FTC Rules in 10 Days; ARMADA to Call Parley

By PAUL ACKERMAN

NEW YORK — The Federal Trade Commission's long-awaited record industry trade practice rules are expected to be handed down within 10 days. They are now in the hands of the Government Printing Office. Soon after FTC issuance of the rules, the American Record Merchants and Distributors Association (ARMADA) will call an industry-wide meeting to discuss implementation of the FTC trade regulations.

According to ARMADA indications, ARMADA's all-industry sessions will be held in Chicago. In addition to inviting leaders from all sectors of the disk business, ARMADA will ask FTC Commissioner John Reilly to attend, and bring with him Commission staff members to help explain the rules. ARMADA special counsel Earl Kinnter, a former FTC chairman, will attend the meetings as well.

It is expected that the FTC rules will adhere closely to the trade practice guidelines initially proposed by ARMADA early this year. Billboard carries a complete and appropriate report on the rules ARMADA proposed to the Commission in that regard.

FTC's trade practice guidelines for the record industry marks the successful culmination of efforts first launched by ARMADA more than two years ago. During the ensuing period, ARMADA rallied leaders from other facets of the record business to join in the undertaking.

In addition to ARMADA's recommendations for the trade practice rules, proposals were (Continued on page 10)
OVER ONE MILLION RECORDS SOLD IN ITALY

PAUL ANKA'S
"OGNI VOLTA"

C/w "CINDY GO HOME" #8441

ORIGINAL VERSION BY POPULAR DEMAND

JUST RELEASED IN THE U. S. A.

CREATING EXCITEMENT EVERYWHERE
PAUL'S LATEST ALBUM

EXCITEMENT ON PARK AVENUE
PAUL ANKA
LIVE AT THE WALDORF-ASTORIA

LPM/LSP-2966

RCA VICTOR

The most trusted name in sound®
JUDKINS ASKS FOR REALISTIC READINGLIST OF LIST PRICES

HOLLYWOOD—Three years ago, making his initial plea for a review of manufacturers' pricing policies, Howard Judkins, president of the National Association of Retail Record Dealers, is striking a blow again for realistic list prices. Judkins brings the subject up for a second airing in NARRD's October bulletin. The Garden Grove dealer states he wrote an open letter to all manufacturers on May 12, 1961, "asking for a review of pricing policies including a reduction of stereo prices to correspond with mono prices."

"It has since come to pass that practically 99 per cent of all wholesale prices are now automatically reduced to dealers 10 per cent or more. Why isn't it possible to adjust list prices to reflect the real value instead of a fictitious one?" he asks.

Judkins thinks the answer is: "To maintain a high list price for the total and only benefit of the so-called discount houses who prostitute the manufacturer's product and the record dealers' sales with fictitious values."

Judkins ends his editorial with a plea to the manufacturers to adjust these list and wholesale prices; failure to do so may mean the death of the music industry as we have known it."

The argument for retail and Columbia's one-price policy has been in force long enough for evaluation. "If the one-price policy has worked fairly well," Judkins notes. "However, in some areas it has a tendency to bend a little. The 10 per cent rack bonus unfortunately finds its way into large department stores and discount houses that should not be classified as retail dealers."

"The final conclusion has to be that Capitol's lower one-price policy is much more equitable to all dealers and racks alike and NARRD's hat must go off to Capitol for a very close policing of the policy."

Judkins believes the temporary price and discount structures were tailored after Capitol's policy to the benefit of all concerned. "The trade association president thinks the time is proper for a review of list and wholesale prices in a more realistic light."

"This would remove a lot of the wide gap between prices and certainly among consumers about what a record should sell for and when a bargain is not a bargain."

When Judkins wrote his first letter to manufacturers, he was president of the Society of Record Dealers. (Continued on page 19)

20TH-CENTURY-Fox Records New Wayne A&R Chief

NEW YORK—Bennie Wayne has moved to the top post at 20th-Century-Fox Records. He replaces Marty Craft who had been vice president and head for about three months.

Wayne immediately will launch a complete new schedule of soundtrack albums from 20th-Fox films. He is working in association with Lionel Newman, musical director of the soundtracks. Wayne's first project will be the Andre Previn film recording of "Goodbye Charlie."

In addition to the soundtrack work, Wayne will be responsible for the discovery and development of new artists.

Wayne previously was with ABC-Paramount as a composer, conductor and arranger, and with Paramount Pictures in a similar capacity. He also was associated with Coral Records. In addition to handling such pop songs as "I Don't Want To See Tomorrow," "Blue Velvet" and "Laughing On the Outside," Wayne creates the original music for the annual personnel Carousel of Cards, which in- cludes the theme, "There She Is—Miss America."

MADE BY VALRI

A New Market in Canada: Records for You to Greet By

TORONTO—An unusual market for Canadian singers and musicians has opened up in the musical greeting cards made by Valet Greeting Cards. Better known in their U. S. and U. K. counterparts, the cards are about 3 1/2 by 5 inches in size, with colorful fronts and inside is a vinyl 33 1/3 record with up to five seconds of song or comedy. The first eight cards have been on sale at about 50 cents each and are re- portedly selling like hotcakes at 50 cents each.

The series kicks off with cards featuring well-known performers like Pat Boone and the lead in the Broadway musical "Kiss Me, Kate," the original second Kapp album, and impres- sionist Rich Little, whose First Album of Canada, a spoof on the Conservative government, sold 10,000 copies. Wayne has since gone on to be- come a hit on such TV shows as "Hollywood Palace" and "The Judy Garland Show."

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CBS: Oriole to Play Follow Leader on Price-Fixing Ban

By CHRIS HUTCHINS

LONDON — If discount selling becomes the trend in the British record industry following the ban on retail price maintenance, CBS will not take a similar stand against it to the one it took in America despite its entry into the market via the purchase of Oriole Records. So says Harvey Schein, CBS international director, in an interview with Billboard.

“We would not want to give huge discounts, because we believe that our product is a good one and will sell at proper prices on its merits. But we couldn’t take a leadership position, as we did in the US, with such a small share of a country’s market as we have at present in Britain,” Schein observed.

“We haven’t come into Britain intending to make a big move. The only thing we want to change about this market is our share of it—we want a bigger one!” Schein revealed that CBS is interested in Oriole, which is the smallest of the five major companies in Britain.

“Our product is good enough to force bigger distribution in a short time, but initially, the family market will be our key, and this is means expanding, big expenditure.”

Schein said he considered the British industry was in such a state because the retailer was so small, and it was a share in that retailer that CBS wanted.

“I would say that the ideal situation for every American company is that, if it doesn’t have all the majors in the market,” Schein said.

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“We have not come into Britain intending to make a big move. The only thing we want to change about this market is our share of it—we want a bigger one!”
Price Maintenance Repealed
In Holland; Product Affected

By ANDRE DE VEKEY

AMSTERDAM — A surprise move by the government here repealed the RpM (price maintenance) on a range of electrical household products, including refrigerators and freezers as of Dec. 1, 1964. This covers TV, radio, record players, and other home equipment and automobiles.

A year ago RPM was agreed to by the Dutch government in principle, but now it seems that a rise in the retail price index is expected to cause an increase in pricing control from consumer goods in the entertainment category.

Although Dutch record manufacturers are unable to predict the effect of the price mainten-
ance in general, they will be affected by the sale of goods from free-
time control. Music publishers will be able to maintain their established selling prices.

So far, this government dic-
tions have had no effect of dis-
ouraging record dealer buying.

As sheet music has not been specifically mentioned in the list of goods freed from price control, music publishers will be able to maintain their established selling prices.

The industry here reports a current increase of 6.7 per cent in all sales. This has been the annual increase for the past two or three years. LP sales have increased by 16 per cent, singles are down by 6 per cent and pop LP's are running down by 10 per cent per year. It appears likely that sales may continue to increase with the people, who leave young women girls joining outside the housework. This trend has not been as marked here as in England until recently. The resulting increase in turn gives-agers more spending money, and pays off in more disc sales.

Other Noteworthy News

Joins Amy-Mala

NEW YORK — Peter Hess has joined Mala management as or-
er. He'll handle Bell product. Before joining Amy-
Mala, Hess had been general sales manager for Cadence Records. He will take the company's sales, working mainly in merchandising with the com-
pany's $5,000-a-year Fred De-
mann, firm's national promo-
tion director, will expand and develop his promotion depart-
ment to encompass all phases of the industry, with special emphasis on radio, TV, personal appearances, and so on.

Baumstein V.P.

NEW YORK — Morris Baum-
stein has moved out of his post as Mala's national director of advertising and sales promotion to become vice-president and general manager of his own company, a newly formed ad-
sertive agency in New York.

Baumstein, effective Oct. 1, and Leonard Burkat, vice-president of Col-

uum's creative services divi-

ion, were announced shortly. Baumstein has been with Columbia since Aug.
1960, as director of crea-
tive services operations. In April 1962, he was named national director of advertising and sales promotion.

Bazn Wins Suit

SAN FRANCISCO — The Super-
court has awarded Joe Bazn a permanent injunction against a former partner for producing and selling cop-
yes of an LP made from tapes by the vocalist when she was 17 years old.

Miss Bazn filed suit contend-

ing the LP did not represent her present appearance, had been taped when she was a minor and she had no contract with Fantasy. Nearly 40,000 copies of the LP, "Joan Bazn in San Francisco," have been sold.

Furness Moves

NEW YORK — George Furn-

ess has joined Atlantic Records as assistant to Jerry Wexler, executive vice-
president and general manager of the firm. Furness, in the mark-
et business for 20 years, started his new position last week. His past positions include sales and promotions manager for Coed Records, similar responsibilities for Carlton Records and sales manager with the Robbins and E.H. Morris publishing firm. He also worked with Atlantic's Smash label.

MGM Records Goes to TV
To Promote Production in Fall

NEW YORK — MGM Rec-

ords is banking on its TV ties to promote its singles and album product this fall.

First off is a promotion for its 31.5-cent single, which will be featured on the WNBC-TV kids' program "Birthday House," with special stress on the label's new package, "Flipper's New Adventures." The show's sponsor is "The Flippin" will receive both audio and video plugs. The tie-in will continue until around the next 13 weeks.

On the pop level, MGM has made special arrangements with CBS-TV and the Ed Sullivan office. For future "Tina Tun-

er" appearances, MGM will have her in the show. MGM will also have its "New Kind of Cookie," and her appear-
ance on the Sullivan show. She'll make her Sullivan shot on Oct. 11.

In another Sullivan tie-in, the Ann-Margret show, currently under tour in the U.S., will appear on the show Oct. 10, with the first single, "I'm Crying," plus selections from their MGM album. MGM will also have its "New Kind of Cookie," and her appear-
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How can you tell which new Verdi Requiem to stock?

Easy.
Only one—the performance now on Angel stereo—gets reviews like these:

The “finest... realization of Verdi’s blazing masterpiece.”
(Saturday Review)

“Breathtaking... powerful and brilliant.”
(The London Times)

“(Giulini) maintains a high degree of emotional intensity over the whole work.”
(Records and Recording)

“A performance of stunning power.”
(The London Daily Mail)

“Electrifying... in the Toscanini tradition.”
(The London Evening Standard)

“Magnificent.”
(The Guardian)

“The recording surpasses any that we have so far had.”
(The Gramophone)

Angel album number SBL-3649: Elisabeth Schwarzkopf, Christa Ludwig, Nicolai Gedda, Nicolai Ghiaurov, and the Philharmonia Chorus and Orchestra conducted by Carlo Maria Giulini.

