WASHINGTON—A new deal for AM and FM radio audience measurement was spelled out in detail before a House Investigations Subcommittee here last week. The subcommittee, which last year held six weeks of stakeholder hearings on the broadcast "ratings mess," heard a progress report from Donald H. McKennon, head of the Broadcast Rating Council and the National Association of Broadcasters.

The Group W president said the Ratings Council has endorsed the four major rating services in an auditing program that will give raters accredited standing only if they comply with ethical and technical standards now established by the Ratings Council. The auditing will be not only on the field work, sampling, diary and telephone checks, but within the offices of the raters, to check on what they do with their data. Raters will pay for their own audits.

The four major services—Nielsen, Arbitron, PPM and Pulse—have put up a total of $167,500 so far, and McKennon said the over-all spending on the reformed rating set-up for TV and radio has amounted to nearly half a million, said McKennon, much of it coming from NAB and networks. Pre-liminaries are now complete, and a continuing audit of the rating services—also at the raters own expense—was to get under way by the four majors.

A Bill Designed

But a hitch developed when Nielsen demanded special antitrust clearance from the Justice Department and the Federal Trade Commission. The Council head McKennon said he had letters from both departments that "promised an early solution" to the problem, although they did not give him and fast antitrust clearance to Nielsen. Chairman Harris indicated that the move by Nielsen could scuttle the whole industry volunteers, and in that case he might have to get into probing the ratings services once more.

During Harris on hearings on ratings services in the spring of 1963, it was pointed out that judging by rating service reports, much of radio's music and news was falling on deaf ears, or on no ears. Or if some people were listening, the rating services couldn't seem to find many of them. FM radio broadcasters testified that they were dropped off lists of rated stations, and ignored on rating reports, unless they subscribed to expensively up-to-date AM broadcasters had the same story.

MANTOVANI—Currently touring the United States for the eighth time. His new London LP, "The Incomparable Mantovani," looks like another gold record winner.

Bonbright to Quit Cap. Post

HOLLYWOOD — Dan Bonbright will retire from his post as vice chairman of the Capitol Records, Inc., board, and from active management duties at the label as of Oct. 15, and on June 30 of this year. Bonbright has been with Capitol since 1946, joining as secretary and comptroller. He was elected vice-president in charge of administration and finance. He became vice-president in charge of administration and finance. He became the Capitol Record Club, operations, and later spearheaded its invasion into the electronics field. On June 30, 1962, he was named vice-chairman of the board.

Capitol Sales Hit All-Time High

HOLLYWOOD — Capitol Records sales hit an all-time peak for the fiscal year ended June 30 with a take of $57,400,133, an increase of $8,855,187 over the previous fiscal year. The record company's net income for the year was $1,952,553, an increase of $951,571 over previous year's earnings announced to $999,984.

In a letter to CRC shareholders, Glenn E. Wallichs, chairman of the board and chief executive officer, described Capitol as "the most English-speaking countries, 1963-1964 was for Capitol the Year of the Beatles." An unprecedented number of million-selling albums and singles, the phenomenal British foursome became the high points in a history of the American record industry. With the Beatles leading the way, Capitol clearly dominated the American recording field for different records achieving No. 1 chart status. "Equally impressive was Capitol's performance in the album field. Besides the ubiquitous Beatles, 12 artists were represented on the best seller charts: the Beach Boys, Nat King Cole, Dick Dale, Bobby Darin, Judy Garland, Jackie Gescheen, the Letterman, Peggy Lee, Al Martino, Wayne Newton, Peter and Gordon and Nancy Wilson.

Wallichs also added that Angel Records enjoyed a year of notable achievement. Among the outstanding releases were complete Beethoven Piano Trios as performed by Arturo Schuman; "Great Voices of the Century," and a number of complete opera recordings, including "Andrea Chien" and "Samson and Delilah.

In addition, Wallichs pointed out that in the past fiscal year Capitol terminated its activities in the electronics field, despite significant sales for the three-year-old electronics division.

Capitol Records is considering the purchase of Malverne Distributors (New York), led by a highly placed executive of the label. This would mark the first time MGM has moved into a branch operation. The 22-year-old distributor, headed by Al Hirsch and Bill Schocket, handles the MGM-Verne, Vee Jay, Elektra, Connie-Parkway and Good Time Jazz labels, among others.

MGM May Buy Malverne

NEW YORK — MGM Records is considering the purchase of Malverne Distributors (New York), led by a highly placed executive of the label. This would mark the first time MGM has moved into a branch operation. The 22-year-old distributor, headed by Al Hirsch and Bill Schocket, handles the MGM-Verne, Vee Jay, Elektra, Connie-Parkway and Good Time Jazz labels, among others.

MGM reportedly is shopping for a No. 1 target in taking over Malverne. There is no indication at this time that the firm is weighing company-owned branches in any other markets. Malverne's non-MGM lines, according to distro new reports, are shopping for other distributor tie-ups here.

JOE & EDDIE ARE GREAT . . . exclusively on . . .
ELVIS has a new single!

45 RPM
RCA Victor
47-8440

ELVIS
AINT THAT LOVING YOU BABY
ASK ME

COMING SOON! "ROUSTABOUT" LP ALBUM

#8440
RCA VICTOR
The most trusted name in sound
It's Official: CBS-Oriole Deal

By ANDRE DE VEKEY

LONDON— Columbia Records President Goddard Lieber- son revealed last week what he called "the biggest secret" when he announced the CBS Records acquisition of Oriole Records. (The CBS-Oriole deal was revealed for the first time in Billboard on Sept. 12.)

Lieberson said that the deal will take effect early next year when the CBS catalog would be transferred from Philips to Oriole. He did not reveal the price CBS paid for the British firm. Lieberson also said that Epic, a Columbia subsidiary label currently with EMI in Great Britain, probably will be transferred but nothing has been resolved as yet.

Morris Levy, Oriole president, will remain as managing director of the new affiliation. Lieber- son said that he had no plans to introduce the Columbia Record Club to Britain or to bring over an American staff. "The way things are going," he said, "I think we could do with importing some British staff." He also said that no new label will be introduced and that certain CBS talent "will be made available on Oriole's low-price line. CBS Records will not be sold through the Woodworth chain, with which Oriole has an exclusive deal for its Embassy Records line.

Levy, who will run the company in close association with CBS European operations Vice-President Peter De Roguement, says that Oriole has a facto monopoly in its field. He says that GEMA proposed erecting a blanket licence for British music taping, and he notes that GEMA has a de facto monopoly position in the music field, authors of the draft bill say the government at least a referee's role in the inextricable bickering be- tween the copyright society and its disgruntled customers. The GEMA boss, who is operating in particular, have been battling GEMA for three years, and the case is still in the courts.

The draft bill would give the government authority to require GEMA to explain its finances and justify its royalty fees. It would cast the government into the role of a court of last resort for both clients and members of GEMA.

Quote From Letter

In announcing the draft bill, a statement in the draft bill, in conclusion, "I am per- sonally pleased to become a member of the CBS family. With the added impetus of hav- ing CBS behind us, Oriole will have no difficulty in expanding rapidly."

GEMA Equates Copyright Bill With Nazi Legislation

By OMER ANDERSON

Bonn—West Germany's per- forming rights society, GEMA, is trying to get the draft copyright law now in parliament's committee as a "extension of National Socialism." The ASCAP counterpart said in a press statement that there was "no difference between the draft bill revising the 1901 law now in force and the 1940 national Socialism in Germany. "There is just this difference in the situation then and now that Goebbels was able to proclaim by flat state control over the composition—now it must be done by parliamentary process," GEMA said.

GEMA's shackles have been lifted by a provision of the 1901 copyright revision which would make the performing rights society answerable to the Ministry of the Interior as an "organization with responsibility to the public."

GEMA demands the retention of its present independent status, which has not been provided by the redraft. "Our society has no legal status as a golf club or debating society. GEMA "co-operates with the interior ministry and it publishes annual financial statements. But it is under no legal compulsion to do so."

Clients Protest

This state of affairs has been bitterly protested by some of GEMA's members, one of them box-club operators association. There has been criticism in parliament that GEMA was functioning as a musical "state" within the German state," exercising a monopoly on the public performance of music and interfering with royalty fees and conditions of perfor- mances. In the case of GEMA's cam- paign to compel tape recorder owners to pay royalty for the private taping of music, it has been charged, ironically, that GEMA proposed erecting a blanket licence for the taping of music.

The bill has one of GEMA's chauffeur licensees, which has an effective position in the music field. The association, which has operated in particular, have been battling GEMA for three years, and the case is still in the courts.

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Quote From Letter

In announcing the draft bill, (Continued on page 8)

Canada-Internation'l Label To Be Introduced by Victor

MONTREAL—A new label from an old company debuts in Canada Oct. 5. It's RCA Victor's new "Canada-International" label, on which the best of Canadian talent will be distributed around the world through RCA's international op- erations, and on which the best of international product will be released here.

Growing nationalistic sentiment in the country was a factor in the introduction of the new series, designed to showcase Canadian talent both at home and abroad.

Of the wealth of international product available to RCA Victor here, the material voted most likely to succeed will be pressed on the Canadian-International label. "Maybe" material will be warehoused at the company's Smiths Falls plant, to be made immediately available to dealers on its original label. Product with minimum Canadian appeal will be available within two or three weeks, on order from the originating country.

Canada-International albums will sell at $3 mono and $3.50 stereo, with disks ordered from either the warehouse or abroad to cost $1 more. In the past a record ordered from a foreign country might cost as much as two dollars and take up to six months for delivery.

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The Many Sides of Monterey

MONTEREY JAZZ FESTIVAL
A Hit—Artistically & Financially

BY ELIOT TIEGEL

MONTEREY, Calif. — The Monterey Jazz Festival has become the "in" musical extravaganza, destined for continued hit status. With the older Newport, R. I., bash abdicating this vaunted position through its uncertain future, Monterey achieved glowing financial success at its seventh annual weekend outing (18-20) to guarantee it a place in the hearts of most jazzmen.

Based on the artistic talents of the East Coast swingers M/G; Monk, Mingus, Miles, Woody, et al.—this elegant West Coast jazz carnival grossed $123,000, with 30,774 fans clicking through the turnstiles.

Vocal blues interpreters had a field day with afternoon audiences, which sat intently under warm but comfy sunny skies and evening crowds which showed to the beat naturally in the chilly Northern California clime.

Joe Williams, leader of the professional blues shouters of the world, led the barrage on opening night in his customary deep-throated style. Next afternoon in the program, titled "The Blues Right Now," as formulated by Monterey's own master, Jon Hendricks, two performers especially shone brightly. They were the forgotten "Big Mama" Willie Mae Thornton, who was singing gutbucket blues before Tin Pan Alley discovered its salability, and Roy Gaines, a-voiced vocalist-guitarist—stoned student.

As expected, host Hendricks added his novel poetic and artistic touch to the blues program, with Leu Rawls reprising six tunes from his albums to the audience's delight. But it was Miss Thornton, 100 pounds of Alabama dynamite, and the slender Mr. Gaines who broke up the 5,500 sun bakers.

As if to prove that shouting the blues with honesty and sincerity isn't enough, "Big Mama" added vaudeville bamps and shuffles to "Pim Lous" and "Little Red Rooster," and a funny harmonica to "Red Liquor Law." Gaines, on the other hand, blended a good blues voice with swift fingerpicking on his electric guitar to cut himself a notch in the legion of new performers to watch. He is able to chatter off lyrics with Jon Hendricks' rapidity and sing as many as need be.

In the more temperate vocal field, Carol Sloane, whose career has been wishy-washy, scored before the record-setting Saturday evening crowd. Delicate and swingingly consistent, Miss Sloane, who captivated the 1960 Newport Festival, all but regaled Mr. Hendricks with a slow "Mood Indigo," "Little Girl Blue," a happy up-tempo "Then There Eyes" (with Gerry Mulligan joining the Gillo Mahones trio and on a cappella scatting to a Bach melody.

The indefatigable Duke Ellington opened and closed the Saturday afternoon contest, presenting his new "Far East Suite" plus his standard fare.

Originality and Freshness

Originality and freshness were pronounced when the Modern Jazz Quartet (M/JQ) offered disciplined readings of "Intima," "Mystery Monty," a "Porgy and Bess" trilogy and a symphonic-sounding "Swing Low Sweet Chariot." Following on the heels of

BCC in Record Business—Launch Educational Series

LONDON — The British Broadcasting Corporation (B.B.C.) is in the record business.

But the few companies in England who control the phonograph record business and whose influence is also felt in the U.S. have, little to fear. The records are specialized for the educational field and are for sale only to overseas broadcasters and educational institutions.

One of the most popular B.B.C. programs, and the biggest mail order, has to do with teaching English by Radio and Television. The Great Oxford Service of the B.B.C. is launching a new series to be broadcast in 12 parts titled "A Common Language—British and American English," it will consist of taped lessons given by two professors of English, Albert B. Markwardt of Princeton University in the United States, and Randolph Quirk, University College, London.

The program, designed to aid the teaching of English in conjunction with the BBC programs, are available for sale to broadcasters and educational institutions overseas. For full details, contact the B.B.C., 55 Marylebone High Street, London, W.I, England.

[Blue background}
FROM THE LESLIE BRICUSSE-ANTHONY NEWLEY
LONDON STAGE SMASH
"THE ROAR OF GREASEPAINT"...

SOON A DAVID MERRICK
BROADWAY HIT MUSICAL PRODUCTION
"THE ROAR OF GREASEPAINT"...

THE SMASH NEW TONY BENNETT SINGLE
"WHO CAN I TURN TO"
(When Nobody Needs Me) 4-43141
By Leslie Bricusse and Anthony Newley
Publisher: Musical Comedy Productions, Inc.-BMI

ON COLUMBIA RECORDS
EMI Tells Plans at Sales Parley

By CHRIS HUTCHINS

LONDON—EMI has an impressive turn-of-the-United Kingdom sales force at this company. Mr. EMI, Robert H. Wood, managing director, was at the conference that EMI announced a series of new releases for the next three months. It was revealed during the company's news conference that the Beatles will record a new album for release in November to catch the Christmas market, EMI's outstanding success in the past years. The Beatles' manager, Mr. Wood, addressed the convention to announce a new series of sales for the company's enormous American sales.

George Mackay, managing director of Arthur McAleese, outlined the company's new promotional plans which include even greater use of advertising in the United States. Mr. Wood, who is general manager for the local products, said that EMI was actively fighting the new legislation.

Other Noteworthy News

2 Mills' Sons Leave No Record Unturned

NEW YORK—The key to the operations at B.F. Wood, Music's Mills Music subsidiary is a "never say die" policy. This policy has been established by Stanley and Marty Mills, sons of Jack Mills, the firm's president, who jointly run Wood. It's Stanley's theory that it takes time to get records and a firm should stick with a song until it realizes its full potential. An example of Stanley and Marty's "stick-to-itiveness" is the fact that they're still working on songs that they picked during a European tour last June.

EPSTEIN TO TRY HAND AS A PERFORMER

LONDON—Brian Epstein will make his debut as a performer. The Beatles manager will make his LP of readings from his autobiography, "Cello Full of Noise."

The record is being made primarily for the American market although a British release is planned. Epstein will be recorded by Crichton, Mr. Crichton will be present to produce the record at Parlophone here and Capitol in America.

Martin has said that he will use music and sound effects on the record. It has yet to be established whether the Beatles will have anything to do with it. However, some of their compositions is likely.

Epstein has sold British serialization rights of the book to a woman's magazine for $30,000. His latest business ventures include buying a London garage to be opened as Brian Epstein Automobiles, Ltd. (the first venture to which he has given his name) and the purchase of a Liverpool pop music paper, "Mersey Beat," which he plans to turn national, possibly internationally.

EMI's U.S. repertoire chief John Crichton, who handles the U.S. pop repertoire, and John Alden, who is in charge of the local products, said that the Beatles were going to make their new album during the next three months. The album is expected to be released in November to catch the Christmas market.

The Beatles, who are currently touring the United States, are scheduled to return to England in early November for the recording sessions. The new album is expected to be released in December, in time for the Christmas season.

New Releases Scheduled

New releases scheduled for the next three months include:

- The Beatles' new album, scheduled for release in November.
- An album by the Rolling Stones, scheduled for release in December.
- An album by the Who, scheduled for release in January.
- An album by the Kinks, scheduled for release in February.

The Beatles are currently touring the United States and are expected to return to England in early November for the recording sessions. The new album is expected to be released in December, in time for the Christmas season.

Kangaroo Tie 'Em Down, Sport

ATLANTA—It all started as a promotion stunt, but Sam Lit-tenberg didn't think he'd get dumped on his back by a playful kangaroo.

Littleton, Phillips Records' promotion man here, went out to the Atlanta Zoo with Pat Hughes, WQXI. The pair were going to get in a cage with a kangaroo and take their picture together.

The stunt was tied in with Philips' single, "The Kangaroo," by Bill Black, going off in sales across the country.

When Littleton got into the cage, however, he was given a playground fight by the kangaroo. Littleton bucked, but not fast enough.

The kangaroo took a swipe at Sam with his tail and dumped him up. Sam got up and ran—followed by the kangaroo, who by that time was beginning to enjoy the whole thing.

Sam finally got out unharmed, though his dignity was somewhat shaken.

What about the promotion pictures? Sam and Hugh Weston bought and brought a stuffed kangaroo. "Not as effective, but a lot safer," Sam said ruefully.

BILBOARD, October 3, 1964
His first single as an exclusive Capitol artist!

