Singles Sales in August Head for Monthly High

By TOMMY NOONAN

NEW YORK — Based on nearly complete reports, sales of singles records for August may well be the highest of any month in the history of the industry.

Sales by sellers, one-stops and rack jobbers have topped those on any month in the last two years, with five disks already passing the 1,000,000 mark in sales. This hasn't happened since December, 1961. The Supreme Court's motion record of "Where Did Our Love Go?"; Dean Martin's Reprise version of "Everybody Loves Somebody"; the Beatles' Capitol reissue of "Yesterday" and "Help!"; the Beach Boys' Capitol record of "I Get Around" have all sold over a million records. Three of these five records have already been certified by the Record Industry Association of America.

The Dean Martin, Beatles and Four Seasons disks—and the other two are due for RIAA audit. The Supremes are the only act among the five that are receiving a gold record for the first time. The other four artists are not new to this golden plate, but it is Dean Martin's first gold disc since "Memories Are Made Of This" on Capitol.

Nearing the million mark is "The House of the Rising Sun," with the Animals on MGM. The first U.S. release of the British group has hit the top of the "Hot 100" chart.

(Continued on page 6)

It Looks Lovery for Fair Lady Again

By MIKE GROSS

NEW YORK — There's no stopping the Alan Jay Lerner-Frederick Loewe score for "My Fair Lady," with the national Broadway cast on Columbia Records. On the charts, the upcoming release of the film version via Warner Bros. is stirring new album action on the score.

Columbia, which will release the soundtrack, also has "My Fair Lady" packaged with "Joan and Peter," "The Wonderful Year of 1927" and "The New Worlds of Peter Pan," the first of the M. F. L. sweepstakes via Herman Broyles.

"Fair Lady" wins the awards to the soundtrack—the second time that a major label has had both the Broadway and Hollywood versions of a Broadway musical. The first occasion—Columbia's double LP on the Leonard Bernstein-Sondheim musical, "West Side Story"—resulted in the film LP nearly doubling the sales of the Broadway album. The latter, over 2,000,000, was topped with the worldwide soundtrack album sales of nearly 4,000,000 copies—the all-time best-selling motion picture soundtrack package.

Runners-up in the cinema soundtrack sales are such giants as RCA Victor's "South Pacific," with about 1,500,000 sales, and the current Beattle hit, "A Hard Day's Night," on Capitol, already over the 1,500,000 mark.

If "My Fair Lady" repeats the pattern of Columbia's previous Broadway-Hollywood axis—that is, if the film track doubles the legit version—the soundtracker of "Lady" could be penciled in for the staggering potential of 10,000,000 albums. With Columbia speculating that advance orders may top 2,000,000 (for the first time in the history of LP marketing), that figure is not altogether unlikely.

A sidebar to the "My Fair Lady" story is that the album push is not limited to the English language. On the market in foreign languages are versions in Spanish, Italian, Portuguese, French, German and Hebrew.

(Continued on page 6)

Democrats Endorse Arts Aid Bill

By MILDRED HALL

WASHINGTON—The Democratic party, its presidential and vice-presidential candidates, recently held out the best prospects in years for promotion of the performing arts, tax relief for home entertainment items and aid to the small-business manufacturer and retailer. While the Atlantic City platform policy spelled out ringing endorsement for the arts, a bill to set up a National Arts Council in the White House Executive Office was finally passed, after President Johnson urged traditionally reluctant House to vote yes.

Specifically, the Democratic platform has pledged support of "the arts in schools and colleges for the good of young people, for the arts people to use increased leisure and recognizing that achievements of art are an index of the greatness of a civilization." The policy, plus the new advisory Council representing the non-government top-racers in all major fields from broadcasting to recording, will provide high level entry, better co-ordination and advice at federal level. Benefits will extend to home entertainment industries that bring the sounds and sights of music, drama and all the arts into American homes.

Promises are always rosy at political conventions, but the Democrats are backing theirs with earlier indications from (Continued on page 2)

Columbia Steps Up Drive To Boost Operator Sales

NEW YORK—Encouraged by initial response on its first Little LP and stereo singles pack, Columbia Records is stepping up its efforts to increase its share of market among juke box operators.

These efforts include a second release of six Little LPs and six stereo singles next week, a point-of-purchase program for one-stops and a programming guide for operators.

Gene Weiss, Columbia sales executive, said that the label's second stereo operators pack will represent a substantial increase in number of pressings as compared with the first release. He added that three of the stereo singles and three of the Little LP's will be c&w material.

Columbia will stay with the packaging of the first release—soft cover jackets with tearaway title strips and album miniatures. Weiss explained that with hard cover jackets and the absence of the tearaway title strips, Little LP's meant for the juke box trade could wind up on dealer's shelves. If this happened, he said, the consumer might buy the Little LP instead of the 12-inch album, thereby (Continued on page 43)

ABC-Para Launches Plan to Aid Record Dealers

By AARON STERNFIELD

NEW YORK—ABC-Paramount Records this week launched the first move in what is expected to be a concerted campaign to restore the record dealer to his place in the sun.

The Westminster Recording Company, ABC-Para- mont's wholly owned classical subsidiary, has kicked off a dealer-distributor-consumer promotion program at giving the dealer exclusive product at a price which will enable him to compete effectively with discount operations, record clubs and rack jobbers.

Here's how it works:

Tuesday (12), thousands of consumers on West- minster's mailing list will receive letters telling them that Handel's "Rodelinda," a three-record set with Libretto listing for $14.94, will be available to them for $8.94 in either monoaural or stereo versions.

Part of the text reads: "All you have to do is present this letter to your dealer at the time of purchase of this album. This is the only time this classical music is at your record shop dealer, this letter will be honored only by him."

"Bear in mind this album is available exclusively at your record dealer. If, however, you should reside in an area which is not served by one of the 1,000-plus Westminster dealers you may obtain this set by sending a check or money order to Westminster and a self-addressed, stamped envelope."

Two weeks before the consumer letters were mailed, Westminster dealers and distributors were notified and told of their roles.

The dealer received a copy of the consumer letter and a letter to him. Dealer Letters

The personal letter to the dealer says in part: "We are initiating this program in order to re-create the classical business that once was yours, with the consumer back to your shop is our objective; an aim which coincidentally is also yours. Co-operation in this vital undertaking makes for great mutual benefit.

"The set we are offering your customer is available only through Westminster at the retail price of $8.94 by giving you the attached letter. The consumer may only buy this set at $8.94 (both mono and stereo) by giving you the attached letter."

(Continued on page 4)
Belafonte’s exciting new album “Ballads, Blues and Boasters” means Big Business

Belafonte
Ballads, Blues and Boasters

RCA VICTOR
DYNAGROOVE RECORDING

LPM/LSP-2953

RCA VICTOR
The most trusted name in sound
Bonn Survey Cites Impact of Music on Economy

By CAMER ANDERSON

BONN—Music is big business in West Germany and it is growing bigger at an accelerating pace.

A series of surveys by the government and private organizations, by music industry reports, and by newspaper and radio news agencies show that the dynamism of the West German music industry is a strong force of a different sort. Germany has been a Morgan force or neglected market for the past two decades.

The surveys show:
1) Three kinds of music are being produced at the rate of 6,000,000 per year in West Germany.
2) Entertainment music (U-Musik) or Musi-Musi-Musi) is growing steadily at the expense of classical and has risen in the past decade from 75 to 88 per cent.
3) Two-thirds of the music sellers are over the age of 60.
4) The hit tun is composed of a mystical being known as "the music." 5) The longevity of pop music has been greatly underestimated.
6) This means, at the annual rate of 90,000, 30 new records or 12 new tunes appear on the market every day in the world. One song from the hit list, "The Big hit has become a big industrial commodity; the song's popularity is thoroughly understood and appreciated; it must be treated as such." I P product is rising steadily at the expense of singles in West Germany, but this merely reflects the trend of the market and the demand for "music" by) to (L-P status. The market for new music is becoming a headache for the singer.

Dr. H. C. Worbs, the Hamburg sociologist, has just published a study of the hit tune. (Dr. Schlageter—the Hi Tune) chart which shows that the hit tune for many years first passed the dances, then became a hit in the charts, gained momentum, and is now a hit in the market. The poll of disc jockeys日报道 a surprising preference for "evergreen" pop, soothing entertainment music produced for longevity. The poll shows a nostalgia for "old tunes." One German network called "the for a once a week, and the other two times a week. The poll was taken on the web for "playing enough old tunes." The poll shows that "many middle-aged listeners expect a nostalgic image and an image like that of the hit tune," and that disc jockeys have come almost to the point of a spiritual or pastor.

HOLLYWOOD—The Disney promotion magic has been growing in support for the Mary Poppins film and musical in London, and the merchandising and retail sales of the movie." For example, Disney top pop is credited with almost all, of having popularized the wearing of levis and blue jeans in this country.

Blue jean production has become a pillar of the German garment industry. For example, this item of apparel was considered an oddity. American blue jeans were a threat to German jeans-agers kicked over the traces, andTN.

Studies clearly establish the blue jean traces back to at least a series of hit tunes with dust jackets of the vocalists in the US. Country and western, which is having a bigger impact on this country, is identified in the German market with bluejeans. Late Anderson, famous for her recordings of "Lilli Marlene," says Schlageter and "real music" now "the different things," and that "a well-trained voice should be a habit for the singer."

JIM BALLEY, of Dot Records, left, jokes with Pye Records chief, Louis Benjimon, at recent Pye sales parade held in London. In background is Robert Egeres, of Negram, Holland.

Hartstone, Mercury Make Outlet Changes

SAN FRANCISCO — Two major changes hit this market's distributor scene last week with the Hartstone's acquisition of Capitol's and San Francisco branch, and Mercury Records opening its own outlet store in the city.

Lee Hartstone, who moved here earlier this year to open the Capitol-One-Stop, absorbed the San Francisco Segment of the Seattle-based C & C operation. C & C's Los Levinthal, in confirming the deal, said C & C received approximately 15 percent of Recora Corporation stock (the Hartstone parent firm is Recora, Los Angeles, San Francisco, Cleveland, and Boston) for C & C's distributing branch here.

Gene Becker, head of C & C here, was appointed by Mercury to bring in the new company-owned branch here. Mercury pulled its Los Angeles branch from C & C. John Phillips label from Mainland Distributing and Small Records from Melody Sales. All will be distributed by the new Mercury branch here.

Handleman Moves Into The Southwestern Market

DALLAS—The Handleman Company, Detroit-based rack jobber and distributor in the record and drug fields, has opened a distribution service center at 2260 Monitor Street here. It marks the first major move of the firm to crack the Southwestern market.

Most of the firm's effort has been confined to the Midwest. Speaking at a recent stockholders' meeting in Detroit, Joseph Handleman, president, said that 1963 photograph sales represented 59 percent of the company's total sales of $28,000,000 and a still higher percent of profit. He predicted that the firm's record sales would top $60,000,000 this year.

He said that sales for the quarter ended July 31 were about $5,000,000, an increase of $4,000,000 from the corresponding 1963 period.

The firm is publicly owned and listed on the American Stock Exchange.

Paul Handleman was named by Montgomery Ward to serve 175 stores in the chain. The last four were in the East, South, Midwest and Southwest.

Construction Set on Capitol

Pressing Plant in Illinois

JACKSONVILLE, Ill.—Construction on a $2,000,000 pressing plant for Capitol Records is scheduled to begin this month. According to George R. Jones, Capitol's vice-president for manufacturing and engineering, the new facility will be the first completely automatic 12-inch record manufacturing plant in the world.

The 100,000-square-foot plant is Capitol's third—the other two are in Scranton, Pa., and Los Angeles.

Jones said that during the last two years production strained the facilities of the two existing plants to the point that outside press service had to be used. He said that in February alone, production at the Scranton and Los Angeles plants exceeded 6,000,000 units.

Capitol's first plant, in Los Angeles, began operating in 1945. The following year the Scranton plant was opened. In 1960 the new Los Angeles plant was in operation.

In the last three years, productivity at the two Capitol plants increased by more than 60 percent. Jones feels the addition of the Jacksonville plant will make the label self-sufficient in terms of record pressing for several years to come.

Expansion at Roulette Label

Hoffberg Back

NEW YORK—Leo Hoffberg, formerly music director for Decca Records, has returned to his desk after an illness which hospitalized him in the merchandise and development of London's imported catalog.
MOBILE MUSIC FOR YOUTH
Discotheques German Style

BONN—The Bonn government is promoting music as an antidote for juvenile delinquency, and it is discovering in the process that combating delinquency, frightening enough, can be good business. Each year, for its part, the West German Ministry of Youth Affairs has been promoting so-called "twist trains," each train of 20 or more passenger cars, and the trains are scheduled to operate between major West German cities. Each coach has a dance area, and music is piped in over a public address system. Twist records are played over the p.a. system, although experiments are now under way with divisional train music sections, one for twist, another for Latin rhythms, and so on. The Bonn government's Ministry for Family and Youth Affairs is urging Rhine steamship lines to offer regular "riverboat twist dances," as many as 10,000 young people are said to turn out for twist sessions on flotillas of steamers on the river.

The surge in recorded music is causing the river steamers to encourage young people to bring along musical instruments and their own record players and disks. The steamers then are divided into a series of dancing areas.

Plan Regular Dances

The youth ministry is working with major West German record companies to hold regular weekly and semi-weekly dances in city auditoriums. Numerous groups have made Saturday night youth dances a major municipal project, and have expanded them to attract larger cities, attract up to 5,000 young people.

The potential of the response has been tremendous, but delinquency statistics trace a direct relation between their advent and reduced delinquency and youthful delinquencies.

The Bonn government has found its promotion of music as a delinquency antidote to be not only a success but also profitable. The government-owed Federal Railways are operating the trains for profit.

By converting most of the train area to dancing space, the Federal Railways are able to sell about 1,000 tickets per train. The railroads are reaping a profit from the dining and snack car service on the train.

The "twist" outings are similarly profitable to the operators, and a majority of the cities sponsoring youth dances report that they are breaking even or making money on their youth delinquency "campaigns."

The youth ministry thus is recommencing music-oriented activities and the ideal self-financing youth program.

Named Aid At Beechwood

HOLLYWOOD—Anita Steiman has been added to Capitol Records' publishing division, Beechwood Music. She'll be specializing as a writer and producer to Tom Morgan, the firm's general manager.

The appointment of Miss Steinman, who'll handle copyrights and licensing agreements as well as new material and foreign activities, is the first of several new appointments planned for Beechwood and, according to Morgan, is an example of the growing emphasis upon planning to put on its music publishing operation.

Miss Steinman has been in the music publishing field for the past 14 years. She started her career in 1950 with the Hill & Range label and copyright department. Three years later she joined Imperial Records and served as manager of Travis, Post, Commodore and Reese Music. She also set up Imperial's first publishing firm in Europe.

Field Hiked At Prestige

NEW YORK—Jerry Field has been promoted at Prestige Records to the post of national promotion manager. He had been Prestige's East Coast sales manager. Before joining Prestige a little less than a year ago, Field had been associated with Laurie, Everest, Crusader and Prestige labels. Selected areas in the sales of Prestige, promotion and ad.

In his new post, Field will supervise the allied areas of singles promotion, sales and distribution; he'll co-ordinate one-stop and dealer activities, handle artist promotion with regard to singles. He will also maintain the label's disk jockey relations.