Order this brilliant new Angel stereo recording by contacting your Angel representative.
Profit-Making is Easy as A-B-C with RCA CAMDEN

The best-known stories of America's most popular writer of children's books, dramatized by Marvin Miller and Cast, music by Marty Gold. Includes "Horton Hatches the Egg," "The Zax" and others. CAL/CAS-1051

Shari Lewis and her lovable puppets are proven favorites with children—and so are the stories she tells here. "Pinocchio," "The Pied Piper of Hamelin," "The Tortoise and the Hare," are 3 of 12. CAL/CAS-1052

A brand-new original soundtrack album of one of TV's most successful children's shows. So there's a ready-made market for this recording of six entertaining stories featuring Hector and his pals. CAL/CAS-1053

The magic of Walt Disney's name and talent combine to make this a sure sales-winner. Dennis Day is heard on Johnny Appleseed while Roy Rogers and the Sons of the Pioneers do Pecos Bill. CAL/CAS-1054(a)

A special collection of holiday songs and stories chosen for their appeal to younger children. Included are songs and stories of St. Patrick's Day, Easter, Fourth of July, Thanksgiving and Christmas. CAL/CAS-1055

Adventures on a passenger train from a child's point of view—plus 8 songs of the railroad sure to fascinate kids: "John Henry," "The Wreck of the 97," "900 Miles" and "I've Been Working on the Railroad." CAL/CAS-1056

RCA CAMDEN
AMERICA'S BIGGEST ENTERTAINMENT VALUE
DISCOVER A NEW WORLD OF PROFITS
WITH RCA CAMDEN

Some of Jim’s finest performances, nicely paced with ballads and up-tempo numbers. Includes "Walking on Top of the World," "Your Old Love Letters," "I’m Gonna Change Everything." CAL/CAS-842(e)

Sure to score with the "Shindig" audience. Teenage dance tempos featuring ten chart items made famous by top teen favorites. Includes "Dang Me," "School Days," "Mabelle," "Rag Doll." CAL/CAS-844

Ten great bands in a cross-section of the big-dance-band era. Artie Shaw, Gene Krupa, Lionel Hampton, Les Brown, Bunny Berigan and others play their big hits. A collector’s item for big-band buffs. CAL/CAS-81(e)

Shea sings 12 Christmas selections perfectly suited for his rich baritone—and for your holiday selling season. Includes "Silent Night," "O Little Town of Bethlehem," "Go Tell It On the Mountain." CAL/CAS-850(e)

The recent release of the movie version of this celebrated musical will create heavy demand for this new album. Hill Bowen, his Orchestra and Chorus plus a cast of fine singers perform superbly. CAL/CAS-819

JIM REEVES

GEORGE BEVERLY SHEA

GRACE SUNDELL

JUNE MULDOON

HILDA POTTS

ANN MARIE

Benny Cardenas

Bobby Bland

My Fair Lady

HILL BOWEN

HILDA POTTS

CAL/CAS-842(e)

CAL/CAS-844

CAL/CAS-81(e)

CAL/CAS-850(e)

CAL/CAS-819

www.americanradiohistory.com
People’s Choice’ Promos Is Bowed at U-A Parley

NEW YORK—United Artists distributors from the U. S., Canada and Puerto Rico auto attended a two-day convention at the Americans Hotel here Thursday and Friday. The convention is 33rd of the label’s executives presented.

TORONTO—Those hit-pickers, Capitol of Canada, who were pushing the Beatles here nine months before they broke loose in the U. S. and followed up with such other U. S. hit-chart climbers as the Dave Clark Five, Gary Lewis and his band, the Animals, are now putting their money on another English group, Herman’s Hermits.

Their “I’m Into Something Good,” in the Top 10 in Britain now, was released here last week. Capitol has also picked up Simon Scott, who’s being touted in England as “the new Cliff Richard” (the label also has the old Cliff Richard). Capitol is expected to release his first disc here next month.

Arden’s Pop Tour Is Snarled on First Try

LONDON—Don Arden’s first tour of the fall has run into serious problems. Only three dates out of the 15 in the tour so far, two of which were plays outside of Britain, Arden announced that star Brenda Lee had withdrawn due to her own withdrawal, which is a result of exhaustion following the Pastel Candle, New Zealand and British for recording, radio and TV dates.

Arden immediately planned for Manfred Mann and his own Nashville Teens to join Bill Black and Co. on the tour, but a new firm, Colour TV, released an album listing the late reception on against Mann’s manager, Kenneth Pitt, alleging that Mann was being shunted aside by them during the same period.

Nacio Brown Dies at 68

SAN FRANCISCO—Nacio H. Brown, the film composer, died here Monday (28) of cancer. He was 68. Among his strongest works was the score to “I Married a Witch,” the latter his most recent film work since he teamed with Arthur Freed in writing “Broadway Melody of 1938” for MGM.

His last screen effort was “Singing in the Rain” in 1952 when he furnished some tunes which carried his credits were “You Were Mine For Me,” “You Are My Lucky Star,” "Should I Forget?" I’ve Got a Feeling You’re Mine" and “You Stepped Out of a Dream.”

Brown is survived by two sons and a daughter. He was married and divorced three times.

Judas Kings

were approximately $265,000.00, has come to an end.

statement issued said “EMI strengthened further its long-established position as the largest recording organization in the world assisted by the outstanding success enjoyed by the singles and other British pop artists. Capitol Records shared in the success with all of the EMI’s major pop artists. The statement recommended a payment of 10 per cent on the gross profit under a good record on March 31 makes a total of 12 1/4 per cent on the ordinary profits every year.

Spent Line

other month, next will be announced in the near future, issued in October. This will be followed by “Some Vanya,” with the parts of Michael Redgrave and Sybil Thorndike among the cast. The series will continue with Bernard Shaw’s “Cesar and Cleopatra,” starring Claire Bloom, Judi Anderson and Max Adrian,_ibed’s “Master Builder” and Golding’s “The Unknown Citizen” round up present recording schedules, according to Commonwealth sales head Bob O’Brien.

New Education Chief at Big 3

NEW YORK—Alan G. Langnese, president of Columbia’s Columbia-Selig-Cheney Productions, has been named the new education chief at Columbia, and Jo Danis, director at the Big 3 (robin H. Feild-Miller). He has taken over the post vacated by Edward J. McAuley, who recently retired.

Langnese, who joined the Big 3 in 1956 as promotion director, has been active in the music field for some 20 years as an educational and sales representative for major music publishing companies.

McAuley, who retired Oct. 2 after 56 years in the publishing business, announced the Big 3 for 31 years.

Norway Disk Firms Pushing New Talent

OSLO—Norwegians disk the offer of a more new talent than any year earlier.

Indie Mano also has a new signature, and Tone-O-Nice introduces Kirsten von Krog.

A strongest thing is all this activity is taking place this month, when the label says that Norwegian musicians will not record without a pay hike. The reason is that because they have to be paid at a certain level, they can’t do the job anymore. The “shadow-like” instrumental groups perform as good as professionals.

RCA to Honor Plant Head

HOLLYWOOD—RCA Records will tender a testimonial retirement dinner to Herbert B. Sheppard, Los Angeles plant manager since 1949, retiring after 45 years with the company. Sheppard was general manager of the RCA West Coast office in 1928 and has worked stints as plant superintendent in Kansas City and Chicago, and CF907 had retired in December.

Sheppard says the improvement in sound reproduction among him the most of all the industry’s technical advances.

He estimates there are a dozen top plant management people around the country who have worked for him during his career. “We’re still stayed friends even though they’re my competitors,” he says. Sheppard believes “there are no secrets in the record business.” During the 20’s there weren’t so many plants. He explained, and those that were around have all since Scattered.

He will devote his time to work around his house and in church and Rotary activities.

Maryjohn Wilken

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EMI Income

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THE BEST BY A YARD!

A FRESH NEW FOLK GROUP THAT ROCKS THE HOUSE WITH EVERY SONG!
Fiedler Popping on RCA Victor As a Master of Pops and Pop

NEW YORK — Arthur Fiedler, the venerable conductor of the Boston Pops, is reaching a high tidal wave. Now, at age 70 (Dec. 17), Fiedler is probably the oldest conductor to extant.

"It’s just a matter of not being a sell-out," says Fiedler, "and keeping the thing alive for the public."

The Boston Pops, under Fiedler’s direction, have been working on a new project for 10 weeks. During that time they have been working on a project that will be released as a record. The project is called "A Master of Pops and Pop." It contains a selection of popular songs, including some of Fiedler’s favorites. The album, "A Master of Pops and Pop," is now available at most record stores.

RCA Victor Awaiting 'War's' Bombardment

NEW YORK — The New York Times reported that the world was awaiting the release of "War," a new album from RCA Victor. The album is anticipated to be a major hit and is expected to be released soon.

The album "War" is said to be a major breakthrough for RCA Victor, who have struggled in recent years to keep up with the competition. The release of "War" is expected to help the company regain its footing in the music industry.

Cincy Playboy Bows in Big

CINCINNATI — The Cincy Playboy, a new nightclub in the city, made its official bow on Saturday (19) after several months of preparation. The club, which includes a 500-seat dance floor, is the latest addition to the city’s entertainment scene.

The club, which opened to considerable fanfare, is located on a block of the city’s nightlife district. The club is expected to become a popular destination for locals and tourists alike. The Cincy Playboy is set to feature a variety of acts, including musical performances and comedy acts.

There’s now a plan in the works to send Fiedler to New Orleans to conduct Hirt’s band at the trumpet room. There will be a big event, as the band will perform some of their most popular songs.

Further case in point is Fiedler’s pairing with Allan Sherman (courtesy of Warner Bros. Records) on "Peter and the Commissary," the soundtrack for the movie "Peter and the Wolf." This set was recorded in Nashville last summer and is due for release next month.

What the next pop pairing will be for Fiedler is open. There are quite a number of artists on the Victor roster that could fit into this Fiedler-pop concept if the right one is found. For example, Fiedler recording in Nashville has become something of a trend, due to the fact that people are trying to fit in with the ever-emerging musical influence between Massachusets and Tennessee.

Although RCA Victor is concerned, Fiedler admits to being happy about his single click on the Billboard Hot 100 chart. He doesn’t know how long his prominence will last, but it does go against his musical concept.

The question now, is: will it remain? It has a 12-week-year commitment with Fiedler and after that, there are engagements with the orchestras in Chicago, Houston, Washington, Minneapolis, etc. of that there is a tour of Japan in 1965 and a jumbo recording contract with RCA Victor in 1966.

Fiedler has long-range long hair, which is still to his back on pop and RCA Victor benefits by his attitude.

BOSTON REVIEW

"Ben Franklin" is Lofty, Liltling

Frances Faye has signed with Jack Cali's Integrand Records. The contract is reported to guarantee Miss Faye $500,000 for the first 10 sessions. She previously recorded with the Chadder Boys and their labels. Conductor Paul Lavalle has signed an exclusive RCA Victor contract. Lavalle has been associated with Victor in the studio and has recorded in the studio. Lavalle is currently represented in the catalog with two albums, "America's Favorites" and "The World's Most Famous Orchestra," both recorded in the fall. He's now at RCA Victor, where the studio is preparing an album to be released in the future. The album, which will feature a variety of vocal artists, is under the direction of the noted producer.

Signings

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WARNING!

A severe outbreak of these two Kapp singles is reported from coast to coast.

Take action before they hit your area!

WHEN YOU WALK IN THE ROOM
THE SEARCHERS

Jumped from #41 to #21 on English charts in second week of release.

WHEN YOU’RE YOUNG AND IN LOVE
RUBY AND THE ROMANTICS

First week on Billboard’s chart broke at (80).
Belafonte Plans Campus Trek

NEW YORK—Harry Belafonte was quoted this fall on a tour that begins Oct. 1 and ends Nov. 22. He'll play 10 dates.

On this tour of the nation's leading colleges, Belafonte will introduce Greek songstress, Nana Mouskouri. She will have a featured part in the singer's program along with instrument-singers, Sunny, Tony Bennett and Brownie McGuiere, who were with the Belafonte show on its last tour this past summer. Miss Mouskouri, a native of Athens, sings in six languages and is expected to get the special Belafonte Enterprises attention given Miriam Makeba a few years ago.

Stratford Goes Off-Broadway

NEW YORK—Stratford Music, which has published only Broadway scores, is stepping off-Broadway this season. The firm has acquired the rights to Will Hart's The Four A.M. Jazz, scheduled for production sometime in November. Hart, who wrote such pop hits as "Lemon Tree" and "Raspberries" and Strawberry, will score the British-made movie "The Luck of Ginger Coffee," a play on words and music for the stage.

Stratford is currently dickering with several record companies for an original cast album.

Signings

* Continued from page 12

received a "Tony" award for his portrayal of the Four A.M. Jazz. In 1963, has been added to the Columbia roster. In addition to a strong promotion from the Columbia label, Jones will also receive a major build-up from Columbia Pictures and Screen Gems.

Alan Black, former Ted Heath band vocalist in England, has been signed to an Argo Records contract with the label's President Leonard Chess. ... 'at least one' (nee Davis), absent from the recording scene early last year, has signed with Glover Records. Henry Glover, head of the label, said that the single title "Too Soon the Autumn" is already out and it will be followed by an album. The Glover product is distributed by Roulette... Ed Hill, a good friend of Gerald Mermel and Rudi Lynn to his Tribute Records roster.

OTIS REDDING

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AND BOUND

VOL 121

Nationality Disc, by Atlantic

CUSTOM PRESSING

RECORDING—Pressing—Labeling

POLYMAX

100% ARTISTIC

FACTORY CLEAN

SHEET SYDNEY J. WAXFIELD

P. O. BOX 206

Add.:

BILBOARD, October 10, 1964

Copyrighted Material
An open letter to Jerry Bock and Sheldon Harnick from an admirer

Dear Jerry and Sheldon,

At about 3:00 a.m. on the morning of September 23rd, I turned to page 86 of The Daily News and read the following words by John Chapman: "'Fiddler on the Roof'...is one of the great works of the American Musical Theater."

At about 3:30 a.m. on the same morning I turned to page 56 of The New York Times and read the following words by Howard Taubman: "Compounded of the familiar materials of the musical theater ('Fiddler on the Roof') combines and transcends them to arrive at an integrated achievement of uncommon quality."

What an incredible instant it must have been for the "Fiddler" company when you read those same words and were at last reassured of something you'd silently told each other for months, "Of course it will go!"

