓ **NEW** Coin Switch is absolutely foolproof
- ✓ **NEW** Fingertip Controlled Latch-Lock Playfield assures fast, easy servicing
- ✓ **NEW** Motor Unit

 **Williams** ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS
Cable Address: WILCOIN, CHICAGO...NEVADA 2-4900

BUY THE BEST—BUY WILLIAMS

Bilotta Sets Wurlitzer Deal In Buffalo

■ **Forms B&B Distributing, Open House March 2-7**

BUFFALO—The B&B Distributing Company Inc. was formed here, it was reported last week by Bob Bear, Sales Manager of The Wurlitzer Company, and the firm was franchised by Wurlitzer to distribute the phonograph line throughout the Western New York State area.

Owners of B&B are John Bilotta, veteran coin machine distributor with Wurlitzer outlets in Newark, Albany and Syracuse; and his partner in the new enterprise Charles Broderick, a formerly retired and well-known coin machine operator who sold out his interest in Empire Smokes, Inc. about three years ago.

The B&B firm will conduct business at 777 Main Street in Buffalo from showrooms and offices described as "on a par with the most attractive showrooms in the industry" by trades people here.

Open House has been announced for the entire week beginning March 2 through March 7. Hours will be 9:00 AM to 5:30 PM each day and operators in the Western New York region have been invited to attend.

B&B will distribute the Wurlitzer "Model 2800" and also the amusement lines now being handled by Bilotta in his other offices, providing the amusement machine in each in-

stance is licensed in the area. The firm will also distribute the Automatic Products Company "Smokeshop" cigarette vending line, a line which is distributed throughout the State by Bilotta.

Wurlitzer officials advised that a complete Parts Department will be part of the overall B&B service in order to provide operators with supplies for the Wurlitzer phono line.

The territory franchised for B&B is north of Erie, New York and east of Rochester. It includes Buffalo, Niagara Falls, Jamestown, Olean and other towns in the western sector of the state.

FOR SALE
MILLS & JENNINGS
FRUIT MACHINES

A1 CONDITION
With Automatic Jackpots
CRATED FOR EXPORT
Send for Prices & Brochures

TO: CASH BOX
BOX #166
29 E. Madison St.
Chicago 2, Ill.

New Tusko Owners

SANTA MONICA, CALIF.—Staton J. Platt has announced that he has acquired ownership of the Tusko Kiddie Rides Inc. firm, manufacturers of coin-operated rides. The firm has four new rides ready for production. Platt is President of the firm.



WHAT'S YOUR RETURN ON \$1200.00

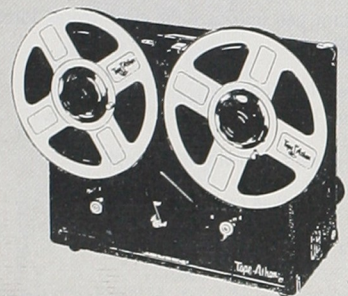
If you invest that much in one juke box you're probably getting back \$11.00 a week — \$572 a year. That's about 47% return (less "fees," "rent," "permits," etc.)

BUT

If you have \$1200.00 invested in Tape-Athon Background Music, you've got **FOUR** installations bringing

in \$30.00 each per month — \$1440.00 annually. That's about 120% return without any deductions!

And this is just one of the benefits of Tape-Athon Background. If you'd like to find out about the rest, see your local juke distributor or fill in this ad, below, and mail today!



NAME _____
ADDRESS _____
CITY _____ STATE _____

Tape-Athon, Corp.

523 S. Hindry, Inglewood, Calif.

Bert Betti, Eastern Novelty Distributors, planning an Easter Week cruise to Bermuda with the entire family. Bert's been busy shipping a games volume this year which represents a 100% increase over the Jan-Feb period last year. Most of it's pool tables, but he has not experienced the fall-off in shuffles that many distribs have seen.

Rock-Ola distribs keeping mucho Polaroid cameras and tv sets in stock for ops who take advantage of the quantity phono deal.

New ownership of Tusco Kiddie Rides Inc. on the West Coast promises new ideas and new equipment. President Stanton J. Platt has advised that plans are underway for spring delivery of a new line.