JULIAN "CANNONBALL" ADDERLEY
GOODBYE CHARLIE
(written by Andre Previn & Dory Langdon, from the MGM picture of the same name)

b/w Little Boy With Sad Eyes
(written by Nat Adderley)

This will be one of the big instrumentals of the year — and it's Adderley's hit all the way!

www.americanradiohistory.com
on its original rendition. Following criticism Modugno reversed his style of singing and got greater applause and sang with all the orchestra on the final night.

Michele Accorinti won an unexpected victory in the contest in 1963, becoming the first non-participant to win three consecutive titles. His victory was the result of a combination of factors, including his exceptional vocal quality, his adaptive style, and his ability to connect with the audience.

From the 24 songs presented in two rounds of the contest, the first and second juries on each night in every sestet were drawn. The 12 highest-whether from the first night and five from the second-were admitted to the final. Their vote was to avoid any favorites in classification, as was the case in the past, among the publishers who charged "specialization," but Gianin Rava, organizer of the directorate, who worked successfully at San Remo this year, insisted upon its preservation.

All of the 12 finalists do not achieve a continuous total, while 18 were classified as a policy of the music publishers. The 12 highest-whether from the first night and five from the second-were admitted to the final. Their vote was to avoid any favorites in classification, as was the case in the past, among the publishers who charged "specialization," but Gianin Rava, organizer of the directorate, who worked successfully at San Remo this year, insisted upon its preservation.

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JOHNNY MATHIS + QUINCY JONES + BOBBY SCOTT + CLAUS OGERMAN

THE HOTTEST TEAM IN THE "BIG TEN"
"LISTEN LONELY GIRL"

A reminder: Johnny's newest album is, "THIS IS LOVE"

MG 20942 / SR 60942

Management: NOGA ENTERPRISES Agency: G.A.C.

www.americanradiohistory.com
 Wiswell, Pop AGR Producer At RCA, Believes in Preparation

NEW YORK — "Fiddler on the Roof," the new musical which opened on Broadway last week, was seen by Andy Wiswell, pop artist and repertoire producer at RCA Victor, close to 15 times. The repeat visits to "Fiddler" performances were all preface to Wiswell's recording of the original cast album of the show, which was completed in an all-day session last Sunday (27). According to Wiswell, who already has 15 original cast album credits under his belt, "preparation" is the key word in the making of a cast set. Wiswell says that he sees a musical about 10 or 15 times before recording the show to help him pick out the recording situation in such a way that there's no waste of time or talent.

The cost of recording an original cast album today, he points out, comes to about $35,000 and everything has to be put on schedule so that the cast and the musicians know what they have to do and when they have to do it to avoid extra costs.

In addition to watching the performance over and over again, Wiswell also has meetings with the people involved in the production — and that includes the producers, the director, the writers and the musical publisher — to help him in what he describes as "capturing a Broadway performance on records." In capturing that performance, Wiswell has no rule of thumb because every musical has its own individual problems. What he does apply to all shows, though, is the matter of continuity. Although the record contains about 22 minutes of music, Wiswell tries not to eliminate any of the songs, for if there is a time problem he makes inner cuts on a song — and sometimes he augments the theater pit orchestra with strings to heighten the sound for records.

Wiswell's procedure after the day-long recording session on Sunday is to come in the following morning (about 8 a.m.) and begin in editing in sequence on the tape reproduction. By late Monday afternoon, laquers are ready to be made and the pressing plants start shipping the finished product to the retail trade of the same week.

Wiswell, who joined Victor last year, has now, in addition to "Fiddler," cast albums of "Tenor," "110 In the Shade," "Hello, Dolly!" "The King And I" and "The Merry Widow" for the company. Before joining Victor, Wiswell was at Decca, as musical director (Continued on page 14)

Concert Dates Set in Philly

PHILADELPHIA — Except for an unorthodox taping of concert performances, pop singer Jane Morgan for an Oct. 12 date at the Academy of Music, this week of the pop and folk artists on the concert concert having this season. This week, however, saw announce- ments of five dates with no less than eight concerts for the remaining week — and no less than five of the eight are folk fare.

First in, coming next Saturday night (10) at Town Hall is Bob Dylan. On Nov. 1 the Modern Jazz Quartet, here in 1958, returns to the YW-Wha Arts Council for a concert at the "Y" Building, Theodore Bikai comes to the Academy of Music on Nov. 5, and for the present week, Israeli dancer, and the Chad Mitchell Trio, on the same concert stage on the 22nd; Liberman on the 24th for a Thanksgiving night benefit for the Philadel- phia Philanthropies, and Nancy Wilson makes her Academy of Music debut on the 29th.

MOSTEL MOST IN MUSICAL

Full and Tragi-Comical Life Of Aleichem’s ‘Fiddler’

NEW YORK — In his previous Broadway musical outing, "A Funny Thing Happened on the Way To The Theatre," Sid Caesar opened with the song, "Comedy Tonight." "Tragedy Tomorrow,

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Heading for the Winner's Circle

THREE A.M.

IN CASE YOU EVER CHANGE YOUR MIND

BILL ANDERSON

I’M GONNA TIE ONE ON TONIGHT

MAKING PLANS

THE WILBURN BROTHERS
Wiswell Believes in Preparation

- Continued from page 12

It's also interesting to note that Fiddler" marks a reunion of Wiswell and music publisher Tommy Valando. Latter, who is publishing the "Fiddler" score, is considered to be one of the top composers for "Fiorello," "Tenderloin" and "Little Mary Sunshine." He's not only working with original cast album work at Victor, Wiswell attaches himself to straight pop recording.

His credits here are good, too, considering that he produced John Gary's "So Tenorly" and "Exquisite," both of which are selling well and Gale Garnett's hit single, "Well Sing In the Sunshine," which has passed the 500,000 copy sales mark, and her LP, "My Kind of Folk Songs," which is beginning to show strong sales action.

HEY! PST!

NOW BREAKING POP!

GOTTA GIVE HER LOVEMy Volume 6

Breaking In
- Baltimore + Washington + Detroit
- Philadelphia + Miami + Toronto + Cleveland + St. Louis + New York + San Francisco + Philadelphia + Detroit
- Exclusively on AMERICAN ARTS RECORDS

A subsidiary of World Artist Records

R&B BREAKING POP

(R&B records now generating pop radio aisles)

I HAD A TALK WITH MY MAN—Nitty Gritty, Ohio

MARTY PETERSON—(Concerts) Wilt L. Lewis

NIGHTER IN A NIGHTSTAY—Y'all-Watt, V.P.

LOUISIANA—Rod Cimino, New York, N.Y. & WPI-Detroit, WYX-Milwaukee

THANK YOU FOR LOVING ME—Sapphires, ABC

FUTURE—Randy Green, Philadelphia, WOR-Worcester, KOX-Keene, WXYZ-Detroit, WNK-Philadelphia

SACRIFICE—My Little Misty, WOR-Philadelphia

GOTTA GIVE HER LOVENEWS-Miami, Atlanta

A SHOUT TO MY FRIENDS—Carol, Motown

TO QUALIFY YOU ARE—Wink, Motown

MY AMBITIOUS S—Joe Lee, San Jose

LE DUCK DANCE—Fus, Symbol

Benny More, Los Angeles, St. Louis

JIMMY & THE JAM—Brook (Philadelphia, KYX-Atlanta)

I CAN'T BELIEVE WHAT YOU SAY—So and Tine Turner, Kent

R&B NATIONAL BREAKOUTS

(Not Listed In Order)

SOMETHING GOES—J immie Lewis, Argo

JUMP BACK—Thomas, Thee

MAYBE THE LAST TIME—James Brown, Smash

IT'S ALL OVER—Ray E. King, ABC

OPPORTUNITY—Jewels, Dimensions

R&B REGIONAL BREAKOUTS

(Not Listed in Order)

SATAN'S BLUES—Jimmie Walker, Stars (Nework, Atlanta, Los Angeles, New York)

DO YOU WANT IT—Andy Black, Chris (Baltimore-Washington)

HAPPY MARCH—Rudy Washington, New York, Atlanta, Charleston; Miami, Los Angeles, New York, New Orleans, Pittsburgh, Brooklyn

LOMBARD—Frank Butler, Toronto (New York, New York, Miami, Atlantic)

I CAN'T EXPLAIN TO YOU WHAT I KNOW—Andy Lewis, Smash (Miami, Atlantic)

THANK YOU FOR TELLING ME...—Johnny Nash, Cleveland (Cleveland, Baltimore, Atlantic, Cleveland, Baltimore, Washington, Charleston, Georgia)

PETER-Ann Robinson, Red Bird (Chicago, New York, New York, New York)

DON DOW GIRL—Alma Robinson, Red Bird (Baltimore-Washington, Miami, Houston)

BETTER TO BE IN ATLANTA—Jimmie, Atlanta (Atlanta, Baltimore, Charlestown, Baltimore, New York)

SHARE A LADY—Bryant, Ten (San Francisco, New York)

I CAN'T BELIEVE WHAT YOU SAY—Ella & Tine Turner, Kent (New York, Chicago, Chicago)

THE ROSS WITH THE HOT/Sauce—Jimmie James and The Founders, Darry (St. Louis)

R&B D.J. ROUNDUP

The information below is reported each week by leading R&B disk jockeys. The Consulting Editor is RAL BROWN.

NATIONAL BREAKOUTS: These records, registering sales in a significant number of regions and can be classified as new hit records.

REGIONAL BREAKOUTS: These are those records breaking in one or more regions of the U. S. but not in sufficient number of areas to date in the national listings.

Individual disk jockey reports give those records that are making their first appearance in top 15, the local breakout, is that watch based on initial sales in each market and the top 15's.

ABEY THOMAS, P. D.—KNOCK, DALLAS-FOUNT WORTH

- FIRST APPEARANCE IN LOCAL TOP 15
- LET ME CAMEO—C. R. Kent, Kent
- THE MUSTER—Lorenzo, Kent
- FREEBIE—Lorenzo, Kent
- PEGO—Kim Byrd, Waco
- FIERCE—Ringo, Waco
- THE CUCK—Lady Washington, See
- ANYTHING BUT A HOOD, See

BREAKOUTS
- I CAN'T BELIEVE WHAT YOU SAY—Bea & Tine Turner, Kent
- FINGER POPPIN'—Bea & Tine Turner, WB
- I MANNA TROUBLE—Enchanters, LA
- OR JOSIE NORMA N—Bea
- LAST RIGHT—D.C. Parker, Bea
- TEENAGE LETTER—Butt & Heads, Rockford

RECORDS TO WATCH
- BUDS BEAT DAD—Dad Butler, Constellation
- I WON'T BE YOUR FOOL ANYMORE—(and Hip)-Sister, See
- HE'S JUST A PLASTIC-Jitter, Atlantic
- YOUR BAND—Andy Lewis, Smash
- HE'S ALL IN—Andy Lewis, Smash
- TONE—Andy Lewis, Smash

JOHNNY RICHARDS—WLC, NASHVILLE

- RECORDS TO WATCH
- MIGHTY MIGHTY—John Lee Lewis, Smash
- MY LOVE—Baby Ace, Brenda
- DON'T SPEAK IT AGAIN—Barbara Lynn, Jamie
- JUMP BACK—Thomas, Bea
- SCDN TO KNOW—Alvin Phillips, Atlantic
- I CAN'T BELIEVE WHAT YOU SAY—Bea & Tine Turner, Kent
- TONE—Andy Lewis, Smash
- BREADWINNERS—Sarney Ward, Soul
- THE CASTLE—New City Soul Band, Music City

R&B (Screaming) TEACHERS—WLYD, NEW ORLEANS

- FIRST APPEARANCE IN LOCAL TOP 15
- MAKE UP YOUR MIND—Anna King, Smash
- MY AMERICAN—Anna King, See
- THAT'S HOW STRONG MY LOVE IS—V. Wight, Golden
- KATIE, I'M COMING HOME—Anna King, Bea

RECORDS TO WATCH
- I'M A GOOD GIRL, THANK YOU—Enchanters, WB
- JUMP BACK—Thomas, Atlantic

HILTON BUTTERFLY ON THE WHIRL, MIAMI

- RECORDS TO WATCH
- When the World Was Young—Arthur Prysock, Old Town
- WE GO TOGETHER—Arthur Prysock, Old Town
- LITTLE GIRL OF MIKE—I-Tunes
- MY LIPS—Arthur Prysock, Old Town
- LITTLE GIRL OF MIKE—I-Tunes

BURKE JOHNSTON—WACO, ATLANTA

- BREAKOUTS
- NEVER GET ENOUGH OF YOUR LOVE—Eddy Floyd, Sonny
- MAKE ME THE MIRacle—Barlow Street, Tellie
- OPPORTUNITY—Cindy, Dimensions
- LOMBARD—Frank Butler, Mercury
- OR NO NO—Alvin Brown, Troubled Teen Brown, Troubled Teen Morgan, Crusader

RECORDS TO WATCH
- YOUR LIPS—Arthur Prysock, Old Town
- I MAKE UP ENTRANCE—Ray Charles, Bea
- DUMP YOUR DREAMS—Ray Charles, Bea
- JUMP BACK—Arthur Prysock, Bea
- JUMP BACK—Arthur Prysock, Bea

TERRY—Ray Charles, Bea

RECORDS TO WATCH
- LITTLE GIRL OF MIKE—I-Tunes
- BIGGER AND BETTER—Ray Charles, Bea
- MY OH MY—Artie Gordon, Bea
- SATURDAY NIGHT PIG PIG—Little Junior, Tangiers

BILBOARD, October 3, 1964

Copyrighted material

- NOVILLA SMITH—KTRU, HOUSTON

- FIRST APPEARANCE IN LOCAL TOP 15
- TRY ME—Arthur Prysock, Old Town
- YOU GIVE UP—(Jimmie) Jackson, Waco
- MY Lament—Arthur Prysock, Old Town
- LA DE DAAA FAME—Enchanters, V.F.

RECORDS TO WATCH
- IT AIN'T MY FAULT—Ray & S-Smokey Johnson, Be
- I WON'T BE YOUR FOOL—Eddy Floyd, Sonny
- TOO MANY TIMES—Artie Gordon, Bea
- ANYTHING BUT—Ray Charles, Bea
- TAMPA—Asst. McClaff, Bea

- JOHNNY G—ASK, WHIRL, NORFOLK

- RECORDS TO WATCH
- HE'S JUST A BASEBALL-Blitz., Atlantic
- TO BE A STAR—Arthur Prysock, Old Town
- RICHBOURG—Misty, Columbia

- GEORGE WOODS & JIMMY BISHOP—WDS, PHILADELPHIA

- BREAKOUTS
- OPPORTUNITY—Jewels, Dimensions
- RECOIL—Andy Lewis, Smash
- I CAN'T BELIEVE WHAT YOU SAY—Eddy Floyd, Sonny

- RECORDS TO WATCH
- BABY LOVE—Sue, Memphis

- GEORGE WOODS & JIMMY BISHOP—WDS, PHILADELPHIA

- BREAKOUTS
- OPPORTUNITY—Jewels, Dimensions
- RECOIL—Andrew Lewis, Smash

- RECORDS TO WATCH
- BABY LOVE—Sue, Memphis

- GEORGE WOODS & JIMMY BISHOP—WDS, PHILADELPHIA

- BREAKOUTS
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- BREAKOUTS
- OPPORTUNITY—Jewels, Dimensions
- RECOIL—Andrew Lewis, Smash

- RECORDS TO WATCH
- BABY LOVE—Sue, Memphis
SMASHES!

EVERY ONE
HIT
THE
CHARTS!

SMASHEST!
THIS
BRAND NEW ONE
WILL HIT
THE
CHARTS,
TOO!
EVEN BIGGER!

WALK, DON'T RUN
THE VENTURES
BLP-2003/BST-8031

The Ventures
DANCE!
BLP-2015/BST-8032

The Ventures
DANCE WITH THE VENTURES
BLP-2014/BST-8014

The Ventures
SURFING!
BLP-2023/BST-8023

The Ventures
VENTURES IN SPACE
BLP-2021/BST-8021

The Ventures
THE FABULOUS VENTURES
BLP-2022/BST-8022

The Ventures
THE VENTURES SURFING
BLP-2022/BST-8022

The Ventures
THE VENTURES IN SPACE
BLP-2023/BST-8023

The Ventures
THE FABULOUS VENTURES
BLP-2024/BST-8024

The Ventures
THE COLORFUL VENTURES
BLP-2000/BST-8020

The Ventures
GOING TO THE VENTURES DANCE PARTY
BLP-2017/BST-8017

The Ventures
THE VENTURES IN SPACE
BLP-2023/BST-8023

The Ventures
THE FABULOUS VENTURES
BLP-2024/BST-8024

See your Liberty/Dolton salesman for terms, special counter merchandiser, co-op advertising and nationwide consumer contest!
KRLA Plays It Ghoul: to Debut a Monsterous Show

By ELIOT TIEGEL

PASADENA, Calif. — The monsters have arrived on Los Angeles radio. KRLA, taking cognizance of the spate of monster shows on television, has gone outside its own organization to hire vocalist-consultant Bobby Pickett to handle a monster disk jockey show heard Saturdays from 9 to midnight.

The program has been bought for 13 weeks, at which time the station should know if it has a hit, stated General Manager John Holliday, who approached Pickett with the idea.

"We started out with the idea of having a deejay do monsters, but that didn't work, so we decided to have monsters do a deejay show."

Prior to the show's debut Saturday (26), the station began airing spot promotions for the graveyard program, which produced a call from an ad agency assistant that that might accept a half-hour sponsorship. Barrett turned the offer down, stating he was interested in an experimental and wanted to first see what the public's reaction would be before running them on blocks of advertising.