Knowing you both as I do, and because a theater triumph allows us to be outlandishly sentimental, I am sure you will not object if I send you a congratulatory message in this manner.

That you have brought great glory to the musical theater is, of course, now known to all the world. The long, magic line at the Imperial Theatre box office attests to it.

That you have also brought a great glory to your fellow composers at BMI and to all of us in management is a personal honor I want the world to know too. We are enormously proud of you, of your association with us, and of your resplendent contribution to American Musical Literature.

From all your friends at BMI -- thank you, Jerry. Thank you, Sheldon.

Robert J. Burton
Beatles: Plague or Boon for Radio?

By GIL FAGGEN

NEW YORK — With the Beatles safely home after their record-breaking tour of the United States and Canada, broadcasters are mulling the cause and effect of "Beatlemania." In attempting to evaluate a phenomenon like the Beatles the inevitable question arises as to what caused the hysteria—the Beatles fans as a result of radio, or radio, under pressure of Beatle fans. No matter who caused it, never before in the history of radio broadcasting has any group or individual from the entertain ment world received such overwhelming support. Beatlemania struck radio with unprecedented impetus, sending many thousands of hours of related programming into the airwaves.

The involvement by radio has gone far beyond the mere playing of Beatles records. Contesting, promotions, extensive news coverage, pilgrimages to England, etc., became standard procedure. The cities with more than one contemporary music-format station enjoyed (or cringed) as two or three stations battled to out-Beatle each other.

Radio programmers explain that the affair was not one of love, but an effort to cash in on what was mushrooming into the latest (and perhaps biggest) pop music craze ever to hit this continent. Others argue that the mania is attributable primarily to the tremendous radio station involvement and identification with the Beatles. The "Monsters" was of their own making.

Serious Drawbacks

Industry programmers caution that Beatlemania with its strong appeal to teen-agers could result in driving away adults that enjoy contemporary pop music. It has also been noted by many the possibility that rhythm and blues and the more conservative music stations have attracted many listeners away from pop stations as a result of the latter's preoccupation with the English sound.

Just how much good or harm, the Beatles have done to radio is being measured. Programming executives are carefully watching station audience composition studies and the ratings to determine if the new seven to 12-year-old listeners captured by Beatle broadcasting has resulted in a loss for contemporary music stations of adults.

The Beatles of Liverpool, like the Pied Piper of Hamelin, have a mysterious musical lure for even the smallest of tots. Why? "It's their honesty, in part, plus the fact that they look like cuddly dolls," says producer Jack Good of ABC-TV's "Shindig," on which the Beatlemania of John, Paul, George and Ringo will resound Wednesday, Oct. 7. Another ABC-TV show bows Saturday, Oct. 10 to the demand of Beatle fans. Dick Clark will present an all-Beatle program on the "New American Bandstand—'65," including the pick of their latest recordings, a portion of their latest motion picture, several taped interviews procured from KRLA, (Continued on page 24)

Outside and in the huge 13,000-seat Pittsburgh Civic Arena, KQV was well displayed during the recent Beatles concert. The ABC-owned station ran a contest prior to the show, offering tickets to those who displayed signs saying, "KQV Welcomes the Beatles."

Last month, WJOL deejay Jerry Halasz staged a Beatlemania in conjunction with a local theater and record shop. Wearing a black Beatle wig, Jerry took the WJOL mobile unit to downtown Joliet, Ill., and held dances in front of the Music Shop to promote the advance ticket sale for a special preview showing of the Beatles' first full-length motion picture. All 3,000 special tickets were sold.

The Beatles hold one of their many press conferences—this time with Rick Snyder, Lee Gray and Bob McClay, WTRY, Albany-Schenectady-Troy deejays (left to right) looking on. The DJ's accompanied 80 listeners on a free trip to Atlantic City to see the Beatles in person.

Sticks or Stones nor a broken bone kept this young lady, center, from Forestville, Md., from making it to the nation's capital premiere of the Beatles' "A Hard Day's Night." WWDC personalities Bob Bevins, left, and Tom James, right, were on hand for a 12-hour on-the-scene broadcasting stint, reporting interviews and comments of the premiere from in front of the movie house. WWDC also provided water for the fans waiting in line and a registered nurse for safety sake. WWDC provided 2,300 cups of water for the 10,000 people attending the film's opening.

"We Love You Good Guys" is the unanimous reply to WMCA "Good Guy" Frank Stickles, as he interviews Beatles for WABC's Broad way's Astor Theater. Of the opening day sale for tickets to the Beatles' movie. The WMCA "Good Guys" were first to air the waxes of the movie's soundtrack.

Beatles Everywhere! On the floor and on the air—WABC vice-president Wally Schwartz and Donna Winther, WABC's advertising-promotion director, look bemused and happy amid 50,000 Beatles' drawings produced during a three-week WABC "Draw the Beatles' contest headquartered at the World's Fair.

Frank Roberts, left, and Mike Hopkins, right, CKY "Good Guys," interview the Beatles upon their arrival in Winnipeg, Man. CKY co-sponsored premiere of their motion picture.
“Mostel’s Tevye is one of the most glowing creations in the history of the musical theatre.”
—The New York Times

“...sweet in spirit, true in tone...”—Time Magazine

“The humor—and such a wealth of it—speaks to everyone.”
—New York World-Telegram and Sun

“One of the great works of the American musical theater”
N.Y. Daily News

Now Playing at the Imperial Theater, New York City

Original Broadway Cast Album
RCA VICTOR

The most trusted name in sound
BRENDA LEE--IS IT TRUE (Southern, ASCAP) (2:20)--Recorded in England, it blends the Mersy and the Nashville sounds for a big payoff. A great counterattack! Flip: "Just Behind The Rainbow" (Forrest Hills, BMI) (2:48). Good soundin' ballad. Decca 31690


THE ROLLING STONES--TIME IS ON MY SIDE (Ritchiehouse-Maytag, BMI) (2:50)--Old dud classic is given distinctive English accent, tambourine preachin' and all. Flip: "Congratulations" (Hollis, BMI) (2:25). London 9708

EVERLY BROTHERS--GONE, GONE, GONE (Acuff-Rose, BMI) (1:58)--And that they are! Fantastic beat coupled with outstanding performance. Anglo-American grooving should shoot this disk right into Top 50. Flip: "Torture" (Acuff-Rose, BMI) (2:18). Warner Bros. 5478


THE SHIRELESSES--LOST LOVE (Laddie-Flomatic, BMI) (2:32)--Lifting ballad with a haunting slow delivery, R&B as well as pop chart potential. Flip: "Maybe Tonight" (Blackwood, BMI) (2:32). Scepter 1284

MARVIN GAYE & KIM WESTON--WHAT GOOD AM I WITHOUT YOU (Jebett, BMI) (2:49)--Lyrics carry great tale and story is well told by duo to powerful rock beat. Flip: "I Want You 'Round." Tumla 54130

JOEY POWERS--TEARS KEEP FALLING (Northern, ASCAP) (2:35)--WHERE DID THE SUMMER GO (Gold-Udeis, ASCAP) (2:15)--Big sound on first side with up-tempo dual tracked vocalizing. Really moves. Flip is a sing-a-long type ballad, soft, romantic and nostalgic. Amy 914


REVIEWED THIS WEEK, 106; LAST WEEK, 140

GUEST PANELIST OF THE WEEK

EDDIE CLARKE

Program Director, DJ
WTOD, Booth Broadcasting Company
Toledo, Ohio

"RIGHT OR WRONG"

ROBBIE DOVE

Diamond 173

Each week a program director and/or deejay is invited to sit on the Billboard's Review Panel select Spotlights. When unable to come to the New York office, good pamphlets are sent and via special MRS independent telephone hookup. An opportunity is also given the panel to publicize his own or station "Pick of the Week."

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COUNTRY & WESTERN SPOTLIGHTS--Outstanding singles for radio station programming, but not necessarily Top 50 chart potential.

HOT POP

BILL DODGGET--THAT'S ENOUGH, LOCK 'EM UP (J & C, BMI) (2:00)--Cute novelty that really swings all the way. Daggitt at his best! Heavy air play could make this one a chart entry. Flip: "Crackers" (Billee, BMI) (2:10). King 5948

MIDDLE ROAD

DIXIE HINTS--RUSSIAN ROULETTE (Vineyard, BMI)--Rousing version of an old Russian melody. Plenty of variety in Greenwich Village arrangement. Surprise ending. Could register real well at the sales counter, too! Flip: "Michael" (Vineyard, BMI) Trivia 101

COUNTRY & WESTERN SPOTLIGHTS

BILL ANDERSON--IN CASE YOU EVER CHANGE YOUR MIND (Ross, BMI) (2:22)--Softly sweeping rendition by Bill. Good choral and guitar accompaniment. Medium tempo and haunting lyric Flip: "Three A.M." (Ross, BMI) (2:30). Decca 31681

JENNY CLAY--WHITE AND RED TO BLUE (Maricopa, SESAC) (2:24)--LATE HOURS (Maricopa, SESAC) (2:19) Side 1 is traditional weeper well performed in genuine down-to-earth Nashville style. Flip will please all lovers of the true cowboy sound. Girl's a fine performer. Columbia 43144

DENA SANFORD--THANK YOU NEIGHBOR (Garpax-Alumma, BMI) (2:10)--That'll teach you to be kind to a neighbor, he might up and steal your wife. Sanford laments the event in notable fashion. Flip: "I'm Too Young to Grow Old Over You." (Garpax, BMI) (2:14). Country Caper 1150


COUNTRY & WESTERN

SONNY BURNS--Dusty Love (Glade, BMI) (2:10)--Little Car Singing" theme. Fine show (Glade, BMI) (2:25). United Artists 79

HANK WILLIAMS JR.--Endless Sleep (Monticelli-Billboard, BMI) (2:30)--My Brother's Got A Hole In It (Pickwick, ASCAP) (2:35). MGM 1379

HEDSON CARRILLO--Carrie From Boston (Kimb Hill, BMI) (2:21). Boyd 124

WILMA LEE & STONEY COOPER--I Don't Care (Less) (Acuff-Rose, BMI) (2:12). Hickory 1279

JOHNNY WRIGHT--Don't Give Up The Ship (Paisley Desert, BMI) (2:14). Decca 3149

BOB MORRIS--135493 (4:44, BMI) (2:47). CHALLENGE 135493

BILLBOARD, October 10, 1964
BRENDA LEE
SINGS HER NEWEST HIT
Recorded in England

IS IT TRUE

c/w
JUST BEHIND THE RAINBOW

31960

AVAILABLE NOW ON
DECCA RECORDS

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Oh, Pretty Woman</td>
<td>Neil Diamond</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Don't Do That</td>
<td>Doris Day</td>
<td></td>
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<td>3</td>
<td>Dancing in the Street</td>
<td>Bobby Vinton</td>
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<tr>
<td>4</td>
<td>Bread and Butter</td>
<td>Burt Bacharach</td>
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<tr>
<td>5</td>
<td>Remember (Walkin' in the Sun)</td>
<td>Connie Francis</td>
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<tr>
<td>6</td>
<td>We'll Sing in the Sunshine</td>
<td>Elvis Presley</td>
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<tr>
<td>7</td>
<td>I Need Love</td>
<td>Billie Holiday</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>A Summer Song</td>
<td>Dean Martin</td>
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<td>9</td>
<td>When I Grow Up to Be a Man</td>
<td>Frank Sinatra</td>
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<tr>
<td>10</td>
<td>Baby I Need You</td>
<td>The Platters</td>
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<td>11</td>
<td>I'm On the Outside (Looking in)</td>
<td>The Drifters</td>
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<td>12</td>
<td>Haunted House</td>
<td>The Crystals</td>
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<tr>
<td>13</td>
<td>You Must Believe Me</td>
<td>The Platters</td>
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<tr>
<td>14</td>
<td>Matchbox</td>
<td>The Four Seasons</td>
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<tr>
<td>15</td>
<td>The House of the Rising Sun</td>
<td>The Platters</td>
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<td>16</td>
<td>Save It for Me</td>
<td>The Dave Clark Five</td>
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<tr>
<td>17</td>
<td>Little Honda</td>
<td>The Shangri-Las</td>
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<tr>
<td>18</td>
<td>Chuck-A-Luc</td>
<td>The Shirelles</td>
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<tr>
<td>19</td>
<td>From a Window</td>
<td>The Shirelles</td>
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<tr>
<td>20</td>
<td>Rhythm</td>
<td>The Shirelles</td>
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<tr>
<td>21</td>
<td>Slow Down</td>
<td>The Shirelles</td>
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<tr>
<td>22</td>
<td>Baby Love</td>
<td>The Shirelles</td>
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<tr>
<td>23</td>
<td>Why You Wanna Make Me Blue</td>
<td>The Shirelles</td>
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<tr>
<td>24</td>
<td>Out of Sight</td>
<td>The Shirelles</td>
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<tr>
<td>25</td>
<td>Have I the Right?</td>
<td>The Shirelles</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Tobacco Road</td>
<td>The Shirelles</td>
<td></td>
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<tr>
<td>27</td>
<td>On the Street Where You Live</td>
<td>The Shirelles</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Baby Don't You Do It</td>
<td>The Shirelles</td>
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**HOT 100-A TO Z**

