P.O. May Ask Congress to Up Mail Rates on Phonos

By MILDRED HALL

WASHINGTON — The post office may ask Congress to slap higher rates on mailings of phonograph records. Records are now mailed under the 4th-class rate as special educational materials, which include films, books, sound recordings, etc. In a recent study of its receipts vs. costs, the post office found that record mailings have increased sharply, due to club subscriptions and "premium" sales by non-record industries.

Postmaster General John A. Gronousky has reported to Congress that in 1953, records constituted only 5 per cent of all 4th-class mailings. In 1964, the first pound, 5 cents each additional pound or fraction there-

0. By 1964, it was 19 per cent. Volume increase in record mailings between 1953 and 1964 has gone up 206 per cent, the report states.

On the basis of a survey made (Continued on page 8)

“IT HURTS TO BE IN LOVE” may be the title of Gene Pitney's current Muscle Records smash, but the smile on the face of Gene and his distaff artists indicate that they couldn’t be happier with the way it’s climbing the charts. (Advertisement)

Heart Attack Kills Iversen

CHICAGO — Mercury Records' aggressive marketing has invested $150,000 in the new musical, "I Had a Ball," thus securing for the label its first Broadway original cast album. Shown with the Buddy Hackett, Richard Kiley, Karen Morrow, Luba Lisa and May Barst.

Joseph Kipness is producer, Stan Freeman is the composer, with lyrics by Jack Lawrence and music by George Chilcott. "I Had a Ball" opens in Detroit's Fisher Theater on October 19; moves to Philadelphia's Forrest Theatre for two weeks, and bows on Broadway in mid-December.

Robert P. Iversen

NEW YORK — Robert P. Iversen has resigned as vice-president and director of Peer International Corporation and Southern Music Publishing Company, died Sunday (6) of a heart attack while visiting his sister, Monique Peer Morris, at Tahoma, Calif., on Lake Tahoe.

Born in England, Iversen served in the British 8th Army and was wounded at Salerno. He came to the U.S. in 1947 and took charge of all domestic and foreign affiliated companies of the vast international publishing complex.

The Peer organization was founded and headed by Ralph S. Peer who died in 1960. Peer's widow, Monique, who married David Morris, is president of Peer. Another Peer executive, Jack Newman, died a year ago. Surviving, besides Iversen's sister, are his widow, Mrs. Wimfred A. Goulding Iversen, and a son, Robert S. Iversen, who attends Cornell University's Graduate School of Business.

Funeral services were held Friday (11) at Forest Lawn Cemetery, Glendale, Calif.

Mercury Buys Musical for $150,000

LOS ANGELES — Charges that 13 Los Angeles record outlets are advertising products in deference to the Federal Trade Commission's guidelines against deceptive pricing have been filed with FTC Commissioner John B. Hally by Howard Judkins Sr., president of the National Association of Retail Record Dealers.

Along with a formal letter to the commissioner, Judkins, a Garden Grove dealer, sent 43 ads which have appeared in local newspapers by the 13 stores. Judkins charges these ads are misleading and violate "the letter and spirit of the pamphlet "Guides Against Deceptive Pricing" issued Jan. 6, 1964."

Singled out as "violators" are the White Front Discount chain, Discount Stores, Discount Center Stores, Music Haven, ABC Stores, Consumer City, CMA Discount Department Stores, Crown Discount Department Stores, Fantastic Fair, Leonard's Discount Department Stores, Thrifty Discount and Zodys Discount Department Stores and the May Company Department Stores.

Judkins says the ads accompanying his letter show that the stores are advertising records at former list prices, regular list prices and at discounts of up to 60 per cent off list when he contends none of the stores have "sold records at these prices for at least three years or more. Neither are they sold at list price in over 95 per cent of all stores in the area," Judkins' letter states.

The veteran retailer asks to bring the matter to the attention of John Benton, head of the FTC's Fair Practices Committee, for proper action.

Outlets Charged With False Ads

"TV Themes Get Prime Time From Disk Firms"

By MIKE GROSS

NEW YORK — The record companies will be tuning in on TV this season more than ever before. Although the new TV season has yet to be launched, a number of major manufacturers already have committed themselves to album tie-ins with new shows, and talks are currently going on in New York and Hollywood between the disk companies and the TV producers concerning a recording-video-parlay deal.

The disk industry's interest in TV product is based wholly on the element of "exposure." The record company executives figure that a show that is on the air has a viewership of between 20 million and 30 million people, so that it is bound to be a rub-off on a record album that's tied in with a particular show.

Some record company executives admit that they are taking a "calculating risk" with a commitment for an album of a new TV show before the ratings are in, but they say it has become a business practice that they have to move fast and first. Also, companies like RCA Victor, which is leading the pack in the new season's TV sweeps, has men both in New York and Hollywood with their antennae attuned to new shows and their hit potential. "We try to keep informed on all the new shows," says Steve Sholes, vice-president in charge of pop artists and repertoire at Victor, "and then we take our pick."

Victor's picks in the past have paid off handsomely considering such picks as "Peter Gunn," "Mr. Lucky" and "Bonanza." For the new season, Victor has "picked" such new TV's as "The Rogues" and "Daniel Boone."

Also in line with as TV pitch is Victor's hatch on Gene Barry with "Burke's Law," Allen Ludden, the "Password" emcee, and an extension of its "Bonanza" click with Lorre Green's "Welcome to the Ponderosa."

Some TV producers are also developing a tie-in with the new TV season's crush on "monster" shows. Upcoming in an album called "Dracula's Greatest Hits," which Sholes admits is an LP shot to be scheduled TV shows as "The Munsters," "The Addams Family," and the like.

More closely in line with the "horror" picture is Decca Records which is coming out with an album titled "The Monsters," tied in with the upcoming CBS-TV series. Decca calls it a "TV-inspired" album and has created a vocal group

Williams Buys Cadence Tapes

By ELOI TIEGEL

HOLLYWOOD — Andy Williams has purchased the entire Cadence catalog from Archie Bleyer for a six-figure amount as a protective move so that "Joe Blow won't sell Andy Williams' albums for 90 cents," according to the singer's manager, Alan Bernard.

Bernard said he was not sure at this point what will be done with the Williams masters. "We are not planning to give away any-thing away," he said. Indications are that the Williams tracks will be sold to Columbia Records, but no deal has been made at press time.

Cadence will be dormant. At this moment, the Williams combine does not know what will be done with the other masters, including hits by the Everly Brothers, Johnny Tillot-son and "the First Family" LP. Also included in the catalog are recordings by 18,000 Man, Julius La Rosa and Johnnie Ray.

"Bell of Freedom" by KIP TYLER

Red "Sound Barrier"
ALLAN SHERMAN  ARTHUR FIEDLER

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COMING SOON! ALLAN SHERMAN/BOSTON POPS, ARTHUR FIEDLER L.P. ALBUM

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RCA VICTOR

www.americanradiohistory.com
**Diversification Keyword In Expansion at Vee Jay**

LOS ANGELES—Expansion into every area of music is the operating philosophy at Vee Jay, company execs have announced. "The challenge for a record company today is to thing without biting off too much to chew," explains Vee-President Jay Lasker.

Since moving here from Chicago last spring, the label has been slowly expanding into new unexplored avenues, capped by the recent release of 45 LPs in the folk, country and western, comedy and lush instrumental fields.

Vee Jay follows up this mass-ivestigating with a major, with 21 LPs in October. "We have been emphasizing more diversification in our product," Lasker stated. "To hit every available retail market. Without this variety no record firm can reach major." For Lasker the "biggest thing of the Century," featuring Beattles and 4 Seasons' repackaged material, has a chart hitting, list price, has already passed the 50,000 mark. Lasker said, in just two weeks.

The LP expansion saw the label enter a new series the World Fair's series of foreign folk packs, the folk-song style. And an Aspen entry, "Hello Trouble," by Orville Couch; the comedy act of Mason Williams, "The Pages," and lush instrumentalists by Gordon Jenkins. Victor Feldman and Victor Valdez.

In the singles field, Vee Jay's recent sales surpassed $4 million, according to Lasker's calculations, based on hits by the Beatles, 4 Seasons, Betty Everett and Jim Hughes, among others.

Having run out of Beatles material, Vee Jay is maintaining pace with the English rock wave through the acquisition of the Honeycombs, whose first hit single, "I Have the Right," will produce a cover LP for the parent company's recently launched foreign subsidiary, Interphon. As a follow-up to the Honeycombs' disk, Interphon will release "The Blue Bus," by Dinah Lee, secured from Viking in New Zealand.

In line with its domestic expansion, Vee Jay is also planning stronger overtures with Lasker and controller Mark Sands departing for the Far East. Discussions with the leading American publishers and secure material for Interphon. Vee Jay is also negotiating with other foreign interests in other areas. The two plans returning about Oct. 9.

In searching for new, fresh ideas, Vee Jay released "Dedication Together," with Jerry Butler and Betty Everett, along with "Jimmy Reed at Soul City" ("I Love You Baby") and "Go" (done in Belgium) and "Dolly Gregory for President." October will include eight spiritual LPs, three foreign folk packages, in various countries, three new acts, Edson, Mango Jones and Bill Marx, and vocals by Georgia Carr, John Lee Hooker, Little green Eyed, in France.

(Continued on page 1)

**Columbia Debuts '360 Stereo'**

By FRANK LUPPINO

NEW YORK—Columbia Records has introduced a new phonograph, the "360 Stereo System," at a press conference here.

Columbia's president, Goddard Lieberson, New York, said Dr. Peter C. Goldmark who developed the system at CBS Laboratories, has patented the long-playing record in 1948, developed the "360" phonograph in 1952. It was called the first compact high fidelity stereo system for domestic phonograph for monaural records.

The new "360 Stereo" system is a three-place arrangement of the monaural model and will be called a "360," not a phonograph, by the Columbia organi-

*Continued on page 32*

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**'POPPINS' LP IS SMASH FOR DISNEY**

HOLLYWOOD—The "Mary Poppins" soundtrack LP shipped by its 100,000th point, beating the all-time best selling Disney disk, "Mary Poppins." By September, Jimmy Johnson, the Disney label president, Over 10,000 copies sold in the past ten days, with two weeks, with Hurt Distributors recording three times.

Johnson said.

The healthy disk sales, he mentioned, will be guided by the record box-office success the film is enjoying at the Chinese Theater. Johnson said, when the movie was shown two weeks ago topped $50,000, the $35,000 live set, by "The Carpenters." Over 35 per cent of the audience has been kids paying for record sales, said Johnson.

**Clef Gets New Lines**

LOS ANGELES—Clef Distributors has introduced a new line of foreign music formerly handled by Allied Music Sales. A relatively new distributorship run by Ray Shevin, Clef has taken a major stand in becoming a key independent distributor through this acquisition.

It now represents Jubilee, Stereo Oddities, Folkways, Saturday, Music Minus One, Aria, Mobile Fidelity, Monitor, Cook, CRI, Baroque Exhibit, Period, Discount Columbia, Fuentes, Heron, Montilla, Seeco, Gema, Peter Pan and Continental, among others.

Besides handling Classical material, Allied carried several tape lines, which Clef now handles, including: Dot, Prestige, United Artists, Electra, Hi Fi, Vee Jay, GP, Everest, Concerts, AP, Atlantic, Command, Kapp, MGM, London, Mercury, Philips, WB and World Pacific, among others.

**Koenig Label Up Overseas**

LOS ANGELES—Overseas sales of the record industry and Good Time Jazz catalog products have shipped sharply during the past few months, reports owner Les Koenig, who estimates the foreign market now accounts for 50 per cent of his sales.

Koenig is set to release a new Fire House Five LP next month to add new fuel to the overseas sales fires currently built on catalog merchandising. Koenig said the order was taken by Kessel to Kid Ory and has been signed by the European Kessel and Kid Ory and has been signed by the American performers appearing there in recent months. "Generally people overseas take jazz more seriously than the people here," Koenig states.

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**BILLBOARD BACKSTAGE**

**Record Retailing Today**

"We are now preparing what we intend to be the most comprehensive and most attempted in the retailing field by any business paper. It will apply to the record retailing—record Retailing Today." This will be the definitive analysis to date of the operating facet of the record business—the pay-off point of the business where the product moves to the consumer.

I'm quoting from the assignment memo issued by our editor to all his staff members and correspondents. It sums up the purpose and aims of a new Billboard Service Issue to be distributed with our Oct. 10 number.

What is a Billboard Service Issue? During the past 12 months we at Billboard launched two major issues—the award-winning WORLD OF COUNTRY MUSIC and the equally important MUSIC ON CAMPUS issue.

Each single issue of the record industry, and each provided an in-depth study of its respective field, thus generating interest and action in high profile areas of our industry, including: Special Service Issue on RECORD RETAILING TODAY.

The past several years have witnessed a dramatic revolution in the music retailing records. Concepts have been developing in moving product across that pay-off point. Numerous dealers within a given market compete for the customer's dollar. Some are highly successful, others are not. Why?

Within the covers of a single supplement issue, our complete editorial corps will strive to pinpoint the answer. There will be profiles of the successful retail operations across the country, ranging from the, strong, individual service-minded independent dealer, to the mass volume outlets. In addition, the supplement will feature the "Health of the Insurance Industry," and the "Marketing of the Half-winter albums from Japan to Texas."" All agree that the dealer is still the backbone of the business.

This new Billboard Service Issue will be dedicated to the all-important segment of our industry which has made it all possible.
Amusement Spending in Italy Hits Record High

By SAMPL STEINMAN

ROME — Phonograph record sales and jive box collections are soaring in Italy, according to figures released last week by the Italian Society of Authors and Editors, an association which collects all music performance royalties, handled its total gross receipts of $58,000,000 last year, an increase of nearly 30 per cent as compared with the previous year.

Record sales and coin machine collections accounted for most of this total.

Only TV and radio came within distance, with an increase of 19.3 per cent. While films, with a gross of $205,000,000, topped all entertainment lists, its total gain was slightly less than the total in the record sections section, remarkable as a statistic in itself.

Figures are compiled annually by Antonio Ciampi, the secretary general of the group.

Average individual expenditures were highest in Northern Italy, with greatest outlays per individual in Milan, Bologna, Modena, Bergamo and Turin. Rome was far down the list with third of the receipts of Milan. Northern figures were far under these with the average expenditures per person running under $5 per person.

In making his report, Ciampi said, "This exceptional spread in consumption which has characterized the Italian national economy in 1963 reflected itself in entertainment expenditures which increased to $432,800,000 from $384,643,000 in 1962. This in an increase of 12.5 per cent which is greater than the percentage of increase which was showed in the two year period of 1961-62."

Bandwagon

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THE LIFE ALBUM YOU’VE HEARD SO MUCH ABOUT

THE LIFE ALBUM OF PRESIDENTIAL CAMPAIGN SONGS

SING ALONG WITH MILLARD FILLMORE

AVAILABLE TO THE PUBLIC FOR THE FIRST TIME ON COLUMBIA RECORDS
Find Tape Splices Disk Sales

HAMBURG — West Germany’s phonograph record industry believes that the world disk trade is facing a “crisis of competition” from tape recorders and “leisure-time product” industries.

German diskriers reach this conclusion in an analysis why disk sales are stagnating in this country. At a time when German prosperity is reaching new levels, the disk trade is suffering a steady erosion of sales.

The industry organization, Bundesverband der Phono graphischen Wirtschaft E.V., states flatly in analyzing the disk decline that the industry is stagnating.

This year’s sales figures show disk sales slipped 3.2 percent in 1964 compared with last year. However, sales for the long half year were down 11.8 percent from 1962. Taking into account an increase in LP sales, the German industry is barely standing still.

Bundesverband takes a hard look at the industry’s platter plight and implies the situation will probably become worse before it improves — and that other countries are due for disk slippage.