Compo Mgr. Rides Crest

TORONTO — Sitting pretty with two new single-chart pop albums and a close-call single, Phil Rose, sales manager of Compo's Apex division, said last week "was the biggest week yet" for the label. "On Day Five" and "Sleepy Night" soundtrack album, Dean Martin's "Everybody Loves Somebody" single is "phenomenal, the biggest record we've ever sold," and the album of the same name. The Compo took over Reprise representation here last 1-1, and it's obviously off to a great start.

Rose also has high hopes for Montreal and Ottawa. The "Dream Lover" and "Lend Me, On, Apex, is selling well in Montreal and Ottawa. The promotion man responsible as a followup to the young French Canadian's success with his first English-language disk, "Lolita," released in the U. S. on Coral, but the action isn't "any flat side, the flip side, the old Long, Long Time."

London Import Lists

NEW YORK—London Records this week launched its Catalog of Import programs, aimed at providing catalog products for independent classic

London Import List

 system, although experiments are now under way with divisional train music sections, one for twist, another for Latin rhythms, and so on. The Bonn government's Ministry for Family and Youth Affairs is urging Rhine steamship lines to offer regular "riverboat twist dances," as many as 10,000 young people are said to turn out for twist sessions on flotillas of steamers on the river.

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The catalog features the new "Das Alte Werk" series, baroque monohraphics, including the zink, krumschn, serpent and dulzian—constituting a half tone less than normal. The Argo series places heavy emphasis on spoken word albums, featuring recordings of English poets from Chaucer to Yeats. British theatrical stars such as Dame Peggy Ashcroft, Jennifer Jones, John Gielgud, Michael Hordern and Richard Johnson, one of Argo's releases is "The Preludes and Poems of Canterbury Tales," read in Middle English by the performers.

The Editions L'oiseau-Lyre series contains a wide variety of selections, but the emphasis is on baroque.

All told, some 261 titles are in the eight-page catalog. List price is $5.98 a record in either monaural or stereo.

Everest Up In Classics

Retail classics for Everest albums has doubled last year's quota. The sales of Sony, Bernie Solomon, Everest classic sales have also tripled since January or when the label was acquired by Columbia in 1962.

Sixty per cent of Solomon's classics have been sold through book store distribution, he says. A further 40 per cent of Solomon's other classical lines are Concert-Disc and Counterpoint.

"Classical sales are also booming overseas," he notes. Solomon attributes the domestic figures to the emphasis given the classical market through the manufacturing of large-priced titles. "Part of the reason is that the price is right," he

NASHVILLE—Columbia Records Studio here will be renovated and modernized, and recording studio and technical offices. The project was designed by engineering firm of Edwin A. Kaeble, Incorporated, to be built under the direction of CBS Facilities Engineering. Construction for the spring will include concrete for foundation and walls, the building office building to house ad producers, a sales office, and personnel representing Columbia, Epic and the April-Blackwood Music Publishing company.
PANNING OUT

CHARTWISE: 4 HIT SINGLES BY AMY-MALA . . . YOU DIG?

G.T.O.
Ronny & The Daytonas
Mala 481

HANDY MAN
Del Shannon
Amy 905

(THERE'S) ALWAYS SOMETHING THERE TO REMIND ME
Lou Johnson
Big Hill 552

LOVERS ALWAYS FORGIVE
Gladys Knight & The Pips
Maxx 329

AMY-MALA RECORDS
A DIVISION OF BELL RECORDS, INC. 1776 BROADWAY, N.Y.C., N.Y.

www.americanradiohistory.com
Brenda Lee Makes Ocean Hop Just to Record Disk

NEW YORK—The importance of the record market in Great Britain to American artists was spotlighted anew last week when Brenda Lee, Decca disk artist, flew to England solely to cut a single record for release exclusively in the United Kingdom.

The single, titled "Is It True," was written by two of England's biggest hit songwriters, Philip and Lewis, and the recording date was set for later this month. Most. The record was rushed into the English market within 24 hours after the session, and Miss Lee made 11 radio and TV appearances within a five-day period for promotion purposes.

Miss Lee, who is now back in the U. S. for some personal appearance commitments, returns to England Sept. 19 for a visit of the U. K. and the Continent.

Meanwhile, back in the U. S., she recorded company's Italian Decca single, "When You Loved Me."

Pincus Goes Foreign Again
—and This Time It's Italian

NEW YORK—George Pincus is becoming a one-man United Nations of the music publishing field. Having already racked up a big score via his ties in England, which were primarily with "No Arms Can Ever Hold You," and other hits, Pincus is now on a Columbus artist of Italian origin, "On a Taste of Honey," and Victor's Joey Costa, the "Two is a Lonely Number.

Pincus' current Italian artist, Bingo, was given his big push recently with "All Of Victory," and a U. S. company, "Remember Me.

Animals Open Sept. 4

NEW YORK—The British invasion of the U. S. continues through July and a new group, Animals, new group clocking in is expected to play "House of the Rising Sun.

The boys are back for a 10-day engagement at the Para- thrall, with the opening set for Sept. 4. The theater, now closed, will reopen for this special engagement in which they are supported by Marty Kummer. The Animals feature drums, bass, guitar, and vocals, and are the latest in the British invasion. They will play the Delmonico Hotel Sept. 4.

The boys also have been set for an MGM movie, "The Singing Set," and footage of the picture will be shot during their engagement at the Para-

'Safe' Movie Plays It Safe

NEW YORK—Motion picture of the "Amore" variety is being released aware of the promotional values attendant disk play of that title. The studio says that even if a film has no background interest, it will be manufactured for the plug purposes.

This became evident last week with the release of the "Fall-Safe" (Paramount-D/L) by the Mal Preuss Orchestra. The Quintet on the Columbia label. The movie, a Max E. Youngstein-Sidney Lumnus Production for Columbia Pictures, released the tag background score by Schaefer was given as assign-

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The Beach Boys
She Knows Me Too Well
When I Grow Up (to be a man)

This is it. Get it.
What else can we say?*

* Just that it's from their new smash album, "All Summer Long." And a follow-up to their MILLION selling "I Get Around/Don't Worry, Baby" single.


R&B REGIONAL BREAKOUTS

SOMEONE NEW—Chuck Jackson, Wand
(Detroit, Atlanta)

20-75—Willie Mitchell, Hi
(St. Louis, Atlanta, Detroit)

LOVER’S PRAYER—Wallace Brothers, Sims
(Atlanta, Nashville, Washington, D.C.)

I’D SAY IT’S KINDA HARD TO KEEP MY DOG FROM SMOKIN’ AND DRINKIN’—Lenny Welch, Embers
(Chicago, Detroit, Nashville)

(There’s) ALWAYS SOMETHING THERE TO REMIND ME—Lou Johnson, Big Hit
(Chicago, New York, Philadelphia, New Orleans)

CAN’T LIVE WITHOUT HER—Billy Butler, Olek
(Chicago)

LA DE DA I LOVE YOU—Inez Foxx, Symbol
(Atlanta, Chicago, Cleveland, Charlotte)

LOVERS ALWAYS FORGIVE—Glady’s Knight & Pips, Max
(Atlanta)

I JUST DON’T KNOW WHAT TO DO WITH MYSELF—Tommy Hunt, Scepter
(Detroit, Philadelphia, New York)

TOO MANY DRIVERS—Lowell Fulsom, Kent
(Miami, Detroit)

OPPORTUNITY—Jewells, Dimension
(Detroit, Cleveland, Baltimore)

ETERNALLY—Johnny W. Young, Atlantic
(Butler, Daisy Fort Worth)

LAST NIGHT—Jaimie Parker, Duke
(New Orleans, Miami)

OH LORD WHAT ARE YOU DOING TO ME—Big Maybelle, Scepter
(New York)

R&B D.J. ROUNDUP

Chairty Hatty—WGIV, Charlotte, N.C.

Records to Watch
ALL THAT’S GOOD—Firstas, Old Town
MERCY, MERCY—Don Covay, Rosemont
RUNNING OUT OF FUNS—Aretha Franklin, Columbia
20-75—Willie Mitchell, Hi

Nellie Smith—KJK, Houston, Texas

Records to Watch
YOU’VE GOT IT—Johnny Williams, Kent
HEARTBREAK—Dee Clark, Constellation
MY ADOREABLE ONE—Joe Simon, Veey Jay
I JUST DON’T KNOW WHAT TO DO WITH MYSELF—Tommy Hunt, Scepter
THE SISY—Bob & Earl, Chess
I’LL ALWAYS LOVE YOU—Branda Loyd, Tiama

Floyd Brown—WNR, Chicago, Ill.

Records to Watch
FUNKY—Joe Hinton, Reback
MERCY, MERCY—Don Covay, Rosemont

Fred Hanna—WANE, Miami, Fla.

Records to Watch
BO-TIME—Mary Kayes, Stax (This is an older release. Popular in southern Florida because of current night club rage, the “POPEYE DANCE”)
ALL THAT’S GOOD—Firstas, Old Town
LONG HAIR—DADDY—Vernell Hill, Tuff
DANCING IN THE STREET—Martha & Vandellas, Gordy
YOU’VE GOT IT—Johnny Williams, Kent

Feature LP
STEAL AWAY—Jimmy Hughes, Ves Jay

Bob King—WOK-1V & Radio, Washington, D.C.

Records to Watch
ON THE OUTSIDE LOOKING IN—Little Anthony, OCP
SOUL DRESSING—Booker T & M.G.B, Stax

Feature LPs
KEEP ON PUSHING—Impressions, ABC-Paramount
CHUCK JACKSON ON TOUR—Wand
MY GUY—Mary Wells, Motown
TAINT NOTHING YOU DO—Dobby Bland, Duke
HAVE A SMILE WITH ME—Ray Charles, ABC-Paramount


Records to Watch
CANDY TO ME—Eddie Holland, Motown
MERCY, MERCY—Don Covay, Rosemont
DANCING IN THE STREET—Martha & Vandellas, Gordy
LOOKING FOR THE RIGHT GUY—Kim Weston, Tiama
LOVERS ALWAYS FORGIVE—Glady’s Knight & Pips, Max

Burke Johnson—WAOK, Atlanta, Ga.

Records to Watch
LA DE DA I LOVE YOU—Inez Foxx, Symbol
I WANT TO THANK YOU—Enchanters, Warner Bros.
MY ADOREABLE ONE—Joe Simon, Ves Jay
YOU’LL NEVER GET TO HEAVEN—Disner Warwick, Scepter
I’M A TALK WITH MY MAN—Mitty Collier, Chess
I JUST DON’T KNOW WHAT TO DO WITH MYSELF—Tommy Hunt, Scepter

Ed Wright—WABQ, Oklahoma City, Okla.

Records to Watch
BABY I NEED YOUR LOVIN’—I-Tops, Motown
SINCE I’VE LOST YOU—Jimmy Ruffin, Soul
LET ME LOVE YOU—B. B. King, Kent
BABY I’M SATISFIED/SISSY—Bob & Earl, Chess
I’LL ALWAYS LOVE YOU—Brenda Holloway, Tamla
OPPORTUNITY—Jewells, Dimension
THEN YOU CAN TELL ME GOOD-BYE—Johnny Nash, Argo
THE CAT—Jimmy Smith, Verve
RHYTHM—Major Lance, Oke
DANCING IN THE STREET—Martha & Vandellas, Gordy
LOVER’S PRAYER—Wallace Brothers, Sim
RUNNING OUT OF FUNS—Anthoni Frankin, Columbia
LA DE DA I LOVE YOU—Inez Foxx, Symbol

John “R” Richbourg—WLC, Nashville, Tenn.

Records to Watch
LUCILLE—Clay McFatter, Mercury
SOMEBODY NEW—Chuck Jackson, Wend
LOOKING FOR THE RIGHT GUY—Kim Weston, Tiama
LONG HAIRDED DADDY—Vernell Hill, Chess

BILBOAD, September 5, 1964
WELCOME ANIMALS TO THE U.S.A.!

THE ANIMALS ARRIVE IN THE U.S. SEPTEMBER 1. FIRST U.S. ENGAGEMENT AT THE PARAMOUNT THEATER, N.Y.C. SEPTEMBER 4

MGM Records celebrates the arrival of England’s No. 1 Group with the release of their FIRST ALBUM E/SE 4264

includes America’s hottest single.... THE HOUSE OF THE RISING SUN
Area in Berkshire Mountains Is 
An Oasis for Lovers of Music

By ROBERT SOBEL

LENNOX, Mass.—From whichever angle you look—long-haired or short, square or hip, middle-of-the-road or extreme—the Berkshire Mountain area year after year enfolds exciting, inspiring musical experiences. Whatever the pleasure—classical, jazz, pop, folk—whether in Middlebury, Vt. (New Marlboro Chamber Players), in Tanglewood, at the Berkshire Music Barn or Potting Shed, or in Falls Village, Conn. (Berkshire Quartet), the area is a redwood in the musical wilderness.

In the Tanglewood Shed on Saturday (22), the agile, slight man with the large hands who worked like a fencing master. For over an hour he parried, weaved and lunged in the calm and exacting manner of a man bent upon victory by perfection. He succeeded. When the last note of the Requiem had sounded, the audience gave Eric Leinsdorf an ovation of immemorial proportions. The entire Tanglewood and the Chorus Pro Musica of Boston took eight curtain calls.

Under the conductor’s demands, the four soloists, assisted by the Festival chorus and the Boston Symphony Orchestra, had sung with impact and magnificent total control. And Leinsdorf had utilized Verdi’s dramatic resources to the utmost. From the composer’s powerful, somber “sacred opera,” he had created a definitive work of art.

In this work, as in Verdi’s operas, solosists solute get ample opportunity. The composer makes voices the prominent factors. The four soloists, Lucine Amara, soprano; Lilli Krauss, contralto; George Shirley, tenor; and Agnes Baltsa, mezzo-soprano, made the most of it. Miss Chock-Assad combined artistry and brilliance in “Quid sum miser.”

Miss Amara stood out in “Requiem aeternam.” Her high notes were absolutely astounding. She gave away the introduction to the “Kyrie” with vitality and深度 of tone. Flagello’s voice carried well with authority. His “Confutatis” was done extremely well.

In Verdi’s work, the appeal for mercy is the keynote of the entire composition. This essential to a dear friend, Alessandina Manzi, the composer painted a touching picture of the thousands, soul-crying out for salvation and liberty. Leinsdorf further enriched the work all the more beautiful.

On Sunday, as a fitting climax to the season’s finale, Leinsdorf led the orchestra in Beethoven’s “Pastoral Symphony” to the Felix Mendelssohn No. 7. Leinsdorf chose Richard Strauss’ tone poem “Ein Heldenleben” (Hero’s Life) to be last on the program. Actually, the “Hero’s Life” is a symphony. It is played without pauses. However, there are parts which are turbulent while others are calm. Leinsford records for RCA Victor.

For six musicians this was just the end of another Tanglewood season (the 30th). Joseph de Pasqual, first violinist, Samuel Myers, first cellisto and Winifred Winogradow, of the cellos, section, are leaving to join the Philadelphia Orchestra. Three are returning: Leon Spyer, viola soloist; Virginia Reznikoff, of first violin section, and Jean de Vergier, oboist.

A half mile away, at the Berkshire Music Barn, Duke Ellington held forth on a Sunday night. Duke and his men are truly fabulous. His big band sound, the versatility of the 15 members—each one a pro—the distinctive arrangement and composition that Duke Ellington and his group unique and ageless.