<table>
<thead>
<tr>
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<th>Artist</th>
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<tbody>
<tr>
<td>Don't You Believe What They Say</td>
<td>Dionne Warwick</td>
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<tr>
<td>Stay Dandee</td>
<td>Raydio</td>
</tr>
<tr>
<td>Big Ones</td>
<td>The Shirelles</td>
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<tr>
<td>Keep the Ball Rollin'</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>Runnin' in Circles</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>Twistin' at the Turn</td>
<td>The Shirelles</td>
</tr>
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**BUBBLING UNDER THE HOT 100**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>I'm in Love</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>I Was Made to Love Her</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>How Can I Be Sure?</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>Make Me Love You</td>
<td>The Shirelles</td>
</tr>
<tr>
<td>I Want to Be Loved</td>
<td>The Shirelles</td>
</tr>
</tbody>
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*Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.*
# Record Form

## PLAY THE WINNERS*

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<tr>
<td>1</td>
<td>K-13274</td>
<td>I'm Crying—The Animals</td>
<td>MGM</td>
</tr>
<tr>
<td>2</td>
<td>K-13280</td>
<td>I'm Into Something Good—Herman’s Hermits</td>
<td>MGM</td>
</tr>
<tr>
<td>3</td>
<td>K-13278</td>
<td>Endless Sleep—Hank Williams</td>
<td>MGM</td>
</tr>
<tr>
<td>4</td>
<td>K-13277</td>
<td>Karate Sam—Glenn Sutton</td>
<td>MGM</td>
</tr>
<tr>
<td>5</td>
<td>K-13269</td>
<td>Oh No!—Ray Peterson</td>
<td>MGM</td>
</tr>
<tr>
<td>6</td>
<td>VK-10330</td>
<td>The Cat—Jimmy Smith</td>
<td>Verve</td>
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<tr>
<td>7</td>
<td>VK-10334</td>
<td>Do Anything You Wanna—Kai Winding</td>
<td>Verve</td>
</tr>
<tr>
<td>8</td>
<td>VK-10332</td>
<td>Swimmin’ Home Baby—Willis Jackson</td>
<td>Verve</td>
</tr>
</tbody>
</table>

*All the top jockeys are riding these favorites*

MGM/VERVE RECORDS IS A DIVISION OF METRO-GOLDWYN-MAYER, INC.
Billboard's award-winning Radio-TV Editor presents new Billboard No. 1 Award to the Animals for their hit recording, "House of the Rising Sun." The Englishmen are presently winding up a public appearance tour of the North American continent.

Gary Raymond has switched from WHAK to WTRU, Muskogee, Okla., and will ride the 3-6 p.m. top 40 spot.... Alton Boy, music director of WKUL, Cullinan, Ala., has his wife Dora to thank for a boy born Sept. 4. . . . Bobby Barnett at KAFY, Bakersfield, Calif., is leaving the station and in forms that Ted Leed is moving up to take the spot. Barnett's plans are indefinite.... Tom Scott, WNOR, Norfolk, Va., has another deejay in the family, a son, Douglas, born Sept. 9. Also at WNOR, Don Bruce moves into the station manager's spot.

Mike Ruppe, promotion director at WIBC, Indianapolis, is the owner of the Miss Universe franchise for Indiana, a pleasant diversion to balance one's temperament, he says. "That you're working with disk jockeys." Naturally he's kidding. . . . Mac Curtis, program director of KATZ, Eugene, Ore., stayed aloft in a house trailer suspended by a crane over the Lane County Fair for four and a half days. He's broadcast six and a half hours a day and the tie-in promotion with the trailer firm was very successful.

W. J. Hunt, WKXO, Kalamazoo, pays cash to winners of the station's "Exploring for Treasure" contest. Mobile's "explorer" vehicle from the station appears at unexpected locations and broadcasts appeals for common items, such as kitchen utensils or other household articles. First contestant to arrive with the item wins a cash prize. If they can present their voter registration card or a station-issued voter certificate issued to new registrants by registrars, the cash prize is doubled.

Dave Kinscher, host for "Nighthawks" from 9 a.m. to midnight, and Bill Buckner, the Clockwatcher from midnight to 5 a.m., both at Atlanta's WSJ, are giving away record albums to listeners whose names are drawn from postcards. Listeners who bring in all of his activities while tuned to the station.... Larry King has moved from WJMJ, Mt. Carmel III, to WZD, in Decatur, and will be holding down a 3 p.m. . . . Capitol Recording artist and veteran deejay Neal Merritt has joined the announcing staff of KHEF, El Paso, Tex. 

Gene Creasy holding down the 6-9 a.m. slot at WTH, Baltimore, replacing Buddy Deane, who is going to manage his own two stations.... Hot Rod is leaving WTHH and Rudy Reinert is taking over the hime from 8 a.m. to 11 a.m. . . . Another Baltimore deejay Save Robinson, WADC, pilots his own plane and flies around the State conducting "Stomp Out Cancer" record hops for the Maryland division of the American Cancer Society. . . . MB (Bartley) Smith has been appointed director of music for WMBM, Miami Beach, writes station president Alexander Klein.

SEGUE

Sheldon Singer, former general manager of KVOR, Colorado Springs, Colo., will become general manager of WADC, Akron, Ohio, upon FCC approval of the station's sale to a Cleveland syndicate, headed by attorney Harrison Feuerst, for $1,350,000.... Sherman Strick- heimer, with WJAR since 1961, has been upped to program director of the Providence, R. I., station.... Arthur Harrison has moved from sales manager of WINS to the same spot at WWRL, both New York.

Dave Dixon Dead at 38

ST. LOUIS—Dave Dixon, 38, program director and disk jockey at KATZ, died Saturday, Sept. 19, as a result of injuries sustained in an auto collision in St. Louis Aug. 28.

Dixon had served for the past two years as president of the National Association of Radio Announcers (NARA). He had been with KATZ since 1955.
Beatlemania: A Plague or Boon to Programmers

*Continued from page 16*

Paradies, and KBRA deejay Casey Kasem's recording of "A Letter from Eleana.

The Beatles were further fanned by many stations, who not content to refer to the group in their copy, were depicted on top newscasts and deejays on the 30-60 jingles made by the boys from Liverpool.

Among the air personal who traveled with the Beatles to tape on-the-spot personal reports and interviews for their stations back home included Larry King, of KFUN, Miami; Art Schreiber, news director of KYW, Cleveland; Jim Stagg, KYW deejay, and Lon John Wade, WDRB, Hartford, deejay. Most stuck out for the whole tour.

Contests and Promotions

Nearly every conceivable type of contest and promotional tie-in with the British group has been tried by stations here and in Canada.

CHWO in Canada, conducted a "Beatle Boaanza" in connection with the showing of "A Hard Day's Night." A special phone answering switchboard set up to handle the calls was swamped and eventually broke down. KDRA's promotion manager, Owen Spector, and 17 other station staffs went into the streets of Pittsburgh with 40 tickets to the movie, WOWO, Fort Wayne, Ind., "Passycats" were similarly beaten in a battle with the Beatles for group singing honors. The "Passycats," comprised of deejays from WOWO, were edged out in a contest which drew 5,000 votes awards during the three-week battle.

WIBC, Indianapolis, selected 35 deejays from more than 3,500 submitted by listeners to be relayed to the Beatles in London. They recorded their answers, sent the tape to WIBC and the WIBC Beatles Press Conference became a ruddy success. The station was also designated as the "Mid-America Chapter of the Beatles National Fan Clubs."

Both WQAM and WFUN in Miami, flew a planeload each of listeners to the Beatle concert in the Gator Bowl. The stations ran contests to pick the lucky entourage. WIZ-TV, Baltimore, ran a "Beatles Forever Contest" in conjunction with the station's "I'm A People Are Talking" program. The grand prize winner received an all-expense-paid trip for two to Pittsburgh to see the Beatles.

Toronto was typical of any cities that experienced personal Beatle visits.

CHUM garnered all of its manpower to cover the event and featured broadcasts from the lobby while George Harrison's sister Louise ( flown to Toronto courtesy of CHUM) broadcast her comments from a suite overlooking the hotel entrance.

YESTERDAY'S HITS

Change-of-face programming from your librarian's shelves, featuring the disks that were the hottest in the hard five years ago. This week this disk was the hottest in the hard five years ago this week. Here's how they ranked in Billboard's chart of that time:

**POP-5 Years Ago**

October 12, 1959

1. Mack the Knife, B. Berrie, Alto
2. Put Your Head on My Shoulder, F. A. S. and Friends
3. Mr. Blues, Fleshy, Boston
4. Sleep Walk, Santo & Johnny, Canadian-American
5. (I'll) Cover You, Early Brothers, Cadence

October 10, 1959

1. Hey, There, R. Cloucy, Columbia
2. Sh-Boo, Crew Cats, Mercury
3. I Want You, L. L. R. Ve. F. T. F. T., RCA Victor
4. This Is Love, R. Cloucy, Columbia
5. Shakin' Four Lads, Columbia

**POP-10 Years Ago**

October 9, 1954

1. Hey, There, R. Cloucy, Columbia
2. Sh-Boo, Crew Cats, Mercury
3. I Want You, L. L. R. Ve. F. T. F. T., RCA Victor
4. This Is Love, R. Cloucy, Columbia
5. Shakin' Four Lads, Columbia

**RHYTHM & BLUES—Five Years Ago**

October 12, 1959

1. Soul of Love, F. Phillips, Mercury
2. Put Your Head on My Shoulder, F. A. S. and Friends
3. Sleep Walk, Santo & Johnny, Canadian-American
4. I Love You, Peggy, N. Simone, Bethlehem
5. Rodgers in the Rough, Al Hibbler, Capitol

**POP-STANDARD SINGLES**

Not too far out in either direction, the following selections, selected from the current Hot 100, are the most popular middle-of-the-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week

Week

This Week's Hit

Week's Hot 100

**CROOK WORKS ON WJMO'S DAY OFF**

CLEVELAND—A thief with an ear for music and perfect timing stole 625 record albums, putting a big hole in the WJMO, Cleveland, library. The station has a 24-hour schedule, except for Mondays when it is off the air from 1 a.m. to 5 a.m. The visitor chose that time, on Sept. 28, to replenish his own supply of musical favorites.

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JAMIE/GUYDEN DIST. CORP.
PHILADELPHIA 21, PA.

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CONTESTS, GAMES, COMEDY PROMOS.

Rush $5.95 for your copy postpaid.