Bundesverband’s evaluation accuses radio stations and tape recorder producers of constituting an unholy alliance, depressing disk sales.

“The great popularity of the tape recorder is influencing un favorably the sale of record players,” Bundesverband finds, and aside from this fact it is to suspect that phonograph record sales dropped below the ratio of being tape-recorded in considerable volume and played back in lieu of buying records.”

Bundesverband is wary, however, of singling out a chief villain. The force depressing disk sales are subtle and complex, and the German disk industry organization treats them accordingly.

It notes that increasing leisure time in this country (the work week has declined in the last decade from 48 to about 42 hours) has created competition as well as opportunity for the industry.

“There has been a rapid expansion in the sale of products and the supplying of services covering all leisure time needs, and those industries are offering very strong competition to phonograph records,” Bundesverband states.

Meanwhile, analysis of German tape recorder production seems to establish that recorders are the major factor in declining disk sales. Record sales appear to slump in almost direct ratio to the rise in tape recorder sales.

By the present rate of sales, about 5 million tape recorders will be in private German hands by 1965. West Germany boasts the Continent’s biggest recorder production and its leading manufacturers.

Rudolph, at 16, Still Sleights ‘Em

NEW YORK — This is the 16th year for “Rudolph, the Red-Nosed Reindeer” is being radio and television program, a song-writing creator, Johnny Marks. It may well be their biggest. Current plans include an NBC-TV color spectacular that will be seen by an estimated 40 million people in the U. S. and Canada, and tie-in record promotion.

The Dec. 6 hour-long TV show will be sponsored by General Electric Fantasy Hour’s presentation of Rudolph, the Red-Nosed Reindeer. The special TV show will be in animation. It will feature the voice of Don Ives as Sam, the Snowman, who will sing three of the eight songs, such of the long half year, according to Marks, who also did the special background music.

The show was produced by Videocrat International, Ltd., the same organization that presented “Hollywood Christmas” for General Electric, “Return to Oz.”

From the background score, Frank Sinatra has recorded “I’ll Be Home for Christmas” and “Rockin’ Around the Christmas Tree,” which are included in a Reprise album featuring Bing Crosby and the Nashville String Orchestra and the Pianos, the Song of Christmas.

Burt Ives, who sings “A Holly, Jolly Christmas” in the TV special, has recorded the song for the Decca, Kapp Records has a single, featuring the Do Re Mi Singers. The song is included on the show, “Silver and Gold” and “Jingle, Jingle, Jingle.” Four of the show’s songs will be included in a Columbia album by the Quest Sisters, titled “A Holly, Jolly Christmas.” The six girls, who have made five appearances on the Miller Miller TV show and the Miller Miller record label, are recording this song for Columbia.

The Prodigal Son Comes Home

COLUMBIA RECORDS’ ANDY WILLIAMS voices his appreciation in a speech on Fountain Square, Cincinnati, landmarks, during Andy Williams Day celebration there last Tuesday (9). The former Cincinnati wailing wailer said he was happy to have returned to the key to the city, special ceremonies on Fountain Square and a guest shot on the Andy Williams TV show, to be shown on the mass media on the stand with Andy were: left to right: U. S. Congressman Robert A. Taft, Jr.; John T. Coca, Executive president and general manager of promotion of Columbia; Jack Lammier, Columbia salesman; Don Stanford, Bill Kelly, Columbia’s Cincy territorial sales manager; Barry Mag, Columbia salesman of Indianapolis, and Pete Grank, WLW and WVLW manager.

Plant Changes At Capitol

HOLLYWOOD — Forrest Dyer has been appointed plant manager, and Lee Simpson, plant engineer, for Capitol’s new $2 million facility under construction at Jacksonville, Ill. Dyer was formerly plant superintendent at the label’s St. Robert, Mo., location. Simpson was formerly plant engineer at Capitol’s Los Angeles plant.

Both officials are already at Capitol’s site and will be there during the construction period during the construction period, reported George S. Jones, Capitol engineering and manufacturing manager.

The plant will be ready sometime next year, Jones added.

Filling the two engineer posts are Joseph Ruda and Richard Burkett, at Sacramento and L.A., respectively. Both have been with the company in other posts at respective locations.

Remaining as plant managers are Dave Lawson in Sacramento and L.A., respectively.

Owners of Supreme Off To London

HOLLYWOOD—Paul and Mary and their double-set concert P.O.P. on Warner Bros, has sold at the same pace as previous one record. They have already over 100,000, said Bob Summers, national sales manager.

Priced at $7.98, the in-person spectator has placed the 2,000 units mark since being released (Oct. 24). This equates to 446,000 records and proves that this was worth paying to get the $7.98 price, Summers said.

Fonda noted there was initial skepticism in some quarters about $7.98 two-LP set, but all distribution outlets are now receiving recorders, which has dispersed this attitude, the sales chief said.

New P.P.&M. ‘Tweet a Hit’

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RCA INKS PIATIGORSKY

NEW YORK — RCA Victor Records has signed cellist Gregor Piatigorsky to an exclusive contract. The three-year pact calls for a minimum of two recordings a year.

The cellist has frequently appeared with Jascha Heifetz on the concert stage.

Set for September release is a new Heifetz-Piatigorsky album containing the works of Beethoven and Miklos Rozsa. Piatigorsky will be a participating artist in the initial Dynagroove release.

Clark Five Itinerary

LONDON — Complete itinerary was announced for Dave Clark Five’s next North American tour.

The group will open at New York’s Coliseum Dec. 21 and then tour to theEd Sullivan TV show Nov. 29 and 30. Tour dates through Dec. 21 are being set for a subsequent show.

The Five will then visit Toronto (2), London (2), Chicago (5), Indianapolis (6), Ekhart (7), Kansas City (8), Denver (11), Detroit (11), Temple (12), Tuscon (13), San Diego (14), Sacramento (15), Los Angeles (20 and 21), Seattle (24), Portland (25), Vancouver (26), Min- nesota (27) and Las Vegas (28).

In December, the group will play St. Louis (3), Tulsa (2), Oklahoma (5), Oklaho- ma (6), Dallas (7), San An- tonio (8), Houston (9), Jackson- ville (11), New Orleans (13), Milwaukee (15), Fort Wayne (16), Cleveland (17), Detroit (18) and New York (20).

Marcie Downer

NEW YORK—Marcie Downer, mother of Bill Downer, general manager of Northern and Champion Music Publishing companies (subsidiaries of Liberty and Columbia Records) and widow of Downer, who died at her home in Arlington, Va., Aug. 10, after a short illness. Two other sons and a daughter survive.

When WLS Deejay Ron Riley announced on the air he would take four gals to dinner and the Beatles’ “Hard Day’s Night” movie afterward, he received over 9,000 replies. Here Ron stands with the four winners selected at random. The gals received a copy of the Beatles’ album, “A Hard Day’s Night,” as bonus.
Watch this single take off: two great sides from her top-selling album, "How Glad I Am" (ST-2155)

Nancy Wilson

I wanna be with you
(from the Broadway musical, "Golden Boy") b/w It's Time For Me

Coming in October: the original-Broadway-cast recording of "Golden Boy" starring SAMMY DAVIS... exclusively on CAPITOL
TV Themes Get Prime Time From Disk Firms

* Continued from page 1

called, obviously enough, the Monitor. The group is made of three guys and a gal and their repertoire is based upon the characters in the series. The songs in the album include such "typescript" titles as "Here Comes the Munster Coach" and "The Munster Creep." Each side contains a single disk of the package, which contains the "Munster Creep," and "Make Me Go Away." There are also穆ster 7s in the box. Columbia is in Picture. Although not yet lined up, Columbia seems to have the inside track on "Mr. Broadway," for which Dave Brubeck, a Columbia artist, scored the score and "The Reporter," with a score by Kenyon Hopkins, whose TV soundtrack of last season's "East Side West Side" was released by Columbia.

Also in the running, but with nothing set yet are record companies with TV-producing affiliations. A. H. Cooper, through Screen Gems, 20th Century-Fox, Warner Bros. and United Artists. An additional factor in the alliance between TV and records is "Sebastian," a tune written by Vic Shane's Steve Sholes says he's mainly interested in TV series, the potential cannot be discounted of a recording of a Barbara Streisand "special" for Columbia, and a "Choodilla" "special," which stars Jack Jones, for Kapp.

The TV artist, too, has become an increasingly important entity in the disk area. Decca, for example, has moved with Vic Shane ("Ben Casey") and "Get Smart" producer Alfred Uhry. And in the case of Rick Nelson, RCA has told its history series to introduce his new recordings. The wide TV exposure, says Sholes, "gives you a built-in audience to the postcasting of a record that much easier."

Book Review


This book, the first of a series devoted to analyzing an era - is the answer to an ad man's dream. Artists, composers, publishers, the license organizations and everybody else in the record business will want to include this among their business libraries. This is not only a reference guide, a stimulus for ideas, but also a memory jogger for those who want to track the business from 1950 to 1959. It can be a goldmine of a source of information.

The book lists all tunes that became popular in those nine years. Each listing contains the composer, the publisher, and/or the best seller record, the introduction of the song, and in some cases, the year, the tune, if adapted. If the song came from a movie, Broadway show, radio program, or it is noted. An example listing fol-

Diversification Is Keyword

* Continued from page 3

Richard, Jim Reed and showbiz veteran John Bubbles. Vee Jay's LP and subsidiary, Tolle, enters the LP market with products by Don and Alleyce Cole and instrumentalist Alberto Cortez. In the merchandising area, Vee Jay's recently launched test cards will be increased by 12, seven aimed at Christmas, which brings the number to 36.

LOS ANGELES-Vee Jay has reached into far left field as part of its expansion program (see separate story) to secure

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Company

Name

Address

City

State & Zip

Type of business

Title

Harris Joins Tolle Label

HOLLYWOOD-Ray Harris has switched from Capitol Records to Vee Jay's subsidiary Tolle label as national promotion manager. Harris, a former radio announcer, joined Capitol's sales staff in 1961 and was subsequently promoted to regional advertising manager for the South.

Atlantic Is Heidi Quiet

NEW YORK-Atlantic Records is handling national distribution of the newly formed Heidi Records label. First release is "See's Such a Shame," by the Willows, a group that has been absent from the music scene for about six years and had a fairly big hit on Warner with "Achin' Hearts Are Ringing."

Also signed to the label are Barbara and Brenda, and Gary and Gary. Atlantic's promotion head, Bob Albiner, indicated that both bands have been released and will be promoted within the next few weeks.

SUCH IS FAME. The Beatles, sculptured in butter, are drawing crowds to the dairy exhibit at the agricultural building at the annual New York International in Toronto. The life-size butter statues, displayed in a refrigerated glass case, were created by William Clements, a high school art teacher, and required more than 800 pounds of butter. The exhibit is on till Sept. 7.

P.O. May Ask Congress to Up Mail Rates on Phonos

* Continued from page 1

In September, 1963, the post office found that the three largest record manufacturers activity in club subscriptions, but there has been a growing trend among companies in other fields. Sales campaigns in newspapers and magazines have included offers of records by manufacturers of cigarettes, magazine, paint products, and other items.

The department says it thinks the "public service subsidy" extended to these record mailings has reached "excessive proportions" both in absolute amounts, and in relation to the total of all public service allowances by the department. The report goes three possible ways to remedy the situation, one so crazy that Sen. Vince Hartke (D. Ind.) urged fellow senators last week to table and penalizing one the "highest forms of educational service" by the post office. The post office is to exclude from the 4th-class rate materials "which consists largely of matter patiently designed for entertainment rather than education." The report notes: there are eight categories of matter that can go under the special rate. The department would explain, "If Congress believes it would be desirable to restrict the volume of these mailings.

Other Possibilities

Two other possibilities are: (1) a separate rate for mailings, particularly for parcels subject to the 1-cent minimum of 10 cents, and get a minimum 2-pound rate, or 15 cents, on parcels of 2 pounds or over. If this would come via parcel rates, the minimum would be raised to 3 pounds, if it survived at all. This would spread the costs more evenly among all special rate mailings, the report says.

Hartke told the post office is contemplating the "arbitrary act of revising the postage rules," and it has raised the issue in the Senate. But D. James Cain, deputy assistant to the Postmaster General, says the language of the report does not imply that the post office will act on its own, but will go to Congress for any decision to raise the mailing rates in certain 4th-class cate-

Atlantic is Heidi Quiet

NEW YORK-Atlantic Records is handling national distribution of the newly formed Heidi Records label. First release is "See've Such a Shame," by the Willows, a group that has been absent from the music scene for about six years and had a fairly big hit on Warner with "Achin' Hearts Are Ringing."

Also signed to the label are Barbara and Brenda, and Gary and Gary. Atlantic's promotion head, Bob Albiner, indicated that both bands have been released and will be promoted within the next few weeks.

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THE BUTTERFLYS

"GOODNIGHT BABY"

BROKE 1st
Pitts.—Nick Conci
Det.—Gene Silverman
N. Y.—Johnny Halonka
N. J.—Joe Cohen
L. A.—Stan Bly

RED BIRD 10-009

Produced by Steve Venet & Jeff Barry
Written by Jeff Barry, Ellie Greenwich, Steve Venet
Trio Music Co., Inc.

Red Bird
1619 B'way
New York, N. Y.
212 LT 1-3420
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;The House of the Rising Sun&quot;</td>
<td>Bob Dylan</td>
<td>72,000</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Bread and Butter&quot;</td>
<td>The Byrds</td>
<td>58,000</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Where Did Our Love Go?&quot;</td>
<td>The Miracles</td>
<td>54,000</td>
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<tr>
<td>4</td>
<td>&quot;Oh, Pretty Woman&quot;</td>
<td>The Beatles</td>
<td>51,000</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Remember (Walking in the Sand)&quot;</td>
<td>The Beach Boys</td>
<td>49,000</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Dancing in the Street&quot;</td>
<td>The Ventures</td>
<td>48,000</td>
</tr>
<tr>
<td>7</td>
<td>&quot;I Buddha Diddy&quot;</td>
<td>The Byrds</td>
<td>48,000</td>
</tr>
<tr>
<td>8</td>
<td>&quot;The House of the Rising Sun&quot;</td>
<td>Bob Dylan</td>
<td>48,000</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Tighten Up&quot;</td>
<td>The Isley Brothers</td>
<td>46,000</td>
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<tr>
<td>10</td>
<td>&quot;Last Kiss&quot;</td>
<td>Jan &amp; Dean</td>
<td>45,000</td>
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<tr>
<td>11</td>
<td>&quot;Sweet William&quot;</td>
<td>Johnnie Taylor</td>
<td>45,000</td>
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<tr>
<td>12</td>
<td>&quot;My Boyfriend's Like a Mackerel&quot;</td>
<td>The Lettermen</td>
<td>44,000</td>
</tr>
<tr>
<td>13</td>
<td>&quot;Dancing in the Street&quot;</td>
<td>The Beach Boys</td>
<td>44,000</td>
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<td>14</td>
<td>&quot;Why You Wanna Make Me Cry&quot;</td>
<td>Sonny &amp; Cher</td>
<td>43,000</td>
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<td>15</td>
<td>&quot;Don't Make Me Over&quot;</td>
<td>The Ronettes</td>
<td>43,000</td>
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<td>16</td>
<td>&quot;It Hurts to Be in Love&quot;</td>
<td>The Lettermen</td>
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<tr>
<td>17</td>
<td>&quot;Clinging Vine&quot;</td>
<td>The Animals</td>
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<td>18</td>
<td>&quot;Save It for Me&quot;</td>
<td>The Temptations</td>
<td>41,000</td>
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<tr>
<td>19</td>
<td>&quot;In the Misty Moonlight&quot;</td>
<td>The Shadows</td>
<td>41,000</td>
</tr>
<tr>
<td>20</td>
<td>&quot;We'll Sing in the Sunshine&quot;</td>
<td>The Drifters</td>
<td>41,000</td>
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<tr>
<td>21</td>
<td>&quot;Greenback Dollar&quot;</td>
<td>The Kingbees</td>
<td>40,000</td>
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<tr>
<td>22</td>
<td>&quot;Maybe I Know&quot;</td>
<td>The Impalas</td>
<td>40,000</td>
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<tr>
<td>23</td>
<td>&quot;C'mon and Swim&quot;</td>
<td>The Ventures</td>
<td>40,000</td>
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<tr>
<td>24</td>
<td>&quot;Under the Boardwalk&quot;</td>
<td>The Drifters</td>
<td>40,000</td>
</tr>
<tr>
<td>25</td>
<td>&quot;I'm On the Outside&quot;</td>
<td>The Dixie Cups</td>
<td>40,000</td>
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<tr>
<td>26</td>
<td>&quot;Put the Word Out&quot;</td>
<td>The Drifters</td>
<td>40,000</td>
</tr>
<tr>
<td>27</td>
<td>&quot;Out of Sight&quot;</td>
<td>The Kings</td>
<td>40,000</td>
</tr>
<tr>
<td>28</td>
<td>&quot;A Summer Song&quot;</td>
<td>The Shadows</td>
<td>40,000</td>
</tr>
<tr>
<td>29</td>
<td>&quot;How Do You Do It&quot;</td>
<td>The Drifters</td>
<td>40,000</td>
</tr>
<tr>
<td>30</td>
<td>&quot;Catch Me&quot;</td>
<td>The Drifters</td>
<td>40,000</td>
</tr>
<tr>
<td>31</td>
<td>&quot;You Must Believe Me&quot;</td>
<td>The Impressions</td>
<td>40,000</td>
</tr>
</tbody>
</table>