An outstanding Duke original was “Harlem Suite,” a musical portrait that was at times bouncing and at other times melancholy. Depicted is the tonelessness of a horn on the corner, the frankness of kids dancing in the streets and a varied group of city noises. Duke also played a series of numbers inspired by his recent performances. This set was pleasing and carried an oriental flavor.

The performances were given by Johnny Hodges on alto sax, who did his usual great work; Cat Anderson, in a tune called “Prowling Cat,” hit some really high trumpet notes; saxman Paul Gonsalves blew his horn in splendid style. This latter one was entitled “The Opener”; and Harry Carney, on baritone sax, placed “Metal Lady” on his list as a fine and mellow tone. A melody of like proportion, “Maple Leaf Rag,” has been written by the nightclub. Duke also has recorded for Columbia and Roulette, among others.

At the Potting Shed, completing the Lenox scene, was flamenco guitarist Juan Records. His guitar is simply fantastic. He creates an image of the Spanish dance, a man much like an impressionist painter. He only played five numbers, but there were indeed enough to display his virtuosity on the guitar. He was a master performer and his combo do their share, and Brother Sellers..., well, no virtues, he’s a show man.

Signings

Peter Foss, one of New Zealand’s top recording artists, has been signed to an exclusive U.S. contract through his New Zealand-Australia,click. He has been featured on his New Zealand-Radio records, which were cut in Christchurch, and his New Zealand records, which were cut in Christchurch, and his New Zealand records, which were cut in Australia. His records have sold well in Australia and he is very pleased with his contract here in New Zealand.

Aspero-Langdon, of New Zealand, has been signed to an exclusive contract for his records. He is a fine artist and his records have been well received in New Zealand.

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THANK YOU, MR. PRESIDENT

FOR INVITING
AMERICA'S TOP SINGING ACT

THE 4 SEASONS

TO STAR IN
THE PRESIDENT'S SPECIAL SHOW
AT THE
DEMOCRATIC NATIONAL CONVENTION

THE ONLY TEEN-APPEAL SINGING GROUP TO
RECEIVE THIS SINGULAR HONOR

NEWEST HIT SINGLE
"SAVE IT FOR ME"

NEWEST HIT LP
"RAG DOLL"

PHILIPS RECORDS
ONE WORLD OF MUSIC ON ONE GREAT LABEL
Danny Davis: Armed with Smile, Warm Personality

By GIL FAGGEN

NEW YORK—Having a rich wife may not be the only factor contributing to the success of Danny Davis, 39, a man in business today, but it is a factor.

With Danny Davis, national promotion director for Colpix Records, a great deal of the above statement may be drawn to the effect that a warm and friendly personality may not be the most important factor in the successful promotion of singles and albums today, but if sure does help.

Davis has grown up in South Philadelphia and was friends with many Philadelphian future show business notables such as Eddie Fisher. He promoted a radio show called "Teen Age Time" and "Junior Music Hall" as a youngster, later taking on some announcing chores at local radio stations.

Danny Davis is one of those people he can get along and his engaging personality soon led him to the forefront of show business in the Catskills. For more than a year and a half Danny entertained alongside the likes of Scatman Crothers and in one thing, "Vermont comic." At the same time Fisher was a regular where else at the famous hotel.

The Korean War engulfed Davis in 1951, and he signed a contract to a Special Services unit. As a consequence Davis lost his right hand and he soon found himself as a WIP Contest For Ad Execs

PHILADELPHIA—WIP, the Metromedia station in Philadelphia, is offering a "Lecture of Musical Knowledge" by inviting about 300 local ad agency executives to test their musical knowledge with hopes of winning "Ike and Russian" a singing silver valued at more than $500.

The contest is based on the WIP musical logo, first written four years ago by Larry Citron. Recently in Hollywood Greene embellished the tune with 17 new arrangements of a distinctive style of a top American instrumental group. Agency execs were sent a "WIP Musical Images" LP and were invited to number and correct the style of the variations were made.

WIP's vice-president and general manager, Jim Coch, says he has received rave testimonial on the jingles. Nat King Cole said, "Musically, they are the soundest!" Pepper Lee added, "This could be what a new concept in broadcasting...jingles that entertain!"

More Radio News On Pages 20 & 21

CKEY Has New Policy

TORONTO — The new "bright, easy listening" band of CKEY is being heralded with giant bus backs and taxi backs after a phasing in period which started the first of the year and gradually calmed the station's hard-core listeners. The music scene of the station has been completely refurbished, with the new policy, lower key station ID's, fewer contests, more community involvement, and "dedicated to Good Guys," all aimed to attract a younger audience.

From 6:30 p.m. till midnight, the station revert to the "pop" spot and temporarily abandons the top pop station, CHUM, for an alternate format...Letters announcing the new program policy to ad agencies point out the audience composition reports on the June sur-

DANNY DAVIS

sioned to Eddie, during his stint in the 60's-piece band, the pro-
sponsibility of co-ordinating the singer's activities with Air Force and Armed Forces Band tour efforts. After-duty hours were spent by Davis in New York, for the Eddie Fisher organization.

Davis worked for Fisher until 1954 and from there moved to Decca's New York office.

(Continued on page 21)

Booklet for NAB Members

WASHINGTON, D. C. — "The Broadcaster's March," a tribute to the radio and TV industry, has been mailed to 1,000 National Association of Broadcasters' members for use as a public relations aid for presentation to high schools, colleges, and civic bands and orchestras.

The 36-page booklet contains separate instrumental arrangements for a 6-piece band, plus information about the conductor's score. Slip-in sheets are available, giving instructions for forming a microphone or a TV camera during a band's marching routine.

More than 3,000 monaural and stereo recordings of the march by the U. S. Army Band have been distributed to NAB members.

L. A. Supervisors Honor KFWB

LOS ANGELES — KFWB was honored recently by the board of supervisors of the County of Los Angeles for "its many years of outstanding service programs as well as the entertainment it has provided to listeners of its many major daytime and late night programs.

The resolution specifically mentions KFWB's Collier Broadcast President Joseph C. Drilling, Vice-President and KFWB General Manager J. J. Bernard, and Vice-President and Program Director Jim Hawthorne, for "initiating a policy of better ways to serve the public.

KQV Campaign Cools Off That Long, Hot Summer

PITTSBURGH — KQV, the ABC-owned station in the Steel City Sound Model recently by sponsoring a gigantic "Think Cool" campaign featuring a 14-ton ice cube, heating beauties known as "KQV Cuties," ice cream by the gallon, and hand fans and a six-foot snowman and a snowball fight.

The promotion was launched with listeners asked to guess how long it would take the 14-ton ice cube to melt. The five persons submitting the closest estimates in days, hours, minutes and seconds were offered complete air conditioning for their homes. 13,000 Pittsburghers gathered in the downtown district while the "KQV Cuties," were on the scene in bathing suits and colorful "KQV's Cool" banners. The big distributed 2000 popsicles to the crowd by a work of the "cool" kidsnam downtown area near the melting ice cube distributing hand fans imitated "KQV" the dance.

The station reported receiving more than 17,000 entries ranging from guesses of 148 days to three hours. Actual melting of the 14-ton display; three days, 16 hours, 45 minutes 8 Cool man!

FM Plan Gets Tentative OK

WASHINGTON—The Federal Communications Commission has given tentative approval to the FM Group Sales Plan, which will enable participating FM stations sometime at about 100 percent rates to national advertisers.

Consumer Commission Kenneth C. Cox indicated a close look at a plan approved for four more years, which looked at antitrust possibilities, the FCC said the plan was acceptable.

Cox says his entire sympathy with FM radio's attempts to attract national advertisers. He thinks they're moving in the right direction to research cooperation on the ways and means, without necessarily being too thin in forming a cooperative selling agency, even with an advertising arm for individual dealing between any individual group and a single advertiser. Cox also fears that the declared "mea-cul" for would be maintained by the "media's traditional individual station's rates would break up the negotiations were discussed through the FM Group Sales offices.

(Continued on page 36)

Beatlemania Infects Iowa

DES MOINES—The domination of Beatlemania has spread inland and the center of the Twin Cities is a popular landing for the celebrities and their fans. For instance, Paul and Linda McCartney and Jimmy Dorsey, Fred Waring and others.

BUGGED ON THE BEATLES

DETROIT — A new variety of tie-in promotion to ride the Beatles' wave is being used by WXYZ, the ABC-owned station here. Listeners are being sent in a dead beetle (insect variety) in return for wax Beatles' records. Several hundred bugs came in, some in special elaborate cages.

(Continued on page 21)

SEEP KEEPER O' FOTONENNY

CLEVELAND—A group of non-hooted — and thick skinned — KYW Radio air personalities, handlers of the ob-

SHEEP KEEPER "ZOTONENNY"
ARE YOU READY FOR THE SINATRA-EST SINATRA SINGLE OF THE '60s

FOR INSTANCE: SOFTLY AS I LEAVE YOU
B/W THEN SUDDENLY LOVE #0301

San Francisco

Bill Gavin's Record Report # 509
WEEKLY SUMMARY

Sleeper of the Week: SOFTLY AS I LEAVE YOU-Frank Sinatra (Reprise) Pop format stations are playing it in Atlanta (WPLO), Columbus (WCOL) and Worcester (WORC) and response has been surprisingly good. Looks like another class entry with "mass" appeal.

ANOTHER SIGNIFICANT SINGLE FROM
THE BACHELORS — I WOULDN'T TRADE YOU FOR THE WORLD (A&B, BMI) (2:35) — The leaves have the standard path for a try with new material. Production is soft and tender. Flip: "Beneath the Willow Tree" (Burlington, ASCAP) (3:00). London 5693


THE HONEYCOMBS—HAVE I THE RIGHT?—Another British entry currently registering in Top 10 on British charts. It's got that gutsy foot-stompin' shoutin' sound. A real winner. Flip: "Please Don't Pretend Again." Interbond 7707

THE ROEMANS—Give Me a Chance (Campbell-Connelly, ASCAP) (2:13). ABC-PARAMOUNT 4658

EMMETT LUTTRELL—Twist Me Around Your Finger (Signature, BMI) (2:31). ECTON 1000

THE ROCKY FELLERS—Man (Mullin-Inovable, BMI) (2:57). WARNER BROS. 5469

POP STANDARD

EARL GRANT—Of Man River (Armatr, ASCAP) (1:34). (At the End of a Rainbow) (Criterion, ASCAP) (2:18). DECCA 25647


BILLY ECKSTINE—Wanted (Wiseman, ASCAP) (2:47)—What Are You Afraid Of (Morris, BMI) (2:26). MERCURY 73261

DICK SCHORL—Boogie, Boogie (Creative, ASCAP) (2:14)—Bomba (Creative, ASCAP) (1:45). RCA VICTOR 4821

KETTY LESTER—I Try To Do Too Many Things (Baker, BMI) (2:57). RCA VICTOR 4824

ROBERT MAXWELL, his HARP & ORCHESTRA—Swanee River (Fitch, ASCAP) (2:32). DECCA 31668

GLORIA LYNNE—Serenade in Blue (Breunig Vocal & Conn, ASCAP) (2:12). ELECTRECORD 3767

THE BRINSON—Everything's Dolley, Plus More (Marino, SESAC) (2:20). RCA VICTOR 5243

NEIL WOLFE—Gospel Waltz (Avery, ASCAP) (2:55). COLUMBIA 4213

ARTHUR PYSKOW—Fly Me To The Moon (Almaniac, ASCAP) 0:22. OLD TOWN 1576

THE GASCHE SINGERS—The Times They're A-Changin' (Trio, BMI) (3:12). MERCURY 23979

BOBBY DARIN—Swing Low Sweet Charlies (BMI) (2:56). ABC 2014

COUNTRY & WESTERN

BILLY WALKER—Cross the Border to Texas (Foster Family, BMI) 0:59. BMI 2014

STANLEY BROTHERS—Buddy of the Town (Public Domain) 0:57. KING 5021

TOMMY DOWNS—Be So Kind To Me (Window, BMI) (2:55). KING 5919

HAROLD CROCKETT—Spanish Lace and Memories (Jobete, BMI) (1:14). MELO-DY 125

JONNY LITTLE—A Reel Day's Work (Mautz-Mautz, BMI) (2:38). CHEVELL 1805

SOUND REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel. Write-ups, editorial comments, and salient points are noted within the list without a category of music. Reviews are protected for Spotlight picks only.

SPOTLIGHT WINNERS OF THE WEEK

Pop single Spotlight is a single that has significant national airplay on radio. Pop single Spotlight is a single that has significant national airplay on radio. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research. Spotlights are based on data collected by Billboard's computerized listener research.

SACRED

ARCHIE CAMPBELL—Mostly Righteous (Perr Int, BMI) (2:52) —De Luxe (Public Domain) (2:10). RCA VICTOR 4824

COMEDY

ALLAN SIMPSON—BOSTON POPS ORK & FIDLER (Trio, BMI) (2:13). CRCAL 4826

POLKA

FRANKIE VANKOYIC & HIS YANKS—Baby Doll Polka (Sablak, BMI) (2:39)—San Benito (Sablak, BMI) (2:39). COLUMBIA 3198

BILLBOARD, September 5, 1964
HOT CHART ITEMS FROM LONDON RECORDS AND THE AMERICAN LONDON GROUP

- Jumpin' Gene Simmons—HAUNTED HOUSE #2076 — Hi
- The Rolling Stones—IT'S ALL OVER NOW #9687 — London
- Willie Mitchell—"20-15" #2075 — Hi
- Bern Elliot—NEW ORLEANS # 9670 — London
- Nashville Teens—TOBACCO ROAD #9689 — London
- P. J. Proby—HOLD ME # 9688 — London
- The Rolling Stones—TELL ME #9682 — London

POWERFUL NEW RELEAS FROM LONDON RECORDS AND THE AMERICAN LONDON GROUP

Billy Fury
IT'S ONLY MAKE BELIEVE #9672 — PARROT

Bill Black's Combo
LITTLE QUEENIE #2079 — Hi

Buddy Wayne
I WISH THAT LITTLE GIRL WAS MINE #44182 — GARPAK

The Bachelors
I WOULDN'T TRADE YOU FOR THE WORLD #9693 — LONDON

Joe Tex
I HAD A GOOD HOME BUT I LEFT #3023 — DIAL

The Zombies
SHE'S NOT THERE #9695 — Parrot

Marvin Jenkins
BIG CITY #2202 — PALOMAR

Jean Knight
LONESOME TONIGHT B/W LOVE #8304 — TRIBE

The Runarounds
CARRIE #8704 — FELSTED

Caterina Valente
CORCOVADO #10041 — LONDON

The Pyramids
PRESSURE #13006 — CEDWICKE

Ben Benay
ATLANTA, GA. #44183
COUNTRY MUSIC

Country Goes Color On Crosley TV Net

CINCINNATI—Country music gets another major boost in prestige and air coverage Monday, September 14, when the Crosley Broadcasting Corporation introduces a new color television variety show titled "Jamboree" on three of the WLW television stations. The show will be telecast in color and black and white, Monday through Friday, and will originate in the WLW-T, Cincinnati, and WLW-D, Dayton, Ohio, from 7 to 8 p.m., and WL-W. Columbus, Ohio, from 7:30 to 9 p.m. daily.

WLW has long carried color-type shows as a regular radio and TV affair, starting in the old days with such features as Ma and Pa McCormick, Otto Gray and His Oklahoma Cowboys, the old "Renfro Valley Barn Dance," and in more recent years, the "Midwestern Hayride." All have been featured in the past on personal in the area and on State and county fairs throughout the Middle West. "Midwestern Hayride" is the oldest color-seq on television today, and for a time was on the NBC network.