Probably the busiest distrib on the street—Albert Simon Inc.—concentrating on the big push last week, the delivery of the new "Professional Series," the long-awaited 6-pocket line that will go into the national market. Up until now Simon has had to devote practically all production on the "Comet" line to the New York market. Last week, Art Daddis was named new Sales Manager, the sample were shipped, and the national promotion is underway. The table features no less than 16 improvements, all of which are designed to give the line the "professional touch." "It's as close as our industry has gotten to the actual professional pool table industry model," stated Al Simon last week, and the reaction to the table was highly favorable.

Seeburg distribs awaiting delivery on DuGrenier inventory—candy, soluble coffee, and snack vendors, in order to clean house for the factory to dive headlong into production on a new line. If they do with DuGrenier what they've done with Bally, Eastern, and Mills, look for still another heavyweight contender to battle the vending giants. Del Coleman is said to be shooting for a \$60 million dollar year and with DuGrenier he has been almost assured of it.

Juke box ops clamoring for big band sounds have been gifted with releases on Little LP's bearing the names Harry James (who celebrates 25 years in the band biz this week), Benny Goodman, and Glen Gray (who makes sounds like any band you wish to hear). Disks like these keep juke humming long after the Beatles have flown. Incidentally, Tollie Records (Vee-Jay) released the current smash last week by the Beatles "Twist and Shout" and you can bet the music machine industry will order a quarter-million as openers. But the James-Goodman-Gray sound will go on forever (and are we gettin' old!).

Gertrude Browne in town (it rhymes) and we learn that a big turnout was expected for the meet last week. It seems (from our mail anyway) that a group of association members can't get together these days without corned beef sandwiches (a must) and Celler Bill discussions (but not through choice).

Rock-Ola shipped samples on the much talked about cigarette vendor last week. Distribs are happy and are awaiting the test reports from cigarette ops who have taken several for that purpose.

"Twas a Family Affair at Al Simon's last week when Ruth Simon, Al's lovely wife, accompanied by Bobby and Randy, their two youngest children, dropped onto the avenue for a look see at how dad makes his living. Al looked good. He never stopped moving. And now they understand why the coinman will settle for a quiet evening of tv and rest comes 8:00 PM. Al's oldest boy Dick will graduate Magna Cum Laude from Brown University in June and go to the Harvard School Of Business.

Larry Feigenbaum's wife will exhibit her latest collection of antique books, purchased during a recent UK trip, at the show which opens in Madison Square Garden and continues to March 4th. Antique vendors will highlight the show, incidentally.

Irving Kaye's professional line is moving in leaps and bounds, according to Howard, who was in touch with us last week. The Kaye line was released last month and the industry continues to put the units out (with vigor).

Runyon's Lou Wolberg had a sheaf of orders for new and used equipment last week, and in the meantime, kept the line on the Liston-Clay fight within reach Louie liked Liston but then again all the fight experts were wrong!

Harry Berger moving the West Side showrooms north to 636 Tenth Avenue during the first week in March.

Joe Munves caught a 5:00 AM (that's in the morning) flight to visit a Pennsylvania amusement park operator and closed the deal before lunch. (That's a full day's work before noon.)

Leo Willens' Capitol 16 firm reports good business on the reconditioning of Auto-Test machines. Charlie Katz, who takes space in these showrooms, on the road with his 'Flitston' kiddie ride.

The World's Fair won't accept a bid for exhibit or display space from arcade owners but insist they must rent the space from an official exhibitor. Evidently don't want the amusement park look to the show (some Fair!).

Fisher's Bill Wiekkel calls from McHenry, Illinois to advise that he's been swamped with requests for the "Elimination" rules card and will make them available direct at Fisher distrib showrooms. Right now he's all out. Look for news from Fisher in about one month or so.

Sol Lipkin back from a Canadian trip for American Shuffleboard where he spent time with the Gilchrist Ltd. people who are major distribs and vending ops up that way. President Nick Melone advises that American "Imperial" shuffleboard will get an accelerated promotional push this spring with top-flight tourneys all over the country.