The first few monster shows will be taped by Pickett on Friday for broadcast the next night. Pickett will write all his special material and handling all male voices for such characters as Count Dracula, Boris Karloff, Igor the Monster, Zombie the Surfer (who keeps trying to paddie out to sea but can't make any headway because his bands-ages keep getting stuck on a pier) and other ghouls who happen to drop by the broadcast site, which Pickett says is a castle on the mighty cliffs of Malibu.

Show's Budget

Barrett estimates the station is laying out from $7,500 to $20,000 for the first 13 weeks. KRLA's agreement with Pickett is for his exclusive services as host and creator of the show. Pickett has rights to any syndication outside of Los Angeles. This may present a problem as his material is being aimed at local teen-agers, with jokes and routines built around local habits such as driving down Hollywood Boulevard and parking on Mulholland Drive.

After the first several shows, Pickett may do the show live once he has become familiar with turntable operations. All commercials, tune checks and station i.d.'s are included on the tape. Pickett cuts in routines, utilizing one or several monsters at once, with all records played from the station's playlist. One of the features of the show is that participation features will be a poetry contest, with silver vam- pie wings given away for the best poems on subjects announced by Pickett. Assisting him with production is KRLA's Dick Mortland.

The program does not replace any KRLA personality, it rather cuts down Dave Holly's Saturday night stint to a normal 6-9 p.m. arrangement.

The show features eerie background music, vampire wings flapping in the night, chains rattling and doors squeaking, all which set up the spooky mood. The problem, if any, is for Pickett to regularly create original lead-in material for his disks. The station's traffic di-rector, Sie Holland, who does promotional spots, will handle the roll of Rhonda, a vampire on a Honda.

If the rash of monster tunes which should be appearing make the national charts, Pickett will have natural material to use on the show. KRLA is the first Los Angeles station to offer the monster band wagon with this worldly spectacular. Ghoul, it appears, will shortly be haunting nighttime kilocycles.

Spirit of Co-Operation: WWDC Helps Out WEEL

WASHINGTON—When the two-story building housing the station of WEEL in suburban Fairfax County, Virginia, was raided by fire Monday (14), WAMD in Annapolis, Md., promptly offered its mobile trailer for emergency use, and the 25,000-watt signal was back on the air by Wednesday (16).

Some 80 fires had battled the two-hour blaze, which caused estimated damage of $350,000, including damage to the WWDC transmitting equipment. The heat was so intense that it melted a new 50,000-watt transmitter which was installed Wednesday (9).

According to Mitch Litman, WEEL disk jockey, Ben Strass, who was at the Washington station immediately phoned John Henry, WWDC general manager, to offer the use of the mobile trailer facilities until WEEL's equipment was replaced. The offer was accepted immediately, and WEEL was back on the air in 48 hours.

Rock 'n' Roll Radio at Sea, Pirate Style

Radio station management and program-personnel might find a job attractive that offered "Goban baking 10 seconds from the studio, no traffic on the way to work, deep-sea fishing from transmitter, work a week on a week's only downside slight shortage of American records." It's all a way of life at Radio SYD, a pirate radio station operating in the international waters between Martinique, Sweden, and Copenhagen, Denmark, aboard the moppet Chelsie. Shown in the pictures, left to right, are 1) Mrs. Britt Weider, owner of the station, also known as the "Pirate Queen," and who has directed its activities since March 1962, and 2) Engineer Borja at the controls. Some 80 feet long, equipped with beams to Denmark and Sweden. 4) Studio designed for disk jockey shows, equipped with G sondern turntables and five Lyrec single-sided 78-rpm tape machines. 5) Generator for transmitter power. 6) Nine-kilowatt transmitter which broadcasts on 88.3 microwaves wavelength. 7) Office of Program Director Paul Hansen. 8) Disk jocks on way to work. Four-man crew works alternate weeks.

HAMBURG—The entertainment entrepreneur who sponsored the first appearance by the Beatles in Germany, Manfred Weissleder, is preparing to operate a first commercial radio station aboard a ship anchored off the three-mile limit.

Weissleder has christened his "pirate" radio station Radio Star Club. His name is the Hamburg night spot. The ship will be anchored off the mouth of the Elbe River in the North Sea. Weissleder contends that Germany already has commercial radio, in effect, through the heavy German-language programming of Radio Luxembourg. Weissleder says, could be no legal difference between program broadcast by Radio Luxembourg and those of Radio Star Club.

Weissleder's station will follow a music-news-commercial format, with emphasis on avant-garde but spot music. His Star Club was the first night club in Germany to feature all-twist dance numbers.

The Beatles appeared at the Star Club in 1959 while a still unknown and struggling combo. They were in Hamburg several months and picked up considerable German in this time, enough so that they were able to bring out a recording recently for the American market in plangent Deutsch.

The Bonn government has "taken note" of Weissleder's plans, but interior ministry officials say they will take no formal position until his pirate radio goes into actual operation. Unofficially, the interior ministry officials said they might move to suppress the Weissleder station under the recent proclamation to protect natural resources beyond the three-mile limit. By this proclamation, the Bonn government asserted its right to control offshore waters "to such limits as German interests are involved."

The proclamation already has been invoked to chase away an offshore drilling rig of the American Overseas Oil Company (Anoco), and authorities said it can be invoked to abate Weissleder's broadcasting venture as a "public nuisance."
ALLAN SHERMAN • ARTHUR FIEDLER

TWO MASTERS OF MUSICAL SATIRE
IN A LIVELY NEW ALBUM

RECORDED LIVE!!!

19,327 MUSIC LOVERS!!!!

SCHUMANDER RECORDING

BEETHOVEN

BRAHMS

VERDI

BIZET

MOZART

SOUZA

PROKOFIEFF

CONDUCTING ALLAN SHERMAN'S NEW HIGHLY HILARIOUS COMPOSITION

PETER THE COMMISSAR

VARIATIONS ON "HOW DRY I AM"

THE END OF A SYMPHONY

LM/LSC-2773
RCA VICTOR

The most trusted name in sound®
"Martian" Views Station EARTH

By BILL GAYN

One of the TV programs that I enjoy is "My Favorite Martian." I have often wondered what this super-intelligent visitor from another planet might think about American radio. If our man from Mars were to observe us and our world of broadcasting, he might write a column somewhat as follows:

AMERICA RADIO survives by a peculiar indirection. It offers its entertainment and information to its listeners without charge. Broadcast music comes almost entirely from phonograph records, most of which are supplied free to the radio stations by the record people. We might conclude that radio is a friendly trap, pleasantly baited with free entertainment, designed to catch and hold a large number of listeners so that their ears may be beguiled—or besieged—by advertisements. The entrapped captives are also tempted to buy the records that they hear and like. For this dual service radio receives money from the advertisers and free records—endless fresh bait for the trap—from the record companies.

The larger the number of available ears, the larger the amount of money the advertisers pay to borrow them for 60 seconds of sales talk. Stations establish their rates to advertisers in relation to the number of listeners they can count in their trap. To do the counting, various independent research organizations are employed.

On the basis of bi-monthly research reports, advertisers make their selections of the most desirable stations on which to place their commercial messages. Most radio stations are constantly striving to change or perfect their programming techniques for the purpose of showing a larger number of listeners to their station in subsequent research surveys.

IT IS INTERESTING to note that many radio stations also employ research techniques in order to determine which musical selections are preferred by the largest number of listeners. Weekly records of record sales are tabulated, and a few stations also encourage and enumerate listener telephone queries. One might suppose that each radio station would employ a trained research expert, but such is not the case. Radio's research on record popularity is conducted for the most part by secretaries and librarians, whose only required qualification is an ability to perform simple arithmetic.

Almost all research on record popularity, as conducted by radio stations, is quantitative rather than qualitative. There is, in most cases, a curious indifference as to who is buying—or repeating—the records. The important thing seems to be how many. It is conceivable, therefore, that a record that appealed very strongly to bald-headed men, or to small children, might achieve a large enough total sale so that its sheer numbers would automatically place it for programming on a number of stations. So far as is known, no attempt has been made by any radio station to establish the qualitative components of its own audience and to relate such a yardstick to the purchasers of phonograph records.

Another factor, which is often discussed but has never been researched in any depth, is the function of music as a status symbol. Many Americans seek a higher social status by demonstrating superior taste in clothing, food, furniture, and entertainment. There is a curious snobbery in the status concepts of music, in which various musical forms are accepted or rejected, not in terms of their own merits, but according to who likes it. Thus, the music favored by adolescents and children is often condemned by adults, while the symphonic and operatic music patronized by the wealthy classes is acclaimed by many who seek to identify with persons of wealth and influence.

This status symbol in music poses a special problem for radio programming. Advertisers prefer to present themselves and their products in a favorable environment, and a great many are

(Continued on page 17)

Steve Allen, Group W Part

HOLLYWOOD—Steve Allen and Westinghouse Broadcasting Company have terminated their relationship for his TV syndicated five-day show, which has consistently presented the best of jazz and new pop music performers.

Allen departs the show Oct. 26, with Westinghouse president, Don McGinnis, tabbing Regis Philbin, San Diego, Calif., TV personality, as his replacement. Allen recently took over the hosting chores of the CBS TV feature, "I've Got a Secret," which is broadcast from New York. His Westinghouse show had been taped here and will continue to be produced in Los Angeles.

During the past several months the show has undergone production changes as a number of stations dropped the show, which is seen in 35 markets. Several ABC stations which had carried the Allen show have given WBC cancellation notices to pick up the new Les Crane late night show.

No word has been given about format changes for the new Philbin show.

WLS Feature

CHICAGO—"Good Sound of Music Spectacular" was aired by WLS, Sept. 4 through 11, featuring the top popular hits of the past five years. During the Dex Card show, 3:6 p.m., the "top 20" tunes of the present and the past five years were spotlighted. The 30,000-watt outlet is the ABC-owned station in the Windy City.

Clark Show Begins Oct. 3

NEW YORK—Dick Clark kicks off the opening stanza of "New American Bandstand—65" Oct. 3 on the ABC-TV network.

This year, his 13th on TV, one of his innovations will be a "Best Buy" to "name and preview music" which will permit him to phone music business stars anywhere in the world for interviews. Four songs will be presented in one segment of the show and the two recording guest stars will sing two songs, one as in the past. New dances will be demonstrated on the show and, as always, the studio audience will be on camera while dancing.

AL HIRT—ARTHUR FIEDLER

GREAT NEW ALBUM

Two of today's most exciting men of music together for the first time! Hirt, Fiedler and the Boston Pops in a lively and very listenable new album. 10 selections ranging from Haydn's Trumpet Concerto in D Major to Ennio Paci's "The Lost Chord to Ell, Ell...", from Pavana to "Carnival of Venice." A new Dynagroove album loaded with sales appeal! LM/LSC/2729

RCA Victor

The most trusted name in sound

Beats Asked to Appear at JFK Benefit

WASHINGTON, D. C. — While the Beatles were in Washington, WWDC's Carroll James asked Paul McCartney and Beatles relations man Derek Taylor if the group would consider appearing here for the benefit of the John F. Kennedy Center for the Performing Arts. James has also made the proposal in writing to the group's manager, Brian Epstein, and offered his services as chairman for the affair which could be held in the District of Columbia stadium. James also suggested that one of the President's daughters might be amenable to acting as hostess.

Billboard, October 3, 1964
House Committee Told of Gains
To Reform Radio Rating Set-Up

Raters were giving top spots to those who bought their market surveys — some of which were shown to originate in a single office employing no field researchers at all.

It was during those hearings that Radio Advertising Bureau President Edmund C. Bunker began his successful drive for a new deal in radio audience measurement that culminated in a joint research by NAB and RAB, in a $200,000 All Radio Methodology Study (ARMS) under the direction of Ward Dorrell.

Problem: A Tough One

In his report to the Harris Investigations Subcommittee last week, McGannon went through lengthy into plans for ARMS to improve measurement of radio's mobile and underserved audience segments. As Ward Dorrell (RAB) has recently reported, McGannon said the past 15 months of digging showed the problem was a tough one — but there has been substantial progress in ways to pinpoint radio listening.

Two ARMS task forces, one under George B. Storer, of Storer Broadcasting, and a technical committee under Mrs. Mary McKenna, Research Director of Metropolitan Broadcasting, are working on new ways to track radio listening both indoors and out, in cars, and ontransistors. Ultimate aim is to provide a breakthrough on listeners by age, income, education, sex, position in the household, and possibly by auto ownership, private home or apartment dwelling, etc.

ARMS basic aim is to track the complete radio audience by times of day and by stations, on short-term and cumulative basis. In a study involving 13,400 phone calls in Kings, Nassau and Westchester counties, researchers found that the boy/man of confusion over identity of stations listened to, had been exaggerated. The test survey produced 90 per cent of listeners who successfully identified station being listened to, once they were asked to do so. Diary questions on radio listening will be geared to deal with the identity problem.

Men Are Better

The survey found that men identified station call letters better than women, and women identified better in the afternoon and evening hours than during the morning rush of getting breakfast, children off to school, etc.

The car-radio listening is big — and presents a big trackdown problem, but ARMS researchers are closing in on it. An extensive survey will be made with additional accuracy checks on auto listening as reported in survey diaries. ARMS will set up checkpoints at "representative" traffic intersections in one or two markets to be surveyed, to spot-check auto listening and compare findings with other samples of car radio use in the same area.

ARMs has not yet chosen the site for the main metropolitan area survey. There may be a second — even a third — survey of markets of smaller size.

With a fair shake in prospect for radio rating, deejays and radio stations will undoubtedly look for new and unforgettable themes, sounds, programs and distinctive mannerisms to fix their identities firmly in listeners ears. In giant metropolitan markets, up to 30 stations are within listener radius. This may require some research spending by the stations themselves.

New York — The 25th season of the Bell Telephone Hour and its seventh on TV, kicks off Tuesday, Oct. 6, on NBC-TV with some top record artists on hand. Bing Crosby will make his first appearance on the series and others in the cast include Burl Ives and the McGuire Sisters.

Music, as nurtured by radio's powerful mass appeal, occasionally transcends the limitations of the auditory process and emerges as pure emotion. For example, a singing group known as the Beatles, having attained great popularity through their records, attract vast throngs at their personal appearances, most of whom respond to their idols' performance with such intense and continued screaming that hardly a note of the music can be heard.

Mars was never like this.

AL HIRT
NEW HIT SINGLE

UP ABOVE MY HEAD

Here's another hot one from "The Horn" — Hirt singing and playing a brand-new single from his latest album smash, "SUGAR LIPS" (LPF-LSF-950) (Premiered on UP ABOVE MY HEAD), aided and abetted by some fine choral backing, then turns his king-size talents to an instrumental on SEPTEMBER SONG.

RCA VICTOR
The most trusted name in sound

October 3, 1964, BILLBOARD
ACROSS-THE-BROAD SPOTLIGHTS

JOHNNY MATHIS—LISTEN, LONELY GIRL (Jenny, AASCAP) (2:29)—It's Mathis in top form. Watch the change of style half way through. Flip: "All I Wanted" (Bonjour, AASCAP) (2:06) Mercury 72339

AL HIRT—UP ABOVE MY HEAD (Beechmont, BMI) (2:14)—Another top rousing performance by Al Hirt, singing and swinging strongly into lots of sales and airplay. Flip: "September Song" (Desvila, Brown & Henderson, AASCAP) (2:42) RCA Victor 8439

POST STANDARD SPOTLIGHTS

NO POP STANDARDS

THIS WEEK

RHYTHM & BLUES SPOTLIGHTS

PATTY AND THE EMBLEMS—THE SOUNDS OF MUSIC (MCL), (2:30)—ESPECIALLY WE WANT TO DANCE (Beechmont & Merjodhi, BMI) (2:39)—Good teen beat, well arranged. Good chance for pop action, too. Flip: "To You Too" (ASCAP) (2:30) Columbia 3543

SOLOMON BURKE—YES I DO (Keetch, Carson & Dios, BMI) (2:40)—Burke combines emotion and deep feeling in this performance about a forthcoming marriage. Flip: "Won't You Give Him One More Chance" (BMI) (2:35) Atlantic 2254

OTIS REDDING—CHAINED AND BOUND (Eastside, BMI) (2:25)—Lots of action on his last release and it started to go pop. This one may help him further. Flip: "Your One and Only Max" (Eastside, BMI) (2:40) Philips 40233

BOBBY BLAND—AIN'T DOING TOO BAD (Parts 1 & 2) (Don, BMI) (2:33 & 2:30)—A shaking rocker, loaded with excitement that keeps on building.

Duke 583

Album Reviews on Page 48

COUNTRY & WESTERN SPOTLIGHTS

JOHNNY WESTERN—TENDER YEARS (South West, BMI) (2:56)—A real weeper, beautifully sung. Could go pop. Flip: "Light the Fire" (Donal, BMI) (2:40) Philips 40233

JERRY WALLACE—EVEN THE BAD TIMES ARE GOOD (Four Star, BMI) (2:52)—This is the flip of "Spanish Guitars" you'll find under Hot Pop Spotlights. This is a strong country-flavored ballad that could hit the pop field as well. A warm performance.