WSI, 169 W. 46th St., New York, N. Y. 10036

BILBOARD, October 10, 1964
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE BEATLES—A HARD DAY'S NIGHT</td>
<td>THE BEATLES</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>SOMETHING NEW</td>
<td>The Beatles</td>
<td>9</td>
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<tr>
<td>3</td>
<td>EVERYBODY LOVES SOMEBODY</td>
<td>The Beatles</td>
<td>9</td>
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<tr>
<td>4</td>
<td>Peter, Paul &amp; Mary in Concert at The</td>
<td>Peter, Paul &amp; Mary</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>ALL SUMMER LONG</td>
<td>The Beatles</td>
<td>9</td>
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<tr>
<td>6</td>
<td>HOW GLAD I AM</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>7</td>
<td>GETTE/CERBETO</td>
<td>GETTE/CERBETO</td>
<td>6</td>
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<tr>
<td>8</td>
<td>HELLO, DOLLY!</td>
<td>Hello, Dolly!</td>
<td>6</td>
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<tr>
<td>9</td>
<td>FUNNY GIRL</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>10</td>
<td>SUGAR LIPS</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>11</td>
<td>AMERICAN TOUR</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>12</td>
<td>THE BEST OF JIM REEVES</td>
<td>JIM REEVES</td>
<td>6</td>
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<tr>
<td>13</td>
<td>THE CHIMPUNKS SING THE BEATLES SONG</td>
<td>THE CHIMPUNKS</td>
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<tr>
<td>14</td>
<td>I'M NOT THE ONE WHO'S COMING UP</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>15</td>
<td>THE ANIMALS</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>16</td>
<td>PEOPLE</td>
<td>The Beatles</td>
<td>6</td>
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<tr>
<td>17</td>
<td>HELLO, DOLLY!</td>
<td>Hello, Dolly!</td>
<td>6</td>
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<tr>
<td>18</td>
<td>COTTON CANDY</td>
<td>The Beatles</td>
<td>6</td>
</tr>
<tr>
<td>19</td>
<td>BARBRA STREISAND/THIRD ALBUM</td>
<td>BARBRA STREISAND</td>
<td>6</td>
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<tr>
<td>20</td>
<td>THE PINK PANTHER</td>
<td>THE PINK PANTHER</td>
<td>6</td>
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<td>21</td>
<td>HONEY IN THE HORN</td>
<td>HONEY IN THE HORN</td>
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<td>22</td>
<td>RAC DOLL</td>
<td>RAC DOLL</td>
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<tr>
<td>23</td>
<td>THE LATIN ALBUM</td>
<td>THE LATIN ALBUM</td>
<td>6</td>
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<tr>
<td>24</td>
<td>GREAT SONGS FROM MY FAIR LADY AND OTHER BROADWAY HITS</td>
<td>THE BEATLES</td>
<td>6</td>
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<tr>
<td>25</td>
<td>MORE OF BOB GIBBONS' GREATEST SINGERS</td>
<td>BOB GIBBONS' GREATEST SINGERS</td>
<td>6</td>
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<tr>
<td>26</td>
<td>THE UNSINKABLE MOLLY BROWN</td>
<td>THE UNSINKABLE MOLLY BROWN</td>
<td>6</td>
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<td>27</td>
<td>TRINI LOPEZ AT IT</td>
<td>TRINI LOPEZ AT IT</td>
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<td>28</td>
<td>JOHNNY RIVERS AT THE WHISKEY</td>
<td>JOHNNY RIVERS AT THE WHISKEY</td>
<td>6</td>
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<td>29</td>
<td>IN THE WIND</td>
<td>THE BEATLES</td>
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<tr>
<td>30</td>
<td>THE BARBRA STREISAND ALBUM</td>
<td>BARBRA STREISAND</td>
<td>6</td>
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<tr>
<td>31</td>
<td>CALL ME IRRESPONSIBLE AND OTHER SONGS</td>
<td>CALL ME IRRESPONSIBLE AND OTHER SONGS</td>
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<td>32</td>
<td>CLAD ALL OVER</td>
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<td>DREAM WITH DEAN</td>
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<td>35</td>
<td>HAVE A SMILE WITH ME.</td>
<td>HAVE A SMILE WITH ME.</td>
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<td>36</td>
<td>THE BEATLES' SECOND ALBUM</td>
<td>THE BEATLES' SECOND ALBUM</td>
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<tr>
<td>37</td>
<td>TODAY, TOMORROW, FOREVER.</td>
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<td>38</td>
<td>PETER, PAUL AND MARY.</td>
<td>PETER, PAUL AND MARY.</td>
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<td>39</td>
<td>THE ROLLING STONES.</td>
<td>THE ROLLING STONES.</td>
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<tr>
<td>40</td>
<td>MARY WELLS GREATEST HITS</td>
<td>MARY WELLS GREATEST HITS</td>
<td>7</td>
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<tr>
<td>41</td>
<td>BE MY LOVE</td>
<td>BE MY LOVE</td>
<td>7</td>
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<tr>
<td>42</td>
<td>RAMBLIN'</td>
<td>RAMBLIN'</td>
<td>7</td>
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<td>43</td>
<td>THE BEST OF MANCINI</td>
<td>THE BEST OF MANCINI</td>
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<td>44</td>
<td>TRINI LOPEZ ON THE MOVE</td>
<td>TRINI LOPEZ ON THE MOVE</td>
<td>7</td>
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<tr>
<td>45</td>
<td>SHUT DOWN, VOL. 2</td>
<td>SHUT DOWN, VOL. 2</td>
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<tr>
<td>46</td>
<td>UNDER THE BOARDWALK</td>
<td>UNDER THE BOARDWALK</td>
<td>7</td>
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<tr>
<td>47</td>
<td>I LOVE YOU MORE AND EVERY DAY, TEARS AND ROSES</td>
<td>I LOVE YOU MORE AND EVERY DAY, TEARS AND ROSES</td>
<td>7</td>
</tr>
<tr>
<td>48</td>
<td>THE BEST OF BUCK OWENS</td>
<td>THE BEST OF BUCK OWENS</td>
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<td>49</td>
<td>CHUCK BERRY'S GREATEST HITS</td>
<td>CHUCK BERRY'S GREATEST HITS</td>
<td>7</td>
</tr>
</tbody>
</table>

*Compiled from national retail sales and radio station play by the Neon Popularity Dept. of Record Market Research, Billboard.*
**GOSPEL MUSIC**

**KNOXVILLE**—Pictured above is one of six billboards used by the Prophets Quartet here this summer. Located on major highways leading into Knoxville, the billboards provide the city the home of the Prophets Quartet. Joe Moscheo, leader of the group, says 3,000,000 people pass thru Knoxville each summer on route to the Great Smoky Mountain National Park, and that the signs have drawn favorable attention and comment during the past four months.

**NEWS OF THE WORLD**

**LONDON**

Imprisoned Bernard Defont plans to transfer the successful London musical "Half a Sixpence" and its star Tommy Steele to Broadway in 1965. The show closed on March 31 after 677 performances and Defont plans a short U.S. tour prior to a Broadway opening in March. David Seville is making several TV appearances during his visit here to promote the shipman's single "All My Loving" and "Pleasure Please Me." . . . The Animals are considering a $50,000 picture deal put to them by Eagle-Warner in London. Paul, 20, has been working on films in the next three years. . . . Motown, which has a new London office, is in for talks at his London office. . . . British publisher Hal Sharpe is shopping his own Sparta Music—visiting New York, rights placing the new Chad Street and Jeremy Clyde single, "No Tears for Johnny" and establishing contacts. . . . Roy Castle has signed a recording contract with Polydor, the British subsidiary of Deutsche Grammophon, which recently began recording operations here. . . . Peter and Gordon will make their debut as disk producers when they handle a session by new group, the Arctics, which has still to make its record debut here although World Artists has issued the group's "Live at the Ad Lib of London" LP in the U.S. . . . Twenty-year-old indie producer Andrew Williams, who records the Rolling Stones, surprised everyone when he married 19-year-old female drummer for a wedding in Frankfurt. Funken Sinatra flew in on a four-day visit during a break on his "Roll Up, Roll Up, Roll Our Express" in Italy. . . . British booking agency for Lesley Gore looking for her latest single, "May I Know" and Decca hosted one for Peter Nero who will telecast five shows for BBC-2. . . . Cliff Richard's new single—out Oct. 2—revises Johnny Mathis' "Twelfth of Never." . . . Ers has issued Lonnie Donegan's first Hickory (Continued on page 28).

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION**

Act of March 3, 1953.

September 15, 1964

The Johnson Sisters, recognized for 12 years as America's Sweetest Singing Organization, is a unit of the Gospel Singing Caravans, a one-hour TV program being produced and syndicated nationally by Programming, Inc., in Atlanta. Their album, "The Johnson Sisters Sing Harmony," is being released on the Sing label next month.

**BILLS OF LADING**

20,000 May See Show at NQ Conclave

Memphis — J. D. Sumner, member of the Blackwood Brothers, and President of the Gospel MusicConvention Inc., has announced that 20,000 persons are expected to attend the show portion of the National Convention in Memphis Oct. 9-11. The annual convention is attended by artists, promoters, publishers, agents, record company executives and trade magazine reps. Many of the top groups book most of their dates for the following year during this three-day convention.

**BEST SELLING 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. BLENDS AND RHYTHMS, Jaque Jess and the Imperials, LPF 1782 (M); LP 1784 (S).
2. PRESIDENT HAYMONS, Jaque Jess and the Imperials, LPF 1782 (M); LP 1784 (S).
3. FULL SING BELIEVE, Lewie and Canaan Loundrum, LPF 1788 (M); LP 1784 (S).
4. INTRODUCION TO THE BLISSFUL IMMORTALS, Jaque Jess and the Imperials, LPF 1777 (M); LP 1777 (S).
5. SWEET AND SMOOTH, The Waterford Quartet, LPF 1787 (M); LP 1786 (S).

**RCA VICTOR RECORDS**

1. THE BLACKWOOD BROTHERS QUARTET, featuring their famous bass, J. D. Sumner, LPA 2732 (M); LSP 2732 (S).
2. THE WHITE CRY, The Blackwood Brothers Quartet, LPF 2397 (M); LSP 2397 (S).
3. ON STAGE—the BLACKWOOD BROTHERS QUARTET, LPA 2646 (M); LSP 2646 (S).
4. A GOSPEL CONCERT, Stamps-Ryan Quartet, LPF 2647 (M); LSP 2647 (S).
5. THE MYSTERY OF HIS WAY, Stotesboro Quartet, LPF 2546 (M); LSP 2546 (S).

**SINGS RECORDS**

1. THE BEST OF THE HAPPY FAMILY, GOSPEL, SLP 117.
2. I'M TOO NEAR HOME, the Happy Family, SLP 113.
3. SWIFT JESUS, the Beart Brothers, SLP 110.
4. MOTHER LEFT ME HERE, the Lutoni, SLP 118.
5. GOD STILL LIVES, the Beart Brothers, SLP 119.

**SING RECORDS**

1. THE GOSPEL SINGING CARAVAN, Various Artists, MFP 575.
2. LORD I'M COMING, New Echoes, MFP 575.
3. THE UNSEEN GUEST, the Rebel Quartet, SDLP 6022 (M); SDLP 6022 (S).
4. HIS GRACE REACHES ME; the J. Blackwood Brothers, SDLP 6023 (M); SDLP 6023 (S).
5. THE GARDEN OF MELODY, the Speer Family, SDLP 6013 (M); SDLP 6013 (S).

**SONGS OF FAITH RECORDS**

1. THE AWARD WINNING SEGOS BROTHERS AND NAOMI, SOF 121 (M & S).
2. THE FLORIDA BOYS UP IN THE SKY, SOF 110 (M & S).
3. THE GOSPEL Sego Brothers and Naomi, SOF 110 (M & S).
4. VARIOUS, New Echoes, SDLP 502 (M); SDLP 502 (S).
5. VARIOUS, SDLP 118 (M); SDLP 118 (S).
6. CLOSE TO THE MASTER, Dixie Echoes with Hol Kennedy, SDLP 122 (M & S).

**STARLIGHT RECORDS**

1. HIS GOT THE WHOLE WORLD IN HIS HANDS, the Sunshine Boys, SLP 290.
2. MORE WALLY POWERS ALL NIGHT SONG CONCERT, SLP 301.
3. SINGING IN MY SOUL, the Lewis Family, SLP 295.
4. GOSPEL BROTHERS SPLENDOR, the Sunshine Boys, SLP 156.
5. THE GLORYLAND MARCH, the Masters Family, SLP 246.

**WARNER BROS. RECORDS**

1. THE GAE BROTHERS, W 1497 (M); WS 1497 (S).
2. NOTHING BUT THE GOSPEL TRUTH, the Currants, W 1514 (M); WS 1514 (S).
3. VARIOUS, the Oak Ridge Boys, W 1515 (M); WS 1515 (S).
4. WARNER BROS. PRESENTS THE GOSPEL EAGLES, W 1499 (M); WS 1499 (S).
5. INTRODUCING STAN AND DANN, Stan Benham and Don Howell, W 1498 (M).

**BENNETT, SKAFF IN LONDON**

Hollywood—Al Bennett, Liberty's president; his new vice-president, Bob Skaff, and artist Ross Baggett are spending 10 days in London meeting with Liberty's Metric Music Limited and Liberty's London office.

The trip is Bennett's annual business stopover to London and the first of his for his accompanists. Bennett said before leaving he will be searching for new talent and material to capitalize on the success in America of British groups.

**BILLBOARD**, October 10, 1964
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 easygoing 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.
Breakout Albums

Low Country

Popsicle

SPOKEN WORD SPECIAL

SPECIAL MERIT PICKS

ifu Pick features new releases of outstanding merit which deserve exposure and which could commerce awareness of their respective categories of music.

Special Merit Pick:

Special Lead

SPEcIAL MERIT PICKS

LOW PRICE CHILDREN'S

SPECIAL MERIT

SPEcIAL MERIT PICKS

OLD TIME WAITERS

SPEcIAL MERIT PICKS

LOLITA

SPOKEN WORD SPECIAL

INTERNATIONAL SPECIAL

ENGLISH

LOW PRICE COUNTRY

SPECIAL MERIT

COUNTRY CLASSICS

ALBUM REVIEW POLICY

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

Low Price Country

Country Roads, Columbia MGC 247 (S). This LP, a "best buy" in the category, is recommended for all music stores and is the album's debut. It features a dozen tracks, with: "When He's Gone" and "It's Time to Go." This album's sales potential is high. (S)

Tempestt, RCA Victor MLL 20032 (S). A great album in a category that's been glutted with releases. (S)

Low Price Children's

Special Lead

Low Price Children's

SPECIAL MERIT

LET'S LISTEN AND SING TO AMERICA'S FOLK SONGS

SPOKEN WORD SPECIAL

SPEcIAL MERIT PICKS

LOW PRICE COUNTRY

SPECIAL MERIT

COUNTRY CLASSICS

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One of the Claycoons. Of special note is "Window on the Walls," a song written by a young music student. The album is recommended for all music stores. (S)

Buckwheat, United Artists UAL 4113 (M). A great album for all music stores. (M)

Early Obinson

RCA Victor, Monument MLL 8023 (S). ALP 80033 (S)

Breakout Albums

* Continued from page 26

BALLADS, BLUES AND BOASTERS.