Murray Weiner, Weiner Bros. Sales, distributing the Smokeshop line, now available with removable front panels for locations needing a change in decor. He has also taken the Gold Medal popcorn line for metro NYC, NJ, and Conn. and will do a job with it following a conference with Gold Medal's J. C. Evans next week.

John Bilotta traveling to Buffalo to check market conditions and his Syracuse office en route. The Bilotta Enterprises firm won't handle the DuGrenier line, following Seeburg's acquisition (Davis will) but intends to do a bigger job with Smokeshop, another line the firm handles. Meanwhile, Bilotta likes the sound of sales on his Ten Top Tunes Wurlitzer 2800's.

Harold Green's daughter, Bernice, married Bobby Wright, a Wall St. man. . . . Sam Morrison, Musical Moments, awaiting the arrival of some JFK half-dollars when they're released. The music op also collects rare coins. . . . Abe Lipsky continues to leave the office at 4:00 PM each day, but starts earlier each morning and reserves Friday PM's for So. Jersey work. . . . Runyon's Irv Kemper selling the Williams "Grand Slam" baseball in the upstate area. . . . Irv Morris doing a big job with Gottlieb's "Ship-Mates," the colorful new 4-player pin. . . . Midway planning a new game that has the Chicago trade buzzing. . . . Rock-Ola planning a heavy vending machine promotional push for this year. The firm has a growing list of equipment. . . . Vic Haim and Morris Nahum happy over the growth of the firm's vending exports this year. . . . Irv Holzman spent the week selling United's "Tempest" shuffle alley line in preparation for a trip to Chicago Monday morn. . . . Decca has released a Rafael Mendez single "Fascination" b/w "Sunnyside of the Street" for ops. . . . Ops are buying Fats Domino's "I Don't Want to Set The World On Fire," Acker Bilk's "Harem," and "The Boy With The Beatle Hair" on Swan, and they're not on the Top 100 yet. . . . Diamond's Chris Christensen took the Bally line. . . . Jack Bess hosted a week long open house in Richmond last week. . . . Russ Mawdsley will host an association meet in Fairview, Mass., March 4th.

More "Big-Band" Music On Seeburg LP's

CHICAGO—The Seeburg Corporation announced the release of additional "big-band" material among its 33 rpm releases for the week of March 2. The album is Capitol's "Best of the Big Bands," and features the music of Benny Goodman, Harry James, and the master recreator of those distinctive sounds of his "big-band" contemporaries, and a fine stylist in his own right, Glen Gray.

Along with the "big-band" disk in the "Pop-Instrumental" category, Seeburg has issued the Columbia recording, "Misty Guitar," by Harold Bradley. Seeburg's "Artist of the Week" slot has been filled by the Connie Francis offering, "Greatest American Waltzes," on MGM. The "Jazz" division is occupied by another Columbia product, "Criss-Cross," by Thelonious Monk.

A favorite performer of "International" material, Caterina Valente, rounds off the week's releases with her Decca recording "Madison. Tamoure. Bossa Nova."

Miniaci-Parkoff Raffle For Boys' Town Launched

NEW YORK—Al Miniaci, Paramount Music Co., and Meyer Parkoff, Atlantic N.Y. Corp. co-chairmen of the Coin Machine Division of Boys' Towns of Italy, Inc., announced a Boys' Town chance book sale for the help of that "bulwark of the democratic way-of-life," in a letter to members of the industry.

The books, each containing twelve chances, sell for \$10, and industry members are petitioned to buy as many books as possible. The coinmen raise funds annually for the Rt. Rev. Msgr. Carroll-Abbing charity.

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Chicago Chatter

Many of his friends were delighted to learn that Jack Harper was upped last week to a vice presidency at Automatic Canteen Company of America by Prexy Patrick L. O'Malley. Harper was previously the head of Canteen's Rowe AC Services (sales) division. . . . Bill Weikel, sales director of Fischer Sales & Mfg. Co., asked us to spell it out to operators who are snowing him under with requests for rule cards on the new "Elimination" pocket pool game. He said ops can get these rule cards at any Fischer distrib in the U.S. Interest was generated when the story broke in Cash Box recently.