Challenge 59627

COUNTRY & WESTERN

WILMA LEE & STONEY COOPER—This Time (Acuff-Rose, BMI) (2:10)—Couldn't Care Less (Acuff-Rose, BMI) (2:12) HICKORY 127

GENE CASADAY—Daddy's Home (Pure Gold, BMI) (2:50)—Keep to Your Back Door (Pure Gold, BMI) (2:30) PURE GOLD R37

WYNN EMERSON—Father of the Bride (Acuff-Rose, BMI) (2:30) COLUMBIA 14434

DALLAS KIRBY—Hello World (Columbia, BMI) (2:10) PHILIPS 40233

RAY VERNON—I couldn't Keep From Crying (Fred Rose, BMI) (2:35) LAW 428

SPIRITUALS

REVEREND ROBERT BELLINGER—Two Ways (Lion, BMI) (2:30)—Somebody Saved Me (Lion, BMI) (2:30) PEACOCK 121

SENSATIONAL PORTER SINGERS—By and By (Lion, BMI) (2:30) SONG BIRD 1118

(Continued on page 32)

BILLBOARD, October 3, 1964

SINGLES REVIEWS

HOT POP SPOTLIGHTS

ELVIS PRESLEY—ASK ME (Presley, BMI) (2:07)—One of his most powerful ballad performances since "Love Me Tender." Flip: "Ain't That Loving You Baby" (Presley, BMI) (2:20)—Swinging revival of the great Ivory Joe Hunter-Clyde Otis shouter. Chatterbust all the way. RCA Victor 8440

THE SEARCHERS—WHEN YOU WALK IN THE ROOM (Metc, BMI) (2:29)—Great follow-up to their recent hit. Written by singer Jackie DeShannon, this is one of the top chart material. Flip: "I'll Be Missing You" (Toby, BMI) (2:06) Kapp 618

SHANGRI-LA—LEADER OF THE PACK (Tender Tune-Trio, BMI) (2:48)—The Red Bird label flies in with another hit. This hot group has the hot hit sound without question. Flip: "What Is Love" (Tender Tune-Trio, BMI) (2:35) Red Bird 10-614

THE CHARTBUSTERS—WHY (Chartbuster-Eastwick, BMI) (2:38)—More of the sound that puts their "Who's the One" in the top of the charts. Should do well. Flip: "Stop the Music" (Chartbust Eastwick, BMI) (2:35) Mutual 508

VENTURES—RAP CITY (Doby, BMI) (2:00)—Sensational rouser to follow up their current hit. The original composer will never recognize the melody. A swinger that never stops. Flip: "Slaughter on 100th" (Chappell, BMI) (2:27)—Also a strong contender in today's pop singles market. Delton 300

PROGRAMMING SPOTLIGHTS

HOT POP

VERNON GIRLS—Only You Can Do It (Goost, BMI) (2:34)—Asleep and Loving It (Kemp, BMI) (2:25) CHALLENGE 5961

DEE & DIANE—Good (Soul City, BMI) (2:33)—Deep Dark Secret (Souldate, ASCAP) (2:37) CAMDO 325

UPSTAIRS—Drang's the Main (Tastarrec, BMI) (2:19)

SWEET NUTHINGS—Nashville Tennessee (Asa, ASCAP) (1:50)

SKYWAIN—Hey (Asa, ASCAP) (2:31)

JOHN FORD—You're Mad at Me (Rooc-Rob & Sa-Ma, BMI) (2:31)

KAI WENDING—Do Anything You Wanna (Wayne, ASCAP) (2:15)

BOB COWAN—Verly (Miracle, BMI) (2:20)

BRANDY—One Step Forward, Two Steps Back (Goldsboro & Topham, BMI) (2:38)

FARARRS OF CANADA—LAB 1 Ever Want It (Girls, South Mountain, BMI) (2:20) DEPC 1198

DEACONS—The Place (Cutie, BMI) (2:27) RE-CARE 9044

BANNY PRICE—Monkey See—Monkey Do (Skelton, BMI) (2:30)

JEWEL 753

DANNY WILLIAMS—Forget Me Not, Forget Me (Anson, Met Ent of New York, BMI) (2:30) UNITED ARTISTS 762

JACKIE DE SHANNON—Over You (Mint, BMI) (2:20)

VENFAYES—Be Careful Little Girl (Instrumental) (RTD, BMI) (2:30)

ANTINA HURST—Just for You (Evelyn, BMI) (2:15)

ROULLETTE 4679

HOLLIES—Come On Back (Metric, BMI) (2:18) IMPERIALS 6070

SINGLES REVIEW POLICY

Every single cut to be performed for this list must be heard by Billboards Review Panel. All programming and sales potential is rated within its category of music. Services are presented for Spotlights only.

SPOTLIGHT WINNERS OF THE WEEK

Pop Single Spotlights are those singles with sufficient programming and sales potential to obtain ranking in the top 25 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into the categories of Pop, Both Pop and Contemporary, and Contemporary. Spotlights are selected each week and are selected based on feedback from the programming.l. Spotlights are reported globally for the contemporary and pop categories of the Hot 100. Spotlights are ranked based on the following criteria: Sales, airplay, ratings, and potential. Pop Spotlights are ranked by pop standard and pop contemporary airplay. Programming specials are also included. Spotlights are reported for programming only. Spotlights are reported for programming specifications and sales potential are reported for programming only. Spotlights are reported for programming and sales potential are ranked within its category of music. Services are presented for Spotlights only.

BILBOARD, October 3, 1964

18
WELCOME MANTOVANI
ON YOUR 8th U.S.A. TOUR
SEPT. 26th to NOV. 29th

MONTY'S NEWEST RELEASE

The Incomparable MANTOVANI
I Wonder Who's Kissing Her Now
As Time Goes By
Catch A Falling Star
Where Are You
I Left My Heart in San Francisco
I'll Be Seeing You
Yesterdays
Fly Me To The Moon
I'll Get By
September In The Rain
Long Ago And Far Away
More (from Mondo Cane)

THE INCOMPARABLE MANTOVANI-
'Stereo PS22
-Mono LL392

OTHER RECENT LP's

MANTOVANI
FOLK SONGS AROUND THE WORLD
MANHATTAN
LATIN SENSATIONS

6 "GOLD RECORD" LP's

MUSI FROM EXODUS
AND OTHER GREAT THEMES

AMERICAN WALTZES

SONGS FROM THEATRELAND

LONDON RECORDS

MONTY'S ITINERARY

September 26 ........ Fall River, Mass.
September 27 ........ Lynn, Mass.
September 28 ........ Nashua, N. H.
September 29 ........ Portland, Maine.
September 30 ........ Boston, Mass.
October 1 ............... New Haven, Conn.
October 2 ............... Hartford, Conn.
October 3 ............... Troy, N. Y.
October 4 ............... Utica, N. Y.
October 5 ............... Rochester, N. Y.
October 6 ............... Buffalo, N. Y.
October 7 ............... Columbus, Ohio
October 8 ............... Ft. Wayne, Ind.
October 9 ............... Detroit, Mich.
October 10 ............. Chicago, Ill.
October 11 ............. Davenport, Iowa
October 12 ............. Kanawha, Ill.
October 13 ............. Davenport, Iowa
October 14 ............. Watertown, Iowa
October 15 ............. Minneapolis, Minn.
October 16 ............. Fargo, N. Dak.
October 17 ............. Bismarck, N. Dak.
October 18 ............. Rapid City, S. Dak.
October 19 ............. Seattle, Wash.
October 20 ............. Portland, Ore.
October 21 ............. Bakersfield, Cal.
October 22 ............. San Francisco, Cal.
October 23 ............. San Jose, Cal.
October 24 ............. Los Angeles, Cal.
October 25 ............. Pasadena, Cal.
October 26 ............. Long Beach, Cal.
October 27 ............. Santa Monica, Cal.
October 28 ............. Tempe, Ariz.
October 29 ............. Albuquerque, N. Mex.
October 30 ............. El Paso, Tex.
October 31 ............. Big Spring, Tex.
November 1 ............. Austin, Tex.
November 2 ............. Shreveport, La.
November 3 ............. Kilgore, Tex.
November 4 ............. Jackson, Miss.
November 5 ............. Memphis, Tenn.
November 6 ............. Indianapolis, Ind.
November 7 ............. Dayton, Ohio
November 8 ............. Cleveland, Ohio
November 9 ............. Columbus, Ohio
November 10 ............ Cuyahoga Falls, Ohio
November 11 ............ Youngstown, Ohio
November 12 ............ Pittsburgh, Penna.
November 13 ............ Harrisburg, Penna.
November 14 ............ Washington, D. C.
November 15 ............ Atlanta, Ga.
November 16 ............ New Orleans, La.
November 17 ............ New York City
November 18 ............ Richmond, Va.
November 19 ............ Philadelphia, Penna.
November 20 ............ Cleveland, Ohio
November 21 ............ Youngstown, Ohio
November 22 ............ Baltimore, Md.
November 23 ............ Unimittont, Penna.
November 24 ............ Harrisburg, Penna.
November 25 ............ Chicago, Ill.
November 26 ............ Youngstown, Ohio
November 27 ............ Nashville, Tenn.
November 28 ............ Columbus, Ohio
November 29 ............ New York City

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<th>No.</th>
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<th>Title</th>
<th>Label/Year</th>
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<tr>
<td>1</td>
<td>ON, PRETTY WOMAN</td>
<td>YOU'LL NEVER GET TO HEAVEN (IF YOUR HEART)</td>
<td>ABC-1373</td>
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<tr>
<td>2</td>
<td>DANCING IN THE STREET</td>
<td>WALKIN' IN THE SAND</td>
<td>ABC-1373</td>
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<td>3</td>
<td>THE HOUSE OF THE RISING SUN</td>
<td>GOOD TIMES</td>
<td>ABC-1373</td>
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<td>4</td>
<td>LAST KISS</td>
<td>WALKIN' IN THE SAND</td>
<td>ABC-1373</td>
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<tr>
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<td>WHEN I GROW UP TO BE A MAN</td>
<td>BABY I NEED YOUR LOVING</td>
<td>ABC-1373</td>
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<td>6</td>
<td>A SUMMER SONG</td>
<td>BABY I NEED YOUR LOVE</td>
<td>ABC-1373</td>
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<td>WHERE DID OUR LOVE GO</td>
<td>TELL IT TO MY HEART</td>
<td>ABC-1373</td>
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<td>8</td>
<td>YOU MUST BELIEVE ME</td>
<td>I'M IN LOVE</td>
<td>ABC-1373</td>
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<td>MAYBELLE</td>
<td>I'M IN LOVE</td>
<td>ABC-1373</td>
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<td>10</td>
<td>LET IT BE</td>
<td>I'M IN LOVE</td>
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<td>FROM A WINDOW</td>
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<td>A HARD DAY'S NIGHT</td>
<td>I'M IN LOVE</td>
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<td>EVERYBODY LOVES SOMEBODY</td>
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<td>14</td>
<td>SLOW DOWN</td>
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<td>OUT OF SIGHT</td>
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<td>WHY YOU WANNA MAKE ME BLUE</td>
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<td>CHUG-A-LUG</td>
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<td>19</td>
<td>ALWAYS TOGETHER</td>
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**HOT 100—A TO Z** (Publisher-Licensee)

**BUBBLING UNDER HOT 100**
THE HIT MAKING SUPREMES
WITH THEIR LATEST SMASH SINGLE
BABY LOVE
MOTOWN 1066
PLUS – THEIR CHART BREAKING ALBUM

THE SUPREMES
WHERE DID OUR LOVE GO

BABY LOVE
COME SEE ABOUT ME
LONG GONE LOVER
WHEN THE LOVE LIGHT STARTS SHINING THROUGH HIS EYES
HIS, HIS, HIS
A BREATH TAKING GLY
YOUR LOVE IS FIRE
HE MEANS THE WORLD TO ME
I'M GIVING YOU YOUR FREEDOM
STANDING AT THE CROSSROADS OF LOVE
ASK ANY ONE

BUY SIX
GET ONE FREE
ON ENTIRE TAMLA-
MOTOWN – GORDY
ALBUM CATALOG

HITS ARE OUR BUSINESS
MOTOWN RECORD CORP.
2648 West Grand Blvd. Detroit, Michigan

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<table>
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<th>No.</th>
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<td>Something New</td>
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<td>Everything's Gonna Be Alright</td>
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<td>Peter, Paul, and Mary in Concert</td>
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<td>All Summer Long</td>
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<td>How Glad I Am</td>
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<td>In the Wind</td>
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<td>Call Me—I'm Dedicat to Him</td>
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<td>The Beatles—Second Album</td>
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<td>The Rolling Stones</td>
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<td>Glad All Over</td>
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<td>Louie Louie</td>
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<td>Mary Wells's Greatest Hits</td>
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<td>Johnny Rivers at the Whiskey A Go Go</td>
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<td>Meet the Beatles</td>
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<td>I Love You More and More</td>
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<td>Be My Baby</td>
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<td>Under the Boardwalk</td>
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<td>Land of Giants</td>
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<td>I Walk the Line</td>
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<td>Monday River &amp; Other Great Movie Themes</td>
<td>The Beatles</td>
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<td>Introducing the Beatles</td>
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<td>So Tenderly</td>
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<td>The Lawrence Welk Television Show 10th Anniversary</td>
<td>The Beatles</td>
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<td>66</td>
<td>Catch a Rising Star</td>
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<td>67</td>
<td>Northern Journey</td>
<td>The Beatles</td>
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<td>68</td>
<td>Al D'lia and Other Extra Special Songs for Young Lovers</td>
<td>The Beatles</td>
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<td>69</td>
<td>Roy Orbison's Greatest Hits</td>
<td>Roy Orbison</td>
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<td>70</td>
<td>Everybody Knows</td>
<td>The Beatles</td>
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<td>71</td>
<td>Switched</td>
<td>The Beatles</td>
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<td>72</td>
<td>Bach's Greatest Hits</td>
<td>The Beatles</td>
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<td>73</td>
<td>Where Did Our Love Go</td>
<td>The Beatles</td>
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<td>74</td>
<td>Camellot</td>
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<td>In the Spa of the City</td>
<td>The Beatles</td>
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<td>Joan Baez in Concert</td>
<td>Joan Baez</td>
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<td>77</td>
<td>Amor</td>
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<td>Yesterday's Love Songs</td>
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<td>Today's Blues</td>
<td>The Beatles</td>
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<td>80</td>
<td>Make Way for Dionne</td>
<td>The Beatles</td>
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<td>81</td>
<td>Something Special Young Lovers</td>
<td>The Beatles</td>
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<td>82</td>
<td>Prayer Meetin'</td>
<td>The Beatles</td>
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<td>83</td>
<td>People</td>
<td>The Beatles</td>
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<td>84</td>
<td>Encore</td>
<td>The Beatles</td>
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<td>85</td>
<td>My Fair Lady</td>
<td>The Beatles</td>
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<td>86</td>
<td>Moving</td>
<td>The Beatles</td>
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<td>Tell Me Why</td>
<td>The Beatles</td>
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<td>Mondoro Cane</td>
<td>The Beatles</td>
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<td>89</td>
<td>Little Deuce Coupe</td>
<td>The Beatles</td>
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<td>90</td>
<td>Dang Me/Chuck-A-Luck</td>
<td>The Beatles</td>
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<td>91</td>
<td>The Cat</td>
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LIBERTY'S FALL PROGRAM, PART 2 — PROVES AGAIN THAT...
LIBERTY ENTERTAINMENT IS FOR EVERYONE!

with these brand new albums —

RIDE THE WILD SURF
Jan & Dean LP-3368/LST-7360

THE LITTLE OLD LADY FROM PASADENA
Jan & Dean LP-3377/LST-7377

THE STANDELLS in person at P.J.'s
LP-3384/LST-7384

30 BIG HITS OF THE 60's
Bobby Vee LP-3385/LST-7385

I'M OLD FASHIONED
Inga Swenson LP-3379/LST-7379

BUD & TRAVIS IN PERSON
LP-3386/LST-7386

ORIGINAL COUNTRY HITS #3
LP-3382

HERE AND NOW!
Bob Florence LP-3380/LST-7380

WALK, DON'T RUN — VOL. 2
The Ventures Dolton LP-2037/BST-8037

Special displays, extensive promotions and built-in sales appeal make this the hottest LP program in Liberty's history!
**CLASSICAL SPOTLIGHT**

**MAHLER: SYMPHONY NO. 1**
- London Symphony Orchestra (Cheltenham)
- RCA Victor LSP 3317 (M)

The recent revival of Gustav Mahler's popularity will be enhanced by George Szell and the London Symphony Orchestra's valuable first professional recording, and it's still his most popular work.

**CLASSICAL SPOTLIGHT**

**BARTOK: MIRACULOUS MANDARIN SUITE**
- London Symphony Orchestra (Slovak)
- London Cassette 9299 (M)

A brilliant performance, superbly recorded and with particular interest for the Near East, Bartok's ballet suite is a strong possibility.

**RHYTHM & BLUES SPOTLIGHT**

**DOWNTOWN BLUES**
- Lightnin' Hopkins, Prestige PR 2125

The appeal of real blues is growing, and it's a part of America's contribution to musical culture. Lightnin' Hopkins is an outstanding performer of the blues whom it's tough to surmount. His guitar and vocal work are a perfect combination in instrument and voice.

**LOW PRICE CLASSICAL SPOTLIGHT**

**SIBELIUS: SYMPHONY NO. 2**
- In D Major
- London Symphony Orchestra (Collins), Richmond S 11905

A highly sensitive reading of the Sibelius score, performed by an excellent recording, a beautiful design, an effective design package, and the dollar strong product.