**Star Performers:**

- "When I Grow Up to Be a Man" by Dean Martin
- "Some Day We'll All Be Together" by The Beatles
- "You'll Never Get To Heaven (If You Break My Heart)" by The Everly Brothers
- "Rhythm" by The Ventures
- "Let It Be" by The Beatles
- "Watchin' That Man" by Bo Diddley
- "Last Kiss" by Jan & Dean
- "Slow Down" by The Cowsills
- "When You Loved Me" by The Miracles
- "20-75" by The Who
- "She Wants to Be Loved" by The Impressions
- "On the Street Where You Live" by The Impressions
- "Ringos Theme (This Boy)" by The Isley Brothers
- "Candy to Me" by The Miracles
- "Invisible Tears" by The Lettermen
- "Mercy, Mercy" by The Drifters
- "Where Have You Been" by The Foundations
- "Choo-Choo" by The Coasters
- "I Stand Accused" by Dino Danelli

**Bubbling Under the Hot 100:**

- "HAPPY HOLIDAYS" by various artists
- "IT'S THE HOLIDAY SEASON" by various artists
- "WE WISH YOU A MERRY CHRISTMAS" by various artists
- "WE WISH YOU A MERRY CHRISTMAS" by various artists
- "MERRY CHRISTMAS TO YOU" by various artists
- "WE WISH YOU A MERRY CHRISTMAS" by various artists
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- "WE WISH YOU A MERRY CHRISTMAS" by various artists

**Compilation:**

Compiled from national retail sales and radio station plays by The Music Popularity Dept. of Record Market Research, Billboard.
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TIMI YURO: THE AMAZING TIMI YURO
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SARAH VAUGHAN: VIVA VAUGHAN
MG 20941/SR 60941

LESLEY GORE: GIRL TALK
MG 20943/SR 60943

THE MITCHELL TRIO: THE SLIGHTLY IRREVERENT MITCHELL TRIO
MG 20944/SR 60944

www.americanradiohistory.com
THE PLATTERS: TENTH ANNIVERSARY ALBUM
MG 20933/SR 60933

OSCAR PETERSON TRIO: ONE, CLARK TERRY
MG 20975/SR 60975

PATTI PAGE: THE NEARNESS OF YOU
MG 20952/SR 60952

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MG 20935/SR 60935

XAVIER CUGAT PLAYS THE MUSIC OF ERNESTO LECUONA
MG 20936/SR 60936

THE HARRY SIMEONE CHORALE: SONGS OF INSPIRATION
MG 20945/SR 60945

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THE DIFSY DOODLE • GOODY GOODY AND 10 OTHER GOLDEN OLDIES

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MONEY

George Jones: Country & Western No. 1 Male Singer
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Xavier Cugat: Country and Western

HARRY SIMEONE: SONGS OF INSPIRATION

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BROADWAY MARCHES: FREDERICK FENNELL
CONDUCTING THE
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MOZART: HORN CONCERTOS nos. 1, 2, 3,
4: VIENNA SYMPHONY, BERNHARD PAUMGARTNER,
ERICH PENZEL, HORN

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Russia's most renowned musicians in an outstanding performance of Bach at his professional best.

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- WITH NATIVE DRUMS AND PERCUSSION

Leonard de Paur's use of native drums and percussion makes this a collector's album reflecting the strength and soul of the new nations of Africa.

BROADWAY MARCHES

FREDERICK FENNELL

CONDUCTING THE
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Russia's most renowned musicians in an outstanding performance of Bach at his professional best.

www.americanradiohistory.com
Martin Getting United Artists' 4-Star Buildup as Performer

NEW YORK — Through the efficient handling of United Artists Records, George Martin is going to be his own man. After signing dates in England that produced more than 100 million record sales, Martin is now being groomed by UA here as an artist in his own right. UA's first experience with a single artist has been a success, all. His single of "Ringo's Theme" cut out of the Beatles' soundtrack album, "A Hard Day's Night," has passed the 200,000 mark in sales. His LP, "Off the Beatles Track," has racked up over 20,000 copy sales.

UA is just beginning its work on Martin, who has, as an ad

R 'n R Group 'Out-Foxes' The Animals at Paramount

NEW YORK — The Yankee rock 'n rollers whipped the British Redcoats in the Brooklyn
tos records, a record attendance between Murray the K's show at the Brooklyn
and the first U.S. appearance of the Animals at the New
ng for 10 days at the Fox is $180,000 while the Paramount's expectation centers
orders the $90,000 mark. Both theaters charge a $2.50 top for

tickets.

The Billboard correspondent at the Paramount reported that the Animals shook up the theater but there were no signs of any fans to be shaken. The Brits, however, enjoying the top slice in the country ("House of the Rising Sun"), were supported by co-stars Jan & Dean Sept. 4, and the Beatles, Roy Orbison, Les Paul & the Chieftains and Elke Brookin, Sam (the Man) Taylor's orchestra.

From our Brooklyn correspondent came this: "At show caught 91 the house was ap
approximately three-quarters full and the audience, mostly male, was highly receptive to Murray's jokes. The bill included Marvin Gaye, the Miracles, the Supremes, Martha and the Van-

dellas, the Contours, the Tempt-
ations with the Searchers, the Dave Clark Five and the London Lace.

"Police barricades were up all around the theater to control the "Beatles' fans commandeering the policemen in the theater with flashlights to keep the peace and keep the fans from rushing on to the stage."

Dist Firms

In Germany

Honor Strauss

MUNICH—German disk jockeys are releasing a flood of Richard Strauss recordings in commemoration of the 100th anniversary of his birth.

The result is the finest offer-

ing of Strauss' music ever assem-
bled at one point in time. It has be-

come an event that has led

leading German disk jockeys to re-

lease their favorite Strauss anniver-
sary LP's and albums.

Electrode, Deutsche Gramm-
ophon, HMV and Polydor have

announced for new recordings of 15 of Strauss' operas. German disk

jockeys won the kick dramatized

by three separate releases of his Der Rosenkavalier opera, by Teledex, with Kleiber, Electrode, with Karajan, and Grammophon with Bochsa.

"Arabella" is offered by Tel-
dlex with Solti and by Gramm-
ophon with Kellner, and "Die

Frau Ohne Schatten," by Tel-
dlex with Boehm and Gramm-
phon with Kellner.

Boehme is the busiest Strauss
director, his "Elektra" for Grammophon won the Grand Prix du Disque. Boehme has also

produced two new recordings of "Ariadne auf Naxos" for Grammophon, the other productions being Teldec's (with Leider) and Electrode's (with Kellner).

Three versions of Salome are scheduled. Teldec has two complete versions, Krauss and the other with Solti, and for Radio France he will have the third Salome this month with Susnik. Electrode has the only production of "Der Rosenkavalier" (Sawallisch).

Ariel Film is bringing out a Strauss LP sung by Ludwig and Walter Berry, with voices from "Elektra," "Der Ro-
ter's" to come up with what-

ever it is in his happenings, he's in keeping with the record com-

pany's policy of giving a free hand to his artists, particularly with which it has adapted from its parent company, United Artists Pictures.

Martin also said that he was going to release instrumen-
tional instrumental LP patterns. "Today's market requires some-
things different," he pointed out, "and I'm going to come up with instrumental sounds that access a beat and that highlights the sounds that are now attracting listening interest."

Thus, he added, will not be done to the shattering of the musical piece whether it be a standard or a composition of his own creation.

As far as composing goes, Martin does not have a chip on his shoulder despite the fact that he handles as artists through his job as artists and repertoire man at EMI (Electric & Musical Industries) Ltd. "I've had a free hand in the composing end, he has no publishing house function. I'll see all publications," he said. "And even though I'm contrac-
ted to United Artists Records as an artist, I've had no talks with their music publishing agency on the extension of my obvious popularity."

Although Martin may try to engage the Manhatton patterns on discs, he's still not sure whether he'll tour the U.S. as Mantovani does every year. The thoughts along those lines are ones that cross his mind when he does, it'll be under the sign of Brian Epstein, the young English manager who brought the Beatles into the world.

SINGER AT COCONUT GROVE

Peggy Lee Does a Soft-Sell Job

LOS ANGELES — Peggy Lee's gentle way with a lyric guided through the Coconut Grove in a series of discreet and subtle business presentations used at this particular presentation.

Unfortunately for Miss Lee, or because of her star-

studded front table crowd maintained an attitude of complacent serenity which appeared to affect the entire house. Lacking from Miss Lee's performance was any genuine electricity although she handled both lyrics and rhythm with immaculate vere.

The myth of excellence sung 27 titles, many combined skill-

fully into melodies which moved b sphere and the one, a quartet with Lou Levy on piano and Stan Lee on drums, provided a solid foundation, with the Fred Martin orchestra soaring and swinging.

When the tempo is up and her manner most businesslike in control, as on "My Romance", Miss Lee's voice reaches across with its greatest strength. When she dips into the intimate ballad, which have been a main-

stay throughout her career, her

voice retains its throaty, soft quality.

There is a delightfully com-

eside to "My Man," a song written by her serious build-up for "Miss Peggy Lee and Me Love" with the orchestra singing in unison with Peggy Lee and appropriate "yeahs" and "hahs".

Known for her love of clowns, Miss Lee offers a funny man at the show and enjoying safely on stage while the

vocalist softly sang "Things," "Funny Man," and "What Kind of a Fool Am I?" Only a genuine produce could have suggested a voice upstage her, as was the result of the clown's appearance with sub-

sequent happy ending drawn to him.

Overall, however, the spell cast by Miss Lee's warm feeling for her audience and her unique vocal and physical style produced a happy opening without any noticeable excitement.

ELIOT TIEGEL
POP STANDARDS

ROBERT GLOELE—My Love Forgives Me (Amos, Standard BMI) 1:25—F—Almost Rich (Northern-Burlington, ASCAP) 1:45
LENNY LEE—Columbia Stockade Blues (P. D.) (2:15). DECCA 25619
WILL BRONSON SINGERS—That’s Love (South Mountain, BMI) 1:56
CASEY KASEM—Theme for Elaine (ASCAP) 2:14.
NANCY BIBBSON—Just in Time for Me (Kacydec, BMI) 1:12.
BILLY HENDERSON—I’ve Got a Brand New Heart That’s For You (2:15).
SAMMY MARSHALL—Pleasant Tryst (Mills-Blue Ribbon, ASCAP) 2:16.
CHARLIE MOORE & BILL NAPIER—My Dear One (BMI) 1:12.
Reno & STOY—Big Noise (P. D.) (2:15). KING 2581
CHARLES SMITH—Lonely Takes You Higher (BMI) 2:08.
RHYTHM & BLUES

RUFS THOMAS—Walking In A Dream (ASCAP) 2:21—All Night (BMI) 2:49.
BILLY SULLIVAN—Big Balls of Fire (BMI) 1:36.
WILLIE BINGHAM—Send Me Your Love (BMI) 1:24.

COUNTRY & WESTERN

GOLDIE HILL—You’re Free to Go (Jaxon-McIntyre, ASCAP) 1:15—There’s a Crowd (Marks, BMI) 1:24.
LEON MCALPINE—New Time I Fall In Love (Columbia, BMI) 1:22—Don’t Call Me, I’ll Call You (Lyon-Camaron, BMI) 1:21.
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SAMMY MARSHALL—Pleasant Tryst (Mills-Blue Ribbon, ASCAP) 2:16.
CHARLIE MOORE & BILL NAPIER—My Dear One (BMI) 1:12.
This week’s big breakout record!
Baltimore, Washington D.C., Boston, Charlotte, Cleveland, Los Angeles, New York, Philadelphia, San Francisco

Nashville Teens
TOBACCO ROAD
Richard and the Shadows are recording an album of songs written by their manager Ken Howard and are looking at releasing an album called "Camelot." They are planning to tour the United States and Canada in early February. The group is currently headlining at the Aladdin in Las Vegas, Nevada.

The Shadows' upcoming tour will take them to New York, where they will appear at the Paramount Theater. After that, they will head to Boston, performing at the Boston Garden. The tour will continue to New England before moving on to the Canadian provinces.

In Canada, the group will perform at the Royal Alexandra Theatre in Toronto, followed by a show at the Apollo Theater in Vancouver. The Shadows will then return to the United States for a series of dates in the Midwest and Southwest regions.

Throughout their tour, Richard and the Shadows will be supported by their own band, The Ventures, and will also feature guest appearances by several notable musicians, including Jerry Lordan and his band, The Beatnums. The tour is expected to be a major success, with high demand for tickets and strong interest from music fans across the United States and Canada.

For more information on the Richard and the Shadows tour, including dates and locations, please visit their official website or follow them on social media platforms. Stay tuned for updates on their upcoming performances and future projects.
This is the newest label in the business.

These are the singles that will make you remember it!

CAR PARTY / Outta Gas by The Sunrays (101)
GOODBYE GIRL / I'd Do Anything by Ritchie Dean (102)
SIXTEEN TONS / I'm Gonna Lose My Mind by Harry Nilsson (103)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
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<th>Label</th>
<th>Weeks on Chart</th>
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<td>THE BEATLES — A HARD DAY'S NIGHT</td>
<td>NICKEL &amp; DIME</td>
<td>APPLE</td>
<td>81</td>
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<tr>
<td>2</td>
<td>SOMEWHAT SOMETIMES</td>
<td>NICKEL &amp; DIME</td>
<td>APPLE</td>
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<td>3</td>
<td>EVERYBODY LOVES SOMEBODY</td>
<td>NICKEL &amp; DIME</td>
<td>APPLE</td>
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<td>4</td>
<td>ALL SUMMER LONG</td>
<td>NICKEL &amp; DIME</td>
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<td>5</td>
<td>PETER, PAUL &amp; MARY IN CONCERT</td>
<td>NICKEL &amp; DIME</td>
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<td>HELLO, DOLLY!</td>
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<td>I DON'T WANT TO BE HURT ANYMORE</td>
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</tbody>
</table>

Compiled from national retail sales and radio station airplay by the Billboard Research Dept. of Record Market Research, Billboard. Copyrighted material.
“DEARIE” SURPASSING “DOLLY” IN RACE FOR NO. 1 SPOT...RECORDED SEPTEMBER 3...FIRST 1/5 MILLION ORDERS SHIPPED SEPTEMBER 9...