Bill DeSelm tells us he is enjoying exceptional immediate sales results with United's new "Tempest" puck shuffle alley bowler, which was released this week. . . . Another amusement game manufacturer having a field day in sales is D. Gottlieb & Co. Alvin and Nate Gottlieb and Judd Weinberg advise that "Ship-Mates," Gottlieb's new four-player flipper skill game is popular in all markets in this country and in many foreign markets as well.

Heartfelt sympathies to Carl Angott, of Angott Distribs, in Detroit, whose wife, Mabel Angott, died suddenly after a heart attack. . . . Atlas Music's Stan Levin info'd that from 75 to 100 music operators and their service personnel are expected to attend a service school session on the Rowe-AMI "Tropicana" coin-operated phono tonight (Wed., Feb. 26) out at the Atlas showrooms. Cliff Bitting and Hank Hoevenaar are due in from the Grand Rapids plant, and Atlas Music's Frank Bach will assist in conducting the classes. Also on hand will be Prexy Eddie Ginsberg, Bill Phillips, Chuck Harper, Bob Fabian, Mort Jacobs, Sam Gersh, Mike Blumberg and Morris Minkus.

MOA's move to larger headquarters was accomplished last week several days ahead of schedule, according to Fred Granger, managing director. The new offices are in the same building in Chicago, but on the 22nd floor.

Jack Mittel, sales manager at Williams Electronic Mfg. Corp., advised that Prexy Sam Stern is still vacationing in Acapulco. Also, the baseball season is already in full swing as far as Williams is concerned, due to the fine acceptance of the new "Grand Slam" baseball amusement game (the extended play model is called "10th Inning"). . . . Congrats to adman Jack Popp, of Post, Keyes, Gardner (on the Seeburg account) and his lovely wife, who now have a son, David Popp. The blessed event occurred last week.

Bally prexy Bill O'Donnell quipped last week that he expects a sparkling performance from the "Diamond of Dixie", referring to Bally's appointment this week of Diamond Coin Machine Exchange to distribute Bally amusement games in Virginia and N. Carolina. Principals at Diamond are Chris Christensen and Jim Donnelly. . . . Seeburg's acquisition of the DuGrenier vending machine line was heralded at World Wide Distribs this past week. Nate Feinstein and Irv Ovitz advise that a hard hitting sales campaign is being launched in this area on DuGrenier machines, as well as all other Seeburg vending machines.

Since Art Weinand, prexy of J. H. Keeney & Co., returned from his European trip he and Clayton Nemeroff have been very busy. The first quarter of this year is a good indication of an anticipated very fine Spring season at Keeney. . . . While visiting with Ed Doris and George Hincker at Rock-Ola Mfg. Corp., we learned that the bright, new "Caravelle" cigarette vending machine is in heavy production and will be shipping out in quantities shortly. While at Rock-Ola Mfg. we chatted with Jack Barabash, Art Ehlert, Dr. Dave Rockola and Hugh Gorman.

Williams sales manager, Jack Mittel, enplaned to Roanoke, Va. to attend Jack Bess' grand opening of the new plant last weekend. . . . Wico's Ed Ruber is back on the road calling on the trade. Meanwhile, back on the home front, Milt and Morrie Wiczer, Ben Kaye and Denis Parsons are writin' the sales orders.

Gerry Whaley, of NAMA, advised that the annual Spring Meeting of NAMA's midwest group will be held April 11, in Chi's La Salle Hotel. . . . The traffic is heavy at First Coin Machine Exchange, where Joe Kline, Sam Kolber, and Fred Kline are enjoying fine acceptance with the Wurlitzer "2800" phono. Wurlitzer's Bert Davidson is a proud papa since his brilliant son, Bert, Jr., accomplished a vice presidency in a large corporation. . . . Fred Pollak, vice prexy of Rowe AC Mfg., has finally settled down to merely hectic days at the office since he returned from the Whippany plant in Jersey recently.