---

**BREAKOUT ALBUMS**

**NATIONAL BREAKOUTS**

**THE JAMES BOND THEME, WALK, DON'T RUN '64**
- Billy Strange, Crosswind CM 9401 (M); CNP 2004 (S)

**THE 7TH DAWN**
- Soundtrack, United Artists UAL 413 (M); UAS 5115 (S)

**THE BEATLES VS. THE FOUR SEASONS**
- Yes Joy DX 30 (M); (No Stereo)

**NEW ACTION LP's**

These new albums, not yet on Billboard's Top LP's chart, have been reported getting strong sales action by dealers in the respective markets:

- Beckett...
  - Various Artists, RCA Victor LOC 1091 (M); LSO 1091 (S)
- The Beach Boys Song Book...
  - Hollywood Strings, Capitol T 2156 (M); ST 2156 (S)

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**ALBUM REVIEW POLICY**

Every album sent to Billboard for review is heard by a special staff member who is familiar with the category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all LP's are listed under their respective categories.
There's a new shape to sound

It's the exciting, all new COLUMBIA 360 STEREO SYSTEM

Here's the stereo solution you and your customers have been looking for. A single compact unit, beautifully designed, with big sound, broad separation, top-flight components, and SOLID STATE circuitry.

CBS Laboratories, who brought you the long playing record and the original “360” phonograph, spent years of research in the development of a stereo system that combines the ultimate in design with the newest in electronic achievement.

It's here today . . . with these deluxe features • solid state circuitry • acoustically sealed sound chamber • Garrard fully automatic changer • two micro-diamond needles • CBS “floating” cartridge, that minimizes record wear and eliminates scratching • 30 watts peak music power • two full range transistorized amplifiers • six perfectly matched speakers • lustrous oiled walnut hardwood cabinet. There's much more to see and hear. Contact your local Columbia Record distributor and find out all about THE NEW SHAPE OF SOUND and the national and local marketing programs that have been planned to help you sell it!

COLUMBIA 360 stereo system

COLUMBIA RECORDS SALES CORP., 799 Seventh Avenue, New York, N.Y. 10019
ARGENTINA

AUSTRALIA

( Courtesy Music Maker, Sydney)

BAYANIA

( Courtesy Country Weekly, Parramatta)

BETRAN

( Courtesy New Musical Express, London)

GERMANY

( Courtesy Music Express, Milan)

ITALY

( Courtesy Music and Data, Milan)

SINGAPORE

( Courtesy Radio Singapore)

SPANISH

( Courtesy Spain)

push on by Four Star

HOLLYWOOD — Radford Music, Four Star TV's new publishing house, has placed material with Jimi Rodger, Frank Lane, Tony Bennett and Vikki Carr in swiftly moving negotiations.


In the album field Four Star's Valiant label releases "Introducing Dean Reed," with RCA offering Gene Barry's "Songs of Love and Things" 10 days later.

Two of the company's TV soundtrack properties have already been released. "The Rogues" on RCA and "Burke's Law" on Liberty.

First Single

By Loma

HOLLYWOOD—Loma Records, Warner Bros., new rhythm and blues label, has released its first single by its own contract artist with promising results. The disk, "Baby Don't Look Down," by vocalist Billy Storm, went into national sales mark after one week, General Manager of Loma Records.

All singles are currently being produced and promoted by Sam Kent, who is handling the disk's staff as time, and the hits—discs.

Executive revealed the young company is on a recruitment drive and will have the "top two artists in the r&b field on the label by the first of the year."
YESTERYEAR'S Hits

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

POPP--5 Years Ago
October 5, 1959
1. Mack the Knife, By DIN, Disco
2. Put Your Head On My Shoulder, By Dash, Bally
3. Sleep Walk, Santo & Johnny, Capri
4. (T.D.I) I Rusted You, Every Door, O.K.
5. The Three Bells, Brown transmitter, RCA Victor
6. Ten Ten, Stan, Daily
7. I'm Going to Be Mad, By L.B., Capitol
8. My Blue Heaven, By J.J., Capitol
9. D.C. Agent, By D.C., Columbia
10. High and the Mighty, By Y. Young.

POPP--10 Years Ago
October 2, 1954
1. Hey, There, By J. Cheyene, Columbia
2. Sh-Bam, By C.O., Mercury
3. Skittles, By J. Master, Mercury
4. Tonight You're Mine, By J. Cheyene, Modern
5. If You Ever Want Me, By E. Furse, RCA Victor
6. Hold My Hand, By J. Goldstein, Capitol
7. I'll Be Seeing You, By D. S. Neilson, Columbia
8. Columbia, By D. S. Neilson, Columbia
9. Shake, Rattle and Roll, By J. Young, Columbia
10. High and the Mighty, By Y. Young.

RHYTHM & BLUES--Five Years Ago--October 5, 1959

Pain by Sounds, By L. Carter
On the Air: By L. Potter, ABC-Paramount
Seal of Love, By L. Phillips, Mercury
I Want to Walk You Home, By D. J. Cardinal
Thank You Pretty Baby, By D. J. Cardinal.

C&W

I Love You Penny, By S. Brown, Mercury
Red River Rock, By J. & the Cardinals
Thank You Pretty Baby, By D. J. Cardinal
What's She Sayin', By S. Brown, Mercury

POP-STANDARD SINGLES

Not too far out in either direction, the following singles, selected from the current hit list, are the most recently-made records on the pop chart. Each week this column will contain a list of currently hot 100 titles.

This Week's Hit List

1. I WILL SING IN THE SUNSHINE, By L. Michaud, RCA Victor 3989
2. EVERYBODY LOVES SOMEBODY, By J. C. Reynolds, RCA Victor 3992
3. Big John, By D. J. Cardinal, ABC-Paramount
4. THE STAIRWAY WHERE YOU LIVE, By D. J. Cardinal, ABC-Paramount
5. TO SEE TOMORROW, By D. J. Cardinal, ABC-Paramount
6. THE ARMED ROBBER, By D. J. Cardinal, ABC-Paramount
7. THE DOOR IS STILL OPEN TO YOUR HEART, By D. J. Cardinal, ABC-Paramount
8. LIFE, By D. J. Cardinal, ABC-Paramount
9. I'M GONNA BE WITH YOU, By D. J. Cardinal, ABC-Paramount
10. WELCOME, By D. J. Cardinal, ABC-Paramount

Other Current Hit Listings

1. About This Time, By D. J. Cardinal, ABC-Paramount
2. Aces High, By D. J. Cardinal, ABC-Paramount
3. Armed, By D. J. Cardinal, ABC-Paramount
4. A Child's Eyes, By D. J. Cardinal, ABC-Paramount
5. A City Tommy, By D. J. Cardinal, ABC-Paramount
6. An Italian Boy, By D. J. Cardinal, ABC-Paramount
7. Another Rain, By D. J. Cardinal, ABC-Paramount
8. A Rose is a Rose, By D. J. Cardinal, ABC-Paramount
9. A Rose is a Rose, By D. J. Cardinal, ABC-Paramount
10. A Rose is a Rose, By D. J. Cardinal, ABC-Paramount

STATIONS BY FORMAT

PROVIDENCE— PAVTUCKET: Thirty-first largest radio market. Total 8 a.m., 4 p.m., 1 population, standard-top 2, standard-conforming to standards-programmed in 
V.P., W.C.N.

WICN: 5,000 watts owned by and affiliated with Providence Broadcasting Co., Inc. Music format: "Standard-Program," AM.

WPGM-FM: 100,000 watts owned by and affiliated with Providence Broadcasting Co., Inc. Music format: "Standard-Program," AM.

WPRO: 5,000 watts owned by William J. McManus, Providence, and associated with the National Broadcasting Co. Music format: "Standard-Program," AM.

WPRO-FM: 100,000 watts owned by and affiliated with Providence Broadcasting Co., Inc. Music format: "Standard-Program," AM.

WPGM: 5,000 watts owned by William J. McManus, Providence, and associated with the National Broadcasting Co. Music format: "Standard-Program," AM.
**Gospel Music**

**RCA Artist Looks to Hollywood To Produce Gospel TV Show**

Hollywood—Saying the timing is perfect for the first "dedicated" Christian music television show, Solomon King, RCA music executive, is shooting for assistance from Hollywood in producing a half-hour gospel TV show. Recently returned from Europe, Mr. King hopes to deal with a German producer, and is planning for Eastern concert dates. Autry and associates own KTLA and King will be in touch locally and then syndicate it. King reports enthusiasm for gospel music internationally is soaring around the country and that religious movies have been successful, indicating an interest in biblical subjects. The emerging vocalist, whose style is so unique, he seeks to present gospel music with a modern music sound (as on his debut RCA LP, "The Golden Voice of Gospel" reports also having interested Eastern and Western financial figures in securing backing for a musical cantata for Broadway which would relate the life of Christ. King says he envisions a TV show which would bring Christian musicians providing entertainment and to it are paid. King says show which offer dogma are not included in his plans. For Bobo press, the vocalist the cost area.

King says people at his concerts have told him "now is time for gospel music to be alive with the proper push," which King means national television. Born Alan Levy of Jewish parents in Lexington, Ky., King was converted to Christianity two years after a serious illness. He calls his voice a lyric baritone and has a three-and-one-half-octave range. King believes by putting a modern touch to gospel music, he can attract young people, whereas in its present state, people listen to it and "put it off in a corner."

**Show Changes Score, Eyes Disk Appearance**

Hollywood—What works for the television series should work for the film Fillmeres appears to be the thinking on the set of the Kraft Desperate Theater. Executive producer Frank Rosenberg, cognizant of the importance picture companies put on their television series, knowing what on-air shows, has had the main theme for the new series change and the potential for being recorded. "We felt last season's theme was important enough to be repeated," he says, "so we had Johnny Williams a composer of many themes, written the original. The new score is more symphonic and less theatrical in style."

The series is a Universal TV property, with Decca/Coral part of the corporate family. The one-hour series debuts Oct. 3 on NBC. Thursday, at 11:30 p.m., EDT.

**CMA Growing**

Cincinnati—Eleven new members were added to the Country Music Association last week, according to Mrs. Jo Walker, CMA executive secretary. New members are Douglas E. Dickerson of Pontiac, Mich.; Jo Jackson, Pipiter, Okla.; Chuck Spencer, Berlin, N. H.; Rufus Ladd, New York; A. M. Akins, Millersburg, Ohio; Phyllis Festa, New York; Ralph Frazer, Boise, Idaho; Eunnie M. and James W. Kemp, Atlanta, Ga.; Faye Keys, Duncansville, Tex., and Fred Raines, Springfield, Mo.

**Gospel LP's by Label**

These listings are the current best selling Gospel LP's as reported to Billboard by the leading manufacturers in this field.

**Heart Warming Records**

1. BLESSED AND RHYTHM, John Jess and the Imperials, LPHF 1784 (M), LPS 1784 (S).
2. BIRTHDAY HYMNS, John Jess and the Imperials, LPHF 1783 (M), LPS 1783 (S).
3. HEART FULL OF JESUS, Enoch L. Johnson, LPHF 1789 (M), LPS 1789 (S).
4. INTRODUCING THE ILLUSTRIOUS IMPERIALS, John Jess and the Imperials, LPHF 1788 (M), LPS 1788 (S).

**RCA Victor Records**

1. THE BLACKWOOD BROTHERS QUARTET, featuring their famous bass, J. D. Sumner, LPA 2735 (M), LSP 2735 (S).
2. THE BLACKWOOD BROTHERS QUARTET, LPA 2397 (M), LSP 2397 (S).
3. THE STARS—THE BLACKWOOD BROTHERS QUARTET, LPA 2544 (M), LSP 2544 (S).
4. A GOSPEL CONCERT, Staturen quartet, LPA 2547 (M), LSP 2547 (S).
5. THE MYSTERY OF HIS WAY, Staturen quartet, LPA 2546 (M), LSP 2546 (S).

**Sims Records**

1. THE BEST OF THE HAPPY FAMILY, SIM 117.
2. I'M TOO NEAR HOME, the Happy Family, SIM 113.
3. SWEET JESUS, Bobbi Brown, SIM 112.
4. MOTHER LEFT ME HER BIBLE, the Rotterdam, SIM 119.
5. GOD STILL LIVES, the Smith Brothers, SIM 119.

**SING RECORDS**

1. THE GOSPEL SINGING CARAVAN, various artists, MRF 575.
2. LORD IT'S ME AGAIN, L.A. Verses Quartet, MRF 3211.
3. ROYAL GOSPEL HARPERS, LSP 458.
4. JOE MOCODDO AND THE PROPHECY, MRF 304L.
5. FILL WALK WITH GOD, Willy Wynne of the Oklahoma Ridge Boys, MRF 2601.

**Skyline Records**

1. SINGING TIME IN DIXIE, various artists, SW 404 (M); No Stereo.
2. SINGING SONGS FROM THE STARS, LSP 6021 (M); SLP 6021 (S).
3. THE UNSEN LUST, the Rebels quartet, LSP 6023 (M); SLP 6023 (S).
4. HIS GRACE REACHES ME, the Jr. Blackwood Brothers, SLP 6025 (M); SSLP 6025 (S).
5. THE GARDEN OF MELODY, the Sper Family, SLP 6013 (M); SSLP 6013 (S).

**Songs of Faith Records**

1. THE AWARD WINNING SEGO BROTHERS AND NAMOI, SLP 121 (M & S).
2. THE FLORIDA BOYS UP IN THE SKY, SLP 120 (M & S).
3. THE SINGING GOSPEL, Sego Brothers and Naomi, SLP 110 (M & S).
4. VALLEY OF DECISION, Wally Fowler and the Sego Brothers, SSLP 118 (M & S).
5. CLOSE TO THE MASTER, Dixie Echoes with Neil Kennedy, SLP 112 (M & S).

**Starday Records**

1. HE'S GOT THE WHOLE WORLD IN HIS HANDS, the Sunshine Boys, SLP 790.
2. MORE WALLY FOWLER ALL NIGHT SONG CONCERT, SLP 301.
3. SINGING IN MY SOUL, the Lewis Family, SLP 299.
4. GOLDEN GOSPEL MILLION SELLERS, the Sunshine Boys, SLP 126.
5. THE GLOVERLAND MARCH, the Masters Family, SLP 246.

**Warner Bros. Records**

1. THE OAK RIDGE BOYS, W 1497 (M); W 1497 (S).
2. NOTHING OUT-HE GOSPEL TRUTH, the Carriers, W 1514 (M); W 1514 (S).
3. BURNING FOR THE SUNRISE, Lowell Johnson, W 1535 (M); W 1535 (S).
4. WARRIORS BROS. PRESENTS THE GOSPEL ECHOES, W 1499 (M); W 1499 (S).
5. INTRODUCING STAN AND DANN, Stan Bonham and Don Howell, W 1498 (M); W 1498 (S).

**Nashville Scene**

By Don Light

Joe Maphis has recorded a new Starday instrumental album under the title of Joe Maphis & His Hillbilly Hill Bill. . . . Chuck Chellman, Starday's Western representative, is currently covering the East, reports much action on the new Willie Brothers LP. Joe Maphis recently recorded for Wesley Rose's Hickory label at the Starday Studio. . . . Billy Sherrill, Epic's man in Nashville, hopped to New York last week.

Hickory's Lester Rose accompanied the Newbeats to the West Coast where they will be doing TV shows. . . . Willy Nelson, recently Signing Monument Records, is currently working dates in Arizona. . . . Ernest Tubb and the Texas Troubadours are on their tour of Florida and Georgia, set by the Basin Boys of Holm Smith Artist Production.

Joe Henderson, whose recording of "Snap Your Fingers" topped the charts for two weeks, recently signed his first session for Ric Records. Joe will record the last week under the direction of Grady Martin, Nashville axe man. . . . United Artists' George Riddle is on tour of Illinois, Indiana and Wisconsin for the last week, set through Smiley Wilson of the WL-Heim Agency. While on the West Coast, he will be busy with radio and TV appearances.
Here are the newest... the happiest... the most gifted men... in gospel music today. Appearing Coast-to-Coast in concerts... before thousands and thousands of people... their popularity blankets the nation. Their daily T.V. program... an ongoing 15-minute show of songs and hymns... produced by Programming, Inc. enjoys high ratings in 20 major markets. Their four great releases... on Heart Warming label... are best selling religious albums.

Programming, Inc.
1224-5 Candler Building
Atlanta, Georgia
Phone 525-3528
A. O. Stinson, President
Ramblin' Lou Exits WWJL

BUFFALO — Ramblin' Lou, who has been featuring c&w music three hours daily over WWJL, Niagara Falls, the last 17 years, is moving to WLW in Cincinnati, effective Sept. 26, to accept the position of program director of country music at WWOL-AM-FM here.

Approximately 60 percent of WWOL's broadcast time will be devoted to c&w music by Ramblin' Lou's says, the most time ever given over to such music by a Buffalo station. The WWOL signal covers most of New York State, Northern Pennsylvania and Ohio.

Ramblin' Lou's new show kicks off Oct. 5 and is soliciting congratulatory tapes from artists and deejays to be played on the show that week.

Jim Reeves Firm Back in Running

MADISON, Tenn.—With the recent passing of Jim Reeves in a plane crash, Jim Reeves Enterprises, headed by Mrs. Jim Reeves and Bob Reeves, will continue operation, which includes the production of the Jim Reeves show. FHALES of the Jim Reeves band, the Blue Boys, which last Tuesday (23) began a tour of the South.

Bunny Kerns, pianist and saxophonist, associated with the Reeves combo a year ago, has been engaged to fill the place of pianist Dean Manuel, who died in the plane crash with Reeves July 31. Others in the Blue Boys line-up are Leo Jackson, guitarist; Bud Logan, bass and vocals; and Jimmy Orr, drummer. Ray Baker, of Jim Reeves Enterprises, handles the bookings.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Little Richie Johnson, c&w platter promoter, says he has a home full of records — including new singles by Faron Young, Skeb Woolley, Darnell Miller, Ronnie Channings, Bobby Buttram and even one of his own, which he'll be pleased to share with country jockeys who'll write to him at Box 3, Beale, N. M. . . . Miller O. Goers, who airs country music to the patients at V. A. Hospital, Sheridan, Wyo., advices that he will be discharged from the hospital in November. Goers says that all records received by him have been turned over to Jay Negron, who spins c&w on KROE, Sheridan, for airing to the general public. KROE spins more country music than any other station in the Sheridan area, Goers says.