SO LONG, DEARIE
ANOTHER SMASH HIT FROM THE FABULOUS BROADWAY SHOW
‘HELLO, DOLLY’
LOUIS ARMSTRONG

72338

WRITE, WIRE OR CALL YOUR Mercury DISTRIBUTOR NOW!
ALBUM REVIEWS (continued)

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

WHERE DID OUR LOVE GO

Supremes, Motown M 627 (M); $ 651 (S)

★ NEW ACTION LP's

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

R. F. D.

Marty Robbins, Columbia CL 2210 (S); CS 920 (S)

ESTER LANIN PLAYS FOR DANCING

Philips PML 200-123 (M); PML 600-122 (S)

MY KIND OF FOLK SONGS

Duke Garnett, RCA Victor LP 2932 (M), ESP 2975 (S)

I WISH YOU LOVE

Andre Kostelanetz & His Orch, Columbia CL 2165 (M), CS 8953 (S)

ELINGTON

Duke Ellington, Reprise R 6122 (M); RS 6122 (S)

MY FAIR LADY

Fernando & Tischler, United Artists UAL 556 (M); UAS 6501 (S)

GREAT THEMES FROM HIT FILMS

Brent Light & His Orch, Command 8 RS 871 (M), RS 671 30 (S)

MILES DAVIS IN EUROPE

Columbia CL 2182 (M); CS 8905 (S)

SPECIAL MERIT PICKS

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

JUDE COLLYN

ECLAIR \"SPECIAL\" (S)

This is Andy's third album of Mozart Piano Concertos. No. 17 in F major, K 458, is a stereo first with this release. It is re-issued to conform with the recording of the violin by James Galway.

WALTER HART

Columbia CL 2295 (M); CL 2474 (S)

A package marked with much commercial appeal. Three most popular ballets are represented in stereo. "Carmen" and the "PDD" partner the "Salzburger" Ballets, and a stereo vehicle of one. Despite this, the package should register well with the buyer.

WILLIAM BEAUFORD

Mercury S 801 (S)

A package of well-recorded blues and jazz, all familiar favorites, performed by a noted jazz vocalist, pianist, and organist.

SPECIAL CLASSICAL MERIT

THOMAS MASON

Chorier Raymond St. Paul! Orchestra, Lomemners, Paris (Fournier); Deutsche Grammophon SLP 154279 (S)

This stereo album is perhaps the most commercially successful of the many issued under the "Mason" label. The highlights are offered conspicuously on French, German, and American recordings, as well as for many classical record collectors.

LOW PRICE CLASSICAL SPOTLIGHT

DIXIELAND AT ITS BEST

Various Artists, RCA Camden CL 838 (M); CAS 8386 (S)

This is Diziland at its best, and all recorded "Live" in New Orleans. It's hard to think of anything better in Dixieland, and since this album is done up in stereo in a style that utilizes top musicians, like Gene Krupa and Harry Stripes, it should prove a smash hit. It's hard to think of anything better in Dixieland, and since this album is done up in the original black style (Klondike, Dandelion, etc.), and with a high Latin touch. Top adult appeal and programming fare.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Special Spotlights or Special Merit Picks, and all other LP's are rated under their respective categories.

MUSIC FOR DANCING

Living Strings, RCA Camden CL 845 (M); CAS 8945 (S)

These Living Strings lead the sales list for the burgeoning Latin market, and should continue to enjoy strong sales action on into the fall.

SPECIAL CLASSICAL MERIT

STRAVINKY, LE SACRE DU PRINTEMPS

Berliner Philharmoniker (Koruyon), Deutsche Grammophon SLP 139850 (M), SLP 139851 (S)

This album is a real favorite of the tonal trend, and its release in stereo is sure to meet with a highly favorable reception.
THE HUNDRED DOLLAR CLASS CHAMPION!

Masterwork's stereo SOLID STATE portable has overnight taken undisputed first place in the category that means more profit dollars for you!

Features:
- Dual channel transistorized amplifier
- Four perfectly matched speakers (two 6", two 3½"")
- Garrard changer
- Flip-over ceramic cartridge
- Diamond and sapphire needles
- Jet age streamlined aluminum handle
- Stereo separation with or without removing speakers from lid

- Lock cornered wood cabinet
- Scuff proof pyroxilin coated fabric covering
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* Suggested List Price; slightly higher in the West

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Another BIG HIT from BERT KAEMPFERT

TREAT FOR TRUMPET c/w ALMOST THERE

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

31666

on DECCA naturally
AVÁ PROMO MG.

HOLLYWOOD — Jack Magraw has joined Ava as national promotion manager. He was formerly with Reprise. His appointment strengthens the executive staff, which includes president Glen Costin, who bought the company several months ago as vice-president Jackie Mills, single’s head Joe Saraceno plus business consultants Joe Lee and Clyde Carson.

3 NAMED TO NARAS BD.

HOLLYWOOD—Pete King and F. M. Scott have been elected to the national board of trustees of NARAS by the local chapter’s board of directors. Re-elected was Mack David with Van Alexander and Dave Cavanaugh retiring. Other trustees are Les Brown, Sonny Burke, John Trotter and Paul Weston.

KIP TYLER

"THAT BELL OF FREEDOM"

#710

Featuring Kip Tyler with the Black Heath Symphony

WARDROBE: BEAU CENTRY

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A DIVISION OF GYRO DISC INTERNATIONAL

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—HiFi/Stereo Review

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Advance orders now can be placed by contacting your Angel Records representative
COUNTRY MUSIC CORNER

By BILL SACHS

Connie Smith, a protégé of the Bill Anderson Enterprises, has signed with the Win-Hed Agency, Nashville, for personal... Buck Owens and His Buckaroos are currently writing a show through Victoria, Maryland and North Carolina.

David Houston, managed by Tillman Franklin, Inc., routed to Tampa Sept. 18-19, Austin, Tex., and San Antonio, Sept. 26, on dates changed by the Hubert Long office, Nashville. The Cedar Grove Three will accompany Houston on all dates. Epic Records has released a single release on "Love Looks Good On You" from Houston's album. *New Voice From Nashville.* Flip on the single is *My Little Lady.*

Gary Williams is holding forth with a five-piece combo at the 17 Club, Billings, Mont. Williams has a new single on the Panorama label, coupling "Alaska" with "Rule No. 1," Gary puts up in his spare moments handling regular writing assignments for Real West and The West magazines.

The Faron Young radio show, with Tompall and the Glaser Brothers, has commenced for 26 more weeks by the Pearl Brewery of San Antonio. The radio show covers a five-State area. Billy Walker is an extended tour arranged by International Booking. Walker covers the Middle West and West Coast and will keep Walker occupied until October. He will make several weekend flights to.

JOHNNY CASH

BELSHAZAR

WIDE OPEN ROAD

SUN 7/22

CMA's BUILDING FUND gets another boost as Cliffie Stone, president of Centrol Songs, Inc., of Hollywood, hands CMA President Tex Ritter a check for the first payment on his $10,000 pledge.

Bob Luningham, for the last three years associated with KRZJ, Fort Worth, N. Y., and on sales, has taken a similar position with WRJHC, Jackson, Fla. Luningham will take over PD duties at WILE Radio, Smithville, Tenn., and the Nashville area on 1480 k. He puts in a plea for records from the diskieres and invites disk artists playing the territory to drop in for a visit.

Billy Phillips and Johnnie Wright of Tennessee Mountain Boys.

WITH THE COUNTRY JOCKEYS

JIMMIE SKINNER, the Slimmer Skinner Music Center, the almost 100-per-cent country music house located in downtown Cincinnati, recently inaugurated a new cash platter seer on WWHO, Hamilton, Ohio. To keep the show sparkling, Skinner says he could use more sample records from the diskieres and artists. He asks that they be sent to his home, 5017 Denton Drive, Fairfield, Ohio.

Robby Scott, formerly music director at WCRT, Centralia, Ill., has accepted the post of musical director at Station KDIF, Wichita, Kan. Besides his daily show on XABS, Chula Vista, Calif., Scott is broadcasting the "World of Country Music" program on XABS and the "World of Country Music" program on XABS.

WESLEY ROSE, president of Kinsey Records; Eddie Albert (pinkster), newly signed Hickory artist, and Boudleaux Bryant, Acuff-Rose songwriter, are the toast of Alber's first Hickory session recently at Columbia's Nashville studios.

---

STU PHILLIPS, the Traveller's Radio, will soon be coast to coast on Canada's CBC Television Network with country music. Now an Amsterdam Records, Stag first with the label is "HEART" (Col. 42079), a beautiful ballad and "HEART" that's destined to "break."
### Nashville Scene

**By DON LIGHT**

Ray Pillow, new Capitol recording artist, cut his second session for CBM last week under the direction of Marvin Hughes. Pillow and his manager, Joe D. Taylor, leave this week for Columbus, Ohio, where Ray will be doing TV appearance and radio promotions for the big “Grand Ole Opry” show slated to play Columbus Sept. 22. Stan Hitchcock, Epic recording artist and Nashville representative for Epic Horizon Music Company, cut a session for the label’s Billy Sherrill last week.

The Newboys, hot new Hickory Records act, are ready for a rush trip to England last week, where they were to make TV and radio appearances. They were accompanied by Jim McConnell of the Arista Rose Artist Corporation.

Roger Miller just returned from New York where he taped a Jimmy Dean show. Floyd Cramer, busy “Na-sheville sound” pianist, recorded an album for RCA last week, with Chet Atkins handling the orchestra.

George Kent was in town last week to record for Jimmy Key’s Side Records. He then left for Colorado, Texas and Oklahoma.

Jimmy Martin and the Sunny Mountain Boys are set for a tour opening in Lafayette, Ind., this week and closing in Seattle, Wash., Oct. 11. The Everly Brothers, Don and Phil, former Nashville residents, were in from the West Coast last week and recorded for Warner Bros., under the direction of Wesley Rose.

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### Country Singles

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<thead>
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<td>I GUESS I'M CRAZY</td>
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<td>2</td>
<td>DANG ME</td>
<td>16</td>
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<tr>
<td>3</td>
<td>THE BALLAD OF I AYES</td>
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<td>4</td>
<td>I DON'T LOVE YOU ANYMORE</td>
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<td>5</td>
<td>THE CONVICT IN THE CONTINENTAL SUIT</td>
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<td>6</td>
<td>I LOVE TO DANCE WITH ANNI</td>
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<td>7</td>
<td>DON'T BE DARE</td>
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<td>8</td>
<td>PASSWORD</td>
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<td>SECOND FIDDLE (To An Old Guitar)</td>
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<td>PLEASING MY HEART</td>
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<td>THEN I'LL STOP LOVING YOU</td>
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### Country Albums

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**WITH THE COUNTRY JOCKEYS**

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**“reduces rewraps increases impulse sales”**

**WARNER BROS.** reduced rewraps and increased impulse sales when they overwrapped albums in Cryovac Y-Film. Y-Film is clear, tough and shrinks to a skin-tight fit. Because it’s tough it practically eliminates the rewraps that usually result from the rough and tumble of self-service retailing. The sparkling clarity of Y-Film makes albums stand out, so they have greater impulse appeal to buyers. Why not find out for yourself that Cryovac Y-Film is the surest way to wrap self-service sales?
New Album Releases

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

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"KNOCK KNOCK"
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THE ORLONS

Say You Saw It in Billboard

All Dealers!!!
Buy 5... Get 1 Free
On DOOTO'S
New Red Hot Best Selling Album Releases

Best Selling Comedy Albums

212. Songs For Fun (Neltie Fox)
216. Left Off The Party (Red Fox)
219. Left Off The Party (Red Fox)
220. Left Off The Party (Red Fox)
221. Left Off The Party (Red Fox)
223. Best Of Fun Foxes
224. Best Of Fun Foxes
225. The Best Of Party Fox ( relion)
247. Best Of Fun Foxes
266. Big Top Variety Shows
269. Big Top Variety Shows
270. Big Top Variety Shows
271. Best Of Fun Foxes
272. Best Of Fun Foxes
274. Best Of Fun Foxes
275. Best Of Fun Foxes
276. Best Of Fun Foxes
277. Best Of Fun Foxes
278. Best Of Fun Foxes
280. Best Of Fun Foxes
281. Songs Thru A Keyhole (Julie Cowan)
282. Songs Thru A Keyhole (Julie Cowan)
283. Pillar Fun (Sam Harris)
284. Pillar Fun (Sam Harris)

Other Best Sellers

204. Best Vocal Groups In R & B 6
231. Spiritual Moments (Gillian Randolph)
252. Best Vocal Groups (Nur Groups)

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Mills Music Named Agent, Distributor for Novello Co.

NEW YORK—England’s old-time Novello music firm will be represented in the U.S. by Mills Music. The deal for Mills to act as agent and sole distributor of the 153-year-old British firm was set by Mills President, Jack Mills, during his visit to London this past July.

More than 100 compositions and arrangements, actively selling in their native land, will be introduced to the school and college orchestras, including a contemporary series of concert and training materials, titled "Music for Today." Among the composers and arrangers in Novello’s catalog are Gustav Holst, Edward Elgar, Albert Coates, David Stone, Bernard Stevens, Adrian Crutt, Thea Musgrave, and John Gardner, among others.

Mills will also represent the much-performed Novello rental music library to the professional and community symphony orchestras. Mills is now preparing a program to push its new acquisitions and arrangements being made for the performance of many Novello copyrights at educational music conferences this current school year.

The publications being imported from England and will be prepared for the U.S. market under the guidance of Arthur Cohn, director of Mills’ foreign music department, which already includes representation of such catalogs as Cartier of Milan; Joseph Williams Lengnick, W. Paxton, Associated Board of Royal Schools of Music, Goodwin & Tabb, of Great Britain; Israel Composers League Publications, Tel Aviv, and Editions Quiroga, Madrid, among others.

Metric-TRAVIS Tabs Alman

NEW YORK—Al Alman has been named Eastern representative of Metric and Travis. For the last five years he has been promotion manager of Mutual Distributors, serving for Liberty, United Artists, Atlantic, and other labels. He had also handled programming for Boston radio stations WMEX and WRKO.

Alman will report to Mike Gould, general manager of Metric and Travis.
Hottest will Wenche into their year," noticed now and get and gramm OSLO 19.