In the new "Jamboree" seq, Wes Holly, formerly of "Grand Ole Opry," and WLS "National Barn Dance," will handle the emcees chores, and will be vocalists Linda Manning and Lee Stover. Another top performer in the unit will be singing instrumentalist Don Byrnes. The Lucky Pennies, of "Midwestern Hayride" fame, will provide the musical background. The group includes Penny West, Dean Richards, Stan of country music platter show on Station WOPA. In addition to his past appearances on "Grand Ole Opry" and "National Barn Dance," he has also been with "Louisiana Hayride," Sheerovet, and "Renfro Valley Barn Dance" at WLW. Linda Manning, formerly appeared on WPAL-TV, "Perry Como Show," in Youngstown, Ohio. She has also appeared frequently with "Grand Ole Opry" and the "National Barn Dance," will handle the emcees chores, and will be vocalists Linda Manning and Lee Stover.

Shirley Hunter On Busy Sked

RICHMOND, Va.—Jim Gemmill, Richmond booker, reports a full Labor Day weekend for Shirley Hunter and her c/w troupe, with stops for the Glenview, Va., Fair, Sept. 5; Connelsville, Pa.; Fair, Sept. 5; Berkeley Springs, W. Va., Sept. 6, and the Labor Day Celebrations, Covington, Va., Sept. 7. Miss Hunter plays Newport, N. Y., and follows with the Monroe, N. C., Fair Sept. 14 and 15.

Another Foreign Tour for Snow

NASHVILLE—W. E. (Lucky) Moeller, of the Denny-Moeller Talent Agency here, has been working up a tour of Australia and New Zealand for Hank Snow and His Rainbow Boys, to start late this year or early in 1964. A return tour, coming from Snow's sister city, Yokohama, Japan.

The presentation will take place in Yokohama City Hall during the final week of Rogers' Far East tour. Rogers recently left via jet for a 10-week tour of the Orient. He will return to the KGSN airwaves Nov. 1.

Evansville, Ind.—Valley Hi Broadcasting Corporation's new 50,000-watt FM station, WWHL, in expectation to take the air Sept. 20. The studio is presently under construction. WWHL, according to program director Barbara Jean Jones, will be the only 50,000-watt FM-eer anywhere programming country & western music exclusively. WWHL'S tower will be atop at the Southern Securities Building downtown.

James Holds Trio

NASHVILLE—Capitol country singer Sonny James, after two successful appearances on "Grand Ole Opry" with a new group known in the Southern Gentlemen, has decided to retain the trio as a permanent feature, as the Southern Gentlemen, comprised of Milo Leggett and Gary and Lynn Underwood, will appear with Sonny on "Opry" engagements and on most of the personal appearances arranged for James by his manager, Bob Neal, of the Bob Neal Agency.

Brite-Star Expands

SPRINGFIELD, Mo.—Brite-Star Records, with locations in Cleveland and Chicago, has announced that it has opened a new district office in 1406 North Main, Fort Worth, with Wuber Becker in charge. Tex Clark, Brite-Star general manager, says the branch office will handle live auditions and do special recording sessions for artists.

THE WILLIS BROTHERS, singing and stars of the "Grand Ole Opry," are currently enjoying their best selling Stereophonic record, "GIVE ME 40 ACRES." This record, backed with "The Wine, The Woman, Gay and Skuter," are booked by the Denny-Moeller Agency of Nashville.

(Advertiserment)

COUNTRY DJ OF THE WEEK

Bad Programming! When you're smiling... AIN'T MISBEHAVIN' CAROL CHANNING (Continued)

CONNIE FRANCIS' is a busy lady. I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME in The MGM Album & Film Mills Music, Inc., N.Y.

HEADING FOR THE CHARTS!

MOTHER-IN-LAW by JIM NESBITT Chart Records 505 14th Ave. So. Nashville, Tenn.
the hit sound of BERT KAEMPFERT

TREAT FOR TRUMPET c/w ALMOST THERE

From the Ross Hunter Production
"I'd Rather Be Rich"
A Universal Picture

on DECCA naturally
YES YES YES YES YES YES YES YES YES YES
YES YES YES YES YES YES YES YES YES YES
YES YES YES YES YES YES YES YES YES YES
YES YES YES YES YES YES YES YES YES YES
YES YES YES YES YES YES YES YES YES YES
IT'S A HIT!!!!!!

OH NO!

b/w
IF YOU WERE HERE

by RAY PETERSON

Now on MGM RECORDS
BEANS for Beatles: Blanketed with jelly beans and other assorted candy goodies is WMCA "Good Guy" B. Mitchell Reed. When "BMR" revealed that the Beatles are avid consumers of jelly beans, scores of fans responded by flooding the station with jelly beans. BMR presented them, down to the very last bean, to the Beatles, when he and his seller "Good Guys" hosted the Beatles' in-person show at New York's Forest Hill Stadium Friday (28).

WABC (New York) had as many, if not more, pictures of the Beatles than "BMR" has jelly beans at their Gallery of Beatles Art at the World's Fair Better Living Center last week. I smashed up to my knees through more than 25,000 entries submitted to the ABC-owned station's "Draw the Beatles" Contest. Beatles have certainly captured the minds and imaginations of so many, as was evidenced by the tremendous variety of entries. I saw Beatles pictures made of colored pebbles, doll's hair, typewritten "Yeah, Yeah, Yeah" several thousand times to make a picture, etched in tree bark, and sculpted from a coconut.

Richie Sher, WEAM (Washington, D.C.), presents Bobby Johnson, Miss USA in the Miss Universe Pageant with a trophy as Miss Johnson poses in front of a symbolic brick wall. The 1-year-old beauty was sponsored in the Miss District of Columbia contest by the station. Late in June, Sid Sussman, Capitol area representative for the Pageant asked WEAM's help in launching the contest in the Nation's Capital. During July the station hosted Miss Universe contest entrants from 23 counties who were on their way to the Miami finals. Miss Johnson was selected by WEAM vice-president and general manager, Harry H. Averell, along with Sher, both finalist judges in the D.C. contest, on the basis of figure and some other details which at the moment don't seem important.

The boys at WQAM (Miami, Fla.) prefer to move a wee bit slower and decided on a nude race at the South Florida Junior Championship Rodeo. The competing WQAMers were Charlie Murdock, Ted Clark, Jim Dunlap, Rick Shaw and Jack Sorbi. Jim "J.D." Dunlap, won the "Jackass of the Year" award.

Tin Nolan and Bob Bryon, early-morning djs on KPRC, Houston, have again been named honorary chairman for the Cystic Fibrosis campaign.

A panel of prominent judges also waded through the seemingly endless number of entries seeking winners for the "most artistic," "most humorous," and "largest" categories. The largest—18 by 250—was perhaps the easiest selection by judges William (Bill) Tubbert, actor, singing star; Frank Farrell, New York World Telegram & Sun columnist; George Finlayson, British Consul; William Berns, vice-president of the Fair; and Huntington Hartford, president and publisher of SHOW magazine and founder of the recently opened Gallery of Modern Art in New York City. Hartford was so overwhelmed by the entries that he offered to display some of the Beatles art in his Columbus Circle gallery.

WCBS air personality Lee Jordan featured interviews with Leonard Bernstein via his "Music of Broadway" show Sunday (22). The WCBS (New York) special, with 22 live musicians under the direction of Alfredo Antonini, featured baritone Stuart Foster and Joe Hanley on cymbal in selections from "On the Town," "Wonderful Town," and "West Side School Boycott."

Movies are better than ever for WWDC (Washington, D.C.) personalities Carroll James, Bob Raleigh and Don Maclean, who were on the scene recently for the movie premiere of the Beatles "A Hard Day's Night." James, Raleigh and Maclean handed out over 10,000 copies of WWDC's Top 40 list with a photo of the Beatles, Ivan Lichstein and DJ James on the back. In addition, the WCBDC iris broadcast "live" interviews and reports each hour.

Been hearing some fine things about a Dallas group called the Expressions, who recently broke it up at the Village Club in the Texas city. The four handsome men (Jo Ramsey, Frank Crow, Jerry Brown and Bob Kilday) are a jazz dreezy on WRR (Dallas).
Danny Davis: Armed With Smile, Warm Personality

The effort of the local men, said Davis.

"Frequently the best way for me to promote is not to promote," he observed. "Constant pressure and coming on too strong with radio station programmers is bound to cause a hardening of the promotional arteries. It takes a long time to build up a relationship of mutual respect between yourself and the radio station programmer and deejays. It must be earned," emphasized Davis. Davis charged that the promotional arm of the record industry is "still given over with the $65-a-week hobo who is completely devoid of finesse."

"Acceptance requires finesse and understanding of the problems of radio stations and their programming methods. Acceptance is most important, leading to professional respect," observed Davis.

Danny keeps on top of things during his daily three-hour two-way train ride from his home in Philadelphia where he lives with his wife and son. Most of the other time he's traveling the country. He jets down notes to his associates, Ed Kelley, Southern promotion manager, and West Coast promotion manager Roger Gordon, in following up on action previously taken.

"We found that a well-organized system of follow-up can do much to get a record off the ground," added Davis. "We are constantly mailing special color pieces to important radio stations which help tell the story in color and will shots of the record and album we're trying to promote."

Paul Jay, WCCO (Minneapolis) air personality, joined KSTP-Radio (Minneapolis-St. Paul) Aug. 24 to inaugurate the "Paul Jay Show," 2:30-5:30 p.m., Monday through Friday, and Saturday afternoons.

Jerry Schuh, Chicago Letters, became general manager of WMAQ (Vancouver, Wash.) as Jon Steele.

VIP APPOINTMENTS: F. William (Bill) Erb has been named program director of WLW-Radio (Cincinnati), upped from the position of sales account executive... James M. Caldwell, program director of WAVE (Louisville, Ky.) since 1951, promoted to station manager... Glenn C. Jackson, formerly the vice-president of WTTN (Trenton, N.J.) appointed general manager of WACE, Springfield, Mass... Jim Schuh, formerly with WFOX, WITL-TV, WPET (Milwaukee), named WSFT (Stevens Point, Wis.) director of operations in charge of programming.

Call Letters Change

CHICAGO—After 15 years' operation as WNBQ, the renamed Chicago TV outlet will change call letters to WMAG-TV. The move is designed to further the association of the radio and TV outlets. WMAQ-Radio has been one of the prestige call letters in Chicagoeland for more than 42 years.

SUGGESTions

September 5, 1964, BILLBOARD

Eric Ship to Begin Sending

DUBLIN — Ireland's first pirate radio ship within a month will begin broadcasting 24 hours a day, seven days a week, from a position five miles from Dublin Bay. Radio Lambay, as it is to be known, will "exploit the Irish market mainly," but will also cover all parts of Britain via booster ships.

A Dublin spokesman for the new station told Billboard: "The ship will give an even better service than Radio Caroline because it will broadcast around the clock. We have a team out at England currently making tests to ascertain which frequencies will suit our purpose best."

At present, Ireland's only station is Radio Eireann, which programs a minimum of pop music, except in its sponsored shows. Radio Lambay intends to high-signal mostly pop—a feature that could make it the country's best ship window for new disks.

THE VILLAGE STOMPERS

'Oh! Marie' 5-9718

THE PUBLIC DEMANDS IT!

RELEASED FROM THEIR LATEST LP

YESTERDAY'S HITS

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

POP-5 Years Ago September 7, 1959

1. The Three Balls, Brown, RCA Victor
2. Sleep Walk, Santa & Johnny, Canadian-American
4. I'm Gonna Get Married, L. Price, ABC-Paramount
5. Red River Rock, Johnny & the Hurricanes, Warner
6. (I) Kissed You, Everly Brothers, Cadence
7. Benita-Hendred Melody, S. Vaughan, Mercury
8. Lavender Blue, S. Turner, Big Top
9. What's I Say, R. Charles, Atlantic
10. I Want to Walk You Home, F. Domino, Imperial

RHYTHM & BLUES—Five Years Ago—September 7, 1959

1. I Love You Porgy, Nina Simone, Bethlehem
2. Sleep Walk, Santa & Johnny, Canadian-American
3. Red River Rock, Johnny & the Hurricanes, Warner
4. What A Difference A Day Makes, D. Washington, Mercury
5. Sea of Love, P. Phillips, Mercury

POP-10 Years Ago September 4, 1954

1. Sh-Boom, Crew Cuts, Mercury
2. Hey There, R. Clowery, Columbia
3. Little Shaker-Way, Gaylords, Mercury
4. Little Things Mean a Lot, K. Keller, Decca
5. In The Chapel in the Moonlight, K. Keller, Decca
6. High and the Mighty, V. Young, Decca
7. Siskian, R. Martele, Mercury
8. This Ole House, R. Country, Columbia
9. High School of the Mighty, B. Capital
10. Godnight, Sweetheart, Goodnight, McGuire Sisters, Coral
ROY ORBISON'S GREATEST HITS

IN ITS 3rd YEAR AS A BEST SELLER

(106 weeks in the charts and still going strong.)

IN ITS 3rd WEEK AS A BEST SELLER

(Sure to go 106 and then some.)

Oh, Pretty Woman!
(Destined to be Roy's greatest single!) 45-851

In Dreams
(A ballad bonanza!)
MLP 8003
SLP 18003

monument is artistry

Your distributor has catalog-wide Monument album discount plan.
The program that rocked the Eden Roc! Sixteen tremendous...
GOLDEN ALBUM SHOWCASE

new albums carefully selected for sure-fire sales power!

ZULU — ORIGINAL MOTION PICTURE SOUND TRACK
Monaural: UAL 4116 Stereo: UAS 5116

GOLDEN MOTION PICTURE THEMES AND ORIGINAL SOUND TRACKS
Monaural: UAL 3376 Stereo: UAS 6376

OFF THE BEATLE TRACK
instrumental versions of THE BEATLES big hits
by their brilliant recording director GEORGE MARTIN & his orchestra
Monaural: UAL 3377 Stereo: UAS 6377

THE LEROY HOLMES ORCHESTRA
50 FABULOUS YEARS — FIVE DECADES OF GREAT MUSIC
Monaural: UAL 3373 Stereo: UAS 6373

GEORGE JONES SINGS LIKE THE DICKENS
Monaural: UAL 3364 Stereo: UAS 6364

DOWN HOME — MELBA MONTGOMERY
Monaural: UAL 3369 Stereo: UAS 6369

A KING AND TWO QUEENS — GEORGE JONES, MELBA MONTGOMERY
AND JUDY LYNN
Monaural: UAL 3367 Stereo: UAS 6367

Plus five new Tale-Spinners
added to the hottest kiddie line in the business!

...and they're all on
UNITED ARTISTS RECORDS
### Album Reviews (continued)

#### Breakout Albums

**National Breakthroughs**

<table>
<thead>
<tr>
<th>Artist</th>
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<tr>
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<td>RCA Victor LPM 2008 (S)</td>
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<td>Now the 20th Century of all-time classical wing.</td>
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<td>Rick Nelson</td>
<td>Decca DL 4559 (M)</td>
<td>DI 4599 (S)</td>
<td>The Moody of the West, after a long absence.</td>
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#### Album Review Policy

Every review sent to Billboard for review is based on Billboard's Review Policy, and its sales potential is rated within its category of music. Full reviews are presented for Special Merit Picks, and all other LPs are listed under their respective categories.