Martin J. (Rocky) Willis has left station WKLK, Lebanon, Md., to take over the country chores at WPTX, Lexington Park, Md., and asks that the disk jockeys, artists and promotion men change their listing accordingly ... Jim Hobbs, program director of KWWT, Denver, La., reports that since going all-country a little more than a year ago, the station has gone from a dead last in a five-station market to a tie for No. 1 in the afternoon. "The results have been most gratifying," writes Hobbs, "and we are as proud as punch. Two of our shows with high ratings are 'Trade-A-Way,' wherein listeners call in items to buy, sell or trade, etc. The remaining time is 100 per cent country music. KWWT's music is all programmed, using a Top 25 playlist, oldies, a feature album and a pick hit. No cowboy suits are worn by any of the air personnel. What's most important, it works!"

Bob Linniman, with KRLZ, Farmington, N. M., the last three months has joined the staff at WRJF, Jacksonvile, Fla., where the station plays country music five hours daily, six days a week. Bob will also work in sales. . . Handlin' the turntable duties at WOGY, Knoxville, which recently
made the switch to an all-country format, giving the town the first full-time country music station in more than three years, is Pleasant Ray Hegwood, 3 a.m. to 10 a.m. George Joon, 10 a.m. to 12 noon; Ron Roberts, noon to 3 p.m.; and Big Jim Hess, 3 p.m. to 6 p.m. The last two hours of the Ray show are aired from the Dogwood Room of Knoxville's Farragut Hotel, where the station maintains studios. Joon is joined by Hotlum Watson, WCYI general manager, and Jodie Mangan, station manager, who have also instituted a weekly country show billed as the "Friday Night Country Fling." Joon plays CKWJ's credits to sign tapes to be aired in the show for a period of four weeks.

Lee Room, of KFOX-AM, La Sierra, Calif., is sporting a new release on Records, San Francisco, Montgomery, Ala.; KMMF, Tuscon; AZ; KQGW, San Lake City, and his own KFOX. Reports are also good from Neb- rasca and Texas, and Room says Lee has a number of country hits to his credit, among them, "My Sleep and Walking Back to You." "The Curtain in the Window" and "Heart to Heart Talk" have both been released. In a recent interview with Don Shryock at Sunar Records, Room 203, Heber Springs, Ark., Room told how he was happy to have tracks in the Houston area the past week, according to Ed Stewart, KDKK music director, were, "The Rose Is On," by George Jones, and "Sparge the Cat [sic]" by Howard Crockett. "It is interesting to note," writes Stewart, "that your magazine picked both of these records as hits." Jim McCoy, who spied the country at WABR, Dearfield, Va., has a new release on the Aear label, "There's Not A Thing I'm Gonna Heart." "Deejays missed in the main," he says, "but all of a sudden copy writing to Jim at the above station — Station WII, with studios and offices at 507 Northwest Second Street, Homestead, Fla., comes through tersely with "We need records." Big country sellers in Phoenix, Ariz., are "Don't Be Angry," by Stonewall Jackson, and Way- land, telling the station, "Don't Ever Leave You," reports Johnny Hatfield, PD at KROS. Phoenix. Hatfield reports further that KROS deejays have recorded a comedy album, "The Walking and Whistlin", done in Huckabee Houlder style, which seems to be getting favorable re-

**COUNTRY MUSIC CORNER**

By BILL SACHS

Johnny and Julee Moody were in Nashville Tuesday (22) for another Columbia session. Roy Dennis was in New York last week to cut a seg for the Jimmyle Dean TV show to be aired December 1. "Grand Ole Opry's" Cousin Jody is currently on a six-week trek through Germany and England, playing U. S. military bases. The Caravan East, Albuquerque, N. M., owned and operated by Bob Johnson, is reported enjoying vastly improved business since adopting a country & western talent policy some weeks ago. A number of top cow names have already played the spot. Bobby Boyle, with Blys and Roy Records the last three years, has left to join Julee Records, for which he has just cut his initial release, "Book Upon A Shell." Brite Star is handling promotion on the new release. Deejay copies may be obtained by writing Brite Star Record Company, Newbury, Ohio.

Billy Walker's personal appearance schedule for the next three weeks, for a series of one-nighters through the Midwest, then westward to California... Dave Dudley and the Roadrunners will swing westward through Colorado, Wyoming, Texas and Oklahoma through October. Buddy Meredith and band are slated for a week's stand at the Navajo Hotel, Colorado Springs, Colo., starting Oct. 12.

Buddy Deason info that country music is still going great gum in the Texas territory. He reports that he recently used Carl Smith and Hank Thompson on two separate weekends to turnaway business. Deason says he had the same results with Rusty and Doug recently, and that he had the Jim Reeves Blue Boys set for Texas dates this week. In... Wyn Stewart and Buddy Eagle are currently holding for the L. X. newest country-oriented niner in North Hollywood. Calif. Wyn's debut wanging since his return to Capitol has the mails this week. Top side in the new Danny Hall billed, "The Happy Hour of Town." Johnny Western took time off recently from eight weeks of Midwest fair and rodeo dates to cut his first sides for Phillips, with the first ten sides, "McMurry's Chicken," "Bitter Tears" is the title of a new ten sides for Phillips. Johnny Cash has just finished cutting for Columbia. It will be released on Oct. 1.

**ROY DRUSKY**

Singing his recording hits:

**“THE JIMMY DEAN SHOW”**

COUNTRY STYLE

this week on "THE JIMMY DEAN SHOW"

**WWIL, Lauderdale, Bows New C&W Seg**

FORT LAUDERDALE, Fla. — A country & western show has galloped off to great success on WWIL-AM-FM here. "Country and Western Classics," heard each Friday night, 8 to 9, is sponsored by A-King Size Sandwiches, local food processor company, Bruno M. Kern, WWIL station manager, said he is pleased by the reception given the 6:30 p.m. program.

The show, with country music and comedy, is co-hosted by the sponsor, Joe Stansbury, and Ed Buncy, WIL's air personality, who has a daily country and western show from 5 to 7 a.m., Monday through Saturday.

"Country and Western Classics" each week selects a star from yesterday's Nashville artist of today, and features their records.

Say You Saw It in Billboard

**ABC-TV NETWORK**

Thursday, October 1st 10:00-11:00 P.M. EDT
LIBERTY RECORDS

overwraps albums with Cryovac Y-Film because self-service selling demands "standing-out" packaging. Y-Film shrinks to such a skin-tight, sparkling fit it heightens the color and design of your album, makes it stand out in a rack. It also gives you more protection, too. It's a film so tough it won't crack, sag or tear...even under the roughest self-service display demands. And best of all—Y-Film is economical to use. The surest way to wrap sales for self-service is in Cryovac Y-Film. Use it!
Crewe in UK For Session

LONDON—Bob Crewe arrived here to record his theme music for the English dubbing of Gilbert Miller's Italian movie, "Lipstick." Also in for the project were arrangers Charlie Calello and David Epstein. Crewe's latest protege, Tracey Day, has recorded the title song, which she sings in the film over the credits.

At Philips' London studios, Crewe recorded a complete instrumental album of the Four Seasons' hits. The musicians were assembled by Crewe's British recording friend, Andrew Oldham. Crewe announced that he plans to visit Britain regularly to record and was setting up a deal with Andrew Oldham for the exchange of their material.

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GOTTA GIVE HER LOVE
The Volumes AA-6

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* Baltimore * Washington * Detroit * Philadelphia * AC 266 * Tampa * Cleveland * St. Louis * New York * San Francisco * Pittsburgh * Chicago

Exclusively on
AMERICAN ARTS RECORDS
A subsidiary of World Artists Records

Lurie Chosen

NEW YORK—The promotion and exploitation of London Records' pop product emanating from England and the Continent together with artist relations will now be under the guidance of Carl Lurie, who has been with London Records for 16 years and become involved with the many artists planning U.S. tours in the near future.

CHAPPELL HAS TALENT AG'CY

LONDON—Chappell & Company is the latest music publisher to form its own artist management agency. The move follows that of Kamar Music, who publishes both sides of the Kings' smash single and also manages the group.

Raynard Distrib

MILWAUKEE—Raynard Records is now being distributed in the Wisconsin and Upper Michigan territory by Beckman Distributing Company. The label is getting good regional response with its latest release, "Shake Up," b-w "Room-Boom." Vocals on both sides are by Al Jarreau.

REPRISE HAS RECORD MONTH

HOLLYWOOD—Dean Martin's "Everybody Loves Somebody" RIAA certified gold record plus several fast-moving new LP's have provided Reprise with its best month in history. Sales during August exceeded $1 million, according to Mo Ostin, label's general manager.

Four Trini Lopez LP's led the sales surge plus two Dean Martin packages and single packages by Frank Sinatra-Count Basie and the "Robin and the Seven Hoods" soundtrack. Ostin revealed.

---BACKBEAT HAS A WINNER---

JOE HINTON'S
FUNNY
BACKBEAT 541

HEADED TO THE TOP ON ALL ChARTS

DUKE & PEACOCK RECORDS, INC.
2809 ERASTUS STREET, HOUSTON 26, TEXAS 0R 3-2611

October 3, 1964, BILLBOARD
Zenith Bows 25-Inch Color TV Series

CHICAGO—Zenith's new 25-inch rectangular color TV line will list prices starting at $795 and includes the $15,000 Vanguard, a 25-inch color television set with a 300-inch diagonal viewing area, and other features that make the 25-inch sets considerably higher in price than the 21-inch receivers.

Zenith's 25-inch, rectangular color tube is the three-gun, shadow mask type. Compared to the 21-inch, round screen tube with a 70-degree deflection angle and 265 square inches of rectangular picture area, the new tube has a projected viewing area of 300 square inches, a 90-degree deflection angle and is four inches shorter than the 21-inch tube, making possible shallower cabinets.

Truesdell emphasized that the company expects the conventional 21-inch color sets to continue to dominate industry production for the rest of the year and some time to come, because the more costly rectangular tube and other factors make the 25-inch sets considerably higher in price than the 21-inch receivers.

Zenith's 25-inch, rectangular color TV line includes the Alderson in Danish cabinet, with oil-finished walnut veneers and solid. The set costs Zenith's Super Gold Video Guard 82-channel tuning system, a handcrafted horizontal chassis, two nine-inch-by-six-inch double cone speakers, one 3½-inch cone-type tweeter.

ITALIANS RAP TV-PHONO TAX

MILAN—Strong opposition to government-proposed tax hikes affecting the home entertainment industry was voiced here, a notable added to the 30th National Radio-TV Show by Dr. Pietro Afnosi, president of the Italian National Electronics Association.

Afnosi said that Italian TV industry has weathered a drop in domestic sales by moving successfully into the export market, Dr. Afnosi declared, "The industry faces 1965 with uncertainties due to the difficulty of maintaining prices at a competitive level, not only in the international market but also in the internal market."

Domestic sales dropped 20 per cent in 1964, Dr. Afnosi revealed, "while the outlook for 1965 is considerably better. An increased tax burden, he explained, would deal the industry a severe blow."

"The industry will become morer unstable if costs rise in other sectors," said the president. "Higher costs could put us out of international competition."

Present in the session at which Afnosi spoke was Pietro Quaroni, former Italian ambassador to Great Britain, the new president of Italian RadioTelevisione. He said his organization, which is responsible for most Italian TV programs, would probably side with Afnosi's group in the battle against higher taxes.

The exhibition, one of the oldest of this type in Europe, opened here Sept. 12 and will continue through Sept. 20.

EIA HOLDS BOSTON MEETING; DISCUSSES VARIOUS SUBJECTS

BOSTON—The Electronic Industries Association met at the Statler Hilton here last week, with industry representatives sitting in on discussions with experts on a variety of topics related to the electronic field.

The meeting opened on Tuesday, with the day's program featuring Bradford Hous, assistant sales manager of the A. T. Cross Company speaking on "Strategy for Marketing a High-Quality Item in a Highly Competitive Market." Later in the day industry training officials participated in a roundtable discussion of "Effective Training."

Wednesday's sessions featured Cot. George Thompson, USAF, assistant to the chairman of the Department's ASPR Committee, discussing proposed changes in the Armed Services Procurement Regulations. Don- ald Price, vice-president of the Norton Company, spoke later on "Distribution in the Mill Supply Area."

Director of the Navy's Undersea Development Division, Capt. Donald G. Dockum, outlined new developments in underwater warfare to industry officials on Thursday. Later the same day another member of the meeting, Capt. W. C. O'Neill, commander of the USAF Electronics Division, addressed the convention.

The meetings commenced with a briefing on export opportunities by W. C. O'Neill, commander of the USAF Electronics Division, which addressed the convention.

Retail Price Under $200; Mike Included

Delivery Oct. 1, Beucler said. Dealer prices vary by region, the machine selling on the East Coast for $117.47, in the West for $119.50.

Beucler calls the machine "a tremendous advantage. His instruments may be played through it, the musician can accompany records and the unit may be used as a public address system. The executive believes it will next year bring competitors catch up with the design or start running behind.

"A dealer's ultimate profit doesn't stop with the machine's sale," he emphasizes. "The dealer can sell the customer regular earphones, pillow earphones, combo sets, etc.,"

Beucler added he would be "unhappy if the machine didn't make an impression."

He says advance orders are the greatest for any machine previously released by Capitol.

The instrument is manufactured for CRDC in Lowell, Mass. The Command Performer is applicable for college and college-oriented operations, and is the most practical and the most economy amplifier system.

One unique feature of the instrument is its arrangement of the electronics, it may be played late at night through the amplification system with the student plucking the strings gently yet听力 the notes loudly through earphones. Records may also be stacked for late evening listening and heard through a headset with the machine plugging off after the last record.

The Command Performer is the second in a line of five portable sets. Two of the four are transistorized, the SA 508 ($19.95) and MM 502 ($31.95), which Beucler calls the lowest cost/size-state machine introduced by any major manufacturer.

The new compact portable sets are the SA 507 ($79.75) and MM 404 ($49.59). These machines are already available.

RCA Shipping 25-Inch Color

CHICAGO—RCA will start shipping 25-inch color TV color sets to distributors during the coming three weeks. Shipping schedules for the company's new line of receivers, with optional retail prices ranging from approximately $900 to $1,300, were disclosed last late week by W. Walter Watts, group executive vice-president.

Watts said the new 25-inch sets would be available in limited quantities through the end of this year, but announced plans for an $8 million expansion program to increase RCA's color television picture tube production facilities. "The new program is geared to parallel the projected growth of color television set sales, which are expected to more than double during the next five years," Watts said.

Planned as a permanent addition to the full RCA color TV line, the 25-inch rectangular color television picture tube will permit extra-slim cabinet design and disappearing doors and period styling.

Capitol's New Phono Offers Unique Play-Along Feature

www.americanradiohistory.com
The 1964 Nobel Prize Awards as a part of a continuing endeavor to promote quality TV programing."  

Cookie to Host  
Narrator, writer and host for the program will be Alastair Cooke, correspondent for the Manchester Guardian, who has won Peabody and Emmy Awards for his " Omnibus" program and news reporting.  

Walter Schwinmer, well-known Chicago producer of TV specials events programs, conceived the idea for the Nobel documentary and will produce the 1964 program.  

We are hoping to make this an annual event," Schwinmer announced.  

According to Schwinmer, the Nobel foundation has granted permission for unprecedented behind-the-scenes camera coverage of the judges in the competition round of the Royal Academy of Science.  

Interviews with the winners, conducted by Cooke, will also be incorporated in the documentary, Schwinmer disclosed.  

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EQUIPMENT NEWSLETTER  
Color TV—Full-Fledged Boom  
By DAVID LACHENBRUCH  
Contributing Editor  

The TV boom of the early 1950's is beginning all over again—in color.  

There have been doubts—even recently—about the real breadth of color TV's market.  

But with the increasing excitement and promise of the color TV market, American public would exchange their black-and-white sets for color.  

The new color sets are honest, and they can be seen from every level of the industry.  

SET MANUFACTURERS  
Color TV sales have been burning badly in the mid-1950's, when they played a game of follow-the-leader and copied out with lines of color sets.  

It wasn't that the product was no good.  
The timing was horribly wrong.  

A heavy demand existed for quality black-and-white sets, and three good black-and-white sets could be had for the cost of one color set.  

Dealers have been extremely reluctant to jump aboard the color bandwagon.  

Even within the past three years, some dealers have called color sales slow.  

This probably is because color sets don't sell by themselves.  

They can't be sold with the same techniques as 19-inch portables.  But while color dealers were complaining that color sets weren't selling, others were registering heavy color sales.  

It's long been a sort of sales industry joke that RCA "exaggerates" color TV sales success.  

RCA was implying that 1962 color sales totaled 400,000 sets, its competitors were whispering 250,000 to 300,000.  

For 1963, RCA statisticians fell color set sales totaled over 700,000.  The other set manufacturers settled on a "consensus" figure of 550,000 to 600,000.  

As recently as last month, the president of a major set manufacturer expressed the opinion that last year's color sales probably were "actually smaller than commonly reported."  

WHEN THE U. S. Census Bureau recently issued its tabulation on the home entertainment electronics business, it opened a few eyes.  

For the first time, it tabulated factory sales of color TV sets.  