One of the stellar attractions on the floor at Empire Coin Machine Exchange, according to Empire owner Gil Kitt and sales veep Joe Robbins is Rock-Ola's "Caravelle" cigarette vending machine. Another popular machine is Williams' "Grand Slam" baseball game. . . . As the Spring season approaches Hank Ross, "Iggy" Wolverton and Bob Jones are setting plans to up the already heavy production line at Midway Mfg. to meet the demand for Midway amusement games. . . . During a visit at ChiCoin, we were advised by Mort Secore and Ralph Wyckoff that the "Champion" rifle range is selling like "hotcakes," along with the "Spotlite" shuffle alley and "Cadillac" big ball bowler.

Production has been considerably stepped up at Marvel Mfg., according to Ted Rubey and Estelle Bye, on electrical scoreboards for shuffleboards and other coin machine parts supplies. . . . Chet Gore, prexy of Exhibit Supply Co., is delighted over the way picture cards and Exhibit's "Vacumatic" card vendors are selling everywhere.

Johnny Frantz, prexy of J. F. Frantz Mfg. Co., is bemoaning the fact (with tongue-in-cheek) over the realization that he has very little spare time because of the terrific sales on Frantz counter games these days. Many's the time he and Don Congdon work half the night getting shipments ready for the next day's pickup by trucking companies. . . . There's more good news at National Coin Machine Exchange where the new Gottlieb "Ship-Mates" 4-player flipper skill amusement game is on display. Mort Levinson and Ronnie Schwartz are busy daily greeting visiting operators. . . . Coin vet Phil Schwartz is now director of foreign sales (export) at United Mfg. Co. . . . Joel Kleiman and Sam Cooper, of Pioneer Sales & Service in Milwaukee, added Bob Manthei to the staff to handle sales of Rowe vending equipment.

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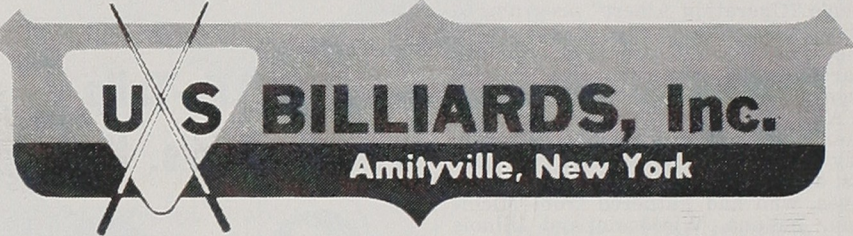
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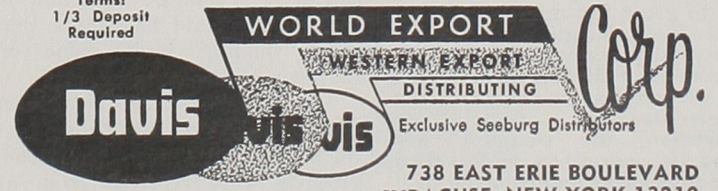
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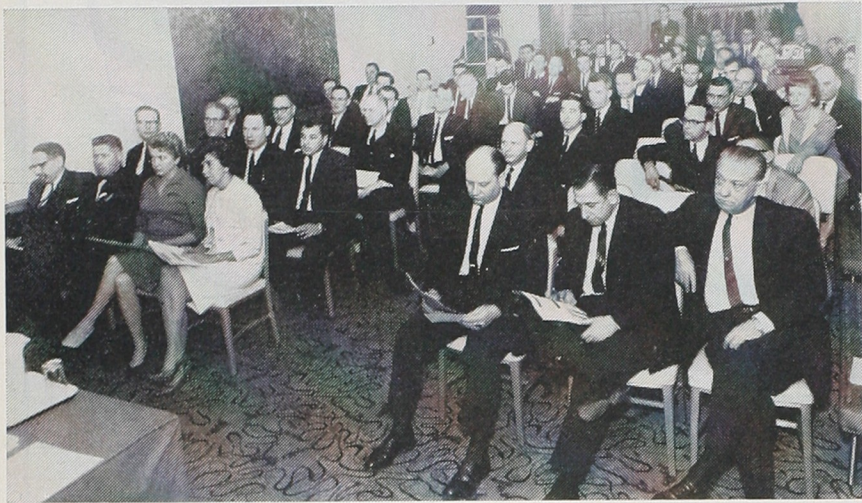
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VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NAMA Holds Legislative Strategy Meeting — Gilbert Survey Studied



CHICAGO — The National Automatic Merchandisers Association held a legislative briefing meeting here, Feb. 13, in conjunction with the organization's "Operation Albert" program, to plan legislative strategy regarding the tobacco-health controversy. Similar meetings were conducted in fourteen other cities during February.