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#### Special Merit Picks

Special Merit Picks are real rarities of outstanding merit which deserve exposure and which should be considered by listeners within their respective categories of music.

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THE KINKS
DJ's, PROGRAMMERS, RECORD BUYERS, SOCIOLOGISTS
PLEASE NOTE:

THE KINKS ARE HERE!

YOU REALLY GOT ME
B/W
IT'S ALL RIGHT #1306

THE KINKS — their invasion of the Western Hemisphere has begun!
THE KINKS — England's newest, weirdest aggregation — already topping every British poll, and virtually every European chart!
THE KINKS — rated by informed English observers as the group most likely to neutralize, surpass, and expunge The Beatles!
THE KINKS — are on Reprise

reprise RECORDS
COMING NOV. 7 . . .

THE SECOND ANNUAL EDITION OF THE MOST TREASURED AND SUCCESSFUL SUPPLEMENT EDITION EVER PUBLISHED BY BILLBOARD

The "Award Winning" WORLD OF COUNTRY MUSIC

Winner of a Jesse H. Neal Editorial Achievement Award for 1963

Advertising Deadline: September 28

Details in next week's Billboard

HOT COUNTRY SINGLES

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<th>This Week</th>
<th>Last Week</th>
<th>TITLE, Artist, &amp; Label</th>
<th>Weeks on Chart</th>
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<tr>
<td>10</td>
<td>10</td>
<td>I WALK THE LINE</td>
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<td>11</td>
<td>2</td>
<td>MOONLIGHT AND ROSES</td>
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<td>12</td>
<td>3</td>
<td>MORE HICK SHOW SONGS</td>
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<td>13</td>
<td>4</td>
<td>BOY IN THE COUNTRY</td>
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<td>14</td>
<td>5</td>
<td>ROLLER AND OUT</td>
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<td>15</td>
<td>6</td>
<td>GOLDEN MIGHTY</td>
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<td>16</td>
<td>7</td>
<td>THERE STANDS THE GLASS</td>
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<td>17</td>
<td>8</td>
<td>LORETTA LYNN SINGS</td>
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<td>18</td>
<td>9</td>
<td>BILLIE JO TEAGUE</td>
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</tbody>
</table>

SUCCESSFUL PUBLISHED Winner ANNUAL SUPPLEMENT AWARD MUSIC MOST THE Deadline.

in 1963 with Johnny, Saints), Stone, format Miami. Others and Bad St. Hotel" 1


New CMA Members

NASHVILLE — Membership in the Country Music Association was granted to the following applicants: Jean Anderson, Newark, Ohio; Charles W. John, Governor, N. Y.; Johnny and Joyce Mosby, Vintun, Calif.; Dick Flood, Nashville; Gerald DuChene, John R. Howell, Robert Erickson and Dwight E. Evans (the Four Saints), Convnet Station, N. J.; Roland Kluger, Brussels, Belgium; James Denton, Jr., Raleigh, N. C.; Bob Preddy, Rayville, William F. Stone, Jr., Tacoma, Wash; Quinn Gallaway, Geronimo, Okla., and Mal Iving, Hollywood.

WEBB PIERCE (left), is shown with the cowboy saddle in the shape of a guitar presented to him by a fan. The action took place at the Lone Star Ranch, Reds Ferry, N. H., where Webb played on his recent birthday.

Dallas Vets Form New Masters Firm

MESQUITE, Tex. — A new company, Select Artists Recordings, was formed here recently for the producing and leasing of masters. Firm has set up quartet at 1711 Pacific Street, Road. Heading the new company are three Dallas music vets, Joe Bill D'Angelo, George McCoy and Charles Wright. The last-named is well known in the country music field as a writer and artist agent. D'Angelo and McCoy are handling the technical chores for Select Artists, with Wright heading the talent-material department. Sessions are being cut at the new Echo Sound Studio here.

HOT COUNTRY JOCKEYS

BY BILL SACHS

"Like many others, we find our switch to country & western a listener zoom," writes Ross Stone, P.D. at WLIJ Radio, Miami. The switch to the new format was made without a change in the deejay saddles, Stone says. Added to the WLIJ staff were country music vets Harold (Happy Hal) Thaxton and Jim (Cracker Jim) Brooker. Others on the staff are the unknown (Yard Eggs) Cash, John (Big Bad John) Tripplett and Ross (Arbor Greystone) Stone. Ernie Furrer, whose "Hillbilly Hotel" platter show is a feature, 1:2 p.m. daily, on WSSR-Radio, St. Cloud, Minn., was in need of records. Also putting in a plea for spinning material was George Wright, who spins the country wax at WEPF, Temple, Tex., and Charlie Brown, deejay at WBBC Radio, Blytheville, Ohio, who programs two hours of country music daily.

Pete Poe Brown, general manager of K-TX Radio, Pender- ston, Ore., reports that since switching over to an all-country policy March 1, the station has rolled along successfully until today it's the only all-cow station in West Washington. George Seiger of Bremerton, Wash, found the country station in the 5:30 to 7:30 a.m. slot, and the afternoon country show is won over by Gallaway.

Stations WML, 50,000- watter in Fort Worth, is adding FM to its facilities, and Bill Black, P.D. and deejay, advises that KCUL-AM and FM make with nothing but pure country music around the clock, beginning in early September. Present deejays on the KCUL staff, besides Mack, are P.D. and deejay, Q. R. F. D. and Scott, who have left.

By Bill Sachs
THERE NEVER WAS A BETTER OPPORTUNITY FOR RESULTFUL RECORD ADVERTISING

RECORD RETAILING TODAY
Meeting the Challenge of a Changing Market

A GIANT "DEALER SECTION"
which will dominate the OCTOBER 3rd issue of Billboard

A first-time, full-scale analysis and probe of every phase of today's highly competitive record retailing scene.

Serving every type of record retail outlet from the biggest chain or discount operation to the thousands of mamma-papa dealers throughout the country

Covering the vital day-in-day-out job of merchandising... buying... inventory... display... advertising... demonstration... pricing... diversification... specialization... promotion... and public relations

And with in-depth studies of the fast-moving specialized areas of catalog, such as jazz, classical, spoken word, children's records and budget product... and of the merchandising points and profit potentials of diversifying into equipment and accessory lines.

A unique, day-to-day manual of ideas, guide lines and techniques—specifically designed for easy removal... to be kept, referred to and used by dealers throughout the entire coming year.

BONUS DEALER DISTRIBUTION OF 2,000 COPIES... over and above Billboard's full roster of more than 20,000 PAID subscribers throughout the world.

ADVERTISING DEADLINE: SEPTEMBER 20
(Date of issue: October 3)

CONTACT YOUR NEAREST BILLBOARD OFFICE NOW
New York  Hollywood  Chicago  Nashville
**BOSTON**

WMEX's deejay Arnie Ginsburg staged a smash hit repeat Fashion Hop in co-operation with a Boston department store, bringing the Meters from London and featuring Johnny Cymbal, the Rockin' Ramrodz, folk singer Ben Robertson and a pagant of beauty queens. The Orpheum was packed with a cent admission charge and the top from a Coca-Cola bottle.

More than 16,000 persons jammed the Public Gardens at the Boston Arts Festival's closing concert to hear Joan Baez. The festival has drawn nearly one million in its eight-week run. Bob Dylan joined Miss Baez to sing a couple of songs. The big Framingham Monticello has had one of its biggest weeks of the season with the Surreyboat Midnets on stage. Peter, Paul and Mary broke the season's record at the Hampton Beach Casino in New Hampshire. The advance sale was the biggest the Casino had ever.

Nat King Cole will record "I Don't Want to See Tomorrow," by Boston's Lee Morris.

Roy Mollomo, Columbus Records New England Jacker, just back from a trip to Las Vegas where he saw Carroll Baker's appendixectomy scar. "It was easy," says Roy. "She was wearing her transparent dress for "The Carpetbaggers." "Camelot" is the hit of the New England summer theater season. It played to standing room audiences in three theaters in Framingham, Beverly and Cohasset. New producer Frank Connolly at the Carousel in Framingham has hit it lucky this year. He's had sold-out houses on three of his musicals, and "Olklahoma!" with John Raitt has a fantastic advance. He can seat nearly 3,000 in the big tent. The Opera Group of Boston has signed Joan Sutherland to sing in Rossetti's "Semiramide" to open the Boston season. Mozart's "Abduction from the Seraglio" will also be on the bill for the first time in 37 years here.

Sidney Michaels, Boston playwright, will have the pleasure of seeing his new musical "Ben Franklin in Paris" open here at the Shubert Sept. 16 for a three-week pre-Broadway try-out.

**CAMERON DEWAR**

**MEMPHIS**

Bill Black's Combo, touring with the high riding Beatles, are pushing their new Hi Records' single, "Little Queenie." Joe Reichman and his orchestra, who were fixtures at the Shannock in Houston and Hotel Adolphus in Dallas, are packing them in at the swank new Rivermont Club here. They're booked for an extended stay.

Reichman and his pretty wife, Ann Reichman, went to hear old friend Paul Neighbors and orchestra in Hotel Peabody's Skyline, Neighbors, who keeps 'em laughing, skanked it up on Cole Porter's "C'est Magnifique." Friends here mourned the untimely death of singer, composer and recording artist John Burnett, 30, Memphis native, who drowned recently in a northern California lake.

**ELTON WHISENHEUT**

**HOLLYWOOD**

Jerry Wallace, Challenge artist, appears on the Dick Clark TV show over ABC Sept. 15 with Johnny Rivers. Wallace's cover LP for his "In the Misty Moonlight" single will be released next week. He has just been signed to sing on an Andre Previn tune in the new film, "Goodbye Charlie," starring Debbie Reynolds.

The Rhythm Masters have added TV spots on the Ed Sullivan van show of Oct. 4 and 11 to their nine appearances on the Danny Kaye weekly feature. They record for Mobile Fidelity Records.

Warner Bros. booked folk singer Walt Brown with accompanist Bill Collins at the Ice House in Pasadena, Calif. The unusual folk club has become a favorite taping spot of West Coast a&er men.

Melrose Avenue record dealer Stanley Cherubin caused quite a stir recently when he laid down in front of equipment attempting to destroy a parking lot behind his store. The equipment stopped and the property owner banned Cherubin over whether his five-year lease with a former owner was still valid. The new lease owner wants to put up an apartment house. The courts will decide the issue.

**ELIOT TIEGEL**

**SYDNEY**

John Devlin, a&er manager for RCA (Australia), has resigned and leaves at the end of August for a month's tour of New Zealand. Claude Pickford, manager of RCA, has announced the appointment of Ron Wills as their new a&er manager. Wills resigned at EMI to accept this position after 20 years' service with the company. During his years with EMI Wills has produced many recording in all fields of music including the Australian stage version of "Sound of Music," successful Lionel Long folk albums, which have been released in America on Capitol and all EMI Country & Western sessions.

Vikki Carr, Liberty artist who appeared in Sydney last September and who proved a big hit on local TV, has been booked for a return engagement at the Chevon Hilton Hotel. Dave Barry, American comic, concluded a successful stint at the Savoy Plaza Hotel, Melbourne. During his stay, he recorded an album titled "Dave Down Under" for WAG Records.

Sydney is being invaded by artists from New Zealand, most successful at the moment are the vocal duo of Bill and Boyd, Roy Columbus and his group, The Invaders, plan a return visit shortly to promote their latest waxing on the N.Z. Zodiac Label. Al Foster and Frank Dick of L.A. Pictures, have just completed the biggest campaign ever for the release of the Beatles' film, "Hard Day's Night." Before the end of this month the company will have 47 prints in circulation throughout Australia and New Zealand. EMI has leased the soundtrack album on Parlophone and the demand has passed all expectations. Another number from the film "Ringo's Theme," by George Martin, and the orchestra, also looks as if it will crash the chart. Sydney deejay Wayne Austin has left Station 2GB. Austin said he resigned because he couldn't "swing" on 2GB and play Top 40 pop tunes as much as he liked. 2GB started a new format and now plays middle-of-the-road music.

Philips Records are now importing 90 per cent of their leases from England, Germany and America instead of having records pressed locally. This includes material from Mercury, Riverside and their own label, England.
MR. DEALER! VANGUARD SPECIAL DEAL
SEPTEMBER 1st to SEPTEMBER 30th

10% DISCOUNT
entire catalog included

JOAN BAEZ
WEAVERS
ODETTA
IAN AND SYLVIA
ROOFTOP SINGERS
NEWPORT FOLK FESTIVAL
DEMONSTRATION RECORDS MONAURAL ONLY
EVERYMAN CLASSICS MONAURAL ONLY
ALL BACH GUILD
ALL VANGUARD CLASSICAL
ALL FOLK MUSIC

30% DISCOUNT
EVERYMAN CLASSICS STEREO
DEMONSTRATION RECORDS STEREO

For qualified dealers only

See your Vanguard distributor for full details
JOHNNY DOUGLAS

Music for Mincing

Exclusively on RCA Camden, talented arranger/conductor Johnny Douglas with such recent hits as "Don't Let the Rain Come Down," "Memories Are Made of This," "Wheel of Fortune," "Chanson d'Amour" and six others.

CAL/CAS-837

NEW ALBUMS TO SPARK EXTRA SALES THIS FALL

The Living Strings' popularity combined with varied dance tempos. Adds up to sales. Songs include "Stockholm" (Bossa Nova), "Cotton Candy" (Twist), "The Very Thought of You" (Cha Cha Cha), 7 more.

CAL/CAS-835

DANCE TIME with Lawrence Duchow

Lots of polkas, a waltz, a schottische and a landler, all programmed for dancing—and sales. Included are "Topper Fest Polka" "Yes-Yes Polka," "Rainbo Waltz," "Humdinger Polka" and 6 other danceable, salable tunes. CAL/CAS-839(e)

THE OLD AND GREAT SONGS

HANK SNOW

This album is sure to satisfy all those who asked for Hank's old Canadian hits and lots of others too. In it he does "My Blue River Rose," "Within This Broken Heart of Mine," "My Sweet Texas Blue Bonnet Queen" plus 9 others. CAL/CAS-836

RCA CAMDEN

DIXIELAND

Pete Fountain - George Girard
Tony Almerico and other greats

Pete Fountain, great Dixieland clarinetist, backed by George Girard, Jack Delaney and other names on "Original Dixieland One-Step," "Some of These Days," "Do You Know What It Means to Miss New Orleans," 7 more.

CAL/CAS-838(e)

www.americanradiohistory.com
Continued from page 26

As hard as it may be to keep the baby alive, special tips to keep your baby happy and a lot more helpful hints that should interest all the married set.

INTERNATIONAL SPECIAL

CHILDREN'S LOW PRICE SPECIAL MERIT

MORE OF THE FABULOUS TRIO

BEL CANTO

Grecophon 302

Three more best from Greece, who have found fame and favor in the U. S. Turn in an outstanding performance on this album, which features records of a wide range of material, from dramatic opera to popular records. The result is a program that is sure to please all audiences.

THE STORY OF MOZART

Derwin Bryer, Famous Theatre Company

Al Gallico & Keith Prowse

Welcome

THE ANIMALS to the U.S.