Its report showed 438,000 color sets were sold in 1963 and 747,000 in 1964.  

Thus the actual figures turned out to be closer to the highest estimates used by the industry.  

THEORETICAL, RCA's statements and estimates are beginning to carry considerably more weight, now that the Census Bureau has verified its past estimates.  

So the industry enters 1965 with a new sense of confidence.  

RCA started the year by predicting 1.2 million color sets would be sold, raised its figure at midyear to 1.3 million, and it's now saying color sales will be somewhere between 1.3 and 1.5 million by year's end.  

This year, for the first time, the Electronic Industrial Association is compiling figures of color set production. Its last data indicates that the total for the 1964 model year was just over 600,000 sets—or quite close to 1963's full-year figure, with the big selling season yet to come.  

ALMOST DAILY, color TV generates new interest and new excitement.  

Today, TV sets are being broadcast in color, and if you don't think color improves football telecasts, take a look at one of these games in color.  

Color even made the Penn State-Navy game interesting—and that's saying something.  

ONE YEAR from now, NBC will be broadcasting both the college games and the American Baseball League pro schedule in color.  

There has been no hard evidence to indicate that the CBS network, at long last, will go all-out for color in the 1965-1966 season.  

Currently, its biggest affiliates insist the network officials have all but assured them that the company will take the color plunge during the season when 10 per cent of American television homes have color sets.  

Using CBS own projections, NBC will supply its network affiliates at their meeting in New York last spring, this point will come during the 1965-1966 season.  

RCA'S RECENT surprise announcement that it would offer the new 25-inch color sets ahead of schedule—October 1—December— is another sign that big things are ahead in color.  

RCA obviously is trying to blunt Motorola's 23-inch color set price and beat CBS to the market with the 25.  The first RCA 25-inch sets will be priced from $800 to $1,500, and quantities will be limited.  

In the battle of this year, their main function will be to point out how good a buy the public can get in 21-inch sets.  

Next year, there will be 21-inch, 23-inch, 25-inch, 19-inch and possibly 16-inch sets in color—a full line, with plenty of variety.  This year, one set in every six sold will be color.  Next year, it could be one in every four.  

With the burgeoning of a real demand for color, with the new screen sizes, there's some hope that dealer profit levels on color will improve.  

No matter what happens, if there's a real color boom, and it's going to pick up steam in the coming months and years.  Everybody wants color TV, and it appears that almost everybody's going to buy it.  

DISK DEALS FOR DEALERS  
A summary of promotional opportunities for dealers by manufacturers and distributors currently available in many cases are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.  

Manta Records—-toned Monument Records; and demonstration records (358 series) monaural audes 10 per cent.  

Cherry Music—Special offer Summer Sales and Fall Restocking Plans. A 30 per cent discount to dealers on all standard regular-priced albums.  


A 1½ per cent discount on all new and current catalog merchandise.  


The 600 series—buy five, get one free.  

Regular series—buy nine, get one free.  

Gateway—Expiration indefinite.  


There are five in every 100.  

$100 and over, $100; 500 and over, $400; 1000 and over, $700.  

One free for every 100 purchased in sales $700, $1000, $1500, $2000.  

DOOD—Expiration indefinite.  

Folkways—Expiration indefinite.  

Jazzy and finished only.  


BILDBOARD, October 3, 1964  

SAY YOU SAW IT IN BILLBOARD  
Be sure to get, read and use your copy for more record, equipment and accessory profits during the next 12 months.  
If you are not now subscribing, use the coupon page 8 to get your copy of October 17 Billboard with the big section on...  

Record Retailing Today
Handsome Display Spurs Sales

SUITLAND, Md. — Designing a precise spot for everything has resulted in heavy sales of home entertainment equipment in one of the most handsome appliance departments in the industry at the Gem Store in this Washington, D.C., suburb.

When Albert Bass, department manager, leased space in the new store, he placed heavy emphasis on tape recorders, phonographs and stereos, portable phonographs and all types of radios. And he decided from the outset to display these items in the most orderly manner possible. The 90-foot wall fixture shown in the accompanying photograph is the result. It contains permanently assigned spots for every item, recessed out of the line of traffic and framed in glowing fluorescent lights.

Panel Has Sections
The impressive display panel has 16 sections, ranging from three to five tiers high, dividing the fixture into compact bins. Each bin is supplied with power through a continuous bus bar, system, permitting demonstration of any item on display.

In setting up the display area, Bass reasoned that because every item on display had its own niche, customers would automatically help to keep the department orderly.

“‘My theory worked,’” Bass declared, “and it seems to be paying off in sales.”

Concentrating on quality and durability instead of low price, Bass selected all his stereo equipment after a study of the comparative service record which each make and model showed. As a result, a 90-day guarantee is offered on each item sold.

Fast-moving, lower priced recorders, phonographs and radios appear across the aisle from the wall fixtures, on a continuous 80-foot table. Here, too, every set is powered for easy demonstration.

Although moderately priced stereo recorders are carried, selling accent is on the $250-up stereo recorders.

Accessories Important
The true music lover will often invest as much as half the original purchase price of a stereo recorder in such accessories as head demagnetizers, tape heads, fine microphones, mixers, and so forth,” Bass reported.

A service window at the rear of the department promises service on every item sold. The service department was designed and set up before the sales and display facilities, Bass explained, because of the great importance of reliable service in selling the suburban Washington market.

COMING NOV. 7...
The second annual edition of the most treasured and successful supplement edition ever published by Billboard.

The “Award Winning”
WORLD OF COUNTRY MUSIC
Winner of a Jesse H. Neal Editorial Achievement Award for 1963

ADVERTISING DEADLINE: THIS WEEK!

KIP TYLER SWINGIN’ With “GYRO DISC BRASS”

HOLLYWOOD—Gyro Disc International exec listen to playbacks of Kip Tyler session at label’s Hollywood offices. Session includes new swinging version of “Girl From Ipanema” which label wishes to showcase Tyler’s versatility, with new “swinger” image as a catalog-type artist, in replacing present rock and roll back side. Tyler formerly had success with his own rock and roll group in personal appearances and TV show on the coast. R.W. Garcia, label exec, announces plans include promotional tour for Tyler, with approximately 20 Network TV appearances forthcoming, and the recording of five other artists which sessions are also to be directed by Tyler who produced original “Bell of Freedom” master for label. The “Bell” and “Ipanema” pairing is also being re-released in stereo for juke boxes.

THAT BELL OF FREEDOM NOW BACKED WITH GIRL FROM IPANEMA

This is Ad #19 (Watch for Swingin’ Ad #20)

WARDROBE: Beau Gentry

VIEW OF THE HOME ENTERTAINMENT department in new Gem Store, Suitland, Md.

Mercury & Philips Add 100 Recordings to Ampex Tapes

CHICAGO—The addition of 100 Mercury and Philips recordings to the Ampex Stereo Tape catalog brings to 19 the number of recording companies whose libraries are available on Ampex tape.

Mercury artists included among the new selections are Xavier Cugat, Buddy Morrow, Sarah Vaughan, Pati Page and the Detroit and London symphony orchestras, according to John N. Lauer, vice-president-general manager of Ampex’s consumer and educational products division.

Philips selections include Soure Sourier, the Swing Singers, and Serendipity Singers. The AST catalog now lists more than 1,300 selections.

KIP TYLER

#710

GIRL FROM IPANEMA

6815 SUNSET BLVD.
Suite 202
HOLLYWOOD, CALIF.
Phone: HO 4-9510

A Division of GYRO DISC INTERNATIONAL

October 3, 1964, BILLBOARD
BULK VENDING news

NVA Brass to Discuss Excise Tax on Charms

CHICAGO—The bulk vending industry's fight against a proposed 10 percent federal excise tax on charms will be a prime topic of discussion when the National Vendors Association holds its mid-year directors' meeting here Oct. 11-12.

Some 100 persons are expected to attend the meeting in Chicago's Sheraton Blackhawk Hotel. NVA has 50 directors, but all meetings are open to all members.

Voting is confined to the directors of mid-year directors' meeting together with the association's annual convention comprise the bulk industry's two main trade gatherings.

Don Mitchell, NVA legal counsel, said that the association has already filed a brief with the Internal Revenue Service seeking the excision of charms from the 10 percent levy.

The basic contention involves a tax which is applicable to "real or imitation" jewelry. IRS has stated that charms were "imitation jewelry."

The bulk industry holds that charms are "trinkets and tokens" and were never intended to be used as jewelry—imitation or otherwise.

Powerful Support

Recently NVA received the support of Rep. W. R. Miller (D., Ark.), powerful chairman of the House Ways and Means Committee, who termed the proposed charm levy "ridiculous."

Mitchell met with Bills and was assured by the Arkansas legislator that Mr. Miller would be able to use his power to help the association obtain a ruling from IRS exempting charms.

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Registered Patent Office. Victor is always first with the greatest.

Now ... Victor brings you the new futuristic capsules.

SAMPLES FREE for the asking

Operators and distributors: Ask for exclusive discount on filled or empty capsules.

V-2 (approx. 2" diam.) capsule shown above slightly smaller than actual size.

V-1 capsule shown actual size.

V capsule shown actual size.

LOGAN DISTRIBUTING, INC.
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Say You Saw It in Billboard

BULK VENDING news

You CAN'T OUTCOUNT WITH OAK

OAK TREE

This multiple vending unit makes your merchandise "stand out." It accommodates all Acorn machines; there is no need to move your upper row of machines to service the bottom machines. The base is "13¢" high; the height is 50 inches. It is wheel-mounted and can be assembled in 5 minutes. It can be ordered in the 4-or 6-machine model. Shipping weight is 16.5 lbs. It is available in baked red epoxy enamel or automotive chrome finish.

Time payment available on all Acorn Machines through all distributors.

NORTHERN HEADQUARTERS

Wholesale Distributors of all Acorn Machines.

Victor's New Topper "66"

LOW, LOW, LOW

NEW VENDOR CAPSULES $1.50

The newest and most durable dispenser available. New and attractive design. Takes 50, 75, or 100 sizes. Sizes: 250 and 100 sizes. Machine designed to accommodate any of the ovens and more. Machine designed to accommodate any of the ovens and more.

NEW VICTOR CAPSULES

Some in cash box enables quick and easy. Ends spilled 

NEW VICTOR CAPSULES

VICTOR's new topper 66

NOW AVAILABLE.

WRITE, WIRE OR PHONE

M. H. HUTCHISON, JR.

National Distributor for East Coast States.

1796 N. Broadway, Atlantic City, N. J. TEL. 1-2200.

VICTOR'S DISPLAY PANEL FOR VICTOR TOPPER 66

STAMPED FOR VICTOR TOPPER 66.

WRITE, WIRE OR PHONE

EMLER N. EAVES, owner of E. & J. Vending Company, Reseda, Calif., and his son Gary take advantage of the complete stock of bulk vending supplies at Operators Vending Machine Supply Company in Los Angeles. Eves takes advantage of the company's serve-yourself operation to stock up for his route in the San Fernando Valley.

ELMER

Company

SAN

SCHOENBACH

and

SCHOENBACH

and

Baltimore,

1784

FRIDAY, OCTOBER 16, 1964

39
**Crisman Says 10% Federal Tax Would Cripple Industry**

CHICAGO — The proposed 10 per cent federal excise tax on drinking straws would cripple what now constitutes half of the entire vending industry's business.

That's the estimate of Paul Crisman, president of the National Vendors Association and long-time partner in King and Company, one of the nation's largest bulk vending distributors.

Crisman said the tax would "cripple the capsule business," which he estimated was about 50 per cent of the bulk industry's total volume.

**States Lose Revenue**

Operators would have to go back to penny merchandise, Crisman said the tax would not only mean a loss of volume to the bulk industry, but a loss in tax revenue to the states.

Operators already pay a series of state and local levies based on volume. Eliminating the capsule part of the business would correspondingly eliminate State and local revenue.

Crisman estimated that countless operators would be forced out of business altogether. "They will have to pay 15 per cent excise tax in addition to other taxes and the commissions which would force them to be obligated to give." he said.

The Midwest distributing veteran estimated that commission today vary from 25 to 40 per cent—depending upon the type of location involved.

Crisman also cited a problem in bookkeeping if the capsule excise tax became a reality.

**Discount Stores Develop As Top Denver Locations**

By BOB LATTIMER

DENVER — This year has seen a steady increase in the bulk vending industry, according to a survey of leading installers in the Colorado capital.

Most bulk operators agree that the top volumes instead of being bus service stations, outside sidewalks in a shopping center, or near major supermarkets, are now the discount department stores.

They are especially into that category in the Denver area and each attracts thousands of family type shoppers daily, the collection potential in even smaller discount stores never before realized that of any other type of location.

Most Denver bulk operators have broken records this year for total volume in one location, for single-month collections, and for net profits, and without a single exception, the site at which each one of these achievements was made has been a discount department store.

Ranking only slightly second are service-honors and dry cleaning stores. Their high volume the year Denver two years ago, and which, because of heavy traffic of budget-minded women with small children, are ideal vending spots.

One operator's books show 180 machines in coin-operated laundry and dry cleaning stores, equal to almost a full route a few years ago.

Most operators have anywhere from four to 16 machines in dry cleaning and laundry coin-op operations. They highly appreciate the service that the machines do in these locations, and also true of discount department stores.

Come is the day of the one or two-machine location, spotted several blocks from the nearest similar location. Many Denver operators will not take on limited routes such as this unless they have a net profit and well-cared for equipment.

Although Denver has not seen the widespread all-capsule operator of the last cent machine which has occurred in other cities, most operators are moving to the four-cent equipment month by month to tide over their big fall during the heavy on 5-cent machines, many spots which have not heretofore been in the hands of naile equipment.

By the end of 1964, at least 50 per cent of the average Denver operator's locations will incorporate 5-cent vending machines.

**COINMEN IN THE NEWS**

*Continued from page 39*

**AMO SANITARY VENDOR**

The Finest for Vending Flat Pack Products
10c, 25c and 50c Operation
Vending flat packs-up to 100 machines, per cycle, per day, coin detector with automatic change-making equipment, sanitary safe, lower cost, easier to operate.

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Detroit Trade Cool to Little LP's

By HAL REVES

DETROIT—Little LP's are catching on slowly in the Detroit market, with the relatively small number of releases cited as the principal reason. A reordering situation was reported for the one-stop operator of Martin and Snyder, said to be doing very well. This company is also the Seeburg distributor, with a Detroit office, and the company has a natural interest in the growth of the business—and an interest which is evidently paying off.

A new reordering situation is so well developed that other one-stops have been dissatisfied from the Little LP's. Thus, Thomas Mutter of the Consolidated One-Stop, noted that for two years his firm did not even carry the LP's at all, but then put them in as operators or to his catalog every week.

Detroit Trade Loses Cool to Little LP's

By CAMERON DEWAR

BOSTON—The effectiveness of any type record depends primarily upon its availability, according to Greater Boston area retailers. Although Little LP's have been released by some of the larger chains, availability is the key factor in the slow progress of the products.

One operator characterized the Little LP's as "music programs" because of their compact nature, which he said was the opposite direction in which he wanted to focus his appeal for both young and old.

Arthur Sturgis, Automatic Distributors, Inc., Jamaica Plain, had some good word of the LP's. He reports some success in particular locations where he gets about 45 plays per $2.00, and at 25 plays a week in cases. He feels there is still not much more that he can do, but he considered not too bad. "The Little LP's give me a bit extra, that I don't think I'd overlook," he said.

Stereo singles are a possibility for some of the albums, according to some operators. The machine makers, however, felt that they could in fact be sold in quantities if the bands "could get the scene going."
Beatles Spur Resurgence of Pic Vendors

KANSAS CITY, Mo. — A strong resurgence in the popularity of picture vendors here has been spark-plugged by the Beatles.

Twelve Kansas City operators have invested in picture vending machines in the last few months, notably one unit which sends six pictures for 5 cents, with emphasis on popular recording, television, and movie personalities.

The photos of the Beatles have been the prime mover in every instance, with some operators reporting the sale of as many as 150 to 200 picture cards per day through such locations as large coin-op laundries, where mothers take their young- ers along while doing the family wash, in confectioneries and near schools. All vending machines, naturally, are benefiting from the program, particularly where “stop clubs” have been set up by school youngsters, who can exchange their tokens for Beatle or McCartney pictures for one Ringo Starr, for example.

Music Box
One-Stop Sold

CHICAGO — Jim O’Dwyer’s Music Box One-Stop was sold at auction here last week to Harold Lieberman of Minneapolis for a reported $55,500.

The sale was contingent upon approval of creditors. A creditors’ committee has been running the firm for the past several months.

Lieberman, who has a record distributorship, coin machine distributorship (Sebring) and one-stop in Minneapolis, and coin-stops in Omaha and Des Moines, said he had made no decision on who would run his Chicago acquisition.

At one time Music Box had branches in five cities. All of these have since been sold. Still retained by O’Dwyer is a retail record store on Chicago’s South Side.

OFFICIALS OF THE NORTHWEST OHIO MUSIC OPERATORS Association and the Toledo Trade Area Music Operators Association met last week at the first joint meeting of the two groups. Fred Granger, center, Music Operators Association managing director, was the guest speaker.

Standing with Granger are: Wallace Patterson, Toledo association president; Maynard Hopkins, Northwest Ohio association president; William Hullinger, secretary-treasurer of the Northwest Ohio group; and George Tanbar, secretary-treasurer of the Toledo group.