New man at Norsk Phonogram in charge of the artists and repertoire is Per Kilde. He was previously a school teacher and has a large musical background... Jim Reeves "I Love You Because" and "I Won't Forget You" (both RCA Victor) have now reached the 50,000 and 25,000 mark, respectively, and continue to sell... "I Love You Because" moved back into the turntabl- position on the local charts and the artist is now a double topper on Norway's Top 10... "We have noticed a very welcome rising tendency in summer sales this year," says Hakon Tveten, managing director of Norsk Phonogram... Now we wonder if it means that the sales are on their way up again or just a fad. The sales have slightly decreased since 1961 — but that was just after the war. Now we hope we are on the right track again." Tveten says... Hottest local artist in Norway today is Rolf Just Nilsen, starring in "Stop the World." He has a series of platters, of which "Pappa's Til Tove Mette" (Tove Mette's Daddy)—a satire on the fathers of young singing lasses on Nor-Dan—is ready to move into the charts this week (No. 11)... Top Norway artists Wenche Myhre and Per Aspin, will star together in a local film, "Who's Doing the Dishes," to go in production September. Rosemary Clooney's old hit "This Old House" has become a new hit in Scandinavia. Per Myrberg has done the song, calling it "Trettiferian" (34) on Meronomie. In Norway both Philips (Tre Tainers) and Troll (Lars Bjune) have recorded the song. It seems like Per Myrberg will move into the Top 10. Multiton has the publishing rights to "Trettiferian"... Edition Lyche has the publishing rights to the tunes from the Beatles' film "A Hard Day's Night" with the melodies: "If I Fell," "Tell Me Why," "I'm Just Happy to Dance With You," "And I Love Her" and the title song... Swedish Hootenanny Singers will represent Sweden in a big international Eurovision TV program, while Wenche Myhre will represent Norway. A series of six programs will be televised in Sweden, Norway, Germany, England, Netherlands, Belgium, a ESPEN ERINSEN

BUDAPEST

Janos Ferenczi, Budapest State Opera's Generalmusik director, will conduct Puccini's "Madame Butterfly" and Bizet's "Carmen" at the Vienna State Opera this month... Sandor Szokolya, young composer of serious music, will attend the music festival in Tours, France, where his new composition "Deporation" for chorus, orchestra and solo piano will have its first performance. The young composer wrote the work in memory of the late Francis Poulenc, who showed much interest in Szokolya's work... At Budapest's State Opera Skoloday's new opera is under preparation and will be presented on Oct. 31. This year's festival at Sieged had 12 performances and 70,000 attendance. About 1,700 were tourists. As the festival makes plans for the next season, the following performances are under consideration: The Hungarian opera "Bank Ban," by Ferenc Erkel, "Torando," by Puccini and the Hungarian classical masterwork, "Tragedy of Man," by Imre Madách. A world famous ballet company may be invited... Paul Gyongy

STOCKHOLM

Alma Cogan visited Sweden for five days and opened at the famous music hall Nalen... Peter and Gordon were here at the same time and did one TV show and one concert at the concert hall in Stockholm... The Stereoplas, a group from Gothenburg, are on the Swedish hit list via EMI... Jazz pianist Bill Evans made an LP album with Monica Zetterlund before he left for New York... Folk singer Leon Bibb visited Sweden after his tour in Russia and did a radio program and a TV show in Stockholm during his stay. In Norway they sell a lot of Swedish records. The reason is that many Norwegians can listen to Swedish disk jockey programs... Siw Malmvist's hit "Skona Mitt Hjarta" is close to a "silver-record" for 25,000 copies... Leif Matteson

HOLLAND

Shirley Zwerus, the new Dutch singing star who impressed audiences recently during her appearance in the Knokke Song Festival, ended in fourth place in the International Song Festival in Sopot (Poland). Greece won the contest... The Voormolen has been awarded a prize by the Ministry of Education, Arts and Sciences for the orchestral work "Chaconne and Fugue." The prize is worth fr. 1500. The Netherlands Opera will be revived by a government foundation which will probably have its seat in Amsterdam. The State secretary, Drs. L. J. M. van de Laar, believes opera in this country can be led into right channels if a new institute is founded which meets certain requirements... RCA's famous pianist Peter Nero will be present at the Grand Gala du Disque in October... Holland's leading position after the International Song Festival 1964 at the Belgian seaside resort Knokke, focused on the five charming young girls of the winning Dutch team. Twenty-two-year-old Henka Blaaska got a Phonogram-contract for two years... The Rolling Stones were in Hol

A NEW TONY ORLANDO "to wait for love" A NEW HIT SINGLE FROM THE HOT LINE

September 19, 1964, BILLBOARD
Dallas' KLIF Believes In That Personal Touch

DALLAS—KLIF in Dallas is a radio station which operates on the theory that keeping in personal touch with the listeners pays off. A station which only recently moved to new quarters, compete with up-to-the-minute broadcast equipment, has become a member of the family both to the kids, the young adults and the not so young adults of the Dallas listening area.

A visit to its new studios impresses one with the personal touch approach it has had. The place is swamped with visitors, some of whom are there for a glimpse, or maybe even an introduction to their favorite DJ.

The reason? Well, according to Jim Herridge, the program director, it is the careful selection of disk jockeys. "We place a strong emphasis on personalization in our disk jockeys," Borders said. "We like pleasant, entertaining professionals behind our mikes, disk jockeys who, when they open their doors, it seems like they belong. We don't limit them to time and territory restrictions.

This has a big appeal to the teen-ager of the city, and nearly all the listeners agree with the statement that they are personally acquainted with KLIF deejays.

But the audience is not confined to the young. The young listeners are the people in the station when they are older.

One of the first all-contemporary disc stations in the nation, KLIF still follows the musical programming format, with the exception of many of the Dallas audience. In its development, KLIF has played a vital role in going, for instance, to "40" of the week, plus 29 "climbers."

The music director and program director selects these climbers, recordings which seen destined to be hits.

Promotional activities play a big part in the station's concept. "We believe in the promotion of our listeners," Borders said. "We believe that it is a good idea to have some promotional scheme going all the time." Borders said.

He noted that one of their most successful promotion stunts of the past was the "school spirit" contest in which students of local high schools submitted petitions, signed by pupils of each competing school, with the school submitting the petition containing the most signatures being declared winner and being offered a free record hop by the station.

This particular type promotion is not confined to the younger. And, this being the way of the young listener, Borders said that kids now have much more to spend than did their counterparts of years ago. "These kids have money to spend, and when one of our 'commercial subjects' they are apt to spend a part of their money on the product advertised."

News also plays a prominent part in the station's programming. It was one of the first stations to take a mobile news unit on the streets, and it has grown this newswatching habit into a growing the city. News breaks are frequent during the day and night.

KLIF does not limit itself to an appeal to the teen-agers. The young listener, Borders said, is "interested in what's going on at those of any other Dallas station. Borders admitted that after school most of the commercial programming and commercials come from those toward the younger age group."

He added that another example of how "KLIF listeners loyalty is the 24-hour day, 7-day programming policy of our station. You might have to cover a large area in the small hour on the radio these days on the air, explained, "but those who have to be up really appreciate the fact you are staying up with them."

NAB Slates 2 Clinics On Programming

WASHINGTON, D. C.—The National Association of Broadcasters initial foray into the Great Hall of the U.S. Capitol will become a reality this month with the holding of four separate clinics.

Allan Page, general manager, KTVI, St. Louis, Mo.; E. E. Baudo, vice-president, Group W, Washington, co-chairmen of the Study Committee, announced that speakers for the clinics scheduled for Palm Alto, Calif. (18); Chicago, Ill. (22); Minneapolis, Tenn. (23); and Tarrytown, N. Y. (24).

The same speakers will primarily be represented at all four clinics. The "Patterns in Music" panel will consist of: George C. Cobb, vice-president and general manager, KDKA, Pittsburgh; Joseph D. Carter, vice-president and general manager, WTEM, Washington, D. C.; and Wm. J. Kalced, vice-president, radio programming, Group W.

Don Armstrong (left) and Jerry Mason, WRH (Kansas City) DJs, pose with their "go-cart" at the Missouri State Fair. The duos presented a trophy following a race with fellow airmen Ron Martin, Gene Woodley, Bob Cole and Rock Robbins over a mile-long Sedalia oval track.

More than 17,000 people cheered their favorites. WRPA's (New York) Portrait of Elliott Tiegel By GIL FAGGEN

By GIL FAGGEN

The "WATV sound" is a combination of simple arithmetic, a bit of algebra and Bil- lboard's observed Whistles.

View of Ellington Puts You in Musician's Seat

Ann Faggen, Billboard's radio-TV editor, was vacationing with her family for the next two weeks. She was just beginning to enjoy her visit to the West Coast with stops to cover Gene Krupa, Joe Venuti and the Count Basie Orchestra. .

An hour with the magnificent Duke and cohorts is currently being offered by WATV's TV outlets. Guided by the erudite Robert Herridge, whose artistry graced CBS specials in past seasons, the hour with Ellington was a superb example of sound and video blended with loving care.

Cameras and microphones in abundance were shown, which gave an intimate glimpse of the production from the technical P.O. point.

Ellington's counter egg, Billy Strayhorn, was stationed in the control room, which last June to cue the directors on solos and sections called into action.

Light camera work and quick switching from camera-to-camera offered intimate glimpses of the players. The effort was to place you in the seat and reveal the world looks like from your vantage point.

The program was a quick glimpse into the creative genius of Mr. Ellington. The well disciplined band offered the "old" medley of "Black and Tan Fantasy," "Creole Love Song" and "Black and Tan Combo"--the newer "Tone Poem to Harlem," a powerful symphonic work the camera caught Duke directing and booting the men along. At one point in "Harlem," he sat pensive at the piano, hands, eyes closed, and then he suddenly swung out and swung to the beat.

There are the wonderful soloists known throughout Ellington land, Johnny Hodgy on alto, Jean Williams and Cat Anderson on trumpet, Lawrence Brown on trombone and Roscoe Prince and clarinet.

The venerable "Rockin' in Rhythm" led into the final "All Train" theme and Ellington fans will be hard pressed when viewing this show, especially since their sets. "Portrait" deserves an annual reprint. With the network absent from the big band musical scene, the smaller groups of the Ellington orchestra deserve accolades for filling this void and providing this class material.

WATV Plays Both Sides

BIRMINGHAM—One of the most covered bands in the country is "The Classic Show," a show that is getting hit from both sides.

With the above-mentioned headlines, you might think that the "road you travel" is "middle of the road." Using a program format that is popular with the "middle of the road" system employing Billboard's Pop Standards and Folk Standards, is the "middle of the road" system's nucleus.

The deejays who play on these records, with skill, make that emphasis on the records that have made the hit list can change, in a short month's period," said WATV's Jim Grahame Richards, a former disc jock.

"After the record has had its turn on the heavy exposure rack, something happens, and the hit area where it becomes part of WATV's music library. All time receives systematic exposure, too," he said.

The "WATV sound" is a combination of simple arithmetic, a bit of algebra and Billboard's observed Whistles.

Integration

Nothing New To WGIV

CHARLOTTE, N. C.—With the new and rapidly growing Negro broadcast industry, white station operators are being forced to look more carefully at the Negro programming.

The station has had an "integrated" white and Negro air staff of five since its station came into the air. The station appeals primarily to the Negro community, but pays many white people to work on the show.

The music runs the gamut from gospel and blues to contemporary. On Sept. 21 the station will launch its "Live 55," a new music program and is expected to have the same popularity.

(Continued on page 14)

RCA VICTOR'S hitmaker, Al Hirshfield, is a member of many of America's best in the music industry on a variety of award shows.

WGIV boasts a panel of hitmen for the show. The show is "Wisconsin's Best." The show is to be aired weekly.

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WIRE (Smithfield, Tenn.) staff announced that the group was formed. Brothers last week while on the air. The group was formed. WIRE PD, hastened to add that the couple did not spend their honeymoon in the town of Tony, how hard can a PD get?

VOX JOX

*Continued from page 31*

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SEGUE

Dave Howe, Pen Yan, N. Y. deejay, to WCKY (Cincinnati) in the spring. Howe is with KTW (Seattle, Wash.) recently switched to a top 40 format station on the Charlie & Harri

80's, M-F. "Radio Mosc
cited special events. Special

programs: "For Your Information," news, interviews, views, and the half-hour, M-F. Clyde McLean host - "Prop-

AB, Natty, Jerry Gooding, WGIV)

n, more than 25,000 watts with news, weather, sports, and feature programs. M-F. "Call to the

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NEW YORK—Radio Corporation of America announced last week that color TV sales to dealers are running 55 per cent ahead of a year ago, and that the firm placed the million mark in TV sales (of all types) at the earliest date in its history.

The fact that a far greater share of our TV sales is in the color category, coupled with the unusually early date for any company to announce its million dollar sales, dramatizes the exceptional RCA Victor sales rate for 1964," said Raymond W. Saxon, vice-president and general manager of RCA's home entertainment division.

Saxon said RCA looks for new records in both sales and profits in its home entertainment product this year and expects the trend to be carried through 1965.

Best Year Ever

The RCA executive said "the continued growth of color has been accompanied by a sizable increase in black-and-white TV business, will establish 1964 as RCA's biggest sales year in units, dollars and profit." Saxon noted that the "broadcasting of the color market would be even more dramatic in the second half of the year as the new lower starting prices begin to influence more consumers." RCA said that "the volume of color TV dollar volume was running considerably ahead of that for black-and-white sets and "may well surpass our dollar volume for all non-color TV home instruments, including radios and phonographs, sales of which are running ahead of last year."

AN RCA VICTOR color TV set is demonstrated for a prospective buyer by a salesman at Macy's department store in New York. Color has stimulated some of the most spectacular merchandising tie-ins by stores around the country.

By NICK BIRO

CHICAGO—Any way you look at it, color TV appears well on its way toward pacing the most razzle-dazzle selling season the home entertainment industry has had in years.

Nowhere is this better emphasized than by almost simultaneous announcements last week by RCA Victor and Zenith, two of the industry's kingpin manufacturers, and the Electronic Industries Association, the home entertainment industry's respected trade association.

Radio Corporation of America announced that the sale of its TV sets had passed the million mark at the earliest date in its history, more than a month ahead of last year's record pace, and noted that at least a portion of the gain was attributable to "the fact that a far greater share of our TV sales is in the color category."

Zenith Doubles

Zenith Radio Corporation announced even further, noting that it is chalking up 1964 color TV sales at a rate almost double that of last year's record pace. It predicted that the industry's color sales will increase 50 per cent next year, exceeding the 2,500,000 mark in 1966.

The EIA released its year-to-date figures which showed 689,531 color sets sold (compared to 4,320,687 black and white). Although the association did not have any manufacturer figures for 1963, an association spokesman "guessed" that color production this year was "at least 35 per cent over 1963."

This points to what knowledgeable members of the industry have known all along—color appears to be doing for the TV industry what the long-playing disc did for records many years ago.

With the big fall selling season getting under way and virtually all manufacturers scheduling record advertising budgets as part of their over-all marketing plans, home entertainment dealers can expect one of the most vigorous sales periods in their history.

As with any growth, however, there are both debits and credits. An idea of how home entertainment dealers feel about color TV can be had by checking a survey of the Los Angeles market by Eliot Tiegel, Billboard's West Coast editor.

Los Angeles Color TV Sales Lead Nation

Although the 21-inch round color tube has been the industry standard for years, several firms have lately come out with 23 and 25-inch developments. How do they feel about the larger sizes? Do they feel it will build sales? Do they foresee any customer confusion?

By ELIOT TIEGEL

LOS ANGELES—A recent survey of the greatest Los Angeles area revealed 275,000 color sets, with the number increasing to approximately 25,000 a month to make the set the leading color TV market in the nation.

With this as a background, TV dealers here have shown keen interest in the forthcoming large color models, since an anticipated increase in price could conceivably affect this growth.

"If there is a lot of publicity for the 25-inch models before they are actually delivered to dealers, it could hurt present business," explains veteran dealer Lou Schutty, owner of Chaffe's Television in Los Angeles.

May Hurt Sales

Advance publicity to rate up the public "will stop business cold," believes Schutty. He says advance publicity for the large models will give people an excuse to put off their purchases now. He also believes the price on a 25-inch set will be high enough to hold down sales.

Large 24-inch black and white sets have been sold at a loss for years, Schutty said. "They are just too big for a living room. If the new sets aren't too clumsy, they might sell." Schutty thinks the rectangular 23-inch tube is just right for living rooms. In any event, he plans ordering the new models when they come out and featuring them.

The forthcoming 25-inch tube will standardize itself down to 23 inches, believes Herb Simmons, owner of Electronics Unlimited in Los Angeles. "People seem to want smaller and smaller sets," he reports. He thinks people will debate between 21 and 23-inch models and will favor the 23-inch if Motorola releases its patent. "No one knows yet what shape the 25-inch tube will be," Simmons believes manufacturers will begin showing these new models after Jan. 1 with a price increase of $100-$150.

Too Big

A lot of people think 25 inches will be too big. Simmons offered, "but it shouldn't affect sales" on 21-inch color sets. Those people who will want the larger screens will pay whatever cost is charged, others will wait and see.