Our sincere appreciation and thanks for making

"House of The Rising Sun"

the Number 1 Smash Here and Abroad

KEITH PROWSE

GALICCO MUSIC

21 Denmark St.

London, England

34

BILBOSS, September 5, 1964
NEW ALBUM RELEASES

PHILADELPHIA

Songbird Joan Proctor, holding forth across the river at Henry's, cut five initials sides for the Cameo-Parkway label... Shop talk along disc row here has it that Bobby Rydell will switch to Capitol Records from Cameo-Parkway... After an association that extended for many years, promotion manager Harry Asch and the Columbia Records branch here parted company. Dave Brubeck Quartet will present an evening of jazz at the Academy Dec. 3 at the Academy of Music for the benefit of the Philadelphia Orchestra Pension Foundation... WHAT'S His Mark penning the liner notes for the new Count Basie Reprise album, "Banies." And the new month finds his "Mark of Jazz" show on the educational Channel 12 going live again.

MAURIE H. ORODENKER

LONDON

Decca revealed that sales of Jim Reeves' "I Love You Because" single were fast approaching the million mark. This would be the first American disc to win a Gold Record for British sales since Elvis Presley's "It's Now or Never..." Dusty Springfield flies to Sweden Oct. 12 for a three-week promotional tour, taking in Norway, Denmark, Germany and France... Chart-topper Manfred Mann booked for six-week British tour with the Merseymen from mid-September, with little Eva, departing from Sept. 27-10, Ronettes confirmed for Billy J. Kramer-Nashville Teens one-night tour, beginning Sept. 18.

BBC Light Program shake-up will give Sunday listeners eight hours of music... after rocketing to No. 2 in the Chart "Have I the Right?," The Hound Dog was booked for Grade Organization's "Cin-derellas" pasto at Stockton Globe... Former Searcher Tony Jackson produced his own tracks with Pye recording manager Tony Hatch for manager Tito Burns' London Records. First single set for Sept. 18 release... This year's Royal Va-ney will be staged by Bernard Defont at the London Palladium Nov. 2. The Queen will attend... Rolling Stones' recording manager Andrew Oldham has waxed Britain's first surf disc—a revival of Tab Hunter's "Young Love" by Bo & Peep, American students, Abraham Dean and Oliver Stuart. Decca is rushing the release... Dave Berry will join Freddie and the Dreamers' eight-day South African tour in December, and spend three weeks in Argentina in January... Gerry has written both tracks for his next single with the Pacemakers—"I'm Blue."

MUNICH

International movie star Elke Sommer will be guest star at the Carthamisen festival in Italy. She will sing "Liebling," a German-Italian tune by Aus- trian composer, and composer, Bauer. Elke Sommer will be the

(Continued on page 56)
FM Plan Gets Tentative OK

Cheaper rates offered through group sales to a national advertiser gives him an advantage that makes it unlikely he will deal with separate stations who are not members of the group plan. National representatives for individual stations have complained that the Group Sales Plan could put some of the individual representatives out of business. They share Cox's worry that ultimately the plan could lead to a single dominant national representation for all FM sales to national advertisers. If this should happen, the dissenting commissioner believes that FM's who do not join might face competition not only from entrenched AM's in their market, but also from the discount-offering group of FM Sales participants. This could eventually be detrimental to the whole FM service, he believes.

Straus Buys WALL

NEW YORK — The Straus Broadcasting Group, owners of WMCA radio, New York City, has acquired radio station WALL, Middletown, N. Y., from Community Broadcasting Corp. headed by Roger Clippo, Triangle Broadcasting vice president, and Judge John Morgan Davis. The full-time Orange County, station was purchased for a sum in excess of $500,000.

Say You Sew It in Billboard

Ampex Tests Disk Recorder

REDWOOD CITY, Calif. — The problem of playback quality in the transferring of electrical transcriptions and records to tape is being tackled by the Ampex Corporation.

Radio stations KYA in San Francisco, and KLIV in San Jose, are now field-testing a new magnetic disk recorder/ reproducer developed by Ampex specifically for use in radio spot-announcement recording and playback. Similar tests were begun recently at the network and recording studios in New York.

Engineering development to date indicates the new disk recorder promises improved reproduction quality combined with lower cost, simplified operation and maintenance in spot announcement use as well as other fields. The low-cost tape disks may be produced by master recording and duplicating studios and distributed to radio stations who can play them directly on the air without transfer from electrical transcriptions.

The new recorder is operated by inserting a magnetic disk in a slot in front of the recorder. It is automatically centered and cued for recording and playback.

CBS to Have a Ball

NEW YORK — CBS Radio Network has pacted the talents of Luizelle Ball for a 10-minute Monday through Friday show scheduled for debut September 7. "Let's Talk to Lucy" will feature informal chats with entertainment figures in Hollywood. The show will be produced by Gary Morton, Miss Ball's husband.

FM Station In Memphis

MEMPHIS — Reeves Hughes Jr., president of newly formed East Memphis Broadcasting Company, announced plans last week for a new FM radio station at Germantown, a swank residential suburb on the east outskirts of Memphis.

Hughes said an FCC license had been applied for and he expected approval soon.

Hughes, operator of an insurance firm, said construction on the tower would begin within 90 days. He said tentative plans are to have the studio in the 2600 Poplar Building.

He said the station, which he hopes will be on the air in April 1965, would operate 24 hours on Channel 274, have 27.2 kc frequency, 73 kilowatts and have an antenna of 274 feet.

Total cost would be about $50,000, he said. Memphis has two other FM stations, WMC-FM and WMPS-FM. Memphis has nine AM radio stations, three TV stations and one educational TV station.

WXYZ Offers 12 Hrs. of News

DETROIT — A rare split of the usual tandem of broadcasting of AM and FM has been made by WXYZ, ABC-owned station, as the direct result of Detroit's newspaper strike. FM has been turned over to 12 hours of continuous news, 7 a.m. to 7 p.m. FM, unparalled demand for continuous news staff. The station, meanwhile, was seeking to recruit newspapermen temporarily unemployed by the strike.

Earlier, the regular AM program had been revamped to include 15 special news reports during the day, in addition to the usual scheduled newscasts.

.embrated his 60th birthday this month. More than 50 of his songs are standard tunes now in Germany and Austria. He is also the author of many successful musicals. The Lili Marten girl Luda Andersen will guest star in the Spanish TV network, Det. 3. The TV show is titled "Amigo Del Lunes."

RIJO DE JANEIRO

Jorge Ben and Os Carolos were the most applauded artists in the show "Falso Tempo de Musica Moderna" (It's Modern Music Time), held at O Global Auditorium last week. Concert was recorded by Philips, and the LP is scheduled for November release. . . . Well-known saxophonist Paul Winter is in Rio recording modern samples LP's for CBS. He will play TV dates with his full sextet, this month in Sao Paulo . . . Henrique Gandolfi, Plaza Records executive, is on his way to New York . . . Young singer Eliana and her dad, Booker Pittman, were signed for a two-week stint in Carnaca . . . "Meus 18 Anos" by Rita Pavone is the best selling LP in Brazil. The disk is also doing good business with Nico Ficco, Sergio Endrigo and Pina Pavone . . . Astrud Gilberto and Stan Getz quartet will play two nights in Rio this month in their forthcoming South American tour. Dates also include Sao Paulo, Montevideo, Buenos Aires and Santiago . . . Roberto Quartin is the owner of new label Discos Estilo. They have already signed arranger Monica Santos, vocal quartet Quarteto Lio Cyp, pianist Luiz Carlos Vinhas and arranger Emmir.

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BILLBOARD, September 5, 1964
ADMIRAL EXPANDS TV LINE; ADDS 13-INCHER

New Color, Black & White Models Added

By NICK BIRO

CHICAGO — Admiral has added four new 21-inch color TV receivers and four 25-inch black and white TV models to its 1965 line last week. The firm also introduced a new 15-inch lightweight TV portable to supplement its 11-inch models (see separate story).

The four "drop-in" color sets are highlighted by the Imperial chassis with a new tint-out control center and exclusive new color fidelity control with AMP (automatic magnetic-field circuit for degaussing the receiver).

The new 25-inch black-and-white models are in the same size cabinet as the 23-inch black-and-white 13-inch inchers of viewing area, 17 per cent more than the 23-inch screen models.

ADMIRAL

Also announced that its Howland and Pendleton color TV models are being produced with custom color chassis which features automatic degaussing and color fidelity control.

The color fidelity feature enables the viewer to adjust the warmth of both color and black and white images. While the AMP control "purifies" the color picture every time the set is turned on, it makes it possible to move the receiver from place to place without readjustment and also simplifies installation and set-up of color receivers by servicemen.

The new color sets include the Norlake (LD2161) in Danish and "Cherry" finishes; the TRV (LD2165) in Early American design at $685; the double-sided bowtie consoles; the Deauville (LD2179) in French Provincial and Alexandria (LD2180) in Mission style.

Packard Bell Bows Low-Priced Color TV

The firm's Scandia Walnut (CCK-1) 21-inch color TV stereo combination also has AM/FM/FM tuning. The unit has six speakers and a Garrard turntable. Retail price is $895.

The RPC-38 has sold state stereo consoles with AM/FM/FM tuning; solid state circuitry, Garrard turntable, eight speakers and 300 watts of peak power. It lists for $475 to $495.

Japanese Hike Their Goal on Radio, Phone Export Product

By MILDRED HALL

WASHINGTON—Japan has set export targets for 1964 of $193.5 million in radio phonographs, $163.2 million in transistor radios, $35 million in TV receivers, and $76.5 million in tape recorders, Commerce Department reports. These amounts are all considerable lifts over 1963 exports of these Japanese products. Of which U. S. is a substantial buyer.

However, U. S. buys of the controversial Japanese transistor radios have dapped somewhat, says Commerce.

1963 Japan’s export totals in the home-entertainment products were: radio-phonographs, $13.9 million, of which U. S. bought $4.2 million, or 30 per cent; transistor radios, $15.6 million, of which U. S. bought $7.0 million, or 45 per cent; a drop from U. S. 1962 imports of $71.1 million, then 50 per cent of Japanese transistor radio export.

Price recording and reproducing equipment exports from Japan in 1963 were $40.4 million, of which U. S. bought $32.4 million, or 66 per cent. U. S. bought same percentage, 66 per cent, of Japan's $34.2 million tape recorder exports in 1962.

Commerce Department's Business & Defense Services Administration (BDSA) says Japanese electronic exports have hit a decline in growth rate due to saturated home market for consumer electronic products. In 1963 Japanese consumption of color TV, home-manufactured phonographs, radios, TV, etc., declined by $39.9 million, while exports increased by $55 million.

Japanese electronics firms have had to concentrate on exports and also diversify their production—going more heavily into commercial and industrial electronics. Even so, BDSA reports, the consumer electronic products sector remains dominant, with 53 per cent of total output (including commercial, military, and industrial electronic equipment, despite trend toward diversification. Total 1963 production of consumer products was $885.1 million, an increase of only 1.5 per cent over 1962, with TV sets accounting for 57 per cent of consumer products sector.

Production of transistor radios having three or more transistors increased by less than 3 per cent in Japan in 1963, reaching $206.1 million. Average unit value of Japanese radios dropped from $14.1 in 1962 to $12.25 in 1963, a decrease of more than 14 per cent, BDSA reports. Average unit value of transistor radio exports to the U.S. dropped to $7.85 in 1963, from $9.13 in 1962, a decrease of over 14 per cent.
Rheem Bows Solid State Phono Line

LOS ANGELES — Rheem Caldonia's 1965 line of transistorized phonographs range in price from $54.95 to $36.50 and have such features as satin-finish bronze decks, canted speakers and turntable brake with pause control.

The Model 1450, priced at $59.95, has a hand-wired transistorized amplifier, nine-inch oval speaker canted out and up for better distribution of sound, spring feet to prevent needle jumping, padded turntable, automatic idler disengager and turntable brake.

The deluxe version, Model 1450A (Continued on page 29)

A dream of a package for self-service sales!

Labels and Pressers agree that form fitting record overwraps are just the thing for self-service sales. And that's why the big move is to Cryovac Y-Film packaging. Strong, crystal clear Y-Film protects albums better (and longer); its high-gloss and sheen add 'impulse' sales appeal to the record albums... and yet this film is economical and easy to use. So, don't be handicapped with outdated packaging methods. Find out for yourself that Cryovac Y-Film is the surest way to wrap up self-service sales.

RCA Promotes Sauter

JACK K. SAUTER (left) was named vice-president, product planning and development, by RCA Sales Corporation last week, succeeding Bryce S. Durant, who was upped to president. Sauter, who will be responsible for the product development and styling of RCA TV, radio, phonograph and tape recorder products. Richard Hanselmon (right) succeeds Sauter as manager, consumer products merchandising.

EQUIPMENT NEWSLETTER

2 Smart' Products Make Debut

By DAVID LACHENBRUCH
Contributing Editor

How about a couple of non-revolutionary product innovations? This year, for the first time in our memory, portions of the home electronics industry are beginning to think in terms of new products which are not simply a break- throughs" nor "sensational scientific advances." They're just a couple of novel and unusual (and relatively low-priced) items which could be big sellers on this year's Christmas market.

Here's one. We're referring to the General Electric Show 'N Tell Phono Viewer and the Westinghouse Electronic Message Center.

MORE SIGNIFICANT than their immediate sales possibilities is the fact that they exist at all. The dynamic electronics industry, from the standpoint of new products for the home, has grown stodgy. It specializes in such major innovations as the development of radio, TV, color TV, FM, the tape recorder, the electronic phonograph—and it has rested for seven years. It seems to be almost an unwritten rule that in this industry a new product has to cost at least $150 to be worth bothering with.

It's not surprising that this year's two non-revolutionary home electronic product innovations come from companies which are also major factors in the electric housewares industry. That industry, of course, specializes in minor breakthroughs and non-revolutionary innovations.

Sarcely a year goes by without a couple of new and unique products from the housewares industry. They're all products which the average household can do without—and yet, within a short time they become necessities. I'm talking about such non-revolutionary items as the electric can opener (remember how we used to laugh at the very idea of this one?), the electric carving knife, the new-type electric hair-drier, and all the electric grilles, frypans, and other cooking implements (who needs these when she has a stove in the kitchen?), refrigerator defrosters, and the like. In the next few years, we'll probably wonder how we ever got along without the electric sandwich-wraper, food-dicer, bed-maker, hand不良信息-filler and dog-exerciser.

Despite the ingenuity and knowhow in the electronics industry, the home entertainment dealer rarely has had any such fast-moving, high-type items to sell. That's why these two new products may well be the beginning of a trend toward something new in electronic gadgetry every year.

Of the two, GE's Show 'N-Tell appears to be the most promising. Not only did you miss the photo and story in last week's Billboard, here's a brief description: It looks like an 11-inch TV set with a fair-sized television screen. It has dual phonograph mounted on top. A slot to the right of the pickup accommodates a special 15-frame film strip. Inside the unit is a rear-screen projection unit which shows color pictures in time with the sound on the record.

It's designed, according to GE, so that a three-year-old child can operate it. The child puts the record on the table, places the tone arm on the record, inserts the film and turns the switch. The unit is transistorized, and although the Show 'N-Tell record holder fits 7-inch 38-rpm disks, it will also accommodate all standard speeds and sizes up to 12 inches.

NOW IT'S TRUE that disk-and-slide combi- nes have been marketed before, with little distinction to success. But have they ever been offered in the attractive format of GE's—and GE's list price of $59.95?

GE isn't content with making only the razor. It's turning out blades, too. It will initially market 'N-Tell record combinations along with music from fairy tales to outer space. Each one, boxed in a hard-cover jacket with disk and slide strip, sells for 99 cents. Thus, GE has content in its record business—its Picturesound offerings produced in co-operation with the editors of Childcraft and World Book.