THE JOINT MEETING OF THE TWO OHIO TRADE ASSOCIATIONS was followed by a banquet. Seated at the speakers table at the right are (l. to r.) Harry Gometz, Wallace Patterson, Fred Granger, Maynard Hopkins, Bill Hullinger and C. L. Hopkins. In the center foreground is Frank Fabiano, longtime coin machine veteran and active in the Michigan and Ohio trade groups.

100 Attend W. Va. Parley

By NICK BIRO

HUNTINGTON, W. Va. — The West Virginia Music and Vending association had a happy mixture of business and pleasure as some 100 operators and guests gathered for the group’s annual convention here last week.

John Wallace, long-time official of the group, was re-elected president, and in a sentimental moment during the big concluding banquet and floorshow, Saturday (19), was presented with a plaque in recognition of his “long years of service and leadership.”

All major coin-operated phonographs and game manufacturers were represented by distributor exhibits along with a surprisingly large number of vending machine firms.

Urged Repeal

Dick Funk, legal counsel of the National Automatic Merchandising Association, urged the group to attempt to have repealed a State sales tax which requires operators to pay 10 per cent on all coin purchases.

"Relief is long overdue," Funk told the association during its Friday (18) evening business session. "The aim of the association is clearly the elimination of this inequity. How it should be done must be the first order of business."

Max L. Dunn, director of the State’s consumer sales tax division, told members that his department was neutral and that his job was to enforce the law as it stood.

Legislation Needed

The implication was clear that operators would have to have a legislative change before relief would be forthcoming.

A legislative committee to study the tax situation was appointed following the Friday meeting. Members include Wallace, William Anderson, W. T. Cruz and Joe Dobkin.

Fred Granger, Music Operators of America managing director, urged the operators to think of their State association and MOA as a "team effort."

Association Benefits

"The more good associations we have, the better able we are to improve our image, to fight detrimental legislation and to sponsor programs beneficial to the whole industry," Granger said.

The MOA chief concluded with an invitation for the West Virginia group to come on mass to MOA’s fall convention.

Many State and local officials were on hand for both the Friday evening informal dinner and Saturday evening banquet. Re- siding Vice-President Edward (Continued on page 44)

BILBOARDF, October 3, 1964
memo

to all Manufacturers
and Distributors

of phonographs, amusement games, pool tables, cigarette or other
vending machines, background music equipment, kiddie rides, coin
handling or moving equipment, as well as SUPPLIERS of coin
machine parts.

Time Is Short—Get Your M.O.A. Ad Plans Finalized Immediately. Special
Billboard M.O.A. Issue will be dated Saturday, October 17. Distributed
Monday, October 12. Ad Deadline Wednesday, October 7.

This fact-packed issue offers advertisers a once-a-year opportunity
to display and sell equipment at a time when the FALL BUYING
SEASON is just beginning for the nation's operators.

Advertising Highlights of

Billboard's M.O.A. Convention Issue

- Standard Billboard page size.
- Regular Billboard advertising rates apply.
- Offset printed—no plates required.
- Excellent reproduction.
- An opportunity to reach those operators attending the conven-
tion, as well as those unable to attend for one reason or another.
- Free Distribution of this M.O.A. Issue from Billboard's Servicenter where
messages are taken, phone service is available, and your many ques-
tions are cheerfully answered. All N.A.M.A. guests visiting the M.O.A.
Convention will also receive a complimentary copy of this issue.

In addition, copies of the M.O.A. issue and the October 24
Billboard will be distributed from Vend's Servicenter at the
N.A.M.A. Convention, McCormick Place, October 17-20.

Start Planning Now! Have your
advertising sales message ready to
appear in the pre-convention issue
(October 10), convention issue
(October 17), and post-convention
(October 24) issue of Billboard.

Remember . . Advertising Deadline
for the M.O.A. Convention Issue is
Wednesday, October 7. Have your
agency prepare copy now; or if you
don't have an agency, give your
Billboard salesman the assignment.

Make your reservation for advertising space today.

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188 W. Randolph
CEntral 6-9818
Dick Wilson

New York, N. Y. 10026
165 W. 48th St.
Plaza 7-2300
Denis Hyland

Hollywood, Calif. 90028
1520 N. Gower
Hollywood 9-3801
Bill Wardlow
2 More European Film Phono Makers Prepare U. S. Invasion

PARIS—Two more film phonograph manufacturers, both French—are preparing to invade the U. S. market, buoyed by the success of Chopard and Scopitone. They speak here of the film juke boxes being an inherently French industry like fashions and perfumes. Scopitone is the Parisian product and Cinebox, while developed in Italy, is licensed here it was promoted by French interests.

Garding for the assault on the U. S. market are Telebox-Caravelle, manufactured by the CIFA Electric Company, and Cinematic, produced by the SAREC Corp. Both are Paris firms.

Spokesmen for the two companies dispute claims voiced by Tel-A-Sign, which has acquired U. S. rights to Scopitone, that this machine—manufactured by Camera Electronics—has a five-year lead in engineering over its rivals.

TIP-TOP answering Carnival

2710-3

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Daddy

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SPECIALS

425

L

"The facts are," said a CIPA executive, "all four machines in current production are products of the same basic machine which has a dynamic new approach to the coin amusement business which is not found in the juke box. No one will see this machine on television did to radio.

There are at least five major film phonograph manufacturers and every one of them has a machine comparable in appearance to theirs. Only one has a lead this industry. Nobody has a new idea. The only thing that a phonograph record can do is to sing. It's not a new machine and it's not fundamentally recording a singer or any song and-dance routine. This is not a new industry in the U. S.

Home Entertainment

Successful experts in Europe are predicting that the film phonograph field will prove far vaster than expected and that it could pioneer a whole new home entertainment industry—the projection of film and music for home-showing on TV sets.

There is speculation, too, as to whether film phonographs will replace or just accompany the radio phonograph record.

Lackawanna To Enforce Law On Coin Licenses

BUFFALO — Lackawanna, N. Y., will start a drive to control coin-operated amusement devices under an ordinance that has been on the books for 13 years but never enforced.

City Clerk Gerald S. DePietro, who had supervised operations of such devices, distributors and proprietors and who had no knowledge of their premises are subject to the ordinance.

Partial ordinance enacted in 1951 was revised this year by the Common Council. Those in business since Aug. 31 and owners now are subject to a $100 fine

Rock-Ola Bows New Phono Before Dist.

CHICAGO—Rock-Ola Manufacturing Company will introduce a new 100-selection transmitter,a series of regional distributor showing over two weeks, followed by operator showing in early October.

The phonograph is called the Princess Royale and replaces the firm's previous 100-selection Capi.

The new unit is termed an addition to the Rock-Ola "Presigne line," which already features the 160-selection Grand Prix.

A Rock-Ola spokesman said the Princess Royale has the same features of the Grand Prix features but with fewer stops. It is the first model phonograph that previously had a Princess model phonograph in 1961.

A company spokesman said that popular acceptance of that model prompted the return to a "princess" design. The new phonograph is called to be the smallest on the market.

First showing will be to Rock-Ola's East Coast distributors at Lackawanna's new buffet.
Wico Doubles Plant Facilities

CHICAGO—Wico Manufacturing Company, which makes machine parts and supply house, has expanded its main plant to nearly 200,000 square feet. The new 15-story high capacity and now has a large presence in the surrounding service for local sales.

Wico has also introduced two new products at the same time—one for coin machines (Julie bank and American Giants), the other for vending machines. The plant expansion, complete with some 35,000 square feet of room, compared to a previous 18,000.

Class Locations Best for Little LP's

Few operators reported collection increases subsequent to installation of LP equipment. The prevailing experience was a noticeable rise early rise which loss operators at LP both the novelty of a new machine and the now type of the second, followed by a gradual leveling off in plays.

Typically a new operator with the show-me attitude is Wayne Hersch of A & H Entertainments, those located throughout Chicago's western suburbs.

* * *

Meter Watching

"We have a dozen long play machines out," he said, "and we're watching the meter on each. The greatest part of our machines were installed last month, and at this early date the best results for LPs seem to be taverns where people sit for an hour or two for a few quiet drinks.

"We program according to the Lebanon and the Galveston," he said. "At some stops we change one album every two weeks. Other places we shift three or four albums every collection period.

Hersch could report no significant increases in revenue at locations, but he did note that the new machines had been programmed and he expressed concern about the availability of LP product in quantity.

Future Product

"A lot of operators, myself included, are wondering if enough LP product will be available in the several years from now.

One of the few Chicago area operators reporting tangible collection increases at LP locations is Warren Brown, Eastern Music Company. Brown has 100 boxes in widespread areas of the city's south and west sides. While Brown has reported LP hits by name artists such as Ray Charles, Nancy Wilson and Barbra Streisand as well as one with potential for a 10 to 15 percent increase, his operator noted.

"We use 20 albums on each machine," Brown reported, "and only 10 of the 15 are for LP programs. It is Brown's opinion that he could increase plays 25 to 30 percent per location if more standard hits were available on albums.

Quick to acknowledge the profit-making potential of little rock 'n roll coffee klatch forcing the Music Operators of America and Western Operating companies to make the LPs available to their common consumers.

Marchetti's, "it's the best thing to come along for us in a long time," he said. "I can determine how much my little money little LPs are going to make while the operator can be. We've had some success there, but I'm not certain that the LPs or the new machines that the new machines are the answer."

Marchetti identified identical lounges as prime LP locations, with Frank Sinatra-type album product getting predominant play.

Among the operators most critical of the little LP were Howard McMili of Star Music and Mitchell Giesko of Dial Amusement Company.

LPs Boring

"Little LPs are too much of a good thing," McMili declared. "People get bored hearing three consecutives by one artist or instrumental group."

He reported no increase in collections at his own little LP locations.

"They all have an unusual success with any album, with the exception of West Side Story.

"People don't sit long enough in a tavern or restaurant to play 35 or 40 minutes of music."

Austine Morris' Louis Arpala, who programs LPs on 25 machines, stressed the lack of little LP appeal to the public.

"The kids don't play them, so

about something good," Ruggiero says. He is enthusiastic about the potential "if you can get the singles in a 45 so the old LPs can play the music. I'm using stereo singles—because I don't have kids stops and I don't have old equipment. It doesn't pay me to have old equipment—if it costs too much to keep it up.

Dual pricing and its difficulty constitute another obstacle favoring the stereo singles, it was found in checking the trade here. Most typical operators have much from a fair amount of old equipment, and have real problems. The use of LPs, it was noted, could mean giving three records for a dime, in some instances which would be just too much music for the price. So operators favor the last vestiges, and there is considerable demand for them as a result.

However, a negative report was voiced by Mutter—who does little with them—"Their operators don't have enough machines that use them, and where they do, they have them, they don't own them."

Meanwhile, Chicago one-stops are stocking increasing quantities of LPs.

"Little LPs are becoming more popular, generally, because they're a good value," said Fred Sipiora of Sipiora's Stereo, and adult music is greatly in demand in many locations. I look for a great increase in LP play in the next few years."

"For a while LP coin music players were expressed by Harold Schwartz, partner in World Wide Distributing Company, a Seeburg outlet.

"Here's the real story," de- clared Schwartz. "The operator who programs only singles will take in considerably the same amount of revenue as his program little LPs and he'll increase his take by 26 to 60 percent.

"Adequate explanation, Schwartz pointed out: "A LP can be like a restaurant. The restaurant that serves only hamburgers will have to push the Albert dishes. With a broader menu, business will jump. Little LPs are broadening the music operator's menu. He's bound to make more money.

"Even teen-agers will play the little LPs when they offer what the singles don't," Schwartz said. "Consider the Beatles."

Chicago operators, however, while not optimistic about the distributors, are watching their machines more closely. Programming according to demand and hoping that when little LPs prove successful, availability of product will be available.

BB REPORTS ON LITTLE LP's

NEW YORK—Reports on the progress of the little LP, gathered from Billboard staffers and correspondents throughout the United States and Canada, appear in this issue. Due to space limitations, not all the reports were able to make the issue. The rest will be published Oct. 10.
Stereo Makes Progress in N.Y.

Much of the material—of the Top 100 program, for example—is of the type that will be good the next month and the next year. Hence operators are slowly building Little LP libraries and switching records on local favorites along with them.

At Supersound, the local Rowe-AO-Multicol, has increased its Little LP stock by over 100 per cent, and has a feature which makes the customers sing. The operator of the store, Mr. James Scaife, says that customers have increased over 100 per cent and have requested that the store stock Little LPs.

At Vanguard, the local P.I., has increased its Little LP stock by over 100 per cent, and has a feature which makes the customers sing. The operator of the store, Mr. James Scaife, says that customers have increased over 100 per cent and have requested that the store stock Little LPs.

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IT'S THE HOTTEST FEATURE IN PHONOGRAPH HISTORY

WURLITZER TEN TOP TUNES FEATURE WITH THE GOLDEN BAR SELECTOR

No single feature in coin-operated music history ever accelerated earnings like the Wurlitzer Ten Top Tunes feature. Given the added impetus of the Golden Bar Selector, it has proven to phonograph operators that when it comes to money making, a Wurlitzer will win any time, any where in any location.

See Your Wurlitzer Distributor

YOU GET THE BEST FEATURES FROM

WURLITZER

THE WURLITZER COMPANY - 108 Years of Musical Experience - NORTH TONAWANDA, N. Y.
BILLBOARD SPOTLIGHT PICK
Page 16

Here's a selection of albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a major commercial status. The albums in the Pop Spotlight categories are selected on the basis of their potential to become top sellers in their respective areas.

POP SPOTLIGHT
I'LL KEEP YOU SATISFIED
Billy J. Kramer with the Dakotas, Imperial LP 9275 (M), LP 12737 (S)

Here's an artist with hit singles and a hit album on the charts. Taking two of his hit singles, plus one other selection, would probably on the cover will be a picture of the group or album, not the artist. The artist is projected to have potential to be a hit seller in his respective area.

POP SPOTLIGHT
HERE WE GO AGAIN
Johnny Rivers, Imperial LP 9274 (M), LP 12728 (S)

Johnny Rivers is a now idol of teen Full Spotlight Pick winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

POP SPOTLIGHT
RIDE THE WILD SURF
Jan & Dean, Liberty LP 3368 (M), LS 7248 (S)

Jan & Dean are on the top of the single chart with "Ride the Wild Surf." The picture shows them in stereo to take advantage of the twin interest in stereo. The text selling it better says "Try a little surfing on the beach with Surfer's Delight" for those fans who prefer to keep dry.

POP SPOTLIGHT
EXCITEMENT ON PARK AVENUE
Patti Page, RCA Victor LP 2966 (M), LSP 2966 (S)

Patti Page is an international favorite, and this album and the artist's talents are talented and the social Page way of presenting it. Advertising in New York's Forum, the album is to encourage sales by the record itself. It can be used with "RCA Tribune" and "RCA News." The billing is strong, plus "Gift of Voice" and "Eva Bess." The album is the hit seller in the area.

POP SPOTLIGHT
THE AMAZING TAMI YUROW
Mercury MG 20962 (M), SR 60703 (S)

One of the outstanding talents among female vocalists in recent years, Tami Yuro's "Eve's Secret" album and "Tami Yuro's Best of the Best" were selected. The "spotlight" label on the album was chosen to give a high rating to the album and to indicate that it should be tried. It gives this SP its total sales potential.

ALBUM REVIEW POLICY
Every album sent to Billboard for review is tested by Billboard's Review Panel, and its sales potential is rated within its category of music. Full Spotlight Pick winners are presented in Spotlight Picks and Special Mark Lists. All other albums are listed in their respective categories.

THE MERRY WIDOW
Original Lincoln Center Cast, RCA Victor LOC 1014 (M), LSO 12794 (S)

Patti LuPon's "The Merry Widow" is conducted by the Philadelphia Orchestra on the set of the City Theater of Lincoln Center. It bears the label of this special album, and it is projected to be a hit seller in its respective area.

INVISIBLE TEARS
Ray Conniff Singers, Columbia CL 2706 (M), CS 6004 (S)

The Ray Conniff touch gives this group an upper priority. Physical presentation is excellent, and it is projected to become a top seller in its respective area.

THE NEAREST YOU ARE
Patti Page, Mercury MG 20952 (M), SE 60592 (S)

Page brings back a dedicated fan base with this new hit. Great quality that he brings to the album at this time is expected to last for many years. Among the hits are "Why?" and "Ain't It a Shame?" The label "A Little Taste of Bliss" in stereo fits. Patti devotes the album to lovers everywhere, and it is especially when listening to the good songs. Should do well in all areas.

PIERRE & CLAUDE MONTEUX
London Symphony Orchestra (Monteux), Claude Monteux (Vienna Symphony Orchestra), Original LP 1094 (M), CS 6400 (S)

This is the only existing recording of Pierre Monteux conducting the orchestra on a stereo album. Although he is a great artist, he is known for his passion and dedication. The talents of Pierre and his symphony are well known and will be successful in this area of America.

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London Symphony Orchestra (Monteux), Claude Monteux (Vienna Symphony Orchestra), Original LP 1094 (M), CS 6400 (S)

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VOICES OF THE EARTH
The John Wannamaker Grand Organ, Philadelphia Orchestra, Original LP 1094 (M), CC 11033 (S), CC 11023 22 (S)

These plans were submitted to the world's greatest organist, who is the one. He is great and has been known for his playing. It is projected to be a hit seller in its respective area.

COUNTRY SPOTLIGHT
DOBRO COUNTRY
Tut Taylor, World-Pacific WP 1829 (M), ST 1927 (S)

Tut Taylor is the country music artist, that the Dobro quality, wonderful, played by Tut Taylor. The Dobro Who's got the quality is great and has been known for its playing. It is projected to be a hit seller in its respective area.