"The 25-inch color tube will take over the industry," that is the opinion of Hon Trego, owner of the Crenshaw Ttv Center in Baldwin Hills. "RCA and Sylvania will make the 25-inch their standard tube for the next year," he adds. "Motorola will start along with its 23-inch tube."

Trego feels the 23-inch black and white tube was too large and was thus unsuccessful. "The 23-inch screen has become the standard black and white," said Trego. "Perhaps a 25-inch color tube will be the right size for interested people who like to see large images."

Trego suspects that 21-inch black and white sales (Continued on page 72)
Since this chart is based on the previous month’s sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those tabulations are based on the rank order of manufacturers’ sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

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VALEY FORGE, Pa.—The role of a major tape recorder manufacturer during the recent (July 17-23) Boy Scout Jamboree here shows industry public relations at its best. As a modest bonus, it also shows how the “buyers of tomorrow” can be acquainted with the “products of today.”

Minnesota Mining & Manufacturing Company is the firm. Its role during the Boy Scout Jamboree is just one part of a program that tape recorder tradeists confidently feel will put them in a neck-and-neck fight with the record industry in the very near future.

Minnesota Mining donated 150 Welleskam recorders and 12,000 reels of “Scotch” brand recording tape to be used by the several thousand youngsters from every State in the U.S. and 42 foreign countries.

More than 2,000 Scouts were fully accredited as correspondents by some 3,000 commercial radio stations and each of the Scouts recorded his observations of the Jamboree for the folks at home.

Joining the Scouts for their recordings were such visiting celebrities as Anita Bryant, Dan Blocker and Lorne Green (both of “Bonanza” fame), James Whitaker, conqueror of Mount Everest and Astronaut Edward White.

Among material available for recording by the junior correspondents was: A pair of German bands from Michigan, some one dozen kooiernaay groups, a steel drum band from Puerto Rico, a group of Indian dancers and singers, troop choral units, plus sundry comedians, storytellers and play groups.

In discussing the problem in “electronic journalism,” Rebel R. Robertson, Boy Scout public relations director, said that “never before has the incredible story of Scouting and its 5 million youngsters and 3½ million adult leaders been told so effectively.”

Some idea of how the Scouts played, danced, sang and worked with their recorders can be had by the pictures on this page.

AN IMPROMPTU RECORDING SESSION was staged by a group of Minnesota Scouts for Paul Vastrate, St. Paul. More than 22,000 Scouts from around the world attended the Boy Scout Jamboree.

SCOUTS LISTEN while their ladies dance to the sounds of a 3M recorder in the main exhibition tent of the Boy Scout Jamboree. The recorder provided stereo music 16 hours a day. (The ladies were typical females—refused to give their names.)

ANITA BRYANT is interviewed by Howard Brecher, 15, West Hartford, Conn., part of the giant journalism-tape recorder crew at the recent Boy Scout Jamboree.

ON-THE-SPOT JOURNALISTS of its kind. A Scout records a “feature” for a radio station on a “Swagorax.” The Scouts gathered in tents and uncapped articles such as patches, ken- chiefe and miscellaneous souvenirs.


'360 Bowed 

By Columbia

By DAVID LACHENBRUCH
Contributing Editor

THIS COLUMN has carried eyewitness descriptions of two home video tape systems in the past—this year's trend is the Fairchild/Winchon developments. Recently I viewed a demonstration of a third system—one developed by the new firm of Par, Ltd., which may hold interesting promise of third unique advantages.

The Telcon and Fairchild/Winchon machines had one characteristic in common—they were equipped at the rather zippy speed of 120 inches per second, using one-quarter-inch tape. The results, however, were markedly different. Fairchild/Winchon presented a satisfactory picture, while Telcon's was picture on.

In the Fairchild-Winton machine, 11-inch reels of ultra-thin quarter-inch instrumentation tape are used, for 15 minutes of playing time in each direction. Four tracks are recorded on the tape, and the machine reverses itself three times, providing about an hour of playing time on each giant reel of tape. During the reversal process, the picture blacks out for six or seven seconds.

The fast tape speed, the high consumption of tape, and the enormous weight when the tape is reversing itself are among the major nagging worries about the Fairchild-Winton approach. Fairchild Colors' Instrument Corporation, father of the recorder, has taken cognizance of these facts and has set out to develop a slower version of the machine, which will record at 60 inches per second, and another variation which will record eight tracks on the same quarter-inch tape. Either approach would double the playing time.

In THE MEANTIME, Par, Ltd. has been working with a different technique of video recording, aiming at a speed of 30 inches per second on quarter-inch audio tape. This would result in about 20 minutes of recording on a standard 8-inch reel, which new ultra-thin 4,800-foot tape becomes available on seven-inch reels.

Developing the machine for Par, Ltd. are Stewart Hegeman, former chief engineer of Harman-Kardon, and Robert Morrow, ex-chief engineer of the Marlin Marlinision section. This is a respectable hunk of engineering talent. After long and hard labors, they now feel they have all major problems licked and they're confident they'll have a workable prototype by the end of this year.

The developmental model observed in their Baltimore laboratory presented a recognizable picture at a speed of 60 inches per second.

Although the picture quality was poor, it would be unfair to make a judgment or comparison with the Fairchild machine, which is a far more advanced stage of development. Hegeman and Morrow have built two developmental recorders, and are now assembling a third. They are in the last stages of preparing a demonstration model, which they hope to show this week. The new one is being built into a suitcase-sized cabinet using a standard Euro audio recorder transport, being modified for film and film transport second operation. The developers claim that all mechanical components, from transcription heads, to playback heads, will be simple, straightforward and inexpensive, and that the resulting recorder will weigh about the same as a sound recorder and won't be much more complex.

THEIR MACHINE lays down four tracks—one video and three different tracks in each direction. If you're technically minded, you'll be interested to know that Hegeman and Morrow claim to have achieved resolution of 3 megacycles at 60 inches per second, better than 1.6 megacycles at 30 inches per second, and recognizable pictures at speeds as low as 15 inches per second. According to Hegeman, standard magnetic recording techniques should result in resolution of only about 600 kilocycles at 60 inches per second. How they achieve the greater resolution is better contained in patent applications now being prepared.

The resolution is not apparent in the pictures now being displayed on their machine but it's currently marked by electronic "noise" (snow), but the inventors say that removal of the noise is a relatively simple and straightforward process, using conventional and well-known techniques.

Having waded through all this gobbledegook, you have a right to ask, What does it all mean? Simply that there's more than one way to skin a cat, and the first of the new TV machines may well show up during the next few months. Sooner or later, the TV manufacturing industry will have to latch on to one or the other of these systems, and say: "This is it." Home video tape will give birth to a new industry which one manufacturer has estimated at more than a quarter billion dollars annually. This may be ultra-conservative. If different manufacturers run with different types of machines, the development of this new industry could be impeded by confusion and competition. In any case, in the near future, the next 45-r.p.m. record controversy look like complete nonsense.

As long as any plans are made for production of home video tape machines, an exhaustive effort should be made for industry standardization in one single system—perhaps one composed of the best features of all proposed methods. The time to act is now. Permanently and irrevocably, recorders and tapes are now—before there are four or six different systems in production which are compatible only with themselves.

Zenith Color Sales

- Continued, from page 35

will slide after enough production of 25-inch color sets cuts the cost. They think the 25-inch color have an additional $25-50 price boost over the current 21-inch price.

Heavy Promotion

When the large color sets are available, Crosley will sell 19,000 sets. In fact, they already set plans. A mailer is being prepared to test interest in color TV. All print ads for TV products are new mentioning the current Sylvania 21-inch color model. The store will set up an unattended demonstration model in window with color program information listing broadcasting times.

Crosley is in the San Fernando Valley. Jack, founder of the House of Stereo, and friend of the Zelana, in the immediate sale of 25-inch color sets will affect 1921 sales. For demonstration purposes, the store is offering 25-inch models as high end of the line items. It feels the new models will be $100-$250 higher than current line, said the initial public acceptance will depend on this price factor.

In the more distant future a color TV shop is becoming increasingly crowded and may prove a problem when the new models bow. The chain's present coverage of color sets and consoles is extensive and filling.

Los Angeles Color TV

- Continued from page 38

A powerful theme for a powerhouse giant "Dealer Section" will which dominate the October 10 issue of Billboard.

An unmatched opportunity to reach the thousands of record retailers throughout the nation—from one of the nation's finest record shops to the giant chain—in a major section devoted exclusively to their problems, potentials and profits.

ADVERTISING DEADLINE: SEPTEMBER 25

Contact Your Nearest Billboard Office Now.
LE-BO YOUR #1 SOURCE
for the most complete list of...

- RECORD RACKS
- RECORD BOXES
- PEGBAG POCKETS
- BROWSER DIVIDER CARTS

LE-BO Products Co., Inc.
23-29 Vernon Blvd.
Long Island City 1, N.Y.

When answering ads...
Say You Saw It in Billboard

THE HAGUE
The Netherlands Chamber Orchestra, con-"mon Goldberg, gave a concert at the "Strokes" on Sept. 3. Two days later the Orchestra gave a concert in Florence, Italy. In Novem-
ber the Chamber Orchestra will make a tour of Europe under its new conductor David Zinman... Two male and female singers from 20 countries participated in the 11th International Rhythm Contest held at "Herto-genhoek, Sept. 12-13. They came from America (5), Australia (3), Belgium (6), Bulgaria (1), Ger-
many (2), England (9), Finland (1), Hungary (1), Italy (3), Japan (9), Yugoslavia (1), Sweden (2), Holland (15), New Zealand (1), Australia (1), Po-
land (2), Switzerland (4), France (1), and Sweden (3). The judges included Dame Joan Sutherland and Tom Brass (Holland), Scipio Colombo (Italy), Keith Fallows (Australia), Johannes
den Hertog and Guss Hock

WORLD
Continued from page 31

Billboard Buyers & Sellers
CLASSIFIED MART
A convenient market place for the best sources of equipment, supplies, services and personal needs of the music industry. Over 10,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED
WANTED: DISTRIBUTION "THE GONZA" OF "GONZA" TO PERFORM MUSIC AT "HART KENT, 1012 W. WILLOW, ILLINOIS"

TROMBONE—UNION, SINGLE, SOBER, graduated... 25 years service, like new, only $250. To Harry E. Wilkins, R. R. 3, Washington, Iowa.

YOUNG MAN 26 PLANNING TO OPEN A RECORD SHOP. Has five years professional experience. Please call, write or phone me. As soon as possible. Phone: 542-5683. 6317 S. Oak Park Ave., Chicago, Ill.

HELP WANTED
NEW RECORD COMPANY LOOKING FOR EXPERIENCED PROMOTIONAL PERSONNEL. Contact in confidence, Gary Sanchez, Beacon Music, Inc., 220 W. 57th St., New York, N.Y.

WANTED—ESTABLISHED MUSIC COMPANY. Specializing in children's records. Will buy entire accounts; respond to box 599, Billboard.

WANTED—GOOD ROCK & ROLL AND POPULAR MUSIC. If you have any you want to sell, we can sell them for you. Call 234-8284. Dottie Wilt, Wilt Music, 720 S. Dearborn St., Chicago, Ill.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

RAYMAR'S MEMORY LANE
We can supply you with 400 of the greatest oldies but goodies. List upon request! Wholesale only! "Largest selection of other hard-torecord records.

100 American editions, 150 Dutch, 50 or more per 100. 121 per lot. 1 in 2 yrs. at.

TOP 100 45'S AND LONG PLAY
WE ALSO BUY INVENTORIES OF RECORDS ABOVE.

RAYMAR SALES
170-21 Jamaica Avenue
Jamaica 32, New York
Olympia 8-4012

DEALERS... ONE-STOP
RACK JOBBERS
Torr.: Tennessee and Kentucky
Order Your Supply of

Record Preview
BILLBOARD'S GREAT NEW CONSUMER L.P. MAGAZINE-CATALOG
Music City Record Dist.
127 Lafayette St.
Nashville, Tenn.
(615) 224-5215
HUGH CARLOCK
Listens to records and labels which we presently distribute. Also offers a very wide range of other labels. All connections made and deals closed. Phone: 224-5215.

RECORD PROMOTION & PUBLICITY

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National & Local Press Consultation
All questions answered about Recording, Distribution, Printing, Shipping, Music Publishing, etc.

NATIONAL RECORD PROMOTION & PUBLICITY
National Disc Jockey coverage, Press, promotions... DISTRIBUTE

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CI 7-2159

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HUGH CARLOCK
Listens to records and labels which we presently distribute. Also offers a very wide range of other labels. All connections made and deals closed. Phone: 224-5215.
Thiefs Plague N. E. Operators

CONCORD, N. H.—Vending machine thefts continue to plague more business establishments in Northern New England.

In this city, police quickly apprehended two teen-age suspects after $22.35 and 235 packages of cigarettes were reportedly stolen from vending machines at the Concord Cleaners' laundromat.

A police officer was special commendation for solving the break-in.

In Keene, N. H., small amounts of money were repeatedly taken from vending machines and cash boxes at the Scenic Theater and the Pastime Theater.

In Burlington, Vt., a soft drink machine was forced open at Goldberg Auto Service and about $9 in change removed, and another soy drink machine was jimmied open in at Cero Bros. Movers and Storage Warehouse.

A police investigator said youngsters did the Burlington break-in and probably would not return to the Champlain Valley Fair in Essex Junction.

Busy Restaurant Proves Profitable Vending Stop

LOS ANGELES—It's a mistake to take a look at a fast food establishment as a poor location for vending equipment simply because customers are there to eat. Tasty short orders and satisfying foodstuffs are at hand, but do not distract customers from buying vending with such operators as Milt Tucker, M & G Service, bulk route operator in the Los Angeles area.

A case in point is an extremely popular short-order restaurant in the center of mid-town Hollywood, which, for years, has advertised the "World's Most Famous Hamburger" and sells upwards of 2,500 per day on a 10-cent basis.

When Tucker first approached the short-order restaurant, the manager said his operator had ever contacted the management at all—assuming that they had not been driven away by the short orders, which are very popular in this part of the country, plus many novelties.

Within a short time, the location was growing as high as a collection rate as the best location in the shopkeeper's list.

The Los Angeles bulk operator found that many of the customers arriving brought along machines, but he simply did not want to eat the foods offered, and who would away the time of such delicious hot dogs, hamburgers, chili, with a few cents dropped into the vending machines.

Now, the location is one of the bulk operators' top choices. It proves to the California bulk operator that "it never pays to put anything for granted."

Goldberg's land.

ments house.

machine thefts

Thefts shaken.

of

In LA.

Profitable MISLEADING Tucker,

ge- route Los

(es)

TROLLS,

nearly
gadgetous
crully things

just
trols. "Aha" thought I, "if

can make the little shadings

happy, may be it's six of em. Make 'em all happy!", but your machine did not dispense troll.

Unless these were monstrous mutations. In fact, it resembled not so much as a monkey's miscarriage. I come to think of it, the trolls themselves looked a mite like that, but they were trolls. Well, I'll admit I was all mixed up with the "concept" of it, and probably would have dispensed troll.

EPPY NAMES 2 NEW OUTLETS

JAMAICA, N. Y. — Eppy Charms, Inc., last week named two new distributors. The Southern Music Distributing Company, with offices in Orlando, Fla., and Jacksonville, Fla., has been assigned to Florida. The Tex-XY Distributing Company, East Detroit, will cover Michigan.

Victor's Famous Topper Now Vends Capsules

NEW TOPPER "66"

Low Price—Big Value

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 3c, 10c or 25c. Also vends 210 and 100 size gum. Machine specifically designed to accommodate new, attractive strophen display panel.

New Cash Box

Snap-in cash box makes collection quick and easy. Ends spilled coins. Cash Box optional. 50¢ ea.