Because Show 'N-Tell is largely an impulse-purchase item—every kid wants to see a story and show pictures at the same time—GE's neglecting point-of-purchase displays. In fact, the gadget is expected to be in its own salesman, a special demonstration disk and slide strip will give an illustrated sales talk while the Show 'N-Tell is being demonstrated in the store.

The concept, design and approach of Show 'N-Tell demonstrate ingenuity and imagination in a relatively low-priced electronic gift item.

THE OTHER example of an attempt to create a new low-cost electronic product in Westinghouse's development of the rather pretentiously named "Electronic Message Center." West has tried to call it an "electronic scratch pad."

This little gadget has all sorts of uses, but, like the Show 'N-Tell, it involves no new principles or breakthroughs. It's a miniature continuous-loop tape recorder with built-in microphone and speaker, which can record the telephone or in the front hall.

If son Johnny is going to play at Spike's house after school—and Mama and Dad are home—he just tells the Message Center. When Mom comes home, she sees the light is on in the unit, presses the "play" button and receives up to three minutes of oral messages. It can be used for telephone messages, too. It lists at $39.95.

Nobody really needs this electronic scratch pad. A pencil and a piece of paper will do the same job. But who needs an electric can opener? An automatic ice-crusher? An automatic headlight-dimmer?

THese TWO new products may or may not succeed—but they deserve to, and can, if properly promoted. They're strictly non-revolutionary innovations which can help put the consumer electronics industry back on the map as the home dealer firmly in the business of impulse purchase gifts. They demonstrate an exercise in product integration which is too rare today in the consumer electronics business.
Streisand, Crosby and Sinatra Headline New 3M Tape Release

MINNEAPOLIS—Minnesota Mining has added 70 pre-recorded albums to its Roulette Potpourri wild-card tape recording library, bringing to 200 the number of albums now available.

Included in the new releases are two albums by Barbra Streisand, the current hit, "America," I Hear You Singing," with Frank Sinatra and Bing Crosby, and original Broadway cast recordings of "High Spirits"; "Fade Out-Fade In" and "What Makes Sunday Run?" D. H. Boyd, general manager of 3M's Revere Wonderlabs division, noted the firm now has selections from 18 different categories, covering such categories as classical, semi-classical, folk, pop and mood music.

Expect More Tapes
By said 3M would continue to negotiate for additional licenses and agreements and to expect to have an announcement made on this subject in the near future.

The 70 new selections include albums from 11 labels: ABC Paramount, Columbia, Command, Crescendo, Discovery, Grand Award, Purissimo, United Artists, Vanguard and Warner Brothers. The selections follow:

ABC PARAMOUNT

COLUMBIA

COMMAND

CRESCEÑO
"Mr. Guitar," Billy Strange.

DISCOVERY

GRAND AWARD
"Hammond Organ Spectacular," the Spectacular; "The Best of Knuckles O'Toole;" Paul Whiteman's Cavalcade of Music.

PURIST

REPRISE

UNITED ARTIST
"50 Fabulous Guitar Favorites," Al Caiola; "50 Fabulous Piano Favorites," Ferrante and Teicher; and "50 Fabulous Latin Favorites;" VANGUARD

WARNER BROS.

Rheem Phonos Line
Continued from page 38
1470, is additionally equipped with Rheem's new variable speed fan and is priced at $56.30. The Model 1450, priced at $63.50, has all the features of the Model 1450, except spring feed and variable speed. Rheem Caliente is a division of Rheem Manufacturing Company, and manufactures phonographs, tape recorders, transcription players, test sound systems, AM-FM radios, language laboratory equipment and magnetic recording tape.

Admiral TV's
Continued from page 37
andria (LD2181) in Italian Provincial, both at $750. The new 25-inch, black-and-white models are produced in the Sylvania (LD2183), and are also available in the Sylvania (LD2183), and are also available in the Maldon (LD3001), a contemporary lowboy console with walnut finish, at $699.50; the Hudson (LD5001), a Danish lowboy console with walnut front (LD5001); and the Cauldwell (LD5001), an early American model, both at $319.95.

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JIIMMY JIMMY JIMMY
I'M "QUALIFIED"
JAMIE 1280

More than 12,000 tapes are being used by the FCC for research purposes.

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

Extra 10 per cent on entire catalog. Everyman classics and demonstration records. UPV (up ventas) front 10 or 5 per cent. Everyman classics, all HP, 5 per cent.

Fifty Annual Country Music Spectacular Summer Sales and Fall Reducing H.A. A. RCA.-offer discount to dealers on all RCA and RCA Victor product.

A 12½ per cent discount on all new and catalog merchandise.

A 12½ per cent discount on all new and catalog merchandise.

A 12½ per cent discount on all new and catalog merchandise.


One free copy per order placed directly by wholesaler, or direct from factory. First to fifth copies, 5 per cent, sixth to tenth copies, 10 per cent, eleventh to twentieth copies, 15 per cent, beyond twentieth copies, 20 per cent.

Buy 10, get one free, all Record Promotions.

Eight pre-packaged units (80 records per pack), one per free with purchase of two pre-packaged units, rest of factory bulk, 10 per cent, first to third copies, 15 per cent, beyond third copies, 20 per cent.

Ariola-Record—Expiration date indefinite.

Disk Deals for Dealers

Two RCA DJ Hints!
"THE WIND IN THE WILLOWS" BY DELLA REESE
"AN 'OL TIN CUP" (Loaded a Battered Old Coffee Pot) BY LORNE GREENE (Star of Bonanza)

ALBUS MUSIC INC.
408 N. 375 E., N. Y. 14, N. Y.
BULK VENDING news

Bulk Trade Picks Up Powerful Support in Excise Tax Struggle

By NICK BIRO

CHICAGO—The bulk vending industry has received the support of Rep. Wilbur Mills (D. Ark.), powerful chairman of the House Ways & Means Committee, in its fight to have charms excluded from a 10 per cent federal excise tax.

Don Mitchell, National Vendors Association legal counsel, met with Mills last week and the House committee chairman promised the proposed charm tax "ridiculous."

"I really scraped the bottom of the barrel," Mitchell quoted Mills with reference to the Internal Revenue Service extending its jewelry tax to cover bulk vending charms.

No Impact

Mitchell said it was "clear (from his meeting with Mills) that Congress never intended to place an excise tax on trinkets or toys.

Mitchell said Mills told him he would do everything in his power to help bulk industry obtain a ruling from IRS, excluding charms from the 10 per cent jewelry excise levy.

Mitchell termed his meeting with Mills as "tremendously significant to the bulk vending industry." He said it would "herald a virtual victory for NVA in its fight."

New Legislation

Mitchell said that Mills was willing to go so far as to introduce new legislation in the next session of Congress to have charms specifically excluded from the jewelry provision.

"Application of the excise tax to charms would eliminate charms from the bulk business," Mitchell said flatly. "It's not even a tax, the operators could pass on," he added.

Mills termed meetings with NVA and Bernard Fischgrund, chief of the excise department of IRS, as "productive."

To File Brief

NVA will file a brief with IRS Sept. 13. The association hopes for a favorable IRS ruling soon afterward.

Western Vending Group Discusses License Fees

LOS ANGELES—The Western Vending Machine Operators Association met Tuesday night (25) at the Blarney Castle here to discuss levies and licenses.

Past President Leo Weiner concluded the dinner meeting in the absence of President Preston Combs, who is in Europe on a bulk vending industry tour.

Eugene Zola, Beverly Hills attorney and the association's executive secretary, reported on licenses in Whittier and Buena Park, Whittier having passed its license bill, and plans to change its form of assessment from $2 per merchant. Buena Park, he explained, plans to collect no licenses on its charge of 5¢ for penny and 99¢ for nickel machines this year.

Walter (Bud) Harris, International Vending Company, San Pedro, talked over the problem of poker chips being used in 5-cent machines. Weiner reported that action had been taken in the East and that he was watching the legal action pending.

Robert Stark continued his discussion of two months ago on the Los Angeles action to collect 20 per cent of the tax on gross machines brought into the city but earned in outlying municipalities. The matter was referred to Zola for study with a report to be made at a meeting in the near future.

Maurys Cramer, a new operator, was welcomed to the group.

VICTOR HEADQUARTERS

WHOLESALE

The New WHIZ BANG POPCORN MACHINE, made by Gold Medal Products, is available in counter and floor models. The 1965 models feature pressure-cooking vending capacity and storage space. It is capable of dispensing 240 servings on board.

The Silver King His Majesty Series, by Pittsburgh Kingpin Machine Co., are in high demand. The 1965 models feature pressure-cooking vending capacity and storage space. It is capable of dispensing 240 servings on board.

BIRMINGHAM VENDING COMPANY

530 Court St., Northwest
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HEADQUARTERS

Whatever your bulk vending requirements may be, we can help you! We carry the complete line of national and local manufacturers, parts and supplies in stock at all times. Write for our complete list of prices.

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Southeast Wholesaler for Popcorn Machines
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Atlanta, Ga.
Phone: 7-3300
Alabama Operators Seek
License Fee Reductions

MONTGOMERY, Ala. — A bill to reduce bulk vending machine license fees has been introduced in the Legislature here. The measure (H218) would change the current $1-per-machine annual levy to a 1 per cent of gross figure.

Operators would be assessed up to 2 per cent of gross sales by the State. The amount to be levied by local governments would be limited to 1 per cent.

Maximum assessment under the proposed law would amount to $20 per cent of gross sales. Under current regulations, operators pay the annual $1-per-machine levy plus a wide variety of municipal taxes.

Help Bulk Ops
Don Mitchell, National Vendors Association legal counsel, said the amendment to the State vending machine ordinance would be a big help to bulk vending operators.

Oak Sales of Florida Bows New
Charms

MIAMI — The Oak Sales Company of Florida this week bowed several important charm series, including World Famous Caricatures.

The WFC series features miniatures of the late President John F. Kennedy, President Lyndon B. Johnson, former President Charles De Gaulle and Premier Nikita Khruschev, each one holding a symbol associated with his personality.

They may be viewed as full gum-charm mixes or with chains as capsule items.

Norman Allison, head of the firm, said that the Indian Troll series is now being shipped to distributors. Four figures in the series are Sitting Bull, Geronimo Apache, Cochise Chiricahua and Montezen Aztec.

This series is available with or without colored feather trims and, like the WFC series, comes with chain attachments for capsule vending.

Oak Sales of Florida's new Troll series features the creatures with either skirts or shorts, with rings for chains.

The Las Vegas mix, with dice, cards and a roulette ball, also comes with chain attachments for capsule vending.

All items in the new releases are available with point-of-purchase merchandising material. All items come in asorted colors.

Vending Headquarters for VICTOR
THE MOST COMPLETE AND Finest Line of Bulk Vendors
NEW SELECTORAMA
BEAUTIFUL STORE WINDOW DISPLAY

An Exquisite Line of 294 Don Charm Machines
Line Assures Highest Net Returns

New, attractive and durable space-saving stand available for your window display.

Display or triple your sales with this great vendor. Write for further details, color circular and Merchandising.

Write for Prices.

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1350 W. Division St., Chicago, Ill. 60622. Phone: MU 6-4730

Nick SchiRo, right, of Schiro Vending, recently marked his 20th anniversary in bulk vending in New Orleans. The Titan machine on an award from Oak Manufacturing Company, Los Angeles, with Herb Goldstein, left, for the vending manager, on hand to present it to Sal Delao. About 50 were entertained on the occasion of a buffet luncheon.

Schiro Marks 20th Yr.
In Bulk Vending Trade

NEW ORLEANS — Nick Schiro marked his 20th year in bulk vending and the operation of his Schiro Vending Company with an Airline Highway trailer. More than 50 persons attended.

The Titan machine from Oak Manufacturing Company, 1,000 capsules from Schiro, 100 pumpkins and 100 pounds of gum from Leaf with a special offer for the operators of the Titan to Paul Delao, Eppy B. Amessiment Company, at the same time. Both have the 吳iL, and Leaf, R. Arbuckle.

Pacific Patter

Herb Goldstein, merchandising director for Oak Manufacturing Company, was present for Schiro's ceremony Sunday (16) for a two-week business trip through Canada. He will call on Oak distributors in the provinces... Sam Weitzman, president of the National Distributors and Operators Vending Machine Supply Company, had a two-day visit in Chicago where he will visit other Northwestern distributors.

Guggenheim Set
On 1-Call Items

JAMAICA, N. Y. — Karl Guggenheim, Inc., last week introduced two penny charm items — Dog in the Dog House and Rat in the Cheese.

The former comes in assorted breeds and styles. Both charms are of the action variety, with the animal able to poke its head in and out of the enclosure.

Free advertising labels come with each order.

Sam Bergerman Joins Runyon

SPRINGFIELD, N. J. — Sam Bergerman, a graduate of New York University, has been hired as assistant salesman for Schiro, a sales man, head of Runyon's sales division.

Sugerman leaves shortly for a two-week trip to the Caribbean where he will develop the firm's business in Puerto Rico and the Bahamas.

Trade Gains Support
in Tax Fight

• Continued from page 41

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is license taxes.

of operators.

by regulations, operators pay the annual $1-per-machine levy plus a wide variety of municipal taxes.

BULK BANTER

in the San Gabriel Valley and merchandise at Operator Vending. Eddie Rosen, manager of Operator Vending, was enjoying his vacation in the San Diego and LaJolla areas. Melvin Sheldon was an ACME customer for his weekly supplies on Monday (24). Lester Fishman was also at ACME, loading up for his operation in the San Jose District.

The many friends of Rex Funke of Rex Enterprises will be glad to hear that he has moved to a new place for his new route that he is in the San Jose District. The fun is planning a trip to Las Vegas, Nev., Al and Frances Keesler, Mrs. Funk's sister, will be there staying for a few days.

Lev E. and Robert Feldman, Acme Vending, took in the opening game of the Los Angeles Dodgers and the San Francisco Giants. They rooted for the Dodgers, who lost to 3—2 with all the runs being scored in the first inning. Aug. 23 with a big day for the Feldmans at Al's place. Mr. and Mrs. Feldman were on the Balboa Island for a last day, Lori's birthday, they bought four dozen ice cream at the same time. Mrs. Feldman, the same time, is planning a trip to Las Vegas, Nev., Al and Frances Keesler, Mrs. Funk's sister, will be there staying for a few days. The fun is planning a trip to Las Vegas, Nev., Al and Frances Keesler, Mrs. Funk's sister, will be there staying for a few days.

Wayne Evans was down from Santa Barbara to pick up merchandising at Operators. Herb Goldstein, son of Herb Goldstein, has been working at Operator Vending during the summer vacation. He is leaving soon, however, to spend some time in Palm Springs before re- porting for football practice with the Altman High School team.

SHERBO

BILLBOARD, September 5, 1964

For the name of your nearest OAK Distributor

MAN WHO READ BUSINESSPAPERS MEAN BUSINESS

42
Columbia Steps Up Drive To Boost Operator Sales

By ELTON WHISENHEUT

JACKSON, Miss.—Music and game operators in Mississippi hope that huge machines will return the state on the civil rights front from this month after suffering in recent business losses during the "Operation Freedom" movement this summer.

Operators all over the State reported tremendous increases in business during and since the movement.