Harry Belafonte, Rca Victor LPM 2953 (M). Low Price Country

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Low Price Children's

Special Lead

One of the Claycoons. Of special note is "Window on the Walls," a song written by a young music student. The album is recommended for all music stores. (S)

Buckwheat, United Artists UAL 4113 (M). A great album for all music stores. (M)

Early Obinson

RCA Victor, Monument MLL 8023 (S). ALP 80033 (S)
“Gala Winds,” by the Egyptian composer Gezzi Pateina’s “It Hurts To Be In Love” on Musicor, and “I Remember You” by Dean and Mark on Hickory. Dean and Mark are part of the New York group that last week took on the count on the new Hank Williams Jr. single, “Endless Sleep.”

Ethel Emms, during a two-week stint at a New York City Penthouse downtown, did two guest shots on “Ruth Lyons TV” over WLW and WLW’s “The Country Four,” a four-city net. She returned to New York last week to cut another record session. Miss Emms has a new single coming out soon, titled “Don’t You Ever Do Everything,” from the new Broadway show, “Fiddler on the Roof.”

Al Hirt takes his combo to Convention Center, Louisville, for a concert Oct. 5. Gal Green Garnett, whose RCA Victor release, “We’ll Sing in the Sunshine,” is breaking big on the charts, due here Oct. 7, to say hello to all the music fans and gals. Her “We’ll Sing” disk broke simultaneously on the West Coast and the Ohio territory (Cincinnati, Dayton and Columbus). WCIC-AM, Columbus, got on it immediately, and Jerry Thomas, of WKRK here, gave it another go, and the ball started rolling. As a result, Jerry Weizer, of Ohio Appliance here, racked up orders long before the country.

BILLY SACHS

ZURICH

A new label is on the Swiss market, “Pick.” It will feature pop, music dance, and folk music... The main attraction at the “Expo ‘64 Lausanne” is the Cinecittà Movie Theater. The music has been recorded in the “Choreophonic Sound” by, among others, Ernst A. Reiter, producer; Bernard Schulz, composer; Cielito Diamante, conductor; and Fritz Linder, recording engineer. The Cinecittà movie will be shown here at the World Traffic Fair in Munich. . .

Frederick Day, best of the feel-good, Day & Heath-Hugely, London, visited Zurich to meet the FDM management. Peter Anton, Peter Jack, Alex Dunlop, and Dr. Oskar, Cielito Diamante, and his Swiss Dance Orchestra will guest-star at the “Expo ‘64 Lausanne.” . .

The CODA music publishing firm has the Swiss rights now for the German Ufa-Harmonica hit, “Rosa Niedermaier will run this branch of the CODA firm... My Fair Lady” started for a long run in Zurich. This is the first time MFL is shown in Switzerland. The presentation is the Berlin original starring Karin Hussem. MFL is published in Switzerland by CODA Zurich. CODA is proud to have


JÜNGERMANN

HOLLYWOOD

Liberty used KMCPC deejay Gary Owens to narrate its slide show at the luncheon program before distributors and salesmen. Liberty’s Dolton subsidiary put on a 60,000 advance orders for the Ventures’ current single, “Walk, Don’t Run” Vol. II.

Sid Taback, of L.A. Records, has hired Sam Goldberg as promotion manager. Goldberg goes by the name “Poor Sam.” He will work with Lee Jones, local promo man.

Three of Columbia Records’ attractive secretaries are making news themselves. Joyce Mott has departed the ad department to join the Marty Melcher organization, handling secretarial, promotion and publicity chores. Replacing her is Janet Wynn. Departing the information services department is Lee Lamsh, who has not yet announced a new affiliation. Judy Loveboy, secretary to Irv Townsend, is home recuperating from surgery and will be out for several weeks.

John Hendrick’s new trio made its third personal appearance at the Monterey Jazz Festival. The two new members are Don Chattin and Pat Harris. . . . Blues singer Joe Turner, just returned from a European tour, will be working for Decca with recordings done in the East.

ELIO TIEGEL

DUBLIN

Ireland’s original showband, the Clipper Carlton, made their last appearance as a unit this month after 15 years or so on the road. . . Five members of the group will continue to operate as the Clipper Carlton under trumpeter Hugo Quinan. Michael O’Connor, leader of Waterford’s Royal Showband, announced that the band’s concert promoter, Joseph T. Byrne are severed. Sean Hogan and the Parrots, whose debut disk “She Wears My Ring” continues to climb the chart, kicked off Telelis Elrason’s second series of “The Showband Show.” Brian’s Swingin’ Blue Jeans, here for their second tour, did a guest spot. . . . A new Irish musical, “Sir Buccaneer,” by George and Audrey Meredith, will open at Dublin’s Olympia Sept. 28 . . Bill Haley and His Comets flew in for a short tour.

Michele McDaniell revives the classic Jim Reeves hit “Koontu Full of Roses” for her current single and also has a country and western LP out on Fontana. Voted Ireland’s top female singer in this year’s Spotlight magazine poll, she is currently starring in Telelis Elrason’s series “Jamboree.” . . . Marianne Faithfull flew in for a two-day promotion visit and guested on Irish Television’s “The Showband Show.” . . . Dichtlander’s “Tribute to Jim Reeves” topped Cork charts. . . . Frank Sinatra’s movie “Robin and the 7 Hoods” doing hot business at Dublin’s Adelphi. . . . His album of songs from the film and “It Might as Well Be Swing” with Count Basie is also doing very well. . . Bing Crosby is expected to reach the chart later this year with an Irish number, “Christmas Candles,” on Reprise. . . . Radio scriptwriter Don Owen flew to New York to supervise a special Irish show at Carnegie Hall. . . . Jim Dooley appeared in first edition of “Joe Limme’s Music Hall” on Telelis Elrason. . . . For first time ever Irish artists hold top three positions on chart.

Playwright John B. Keane’s first LP, “Self Portrait,” issued by Cork’s Mercier Press through Irish Record Factors, is beginning to move well. . . . Dominic Peahan will be presented with a special award later this month to mark his unusually high sales of “Liverpool Lou.” Although it was released in March, it is still listed on the best sellers. . . . Herman’s Hermits, whose “I’m Into Something Good” may hit the chart, will tour Ireland for five days from Dec. 10. . . . “The Showband Show” returns to Telelis Elrason later this month . . . Emoted by Jim Reeves, it’s length has been doubled to one hour. . . . “Pickin’ the Pops,” is now introduced by leading deejay Larry Gogan, who voiced Ireland’s Top 10 for six months. . . . Irish TV’s fall schedule includes “Jamboree,” featuring Michele McDaniell and Dermot O’Brien and His Clubmen, both handled by George O’Reilly’s TV and Radio Production Services, Ltd. . . . Cork’s Dichtlander recorded a tribute to Jim Reeves for immediate release. KEN STEWART

"AMERICA'S GREATEST TENOR" JAMES CARONE" SIEANA ALBUM - 1002 Featuring . . .

Famous Italian Love Songs
It’s Fabulous!

ATTENTION—D.J.’S—P.D.’S
Send for your Station’s Free Copy
WRITE—WIRE OR CALL:

SIEANA RECORDS
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Suite 1-2, HO 20261—HO 4-2164
Management: HOLLYWOOD INTERNATIONAL TALENTS—Poh: Art Benso

BIG BONUS SECTION FOR DEALERS

In Coming in Next Week’s Billboard

(out October 12)

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 on page 8 to be sure to get your copy of October 17 Billboard with the big section on . . .

Record Retailing Today

$1,000 DISCOUNT TO SHOWMEN
On 1965 Dodge Motor Homes. See dealer in Tecosa or Clerksville, Ga. Handled directly by TOMMY SCOTT
One of the owners of factory that builds them for Dodge.

www.americanradiohistory.com
ASCAP Symposium Mulls Difference in C&W, Folk

NEW YORK—Country and folk music was the subject of tonight's meeting at a recent ASCAP Symposium on American Music at Judson Hall here. The program, which consisted of composers Teddy Hart and Fred Hellerman, arranged a forum for RCA Victor record producer Brad McQuinn, discussed the difference between country and folk music and agreed that both derive from traditional forms of spontaneous song making, both have a simplicity and both use words that are easily understood.

Okian pointed out that country music was being written down as a commercial product long before there was any effort to compare original folk songs. In McCuan's view, one particular distinction is that folk songs are concerned with general themes, while country music is usually limited to more individual emotional experiences. Hellerman thought, too, that what determines a folk song or a country song often depends on the way the song is performed and the people who perform it. It was Hart's belief that country music would always have a language unlike that of folk music because it is less compartmentalized than the folk music heard today. He also made the existence of any identifiable "Nashville Sound."

Dean Manuel Benefit Set

MEMPHIS—One of the largest groups of country and western stars ever to share the same stage outside Nashville will stage benefit performances in Memphis at 3 p.m. and 8 p.m., Oct. 4.

The proceeds will go to the widow and two children of Dean Manuel VD, who was killed in a plane crash July 31 near Nashville. Manuel was pianist and manager for country singing star Jim Reeves, who was also killed.

The widow, Barbara, 27, was left destitute. All performers are paying their own expenses. Some of the artists appearing are: Janie Carter, the Browns, the Carter Family, Pete Drake, Ralph Emery, Jan Howard, the Jordanaires, Alton, Mary Lou Lewis, Ace Cannon, Charlie Louvin, Jimmy C. Newman, Bill Phillips, Charlie Rich, Margie Singleton, Thomas Wayne, Kitty Wells and Johnny Wright.

NASHVILLE SCENE

By DON LIGHT

Carl Smith has launched a new TV series, "Carl Smith Country Music Hall," which will spin Canada from coast to coast and is expected to reach 20,000,000 viewers weekly for 39 weeks. United Artist's George Reilly is on the show. The series is set by Shirley Wilson, of the William Agency. Joe Henderson has just recorded his first session for Ric Records under the direction of Grady Martin, Nashville's ad man.

Great Turner, WSM deejay, and his wife have just returned from vacation. Turner's wife has just recorded a new solitary album under the name of Slim Williamson's Chart label. Bob Morgan, ad director for Epic Records, was in town from New York last week to record Billy Joe Shaver. George Morgan has just returned from a 20-day tour of Germany and France. Carl Smith, owner of Smithy Records, accompanied the News- bomber's band last week, where they will appear on a number of TV shows... Grady Martin, local studio musician, recorded an album under the direction of Owen Brown's last week. Lorenzo and Oscar are on a two-month tour of the South Pacific. The tour was set by Jack Logan through the Dave School Television Agency. Justin Tubb, Nashville songwriter, and Glen Campbell, cut new singles for the label last week, with Cletus Atkins at the ad pot... Sunny James has just returned from California, where he worked shows set by the Bob Neal Agency and conferred with Capitol ad man Ken Nelson... Lenny Moeller, of the Deney-Moeller Agency, presented a big show in Minneapolis Oct. 10. Talent included Johnny Tillotson, Hank Snow, Jimmy Dickens, and Stonewall Jackson ... last week for a week in the lea for weeks of Germany and England.

CMA Sponsors Cheatin' Heart At 3 Stands

CINCINNATI—The Country Music Association is sponsoring premiere showings of MGM's "Your Cheatin' Heart," the life story of the late Hank Williams, in three cities this fall. The world premiere will be in Montgomery, Ala., Nov. 4; the Nashville premiere will be Nov. 6, to be followed by the one in Atlanta Nov. 10. All proceeds from the showings will go to the Country Music Hall of Fame and Museum Building Fund.

Stars of the film, George Hamilton IV, Susan Oliver, Red Buttons, Arthur O'Connell and Chris Cooper, are slated to make personal appearances at the three premieres. The Nashville showing is being combined with the CMA's anniversary dinner-dance. Another country music great will be ushered into the CMA's Hall of Fame the same night. The plaque will be unveiled at the theater prior to the movie, which will precede the dinner-dance. Leon McAuliffe and His Cajun Boys will play the dance.

The CMA is offering a combined ticket for the premiere and the dinner-dance. The ticket will cost $15.

ASBLY SAYS

MOTHER-IN-LAW

BY JIM NESBITT

NEW ALBUM!

"JIM NESBITT SINGS YOUR FAVORITE COMEDY AND HEART SONGS" 

CHART 1000

SUN RECORDS 629 Madison Memphis, Tenn.

THE "Award Winning"

WORLD OF COUNTRY MUSIC

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

ADVERTISING DEADLINE: THIS WEEK!

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

C&W Pays Off for WEAS

WEAS Radio, Savannah, Ga., tired of hearing whose "on first" in the local rating system, switched to c&w exclusively two years ago, threw a Country & Western Day, Sept. 14, with 20 local merchants as sponsors. WEAS was the only outlet for this format in Savannah for four weeks previous to the new.

Above is shown part of the crowd of over 22,000 c&w listeners who turned out for the six-hour show to see and hear Ernest Tubb, Tex Ritter, Roy Acuff, Red Foley, Wally Bryden, Bob Wills and Ernest Tubb.