NEW VICTOR CAPSULES

Victor introduces a brand-new all-clear capsule. Features: Capsules have added capacity, are easier to fill and grip tighter.

"V" Capsules $4.50 per a M (SM lots)
"V-1" Capsules $6.00 per a M (SM-lots)
"V-2" Capsules $15.50 per M (SM-lots)

LOGAN'S 10c SPECIAL ASSEMBLED IN "V" CAPSULES

Frosted Scatter Pin...$0.35 M
Troll with Stone Eyes...$0.25 M
Gag Gift...$0.25 M
Fancy Key Holder with Bell...$0.35 M
Rubber with wiggly arms and legs...$0.25 M

WRITE, WIRE OR PHONE FOR LOW QUANTITY PRICES

"LEADER IN BULK VENDING FOR 20 YEARS"

LOGAN DISTRIBUTING, INC.

1850 W. Division St., Chicago, Ill. 60622
Area Code 312—HU 4870
**PENNY KING BOWS NEW CAPSULE MIXES, CHARMS**

PITTSBURGH — It's at Penny King, with a variety of capsule mixes and charms being put on the trading block. The firm's metal airline and auto trade-mark emblems, formerly priced at $1.50 to $1.75 per 1,000, are now being offered at $4.99 per bag of 500 with a free front thrown in.

Penny King's "58" mix for 5-cent capsules now includes a number of stock previously 10-cent capsule items as Chennell brooches, devil's head brooches, mouse pins and shrunk head pins.

The mix is available in bags of 250 with a display front at $4.95 each.

Also available are a large number of nickel capsule mixes, each in bags of 250 with free front thrown. These include:

- Eureka capsule mix (#54) at
  - $4.25 per bag in screw-top and A.V. capsules, flies and butterflies mix (#56) at $5 per bag, containing an assortment of 15 items.

**NEW SABERLINE MIX (#55), at $5 per bag, containing half of dime metal rings and half of large V.P. noses and flicker rings.**

The mix has a foam display front with a nickel sign and 29 rings.

**New Seaboard Chip mix (#54), at $5 per bag containing all former 10-cent capsule items, all in screw-cap and cappin cases.**

Beach Chip and Tassel mix (#25), half large tassel items, priced 55 cents per bag.

**COINMEN IN THE NEWS**

**Gotham Gleanings**

Bill Adair, Seeburg's executive vice president, was in town this week to visit Meyer Parkoff and Murray Kaye at Atlantic-New York. Kaye says joke box sales this summer were the strongest in five years, with export sales particularly strong.

Bernie Boorstein, B&B Distributors, New York, reports that the organization's annual outing at the Nevella Country Club, Sept. 25-27, is a sellout, with some 400 room reservations in and 400 persons expected.

MONY is trying to book another 50 rooms to accommodate another 100 persons.

Tom Greco, Greco Brothers, Glencoe, N.Y., says that business is way off in the Canfield resort area. He explains that the weather has been so good and so hot that people are spending their time outdoors rather than at the bars. He's hoping for some cyclists, which would bring vacationers into the friendly upmarket.

**Los Angeles Angels**

Phil and John Scheidler, of Avel Music, have sent announcements that their son, Edward Lawrence, just had a portion of the Hafthor on his bar mitzvah at the Wilshire Boulevard Temple Saturday (12). 10:30 a.m. A reception will be held at his home in North Hollywood that evening.

Clayton Ballard, manager of the Los Angeles Wurlitzer distributor branch, has returned from a trip to factory in North Tonawanda... Gary Sinclair, Wurlitzer Western representative, returned to the So-Cal area from the California territory last week...

Henry K. Hebard, Western audition director for Wurlitzer, with headquarters in San Francisco, was in Los Angeles recently...

John Scavarda, Wurlitzer Los Angeles office manager, started the Monday (7). Cliff Nugent, Wurlitzer representative, took the Santa Barbara area... Stanley Sterer is a new service and installation man at Wurlitzer... George Marszak, Superior Distributing Company, is on vacation. He spent the first part of it on a trip to Las Vegas...

Round O' Pool is now being attempt to dilute the quality of their mix while displaying top mechanism only.

When they lose the location in general "because their competitor offered bigger combinations." It's seldom because they can't keep the store's customers happy, although that is often the real reason.

**BULK BANter**

Pacific Patter

Herb Goldstein, merchandising director for Oak Manufacturing Company, Los Angeles, checked into a local hospital last week for a complete physical examination. He recently returned from a first cross-Canada trip with Dale Johnson, Dale Distributing, Vancouver. They went from Vancouver to Montreal with intermediate stops.

Prosten and Esther Coombs are in Naples, with stops in France, Spain and Sicily to follow. They are due back at their home near Los Angeles about Oct. 1. Mrs. Coombs bought a number of new accessories for the route she is establishing in the Anahiem area... Stewart Simon of Los Angeles was an Acme visitor.

Other customers, stocking up after the Labor Day weekend, included Art Vogel Jon Clem, of Whittier, and Bud Vogel. The many friends of George Templin who bid a speedy and complete recovery following surgery at a Veterans Hospital recently... the gun shop, outside salesman for Operators Vending Machine Distributors, is enjoying his annual vacation... Harry and Mrs. Burke, Garden Supply Company, went to Acme for supplies last week.

Howard Feldman is a new Acme distributor in the Phoenix area and was at Operators Vending buying a supply of Acme. Acme, who is keeping the store while his father is in Europe, spent the Labor Day weekend at his home in the

**How to Lose**

- Continued from page 32

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**SPECIAL!**

We Will Give You

ONE NEW 5c ACORN JUMBO CHARM VENDOR PLUS 600 JUMBO ROCKET CHARMS

**BILBBORAD**, September 19, 1964
THE BIG STORY
OF 1964

is the 14th annual

MOA CONVENTION
and TRADE SHOW

SHERMAN HOUSE HOTEL, CHICAGO
OCTOBER 14, 15 and 16

this is one you'll not want to miss!

Only a limited number of exhibit booths remain. Call Fred Granger—RA 6-2810.

MUSIC OPERATORS OF AMERICA • 228 N. LASALLE STREET • CHICAGO, ILLINOIS 60601
N. Y. Operators to Mull Proposed Revisions of State Penal Code

ROCHESTER, N. Y.—New York State operators will take a long, hard look at proposed revisions of the State Penal Code on Tuesday (17) when the New York State Coin Machine Associa-
tion meets here in a joint session with the State Gaming Association at the Sheraton Hotel here.

Little of the 600-odd page report prepared by a committee of the New York State Legislature will be discussed, but the section that does carry significant meaning to all members of the industry here.

Briefly, it would define gambling devices more specifically, emphasizing the reward and the element of chance.

Empire State operators are unhappy about the current ambigu-
ous and omnious definition. Many favor a code which would tell clearly in terms of what is legal and what isn't.

Lou Werne, NYSCMA coun-
tel, said that the revi-
sions and preside at the discus-
sions states, it is important to conduct business, levy a per-
formance bond, or begin investigating and set up procedures inspection.

Its effects will be to cut out coin machines by the high cost of licensing and to exclude from the industry persons with criminal records.

Also sure to receive attention is the Buffalo situation, which provides for stiff per-machine taxes and municipal permission of operators.

Klinger Re-Elected

MAINZ, West Germany—

Karl Klinger has been re-

elected president of the Rhine-


Mrs. Klinger is the only female vice-president; Richard Reiser, treasurer; and Dr. Klaus Herr-

mann, secretary.

Klinger's re-election has special impor-
tance for the German company, since it is coordinating the campaign for a counter-
technique to the efforts by GEVA, the German ASCAP organiza-
tion, to increase the royalties charged operators.

Klinger's weapon is the so-
called "Gema-Frei" phonograph disk, which he is trying to in-
troduce as an operator co-opera-
tive venture, using melodies in the public domain or otherwise beyond GEVA's control.

European News Briefs

Klinger Re-Elected

CHICAGO—Distributors face both a "tough challenge" and a "great opportunity" because of a trend toward total service which has been building up during the last few years.

That's the opinion of Nate Fein, veteran Chicago coin-

man and head of Wide World Distributing Company here.

Feinstein feels the move to-
ward greater service is intensifying. "We have to offer total service more and more, to fill the needs of operators," he empha-
sizes.

Tracing the evolution of the coin machine distribution pattern, Feinstein notes that ma-

chines were first sold by "job-
bbers." These men had little stock and virtually no parts or service facilities.

If a jobber had a customer for a certain type of game, he would get on the phone, locate the machine for the right price, and ship it to the operator.

To Facilitate Registration at MOA Show

CHICAGO—Music Ope-

rators of America is circulating advance registration cards to members, an innovation that the association predicts will save members countless hours at the registration desk.

Members can fill in registration data in advance, send in their card, and then get in and out of the convention hall in minutes.

Members can also register in advance for the big MOA banquet and floor show, which this year will take up festivities (Oct. 16) evening at the Sheraton, the cost $20 per person.

The preregistration form is a three-part post card, designed so that operators can tear apart and send in to MOA headquarters.

Group Programming Method Works for Chicago Operator

CHICAGO—Practicing mod-

er management methods, in-
cluding effective programming, correct equipment placement and careful screening of locations is the key to success for most operators today. That's the belief of one of this city's top re-enturers with 100 boxes.

In addition, Henry Lonie, head of Lonie's Coin-Machine Com-

pany situated on Chicago's teen-

ning South Side, has broadened his bright future for his organization. His business has diversified from the traditional to a scale renewal program, but "that's passing, and the trend is up," he declared.

Admitting that "we've made some mistakes," Lonie continued, "but over the course of 15 years of operation, the quiet, dignified manager pointed out how he has profited from his errors. "You've got to use good management methods to survive in the competitive jungle today," Lonie maintained. "The weaker operators are falling by the wayside."

Programming Techniques

BRUSSELS—The Know Master, a Belgian-developed and-

produced quiz game, is the most popular coin-operated device which is being used by personnel of the European Common-

Market headquarters staff.

There show surveys that Common Market House's Know Master 10 times as often as pinball, the great Bel-

gian passion. This is almost the inverse ratio, however, to patron-

age of the quiz game by the French.

The shows surveys that out-

put of the Coin-Machine Market, is the only one in 10 Belgians prefers the Quiz to the pinball. The Com-

mon Market House's Know Master is largely operated.

As its name suggests, the quiz game posed a "mental challenge."

Spanish Favorit

MADRID—Spanish operators are giving a big boost this fall to the British golf game, Little Pro, which is manufactured by Southland Engineer-

ing Limited.

Little Pro is being dis-

tributed in all Spanish cities, and the Costa Bravo, on the Costa Del Sol, is a big hit.

Klinger for Bankers

CHICAGO—The American Bankers' Association, under the leadership of Dennis Ruber and Richard Uefftall, will also introduce its new parts cata-

go. D & R distributes a wide variety of coin machine parts, supplies and sundry equipment.

Klinger for Bankers

visitors at this resort in the last three weeks.

Tandem Operation

PARIS—France—Amusement arcades in this Northern French industrial center are using tandem operation of photo-

ographs and games and vends-

ing machines.

Vending machines are placed in conjunction with photogra-

phop, thus encouraging the player to eat snacks from the machine while playing the phonograph and the games.

There are vending machines for hot beverages, nuts, sandwiches and frankfur-

ters anywhere in the arcades.

Operators report that the ex-

periment has been lucrative so far and that vending equipment will be installed permanently in the arcades as a result of the experiment.

Quizzes Go Popular

BRUSSELS—The Know Master, a Belgian-developed and-

produced quiz game, is the most popular coin-operated device which is being used by personnel of the European Common-

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Little Pro is being dis-

tributed in all Spanish cities, and the Costa Bravo, on the Costa Del Sol, is a big hit.

Klinger for Bankers

CHICAGO—The American Bankers' Association, under the leadership of Dennis Ruber and Richard Uefftall, will also introduce its new parts cata-

go. D & R distributes a wide variety of coin machine parts, supplies and sundry equipment.
HOW DO YOU LIKE YOUR MONEY SERVED?

In dimes? In quarters? Or in half dollars? With a Wurlitzer 2800 in action you get them all but, thanks to the exclusive TEN TOP TUNES FOR FIFTY CENTS feature, there is a big preponderance of half dollars. Most operators seem to like it that way. Wouldn’t you? Start now to beef up your route with Wurlitzer 2800. Location owners will love it. So will the patrons. And so will you, once you see what happens to collections.

WURLITZER 2800

Your Wurlitzer Distributor Can Quote You Actual Increases In Earnings. See Him Now.
Bergmann Launches Expansion Program for Common Market

By OMER ANDERSON
HAMBURG—Th. Bergmann & Company has launched a major expansion program aimed at securing a major role in the European Common Market and leadership in the West German field.

Bergmann is constructing ultra-modern new production facilities on a site in Rellingen, on the outskirts of Hamburg. The new plant will occupy nearly 60,000 square feet.

It will be constructed of aluminum, steel, and glass, and the main production hall will cover around 18,000 square feet of space. Eventually it will be Europe's first complete machine production facilities, incorporating all the latest features in industrial plant design and providing for maximum automated production.

Production Expansion

Together with Bergmann's new administration complex, completed several years ago, the new facilities will enable the pioneer Hamburg firm to expand production and cut costs. Bergmann expects to complete construction of the new facilities by the year's end and to shift all production there at once.

The new facilities have been designed to dovetail with Bergmann's big export program, the plant site being on Europa-Strasse 3, the main north-south artery linking with Scandinavia. This means that Bergmann will have an important transportation advantage for export shipments.

Shipping Facilities

Moreover, the plant has easy access to the new port facilities and to the Hamburg airport. Bergmann is making maximum use of air freight to speed shipments to the British market.

Aside from expanding into the U.S. and U.K. markets, Bergmann is also in the process of beefing up its distribution net in France and other European Common Market countries.

With the new production facilities, Bergmann's organization will be in a position to undertake an expanded production program to increase both the number and volume of products.

Bergmann's success with Arizona and Safari has persuaded the firm that European productions, in particular with U.S. manufacturers in the games sector — if production is concentrated on the tight production, Bergmann's target games are selling in increasing numbers in the U.S. market but also in Latin America and the Orient.

On the other hand, Ernst Bergmann believes that the U.S. enjoys a lead in pinball production which will be difficult to overcome.

Ernst Bergmann, manufacturers phonographs, games, payouts, and other machines, is director of the business.

Its products include Symphoniums, the Atlan- ticus and Alarm pinball, the Arizona and Safari target games, and the Bellaphon. British Market

Bergmann is known as one of Germany's most experienced firms. It is strong in the British market through United Kingdom subsidiary, Symphonic Ltd., and Symplay has recently begun operations in Scotland in partnership with the Shandon Supply Company. Bergmann has pressed the introduction of the mobile demonstration showroom in the U.K., a trailer unit which has proved highly popular. The Hamburg firm has also had considerable success with its Monaco payout in the British market.

Bergmann's new production facilities also will permit the company to intensify its sales campaigns in the American market. Bergmann has had unsatisfactory sales in the American market with its target game tandem, Commercially.

Target Games

Bergmann has had a large order backlog for its target games in the United States and the demand from Britain has been so great that the firm is using all available air freight to speed U.K. shipments.

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Recordmen to Turn Out For N. Y. Coin Weekend

NEW YORK—Heavy representation from the music industry is expected at the annual joint outing of the Music Operators Association of New York, the Western Operators Guild and the New York State Operators Guild, to be held on Aug. 19 at the New Country Club in the Catskills, South Fallsburg.

Columbia Records will have the largest representation of any label with Gene Weiss, Don England, Frank Campana, Bob Thompson, Nick Navy, Mort Hoffman, Lou Weinstein and Mike Volkovish.