John Haley, who has branch operations here, at the University, population 15,000, and Durant, population 5,500, said it came about this way:

"The white college students who came down from the East and North had things pretty well stirred up. As a result, police in various Mississippi cities, to avoid made location operators done at dark.

"That really cut down our business. It hurt."

Operators at Clarksdale, Greenwood and Greenville reported similar curfew and collection losses.

All cities were centers of racial violence and disturbance.

Unidentified

At Greenwood a young Negro civil rights worker was shot recently. The case hasn't been solved, but police set a curfew on both white and Negro sections.

The Fraties, partner in Dixie Amusement Company, Greenwood, said, "white people are staying in—they're afraid to walk down the sidewalk."

He said some whites had formed a "Postal and Rifle Club."

Perhaps the worst operator losses were suffered by Mrs. O. H. Rushing, Philadelphia Music Company, Philadelphia. Her husband died three years ago and he had been continuing the business. Philadelphia was the scene of the biggest racial headline story of the summer when two white and one Negro civil rights workers were killed.

United Bows Orbit as Companion to Polaris

CHICAGO—United's new shuffling alley, Orbit, is a companion piece to the firm's Polaris long-boxer. Orbit is a lowdown-to-U. S. Titer, with six ways to play instead of five.

New on orbit is Advance Score, added on the shuffle alley because of popular demand just as it was added to the long-boxer.

With Advance Score are Flash Bonus, Double Flash, Flash Freeze, Pong, Flash Balderdash, and United Sales manager, said, "It tests indicate the game has excellent potential."

Orbit has a redesigned huckglass, modernized cabinet, and the dark walnut-grained sides that made previous models so successful.

U. S. pinball tends to be much more mechanical than a razzmatazz, more sophisticated games are better bets for the operator.

The manufacturer who typifies European complaints against the runaway complexity of U. S. games is Automatenbau Forum of Furth, a Nuremberg suburb.

Basic Games

Foerster is a prime producer of basic coin games. These games are rugged, basic and geared to the player's competitive instincts. Basically, they pit player against player on the pattern of athletic competition.

Cerebral activity is minimized, and the emphasis is on lighting reflexes. At the same time, the player has far greater control over the outcome than in sophisticated electronic games.

Foerster's concept has a long and solid following in Europe. Now, it is being tested in the U. S. where Foerster products are being distributed nationwide. Sales are expected to be made by L. T. Patterson Distributors, a coin machine import-export firm with Cincinnati headquarters.

RataJack Role

Foerster sales are being super- vised by E. R. RataJack, a 20-year veteran in the U. S. coin machine industry. RataJack enjoys substantial prestige with the European trade as well as that in the U. S., and it is believed here that under his supervision Foerster games sales in the U. S. will constitute a definitive testing of European vs. U. S. theories of game design.

Foerster, which has top repu- tation in Europe, is offering a full line of basic games accenting the competitive challenge.

The Foerster line includes Euro- pa, a soccer game; German Champion-Grand Lux, a top soccer game; Golf Billards-Grand Lux; Pocket Billiards-Grand Lux; Pong, a tennis game, and Europe Ice Hockey.

Foerster has an extensive line of soccer games tailored to the operator's purse and location needs. Foerster games as noted, pit player against player with

License Required for Tucson Coin Operators

TUCSON, Ariz.—Under terms of a law passed by city council a week ago, no person may operate amusement machines, vending machines or jube boxes without a license.

The ordinance was passed in an attempt to check the battle for control of the coin machine business here. Police say this means a solution is available for five bombings during the last nine months.

The ordinance was passed unanimously, despite a charge by Councilman James L. Kirk that it is "probably one of the most idiotic ordinances I've ever acted on."

AllDaret machines, amusement machines and jube boxes must be individually licensed under terms of the ordinance.

Applicants for operator's licen- ces must submit an affidavit with a statement of any and all crim- inal convictions, except traffic

(Continued on page 46)

United Bows Orbit as Companion to Polaris

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(Continued on page 46)
French elegance of styling with the French flair for precision production. Emphasis is distributed in the U.S. by E. T. Patterson Distributors of Cincinnati.

Scopitone Test

STOCKHOLM — Scopitone, the French cinema juke box, is being looked after in Sweden. Coin machine experts predict that the film phonograph will soon be on the Swedish market if minimum supplies of high-quality films can be provided on a frequent basis.

Rally Twist

NICE—France's major games producer, Etablissements Rally S.A., is entering into direct competition with U.S. pinball producers, who previously have had the European market virtually to themselves.

Rally is producing a U.S. format pinball, Twist, which the manufacturer claims matches U.S. equipment in technical sophistication and appeal.

Appropriately, Twist has a can-can theme, and the game is being promoted as a "flipper (pinball) with a French garden.

Rally's venture into pinball production is at variance with the decision of most other European game manufacturers to stick to simple, rugged games emphasizing competitive rather than technological appeal.

French Trade Fairs

LILLE, France—The proliferation of regional trade fairs throughout Europe is creating a new market for the display and sale of coin-operated equipment.

The annual trade fair in this Northern French city, centering in a case in point, preparations are already under way for the 1965 Lille spring fair, which, according to present planning, will attract about 4,000 exhibitors from all over Europe representing four score different industries.

European coin machine manufacturers have been exhibiting on a trial basis and success has been on scale encouraging nearly all of them to expand their exhibitions for 1965.

Photograph and games manufacturers in particular have been surprised at the interest aroused by their products, and that their products compete well with attention for varied edged individuals on display.

Artist Royalties Out

ZURICH—The Swiss courts have thrown out efforts by the Organization of Swiss Performers Artists to protect royalties from phonograph operators.

The performing artists have been forced to the court to share in royalty payments the performing rights societies, and they have had the legal support of the performing rights societies.

The Swiss courts have ruled, however, that royalties paid the performing rights societies constitute payment in full, and that it is up to the copyright societies to share their royalties with the artists.

Losers in Election Bills

LITTLE ROCK—Veteran operator Robert Kirsipel, president of Kirsipel Music Company, lost his bid to become mayor of North Little Rock in last week's election.

Kirsipel, a city alderman and police commissioner, still has two more years on his present four-year term.

William S. Cheek, owner of Ace of Clubs and the Atomic Inn in Memphis, Ark, a candidate for the position of North Little Rock City Manager, also lost. The city and Cheek political organization's candidate, Marion Thomas, was elected.

But both Kirsipel and Cheek said they were not disappointed because they had their coin machine business to go back to.

George Hincker, Rock-Ola Advertising Manager, "buys" a drink for Don G. Pavis, manager of the plush O'Hare Inn, Chicago, and sponsor, head of Rock-Ola's vending division.

Occasion was the installation of the Rock-Ola can-drink machine in O'Hare by Maywood, Ill., operator Sam Guildo.

Day noted that quite a few operators around the country are replacing cup and bottle machines with can machines, especially in such locations as pools, beaches and the like, where breakage or paper waste is a problem.

Photography Pays Off

For Denver Operator

DENVER—Photography is more than a hobby—it's part of everyday operations for Charles Cousins, Denver game and phonograph operator.

Cousins, who has been shooting pictures most of his life, carries Rolleflex and Polaroid cameras with him on every location tour. As soon as he places a new game, he takes a new photo, and two or three photographs of it, until he is sure of professional quality.

He makes up extra prints of each shot, giving some to the location owner and filing the original away with details about the machine.

Then, along with the goodwill which the gift picture brings, the 8-by-10 print on file is handy for many purposes. When a location owner calls and reports troubles with a game, a quick look at the picture helps Cousins, and guides him to the problem.

A study of photographs will often show that a machine would do better relocated in the building at another point.

And, of course, whenever he must locate a machine, he makes trips quick for the pictures.

Also, the photographs are excellent in location building. Cousins carries many photographs with him on all sales calls, and can usually come up with a picture, showing a location familiar to the prospective customer. Being able to recognize a bowler, for example, in a competitor's spot, helps to get down to brass tacks much more rapidly, Cousins has learned.

Not infrequently the vender Denver operator has placed a game right off the location to a prospect merely by showing the photograph and displaying it, saving him the trouble of going to the actual spot of the machine. Cousins has found that most customers will take his word on the operating condition of a machine and accept it from the photograph.

Two Philly Operators Die

PHILADELPHIA—Death claimed two veteran members of the coin machine industry here last week. Abraham Sporer, 92, head of the old Sporer Amusement Company, died Thursday (20) in Einstein Medical Center. Sporer had retired, but maintained membership in the Association of Amusement Dealers. His daughter, a sister, two grand-children and six great-grand-children attended his burial Wednesday (26) at Greenwood Cemetery here.

Arthur Silbert Feeds Loses

LOUISVILLE—Arthur Silbert, director and vice-president of the Standard Financial Corporation, and Roberta Teib, ballerina with the New York City Ballet, were married Monday (17) aboard the S.S. Lurline on route for Hawaii. Arthur heads the finance company, financing coin machine distributors and operators.

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RECOVER MACH. THE HARD WAY

CONCORD, N.H.—A police sergeant and three patrois have recovered a cigarette machine from the time being Queen Bar a year ago, in the Merrimack River here. Chief Patrolman Carl Carlson said it was customary to assign four officers to recover such an article in the river, but the detection made their find when they entered the river to brush up on a skin-diving course.

NEW YORK WINDOW SHOPPERS were able to see the Scopitone at Stern's Department Store. The French-made cinema juke box was surrounded by manikins modeling the new Discotheque styles. The machines are operated here by Al Minilaci's Paramount Music.

VERMONT OPERATORS GET CHANCE TO WIN PRIZES

MONTPELIER, Vt. — Coin machine operators in the area never had it so good! A chance to win prizes!

The Montpelier National Bank set up a special booth in front of the bank and offered a $2.50 savings bond to the person turning in the most coins to relieve an acute shortage of pennies, nickels and dimes in this section.

There was a carnival atmosphere around the coin booth, with a music store across the street providing gay music. Children in the crowd were given colored balloons, rain hats were distributed among the women, and there were plastic bottle caps for men.

Clifford Catwell, a regular member of the bank staff, manned the coin booth, where one collection of coins amounting to $180 was turned in. There were other collections of more than $100, it was reported.

The slogans which adorned the sidewalk counter booth read "Preserve Your Pickles, Not Your Nickels" and "Don't Be Hoarders, Give Your Quarters!"

Colorado Resort Offers Year-Round Locations

ASPEN, Colo. — What was formerly an exclusive winter market for phonographs, vending machines and amusement machines has suddenly become one of the best year-round markets in Colorado, according to Colorado's mountain operators.

The airline service from Denver now eliminates a 220-mile, six-hour drive. Aspen not only attracts more than 100,000 skiers during the winter, but during the summer it offers a music festival which draws more than 20,000.

Operators who have topnotch locations in the Aspen area include Howard Hold, Buena Vista; Don Thorpe, and Bill Foster, Grand Junction, and Mike DeWitt, Montrose. Although the year-round population of Aspen is only 1,100, during the summer, it supports more than 75 juke box locations, some 250 vending locations and more than 150 cigarette machines.

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Kaye Cites Advantages of Little LP Programming

NEW YORK—Little LP programming is solely entrenched in the New York area, according to Murray Kaye, sales manager for the Atlantic-New York Corporation here.

Kaye said the Seeburg distributor is continuing with its LP trade-in policy established more than a year ago. He added that new boxes are going out with 49 Little LP sides in most cases, the lowest model in the con sol e models average 20 LP sides.

With the increased availability of Little LP product in 33 stereo, Kaye feels the juke box operator can offer balanced pro gramming and still lean heavily on stereo.

Kaye feels that the need for two speeds in the music machine industry will become far less important in the next couple of years, and by 1966 the industry will have one speed—33 r.p.m.

Meanwhile Kaye said that the increased line-up on 33 stereo product on the part of the record companies is going in the same way toward solving the operators' programming problems.

MOA Signs First 1-Stop

CHICAGO—Music Operators of America's campaign to get one-stop support for the convention is off to a good start. Fred Granger, MOA managing director, announced last week that World Record Distributors here had agreed to "Okay" the MOA, and has received a number of encouraging replies from other one-stops.

Granger said he expected to have an "excellent representation" of one-stop owners by convention time. The big MOA clout is stated for the Sherman Hotel exhibit.

In addition to one-stops, MOA is having its strongest response in years from England, where new coin, coin machine manufacturers and sundry suppliers. Granger also predicted that last year's attendance figure of 850 would be doubled.

C.F. Whaley To Wometco

MIAMI—Gerald F. Whaley, former manager of information services for the National Music Merchandising Association, has been named director of public relations for Wometco Enterprises here.

Wometco, which operates full-line vending routes in the South, the Panama Canal Zone, the Virgin Islands and the Bahamas, also operates theaters, TV stations and Coca-Cola bottling works.

Foroester Says Simple Games Have Appeal

• Continued from page 43

...a minimum of machinery acting as a buffer between the constituents.

New Ideas

The Foroester management long felt has done Rattajack that European manufacturers can furnish new ideas in the game field, and that the failure hereof does not result from any European environment to penetrate the American market. This is a case of AV predisposition for European products.

European manufacturers with wide knowledge of the U.S. market have criticized European selling and service, and the product for the dismal showing that their products have had in the U.S.

Rattajack has promised Foroester clients that an American merchandising of the Nuremberg firm's product line, appointing new district sales managers and making sure that the equipment is handled in the U.S. S. All of Foroester equipment will be handled by Foroester or conventional manufacturer-to-distributor-to-operator channels.

Ditchburn Forms Firm to Handle B'ground Music

LONDON—The Ditchburn Organizers, a leading music machine distributor and operator, has formed Ditchburn Clartone to distribute Clartone's Clartone Sound Corporation in the United Kingdom and Europe.

Ditchburn is reportedly involved in various negociations. It does phonograph and background music market with Clartone product.

Little LP Product Direct to 1- Stops

NEW YORK—Kapp Records' distribution policy on Little LP's will be continued, according to Macey Lipman, sales manager.

Last week the label released its first series of Little LP's, 10 seconds, and according to Macey Lipman, sales expert.

COINMEN IN THE NEWS

Boston Bruins

It's off to Europe for Haver hill, Mass., native, Boston Bru ines' coach Toe Blake and his wife. They'll take off for London in October for a month to Mediterranean ports and visit Spain, Portugal, North Africa and the Radio Show in Cannes. The New York Times recently reported that W. S. Schwartz, W. S. Distributing Company, the local firm's showroom and has added some new lines. As well as having the visiting Bruins' coach in residence, Seeburg has added Williams guanes, the Williamsburg novelty vend ing equipment and Takeda-Pak. He has placed the latter in 25 metropolitan area motels in the past month.

Martin Oliver, Portland, Me., charges that a number of Los Angeles juke boxes... John Jones, Reed Distributing Company, reports that a number of Los Angeles dealers are doing badly because of the cold, rainy season. Reed salesman Bill Sweynney is off to spend his vacation in his home state of West Virginia. Revere Beach operators say the cold and rain has made this one of the worst seasons this year. They depend on one-day trips.

Fast-working thieves stole and loaded a truck with coin machines from the Ben Ross, Graben Vending Company, Mattapan, while the truck was unattended on the street. Twenty cartons of coins, 10 cartons of candy and took $200 in change. The truck was recovered the next day, unbroken.

Dave Baker, Mol TENe Vending Company, Som er set Park, is having trouble with his Pinball machine, he has five machines in his showroom which is located for his new store in Som er set Park, the other four which are being sold.

Cameron Dewar Loses Angeles Angel

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CAMERON DEWAR Los Angeles Angel

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