Tree Signs Kendall Hayes

NASHVILLE—Buddy Kilian, executive vice-president of Tree Publishing Company here, has announced the signing of Kendall Hayes as an exclusive writer. Hayes is best known for his million seller, "Walk On By," recorded by Leroy Van Dyke.

He also has had songs recorded by Bobby Bare, Red Arnold and Connie Francis. Other Tree writers include Roger Miller, Judd Tubb and Dotie West.

Bill Monroe Unit For Fiddle Event

PLAINFIELD, Vt. — Bill Monroe and his bluegrass combo will appear in a benefit concert at Municipal Auditorium, Bemidji, Oct. 9 under sponsorship of the Second Annual Northeast Old-Time Fiddlers Convention.

The convention itself will be held in the Plainfield Auditorium Oct. 11 with some 30 old-time traditional fiddlers from North- east England, Upstate New York and Canada participating.

This year's convention will be sponsored by the Northeast Folklore Society, based at the University of Maine.

COUNTRY DJ OF THE WEEK

WLM Radio's "Mr. DJ U.S.A." Oct. 10 will be Speness Morris of Station WLM, Peoria, Ill. "The Speness Morris Hillbilly Jamboree" is heard from 11 p.m. to 7 a.m. Monday thru Friday.

KENDALL HAYES (seated) signs an exclusive writer's contract with Tree Publishing Company, as Buddy Kilian, executive vice-president, looks on approvingly.

WJEF, Grd. Rapids Goes All-Country

GRAND RAPIDS, Mich.—Sixteen WJEF here has switched to an all-country-western music format, according to Manager Roger Hoffman, who says the station will program all country music in conjunction with CBS network news and features plus live sports coverage.

Bob Clark, formerly of Detroit, has joined the WJEF staff in a supervisory capacity to spearhead the new format. WJEF is owned and operated by the Fetzer Broadcasting Company.

BRENDA LEE HAS HIT—BY RICHOCET

NEW YORK—Brenda Lee is playing reverse English with her latest Decca disk, Miss Lee recorded "Is It True" in England several weeks ago, and after having jumped into the No. 12 position on the British charts, several copies of the English record found their way to the U. S. Top radio exposure in many areas created an overwhelming demand and sparked Decca to rush out the record in this country. Decca now has its factories working at peak levels for a two-day period.

BILLBOARD, October 10, 1964
By BILL SACHES

Johnnie and Joole Mosby play the Auditorium, Hammond, Ind., November 19. Joole is accompanying Johnnie on guitar, while Johnnie is singing. He claims to have had the country music bug since he was a little boy. He has been singing for about two years, and is now getting his break. He has been on the road for about three months, and is looking forward to playing in Hammond.

**HOT COUNTRY SINGLES**

**SPECIAL SURVEY FOR Week ending 10/14/64**

<table>
<thead>
<tr>
<th>Week</th>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; No.</th>
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</thead>
<tbody>
<tr>
<td>27</td>
<td>21</td>
<td>I GUESS I'M CRUZ</td>
<td>Jim Reeves, RCA Victor 8683</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>22</td>
<td>I DON'T LOVE YOU ANYMORE</td>
<td>Del Reeves, Capitol 5246</td>
<td></td>
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<tr>
<td>27</td>
<td>23</td>
<td>THE BALLAD OF IRA MAYER</td>
<td>Johnny Cash, Columbia 4039</td>
<td></td>
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<tr>
<td>27</td>
<td>24</td>
<td>MAKE LOVE TO ME</td>
<td>Jack Lewis, Capitol 5312</td>
<td></td>
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<tr>
<td>27</td>
<td>25</td>
<td>PAPA, DON'T RUSH ME</td>
<td>Larry Halley, Columbia 5272</td>
<td></td>
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<tr>
<td>27</td>
<td>26</td>
<td>PLEASE TELL ME ABOUT LOVE</td>
<td>Ray Price, Columbia 45060</td>
<td></td>
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<td>27</td>
<td>27</td>
<td>I'LL BE YOUR MARCHING BAND</td>
<td>Norma Jean, Capitol 45069</td>
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<tr>
<td>27</td>
<td>28</td>
<td>BOBBY JOE</td>
<td>Larry Halley, Columbia 5272</td>
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**HOT COUNTRY ALBUMS**

**SPECIAL SURVEY FOR Week ending 10/14/64**

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<th>Title</th>
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<td>1</td>
<td>THE BEST OF JIM REEVES</td>
<td>Jim Reeves, RCA Victor 8708</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>I WALK THE LINE</td>
<td>Johnny Cash, Columbia 5210 (P)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>3</td>
<td>FEVER AGAIN/MT. HARP SKIPS A BEAT</td>
<td>Del Reeves, Capitol 5246 (P)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>4</td>
<td>FOR LOVE</td>
<td>Lefty Frizzell, Monument 8368 (P)</td>
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<tr>
<td>11</td>
<td>5</td>
<td>MOONLIGHT AND ROSES</td>
<td>Lefty Frizzell, Monument 8368 (P)</td>
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</tr>
<tr>
<td>11</td>
<td>6</td>
<td>DANG ME/CHOOSE A LITE</td>
<td>Lefty Frizzell, Monument 8368 (P)</td>
<td></td>
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<tr>
<td>11</td>
<td>7</td>
<td>BEST OF BUCK OWENS</td>
<td>Buck Owens, Columbia 5210 (P)</td>
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<td>11</td>
<td>8</td>
<td>GEORGE JONES SINGS LIKE THE DEVIL</td>
<td>George Jones, Capitol 45060 (P)</td>
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<td>11</td>
<td>9</td>
<td>COUNTRY MUSIC CORNER</td>
<td>By BILL SACHES</td>
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</tbody>
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**THE JIMMY EAN SHOW** presents

**THE WEEK OF JIM SINGS**

**BLUESTAY AWAY FROM ME**

Ridiculous Singing Humorists and Fabulous Instrumentalists

**RCA VICTOR RECORDING ARTISTS**

Management: Jimmy Richards Productions

with

BOBBY VINTON • MOLLY BEE AND JIM'S HOUND DOG BUDDY "ROWLF"

**ABC-TV NETWORK**

Thursday, October 8th
10:00-11:00 P.M. EDT

---

**WCMS-AM-FM** Norfolk, Va., rounded out a busy summer of promotions with a show and dance, Sept. 15, featuring Buck Owens and the Buckaroos, and the Johnny Cash show, featuring Cash, the Statler Brothers, June Carter, Doc Reno, Red Ryder and the Tennessee Cut-Ups, and Tex Ritter. Proceeds from the show went to the Kansas City chapter of the Cowboy and Indian Historical Society. Buck Owens and the Buckaroos are a country music group featured on the weekly country music show "The County Show," which airs on WCMS-AM-FM. Their performance was part of the station's efforts to raise funds for the Kansas City chapter of the Cowboy and Indian Historical Society.
Olympic Bows Color TV, Phono Consoles

CHICAGO — An expanded Olympic product line now includes a thin-line stereo high-fidelity color television console with one-knob UHF/VHF tuning. Availability of the new product was announced early last week by Morton H. Schwartz, president of Olympic Radio & Television Sales Corporation.

The new all-aligned TV, Model CC326, called the Rodin, also features simplified tuning controls for easy adjustment of full fidelity color and black-and-white reception. It is available in contemporary styling, in mahogany-grained or walnut-grained hardboard cabinets with hardwood solids. Both TV and stereo are open at all.

DOES IT WITH MIRRORS
Denver Shop Foils Pilferers

DENVER—Cheap but highly effective pilferage prevention has been devised by record retailer Lou Schoen, owner of Lou's Music Box, located in a southeast Denver shopping center.

His prime deterrent to petty thievery is a two-way mirror installed in a partition at the right rear of his store. There it obviously bespeaks its purpose, because installation of a mirror in that location could serve no practical function other than that of store surveillance. "No pilferous subteen-ager will attempt to slide a record under his jacket," Schoen says, "for fear there might be someone behind the mirror watching."

And the "might be" factor is important for Schoen, eliminating the necessity of stationed an employee behind the mirror regularly.

"Nobody takes the risk if there is any possibility that someone is watching," he reports.

And it works. In an area swarming with youngsters, Schoen formerly suffered an average of three losses a month before the mirror went on the wall, but petty theft virtually disappeared.

Scott Markets New Compact Solid-State Tuner/Amp/tier

CHICAGO — An FM stereo tuner/amplifier described as equal in features and performance to the finest equipment but comparable to that of an ordinary tuner has been introduced by H. H. Scott, Inc.

Called the 334 Solid-State Tuner/Amplifier, the unit will be priced at less than $430 east of the Rockies.

The 344 delivers 25 watts music power per channel into an 8-ohm load, with the reserve power pool of transistors for improved performance in actual use.

Other features of the 344 are asymmetrical stereo with high and low front panel output for connecting stereo earphones, flywheel-balance tuning knob, and a separate on-off switch so all other controls may be left in normal operating position.

BOSTON — The Microwave Components Section of the Electronics Industries Association will meet here Nov. 4-6 in conjunction with a conference of the New England Regional Electronics Manufacturers.

Discussion will center around "Microwave Components Needs for Phased Array Systems," according to Dr. Howard Scherf, manager of engineering at Raytheon Company's Spencer Laboratory, Burlington, Mass., and chairman of the EIA section.
Novel Gimmick Spurs Phono Sales

CUSTOMERS GET A 10 PER CENT BONUS on all record sales. Teenagers buying a $3.98 album receive 40-cents credit toward the purchase of another album. Once started, the chain continues.

LYLE ABER DOES A SURPRISING AMOUNT of record and equipment business with parents. Each summer, he sends a letter of congratulations to every high school graduate's home. A description of the store's merchandise with some "gift suggestions" always produces results. For the same reason, Aber's "back-to-school" season is one of his most profitable.

SUCH ITEMS as stereo tape recorders, musical instruments, TV's and accessories are an important part of Aber's business in this Denver University area.

ABER'S RECORD DEPARTMENT is separated from the phonograph and packaged goods department, though the two provide considerable traffic for each other. New phonograph customers usually spend a 10 per cent bonus discount on records, Aber reports.

By BOB LATIMER

BOULDER, Colo.—It takes aggressive merchandising methods to move stereo phonographs in even a well-established record dealership says Lyle Aber, local retailer.

A 14-year veteran of record retailing, Aber operates two stores in this University community 22 miles from Denver. Currently he sells around 30 per cent of his total volume in stereo phonographs ranging from low-priced portables up to top-line consoles; as well as TV sets, organs, sheet music and tape recorders.

Aber originally thought that the mere presence of phonographs on display in the record department would create sales, but this didn't prove to be so. Sales at first were disappointing, slow, particularly in the better priced console models.

Heavy Competition

"We were getting plenty of interest, inasmuch as 90 per cent of our customers were record buyers." Aber said, "but with heavy competition in all directions, we weren't selling the phonographs we should.

That was needed, Aber concluded, was energetic merchandising program, and some type of "gimmick" which would attract the store as a stereo outlet.

Thus Aber developed his unique "Merchandise Bonus"—a system whereby every purchase of a stereo phonograph gets 10 per cent of the purchase price back on advance credit on his next purchase—to be spent for record albums, accessories, phonographs, TV or organs. In all successive purchases, the same agreement is in effect. Rubber stamped on the sales ticket, the agreement is a non-transferable contract between store and customer, which in many instances has kept a customer buying for 10 years in a row.

It has also meant a string of big ticket sales, such as a $450 console stereo phonograph purchase. The $45 credit will then be applied to a color TV set at $500. The resulting $50 credit will go toward tape recorder or some other items.

Bonus Spent on Discs

"When a customer buys a moderately priced portable stereo at around $100, he usually spends his $10 bonus on records in the next few months," Aber reports. This, naturally, keeps him coming back and gives Aber plenty of opportunity to sell high markup accessories such as antistatic equipment, record racks, diamond needles, and additional speakers.

Colorful window displays have been used for years to illustrate how the bonus system operates, with big ticket phonographs in the window each accompanied by a sign showing how the purchase of one provides part payment of the next.

Simple as the system is, it has never been used by any other dealer in the area, Aber says.

Aber remodelled his store a year ago to provide a separate showroom, acoustically balanced, for the stock. Well away from the distractions of the record browsers, it provides a quiet salon atmosphere for showing both organs and phonographs.

$350-$500 Phonograph Volume

At least 50 per cent of his phonograph sales volume is now in the $350-$500 range because of the separate showroom and the 10 per cent bonus idea, Aber says.

Aber has been equally successful in switching to top quality tape recorders, stocking Sony and Roberts lines. By concentrating on longer profit $250 to $450 stereo tape recorders, Aber's dollar volume by June 15 was higher than all of 1963.

The same 10 per cent applies to record purchases, as another incentive to customers. The purchaser of a $3.98 album receives 40 cents credit on his next album, so that once the chain has started, it keeps the customer coming back.