Two West Coast labels will be represented, with Ben Savedoff and Jack Perkins from Capitol and Sam Zisman of UPTON, Inc., from Reprise. Also expected to attend are Charlie S. from Sesame.

Among the groups making the scene will be Berne & Berne, Inc., the Big Apple Shows, and ERPY, Inc., among others.

It is possible that a few other groups will be added to the lineup of names expected to be on hand.

He added that advertising space for the souvenir journals have set a record.

Wurlitzer Sets Schools For Atlanta and Dallas

NORTH TONAWANDA, N. Y. — Week-long school sessions with assistants from distributors and operators, will be held this month in Atlanta and Dallas.

The sessions will be held at the Dinkler-Plaza Hotel, Montreal, from Aug. 11-18, with C. B. Ross, Wurlitzer service manager in charge. The sessions will be assisted by Harry Gregor and Karel Johnson, Wurlitzer factory field service engineers.

About 75 service men from Southeast will attend. Wurlitzer picks up the tab for the hotel rooms; Peach State Music Company, the local distributor, gives the service men for meals, and the various operators take care of their transportation to and from Atlanta.

At the end of the course the students will be given diplomas by A. D. Palmer, Wurlitzer's advertising and sales manager.

The Dallas school follows the Atlanta school which is being held at the Baker Hotel, Sept. 28-Oct. 1, with Ross in charge. Al Wurlitzer, the Wurlitzer manager will present the diplomas.

Tucson Prepared for City Coin Machine Business

TUCSON, Ariz.—The Tucson License Division has mailed notices to every coin operated business firm in the city in an effort to locate all individually owned coin machines.

The query is a preliminary step before Tucson's new coin machine ordinance becomes effective.

The law requires all jukeboxes, amusement machines and pinball machines to be registered with the City fiscal department and to be annually licensed.

License Supervisor Ruben Suarez said every businessman that has been asked to register any machines that he owns, and his report is verified within the city limits.

Seattle Product Sales

$100,000 Annual Take

SEATTLE—The limited tolerance policy on gambling here will produce more than $1 million in revenue this year, according to Bob R. Sisson, president of the Seattle Gambling Assn., for the fiscal year ending June 30, 1964, according to the association's audit.

The association has been in business since January 1964, and has operated under a state license issued to it by the state of Washington.

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Legal Eagle Builds Chicago Route to Big Time Operation

CHICAGO—The McGowan Bros. aren't around any more, and when they were, it wasn't in the music business. The name has stuck to this highly successful South Side juke box operating company because of a series of accidents and shrewd planning by a thoughtful attorney named Harold Mosely.

Mosely is now in his 70's and retired from the music business. He took hold of the company back in 1951. The business was poorly run and in the red.

It was owned by Clarence McGowan, one of several brothers involved in numerous ventures, including real estate and insurance, and Mosely felt that there was a chance to build a profitable business.

Concentrates on Jukes

Mosely convinced him to drop his other enterprises and concentrate on phonographs. McGowan agreed immediately and contacted several legal firms and hired a Certified Public Accountant to institute an accounting system that made the company profitable.

Formal incorporation papers were issued to the McGowan Brothers Music Company in May 1952. All stock was owned by Clarence and his wife, Elizabeth. The other brothers had no interest in the new concern at all.

Then Clarence died suddenly, leaving everything to his widow. She turned to Mosely for assistance and advice.

Mosely Heads

The result is that Mosely has been running the company since its red-hot days, when he was a stockholder. Clarence's widow has since remarried and prefers the company to take care of her time, energy, and money to her daughter, Johanna's, Witnesses, of which she is a devout member.

Mosely has shifted the company to where it now grosses well over $1,000,000 annually. This income is derived from the operation of more than 200 juke boxes in the greater Chicago area, concentrated on the South Side between 47th and 68th streets. Others are scattered in the Near North and West sides of the city.

Operations are conducted from the headquarters at 1702 W. 60th Street. The staff comprises Mrs. Willie Smith, Ernestine McGowan's sister, as vice president, and John McGowan, Clarence's remaining brother, as treasurer. John is not a stockholder and performs his duties as a salaried employee.

The technical and clerical personnel number seven mechanics and a bookkeeper and a bookkeeper-clerk. All of them have been with the company since it was founded.

Because of seniority and trust the employees are granted considerable independence. Any of the record chargers or collectors may respond immediately to a request from a customer to replace or request records without referring to the office.

This sort of immediate and personal service is outstanding. Mosely gives credit to the firm's success.

News Briefs

- Continued from page 42

del Sol, and at San Sebastian. It is the hottest game in these areas.

There are nine holes in the playing surface. By rotating a ball in the shape of a gaff, the player rotates a figure holding a golf club. The ball is fed automatically, and the player has to complete the holes in rotation. Each hole is par 3, and the game is completed when 27 balls have been hit—or the nine holes completed, whichever occurs first.

the 1964 ROCK-OLA GRAND PRIX...

the prestige phonograph for all locations

intermixes 7" LP's, singles, 33 1/3's, 45's...

plus unexcelled stereophonic reproduction

Look to ROCK-OLA for advanced products for profit

Rock-Ola Manufacturing Corp. • 800 N. Kedzie Avenue • Chicago, Illinois 60651.

FOR SALE

16 used Boxes, 17 Cabinets, Model 5203, $200 each, $225 to 35+ in good condition. Payment at time of purchase. Additional $2.50 per box. Also available for $5.00 cash. Have seventy boxes.

GUESSINS

1215 W. 60th Street, Chicago, Illinois 60621

BOWLERS

GRAND PRIZE

Smallest Parent of Single Child

200.00

$600.00

$400.00

$250.00

$100.00

$50.00

$25.00

$10.00

$5.00

$2.00

$1.00

$0.50

$0.25

$0.10

$0.05

$0.02

$0.01

$0.00

VENDORS...

CIGARETTE

$1.00

$0.50

$0.25

$0.10

$0.05

$0.02

$0.01

$0.00

COLD DRINKS

$1.00

$0.50

$0.25

$0.10

$0.05

$0.02

$0.01

$0.00

ALL MACHINES READY FOR LOCATION

Bally Deluxe Jumbo $ 95

Bally Spinner $ 55

 Gottlieb Gaucha $ 395

Wms. Titan Gun $ 165

Wms. Hercules Gun $ 125

AMI 1200 Ridgeway $ 145

Seeburg V200 $ 125

Seeburg R $ 235

Seeburg S $ 95

Rock-Ola 1454 $ 195

Call, Write or Cable.

Cable: LEWJOE

Dial: for Breakthrough & Gottlieb.

Say You Saw It in Billboard

SPECIAL NOTE To Advertisers

Regarding Distribution of Billboard's
MOA Convention Issue

DATED OCT. 17

Free distribution at both the
MOA and NAMA conventions.

Direct from the Billboard's
Service Center at the
MOA Convention, Sherman

Direct from Vendi's
Service Center at the
NAMA Convention, McCormick
Place, Oct. 17-20.

BUY BALLY FOR TOP EARNINGS IN EVERY TYPE OF LOCATION EVERYWHERE
enthralled his son, Tony, and grandson, Jimmy, visiting Los Angeles from their home in Hermosa Beach. Sam Brown Los Angeles music and games operator, was a Simon visitor. Another Simon visitor was Loyd Clouds, Mottola, Missie, San Fernando Valley. Henry Leysharp president of Independent Coin Amusement Company, Inc., was in town from Oakland. Ken Philpott, shipping department
to R. F. Jones Company, is a father again. This time it is a girl giving him three daughters and one son. Missie Natland, secretary in the service department at R. F. Jones Company, Los Angeles, is expecting in December.... Watson Brock, who specializes in coin-operated pool tables, is back at R. F. Jones Company, following an operation. Batch Craver was at R. F. Jones Company in Los Angeles Wednesday (2), and announced that his Coast Vending is moving into a new location. In preparation about two weeks.... Bill and Renda Gray, R. F. Jones Company, are up-to-date in Los Angeles post cards of the beauties of Hawaii, which they are enjoying.

Hans Von Reydi, Rowe-AME, Western representative, and Ralph Pilgrin, who is the wife of Jan are also in Hawaii. Von Reydi is on business and Pilgrin, in the Islands on business.... Bob Portale of the Los Angeles office of the Advance Automatic Sales was away for the week in Stockton, moving his family to Southern California and they will make their home from now on. Jack Leonor and Sonny Longmire held down the fort.... Jeffrey Leonor, son of Jack and Donna Leonor, working at Advance doing odd jobs this past week as in his summer vacation near the Los Angeles school starts again.... Dick Ward, Valley Vending, San Diego, is back on the job following his annual vacation. Gordon Le- nor, a native of Los Angeles, went to 70 Palms and visited at Advance.

Bud Glass, WICO Western representative, made the Coin Row rounds before taking the family on some business calls in the San Diego area. Dean Duncan, Los Angeles operator, has opened two adopted daughters into Operators to introduce them to Sam Weitzman and Sid Weiss.

**MOA Leafflets Boost Chicago**

If you find your market filled with multicolor leaflets, make sure your Operators of America convention, October, don't be too surprised. MOA is making the leaflets available to all exhibitors. The leaflets are actually promotional ads and are designed to fit into a No. 10 envelope. MOA is asking all exhibitors to include the stuffers in any literature mailed to coin machine readers between now and convention time.

MOA Managing Director Fred Granger says he doesn't know how many will be sent out, but he has as many on hand as any body needs. The leaflets are in orange, blue and green, carry a picture of the Sherman House convention site and give details on the convention program.

Weitzman piloted the Oak Manufacturing place to Oregon to pick up his son, Gary, and father, Sam Weitzman, who had been fishing there. They flew to Pendleton, where Sam looked over the equipment he may purchase for his ranch in the San Fernando Valley. After picking up his son, they returned to Sacramento for dinner the trio flew into San Diego.

Bill Harris, Rainbow Vending, San Diego, was a customer at Operators during the past few days for a number of Acorn machines and merchandisers. Eddie Rosen, manager of Operators Vending, went back on the job following a vacation in the San Diego and LaJolla area. Jack Goldberg, merchandise director for Oak Manufacturing Company, will complete the move from Culver City to the New Oak Square in the next couple of months when the die casting, molding and machine shop will be set up. The company plans to have a show going, probably in November.

**Mississippi Memos**

John Halsey, John Halsey Music Company, has three branch operations at Jackson, Canton and Durant, said civil rights strife in the state this summer badly hurt business. Carfews in many areas closed locations at Jackson, N. P. Laven, Lavene Music Company, Clarksdale, is a lucky fellow. He has 6,000 acres of cotton on the side. Most Delta planters were crying for rain, he got one that hit him last right. He predicts a better crop than the record one he had last year.

J. W. Butler, Clarksdale Music Company, Clarksdale, is a busy fellow. He bought out a branch of a National Company when Clarence Spain, a timeshare dealer of several years ago, is expanding even more. He was in Memphis last week.

**Equipment Replacement**

Less costly equipment is replaced more frequently by L dni's organization than the stereo units, which have an average lifetime span of five years. After a careful accounting during the last several years of cost and need for replacement, the Eastern manager has arrived at an annual renewal figure of 15 per cent. This is lower, than was anticipated, he commented, because the equipment is kept in good order by a "very competent" service man at an average cost of $8 a call. This is a must for any success operation, Lonie insisted.

Some years back when Eastern Music Company was competing for locations by use of the "hard-sell" method to get as many as possible, a lot of innkeepers were operating on a shoestring. Routemen often lented these shaky business men money to stay in business. Many, were wearing "ordinarily wouldn't want to do business here" signs. But that situation is largely changed. This has helped reverse the less trend, he stated.

**Betting Types**

Larry Creecore, Cleveland Music Company, was down in Memphis, buying some LP phonographs.

A. B. Fair, Fairway Amuse- ment Division, Cleveland, has his route in shape for opening this month of Mississippi State College for Women. He has all the gates and other machine locations on the campus.

**Special Note to Advertisers Regarding Distribution of Billboard's MOA Convention Issue**

**To advertisers who place any orders for multiple copies of the MOA Convention issue of November 17 will receive a 20% discount on all orders placed.**

Direct from the Billboard's Service Center at the MOA Convention, St. Louis, Mo., October 14-16. Direct from Vend's Service Center at the NAMA Convention, McCormick Place, Oct. 17-20.
For Music Operators
Columbia Records Releases Six More Stereo Singles From Albums

THEY'LL BUILD BIGGER ADULT PLAY FOR YOU

Look over these newly produced 33½ stereo singles. Then look over your locations. You'll find plenty of places where any or all of these great numbers will promote more adult play.

Remember, each seven-inch single is packaged in a Stereo Operator Programmer with full color seven-inch album cover on the front, six miniature color covers and twenty title strips on the rear face.

Order them from your Columbia distributor, one-stop or Wurlitzer distributor.

For highest earnings, program them on your Wurlitzer Phonographs — the only phonographs offering patrons the top and bottom sides of five album records as the Ten Top Tunes for a half-dollar bargain.

This Advertisement Sponsored by The WURLITZER Company in the Interests of Better Programming

Patrons will Enjoy
Higher Fidelity and True Stereo
When they Play this Fine Music on a WURLITZER 2800
BILBOARD SPOTLIGHT PICK

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

POP SPOTLIGHT

SONGS FROM "MY FAIR LADY" AND OTHER BROADWAY HITS

Andy Williams, Columbia CL 2225 (M); CS 9005 (S)

A LP written inside: The collaboration of Andy Williams and selected songs from "My Fair Lady" during the period when the Warner Bros. film treatment and the Broadway stage were in full swing. The album is mastered with a half dozen top tunes from other Broadway shows.

THE BEACH BOYS SONG BOOK

Hollywood Strings, Capitol T 2156 (M); ST 2156 (S)

The Hollywood Strings first take off on contemporary hit-making groups reported in leading the album at No. 15 according to Billboard's LP Chart 9/15. The Strings, music by Strings, who have had a few hits of their own, are new to the hit-beat hit in grand swaying style. The dials sound is compatible with the beatles and the effect is not only beautiful, but most satisfying.

THE BEATLES GREATEST HITS

Santo & Johnny, Canadian American 1017 (M); SCALP 1017 (S)

In the new LP., Santo & Johnny, who have had a few hits of their own, are new to the list of beat hits in grand swaying style. The dials sound is compatible with the Beatles and the effect is not only beautiful, but most satisfying.

"POPS" GOES THE TRUMPET

Al Hirt, Boston Pops Orch (Feather), RCA Victor LN 2729 (S); LSC 2729 (S)

The commercial potential of this album is readily demonstrated with the taping of two great, classic marches and a few well known but less known pieces in the classic march genre. The album is also backed by the Boston Pops. Selections include "Hetappas," "Burglar's Holiday," "Pavanne," and a really big arrangement of "Java.

ON THE STREET WHERE YOU LIVE

Vic Damone, Capitol T 2133 (M); ST 2133 (S)

Still one of the best balladeers around, Vic Damone has again come up with a warm, honest performance that is sure to become a hit. The album also includes some of the best ballads. Space is also taken up with arrangements of "The Love Me" and "Tonight" as well as the title song.

OUR LAND--OUR HERITAGE

Dorothy and John Mitchell, RCA Victor LM 2016 (M); LSP 2298 (S)

This album is not only entertaining but highly educational. The history of our country is related to the famous traditions, folk songs, and ballads. Each of Robert's own and magnificent songs is sung by some of the nation's top vocalists, and the music speaks for itself.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is handled by Billboard's Review Panel, and its potential rating is based on the results of that review. Full reviews are presented for Spotlight Picks and Special Review Picks. All other albums are rated on a numerical scale, with each category rated on a numerical scale. The scale ranges from 1 to 10, with 10 being the highest rating. Each album is rated on the basis of its potential to become a top seller in its respective area. The ratings are based on a combination of the album's sales potential, the strength of its music, and its overall appeal.