A slide-film presentation, detailing the facts revealed by the Gilbert Survey on teenage cigarette buying habits, was shown to 62 vending executives, who had gathered from Michigan, Indiana, Wisconsin and Illinois for the meeting. The relatively insignificant role the cigarette vending machine plays in influencing teenage smoking was repeated.

Among those who attended the legislative planning conference in Chi-

cago were Fred Granger, Managing Director of the Music Operators of America, and Gerald F. Whaley, NAMA Manager of Information Services.

Two Lily-Tulip Vending Mgrs. Named



DROHAN



CARROLL

NEW YORK—The Lily-Tulip Corp. established two new managerial positions at the national level recently in order to incorporate the added functions of the expanded departments of Vending, Feeding, Theatres and Concessions products.

Tom Drohan was appointed Western Sales Manager, Vending, Feeding, Theatres and Concessions, to cover the Midwestern and Pacific Regions.

Bill Carroll was appointed Eastern Sales Manager, Vending, Feeding, Theatres and Concessions, covering the Eastern and Southern Regions.

Both Drohan and Carroll reported to William H. Seldy, Director of Marketing, Vending Feeding, Theatres and Concessions Products.

The company has added the state of Maryland to the other states in which it operates expressway restaurants. It reports serving more than 400,000 meals to motorists travelling over Maryland's Kennedy Expressway during the first two months of its operation when a million cars used the expressway.

With the number of different services ABC Vending Corp. now offers, Mr. Beresin said he doubts that the word "vending" in its name conveys the proper corporate image.

"We have, in fact, already polled stockholders for new name suggestions," he said. "More than 3,000 suggestions were received from among out 11,500 stockholders, and it isn't unlikely that we will change it to something more appropriate," he added.

NAC's Redstone Urges "Improvement" Policy

LOS ANGELES—Edward S. Redstone, president of the National Association of Concessionaires, made a plea for a policy of "improvement" in the ideas and methods of concession vending sales, at NAC's Western Regional Meeting, Feb. 18, in the Biltmore Hotel.

In discussing the subject, "The Management of Improvement," Redstone, who is also president of the Drive-In Theatre Corp., Boston, declared, "most of us are so involved in running our respective business that we lose sight of the fact that an important facet of our enterprises should be the problem of improvement. Obviously through improvement we might increase our sales, often decrease the cost of operations, and of equal importance, we more effectively compete," he added.

Redstone spelled out three main steps for effective action—to develop a philosophy of improvement in the attitude of personnel, outline a set procedure to implement this progressive attitude, and as a final step, establish agreed-upon objectives.

Louis L. Abramson, NAC executive director, discussed the values in NAC membership, and paraphrased Redstone's remarks by pointing out that members profit not only from new ideas received but from personal contacts with industry leaders. NAC, he said, has fostered an inter-industry cooperative program with every segment of the food, beverage, equipment and supply industry, with special emphasis placed on popcorn, candy, ice cream and soft drink product groups.

Members of the concessions industry, said Abramson, benefit from NAC's continuing program of public relations designed to promote and upgrade the business and stature of the

Candy Vending Sales Up 43%



MAJOR C. BUSH

LOS ANGELES—Major C. Bush, national sales manager of the Curtiss Candy Co., Chicago, declared at NAC's Western Regional Meeting at the Biltmore Hotel, Feb. 18, that candy vending machines sales increased 43% in 1963, second only to grocery trade sales, which increased 47%, in the candy selling market.

The year 1963, according to Bush, was the first time in a long time that the candy industry growth exceeded the population increase. Some recent candy industry statistics cited by Bush indicated that the size of candy retail consumption amounted to \$2.455 billion; 18 lbs. is the annual per capita consumption and that \$50.90 per year is spent by every family on candy.

food and beverage service, thus promoting a better climate within which to do business.

How Ops Can Fill Management's Needs

CHICAGO—Modern Aspects of Vending Methods for Packaging and Administering In-Plant Food Services, a new AMA Briefing Session, will be held at the La Salle Hotel in Chicago, March 9-10. This special meeting is designed for all those with an interest in the vending industry: food service managers, personnel and industrial relations executives, vendible suppliers, machinery manufacturers, and operating companies who represent management in packaging, equipment and marketing.

The briefing will open with a description of management's food service needs, and what automatic vending must do to satisfy them. A counter-presentation will describe the newest products, packaging, techniques and services that vending has to offer. Question-and-answer periods will follow each presentation.

Monday afternoon and Tuesday morning will be devoted to two concurrent sessions, one for company executives responsible for food service, the other for vending industry representatives. Participants at these sessions will hear special presenta-

tions and case studies, and take part in roundtable discussions of topics vital to their areas of specific interest.

On Tuesday afternoon, all registrants will gather for a presentation on the impact of automatic vending on trade, employee and union relations. Pointers will be given on building employee acceptance and overcoming resistance to change, reducing high labor costs, minimizing union opposition, avoiding costly grievances, and planning for the human aspects of installing automatic vending.

Merchandizing the vending program to the consumer will be taken up in the final joint session.

Speakers for the two day meeting will be: Thomas Buckley, Vendo Co.; Walter E. Gutton, Prophet Co.; Elmer Daniels, ARA Inc.; John F. Farr, Automatic Canteen Co.; E.C. Foster, General Electric Co.; Martin O'Shaughnessy, RCA; Bryan A. Rogers, Methodist Hospital; Richard H. Demmler, Automatique, Inc.; Roy W. Schwinn, Clevite Corp.; and Richard J. Stevens, Applied Research & Development Corp.

Coin Rules For "Elimination"

McHENRY, ILL. — Officials of the Fischer Sales & Mfg. Co. last week shipped official rules cards for a game called "Elimination" which has reportedly spurred competitive play on coin-operated pool tables. The rules are reprinted here for use by operators:

1. Game is played by 3 or 5 players, each playing individually.
2. Fifteen balls are racked in triangle—no special placement of any balls.
3. When 5 players are in game: player No. 1 has group of balls numbered 1 to 3; player No. 2 has group of balls numbered 4 to 6; player No. 3 has group of balls numbered 7 to 9; player No. 4 has group of balls numbered 10 to 12; and player No. 5 has group of balls numbered 13 to 15.
5. Object of game is to eliminate all balls from table except your own.
6. Except where noted in the following rules, the general rules of pocket billiards as listed in the official rule book apply to this game.
7. Player can shoot at any ball he wishes, including his own. It is not necessary to call ball or pocket. Player continues shooting until he misses.
8. If player pockets a ball or balls and then fouls by scratching cue ball in a pocket or off the table, he is penalized by having an equal number of his balls placed in pocket manually, by incoming player. If any player scratches while pocketing an opponent's last ball or balls, he must drop out of game, and opponent then plays his set of balls.
9. When player's group of balls are all pocketed, he is eliminated.
10. Winner — Last player having one or more balls remaining on table.

Seeburg In Sydney



SYDNEY—During a recent Australian fencing championship tournament in Sydney, Australia, Seeburg vending machines located in the arena provided refreshment for many of the fencing competitors—and pointed up the far-and-wide acceptance which the Seeburg vending line is enjoying. The vendors are Seeburg's '63 models. Seeburg's drink machines for 1964 are restyled and have been introduced to the trade as the "Marquee Series", featuring wood paneling with chrome trim and offering a completely new appearance.



HEADS LEGISLATIVE COMMITTEE: Robert Minor, veteran coin machine operator in the Virginia area and active association exec. has been named Chairman of the Legislative Committee of the Music Operators of Virginia.

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