Each year Aber sends a letter to the parents of every high school graduate (Continued on page 27)

KEY PLAN

Private Studios Sell Phonographs

DENVER—A set of keys is helping Lou Schoen, owner of Lou's Music Box here, sell an extraordinarily profitable volume of stereo phonographs.

One of Denver's top record retailers for more than 10 years, Schoen sells most of his phonograph volume in an air-conditioned, soundproof studio near the self-service record racks. There, behind locked doors, he demonstrates both portables and consoles.

Under a plan Schoen has used for years, no one enters the studio unless he is an active prospect or is carrying a favorite record under his arm.

"The customer enjoys the feeling of privilege when the showroom is unlooked for him," Schoen said. "It means he won't be distracted by other customers or pressured by a salesman." Schoen's salespeople add to the red carpet effect by making a deliberate show of taking the studio key from the cash register drawer and unlocking the room for the customer.

"We pick potential phono-graph customers from record purchasers who are in the store consistently," Schoen explained. "And whose record buying indicates a preference for good music. We invite these people to hear their new records on a stereo phonograph in our studio.

"I make no attempt to compete with low discount store prices. Emphasis is placed on service, customer satisfaction and quality," he declared, twirling a set of keys.

BEATLES' FILM, DEALER TIE-IN

ST. JOHNSBURY, Vt.—When the Beatles' film "A Hard Day's Night" was shown here, Loren Phelps, proprietor of the Music Shop, co-operated with the Star theater in selling the original soundtrack albums in the theater lobby.

There was also a promotion-tie-in with radio Station WTVN, which announced every time a Beatles record was played that the long-awaited movie was in town.

"The picture went over well," Peter A. Solloway, the theater manager, reported, "and a good time was had by all.

SMASH HIT ALL OVER!

"BE CAREFUL LITTLE GIRL"

THE FENWAYS

R-1972

ROULETTE RECORDS

1051 W. 47th St., New York 19, N.Y.

THE TYMES

"HERE SHE COMES"

b/w

"MALIBU"

P 914

THE YEAR'S FIRST SLEEPER

RICKI DINO'S

"YOU'LL ALWAYS BE THE ONE I LOVE"

The Year's First Sleeper

"YOU'LL ALWAYS BE THE ONE I LOVE"

RICKI

On the One to Watch

"THANK YOU FOR LOVING ME"

"Our Love is Everywhere"

ABC PARAMOUNT

FULL COLOR EDDITION

when answering ads . . . Say You Saw it in Billboard

35
OMAHA—Success is knowing where and when to spend your advertising budget. Or so it seems with Ray Moss, owner and president of Omaha's House of Hi-Fi, an equipment and record sales operation that is definitely successful.

Moss attributes a good share of his business to direct mail advertising, which he says is by far his most effective media. His mailing list covers a 250-mile radius and at least one mailing piece is sent out each week. However, the subject of the mailer and the mailing list may differ each week.

When asked how the mailing list was compiled, Moss reported that he keeps a registration book in his store for interested browsers. Other sources of names are the "newcomers" list in Omaha and inquiries to manufacturers that are passed on to Moss.

Ray Moss is very advertising conscious and has some definite ideas on which types of advertising are right for his particular kind of operation. He uses newspaper advertising, but only the TV guide section of the Omaha paper. Moss has found ads in other sections of the paper just don't pull the way an ad in the TV section does. Moss claims part of the success of this kind of advertising is that this section of the paper stays in the home for a week and gets more exposure.

Moss also believes in promoting only one item at a time in newspaper ads. He may run a component ad, or a console ad, or even a record ad, but the House of Hi-Fi is noted for specializing in the best equipment and records, so Moss strives to keep his advertising specialized, too.

During the winter, when business is at its peak, Moss uses 10-second TV commercials.

**Successful Operation**

The House of Hi-Fi has been a successful Omaha equipment and record operation for seven and a half years. The first four years, the store was located in smaller quarters closer to the downtown Omaha area. Three and a half years ago, Moss and company moved further west, away from the downtown area, into larger quarters that offered room for a complete inventory of equipment, records, tape recorders, accessories, listening rooms and expanded parking facilities. When asked if the move away from town helped or hindered business, Moss said, "It may have cut down on some of the small buyers, but we're closer to a large section of the money buyers." The new location on 70th and Dodge is very near the newer residential district of Omaha.

According to Moss, the whole area is in a mild recession and that, coupled with slack summer in the business, could be economically upsetting, but the House of Hi-Fi is recording the same profit margin as last summer.

The House of Hi-Fi is a franchise dealer for Scott package and console equipment, Telefunken and Electrohome consoles, in addition to several other lines in consoles, TV, and tape recorders.

The inventory in the Hi-Fi section includes a complete selection of LP's and a large department of pre-recorded tapes. As far as 45's go, the House of Hi-Fi carries only the top 40 and that's more a convenience feature for buyers than a moneymaking department.

**Records Discounted**

The record album inventory at the House of Hi-Fi is one of the largest in Omaha, with every album discounted a dollar... even the classics.

Moss disclosed plans to open a rental library for pre-recorded tapes. Every buyer who purchased or has purchased a tape recorder from the House of Hi-Fi will get a free card entitling him to the services of the library. However, any interested person can buy a card for the tape rental library.

Moss explained that to have a pre-recorded tape department at all, you have to stock a large number of tapes. But the tapes don't move fast enough to be really profitable and a rental library seemed to be the solution in this case.

Future plans for the House of Hi-Fi include expansion into musical instruments, particularly guitars for which Moss says there is already a great demand among his buyers.

**Constant Expansion**

The small Omaha business that started exclusively as a component sales operation, has expanded constantly to the point where today Ray Moss has four full time employees, two part time workers and a leased service department.

The House of Hi-Fi features a used equipment department and Moss explained that it takes trade-ins on equipment, but the used market is down at the moment. However, their used equipment turns over rather well.

If there's any secret to the success of the House of Hi-Fi, it's probably Moss's ambition, foresight and his unfailing ability to advertise and promote at every opportunity. Once you've had contact with the House of Hi-Fi, you're not apt to forget it, whether it's a reminder from the promotional matches you slipped in your pocket as you left the store, or the firm's unique stationery.
Transistors Appear AFL Are Featured at Hi-Fi Show

*Continued from page 3

served as opening night host at the discotheque. Food and dancing were featured during the run of the show.

While solid state units (transistors) were featured largely in evidence, there are no signs that vacuum tubes will become passe in tune and sound. Many dealers reported that they now are stocking both types.

Good stereo equipment is coming down in price. It is being produced by the thousands for both the home and commercial market. Women, in greater number are compact systems which both have this undercurrent of new record choral record changer (or turntable) combines a phonograph turntable with a tape recording apparatus. Moreover, many record changers are now available on Ampex tape.

"These are the first high-quality foreign language instructional tapes recorded on tape: songs in a variety of formats," John N. Lutter, Ampex Corporation vice-president, announced. By developed by the Cortina Institute for Language study, each consists of 60 lessons complete the a home-bound text and a dictionary. The course costs $9.95.

"Tapes offers the unique advantage of the two free tape records and playing it back in company, to the recorded instruction." Lutter said.

Components Lose to Packages

*Continued from page 34

which sometimes brings total system performance below that of a fine speaker and amplifier. Does this make for satisfied customers, or customer unfulfilled?

This problem is causing increasing concern in the component and high-fidelity fields. In local protest has been registered by Electro-Voice simultaneously with its announcement of its new line. It is implementing its speaker line with a complete system, and has made transistorized components. In a statement of marketing philosophy, Sales Vice Presid- ent Larry LeKashman attacked "the highly questionable marketing technique of combining an overpriced piece of electronics equipment, which is subject to highly questionable sale, and offering a high-fidelity system for little more than the cost of the electronics item".

So said LeKashman, has been recently termed as the "so-called component high-fidelity system. It is sold inferior to packages available at the same or lower dollar value.

As a brand-name speaker manufacturer, Electro-Voice is naturally concerned about this situation, and its new compo- nents line is priced moderately enough to compete with those of its own speakers in a reasonably priced category.

The phrases "component package" and "system approach" crop up more frequently, and there are few signs of the day to the future of the audio equipment high-fidelity industry. If at all, the doctor's prescription of "package match" may become a thing of the past. Is the real future of the component approach the "package business?"

The phrasing of "component and amplifier" are giving way to the combined-tuner-amplifier. Transistor-tube systems are now developed in the so-called "component systems," which is no more a component than any of the mass-products' components. Electro-Voice, which we are

Ampex Offers Languages

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PLASTIC LAMINATING VENDING MACHINES 20c profit on each sale. $29.95 each machine.
45 Bergon St., New York 1, N. Y. Phone: 1217 TR 3-4855

CHICAGO—Some 8,000 industry executives and personnel will view the latest developments in automatic vending equipment and products at the annual convention and trade show of the Automatic Merchandising Association of Chicago's McCormick Place exhibition hall October 17 through 20.

Managed by the National Automatic Merchandising Association, the annual industry show will also present four days of business programs and discussions dealing with marketing, sales, promotion, merchandising and customer relations for vending companies. Business sessions are scheduled at the Conrad Hilton Hotel.

While ranging from currency changers to grocery vendors and from in-house milk shake machines to automatic greeting card dispensers, the show will concentrate on the increasing variety of coffee, soft drink, cigarette, food and sandwich vending.

Delegations from Great Britain, Canada, and other foreign countries will be joined by visitors from Japan, the latest nation to adopt vending methods from the U. S. vending industry.

The show is not open to the general public.

Say you saw it in Billboard

Ask for complete information and price sheets on Northwestern SUPER SIXTY Bell Gum Vending Machines as well as other Northwestern machines.

MARCH COMPANY
Address

Chicago 3, Ill.

We handle complete line of machines, parts & supplies.

VICTOR’S Futuristic Capsules can’t be duplicated. Registered U. S. Patent Office. VICTOR is always first after sales.

Now . . . VICTOR brings you the next futuristic capsule. SAMPLES FREE FOR THE ASKING.

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

Pittsburgh — Two new 10-cent capsule assortments and a 1-cent capsule will be introduced by the Penny King Company.

The 10-cent capsules are called "Loving Cups and Key Rings." "High Jinks" includes a Jumping Skelton and a colored silk hair. "I Am the Greatest" loving cups, key rings with metal emblems and gold watch chains with lucky stones are included in the other 10-cent capsule.

Priced at $8 per bag of 250 capsules, each assortment has its own free display front.

Penny King Inc.'s 1-cent assortment, called "Take Me to You, Leader and Turn My Heart," is also available with a free display front and is priced at 35c per bag of 500.

A variety of capsule mixtures are currently available from Penny King, including: "All Trots," "Trolls and Others," "Hairy Creatures from Outer Space," "Trolls, Hairy Creatures and Others," "a Bag of Wise Words," "Charms, Jewelry, "Key Rings With Novelties," "Key Rings With Metal Emblems" and "Beatle Records."

Nearly all Penny King Mixes are in "screw-top" capsules.

Toy Dept. Placement Boosts Vending Sales

OKLAHOMA CITY—Using 5-cent and 10-cent bulk vending machines close as possible to the toy department, a major discount store department store has reported an almost increased sales for Frank Stulwicke, Silvertown Vending Company, here.

Stulwicke operates multiple-head dispensers of six, eight and ten machines in most of the larger drug and grocery chains in the area, by contract for the most part. One reservation which he cannot make is that he be allowed to place the machines. He notes his other, multi-machine equipment in Silvertown is careful to keep an eye on the location of the toy department to display 5- and 10-cent novelties as close together as possible.
COINMEN IN THE NEWS

Los Angeles Angles
Pauline Ris, radio service dispatcher at Associated Coin Amusement Company, Inc., was married in late October to Tony Vigelette, a big business man.

DOMINIC FRATENI domino reception on November 7th at the home of the bride and groom.

We also carry a complete line of Asam Vendors, gum, chomies, cups.

The Ultimate in Quality Coffee. No Guarantees. Even Molds and supplies are available now.

Write for complete list of prices.

L. H. HUTCHINSON, JR.
Southwest Warehouse for
Super 60
1796 W. Dearborn St., M.E.
Chicago 12, Ill.

BILLBOARD

Sampeny, after a year

DURAPAK

39
October 10, 1964 BILLBOARD
COIN MACHINE News

Little LP Programming Makes Cautious Progress in Memphis

By ELTON WHISENHUNT

MEMPHIS—The Little LP may not be, like politics, a conservative art, but it seems that, in this area, it is certainly one which goes from one extreme to the other in usage and in opinions among operators on whether it produces additional revenue.
A survey of six operators and two distributors disclosed that:
1. A growing number of operators are using it. Quite a number of them do not use it, they guess 50 per cent or more.
2. Those who use Little LP's are paid 25 cents for each sale. That is, only a small per cent of their route is in the consoli-
date-type juke box which plays the Little LP.
3. The operators say the Little LP's help their collections.

Record Costs, Liquor Laws Slow Little LP's Progress in Canada

By KIT MORGAN

TORONTO—"Vicious circle" best sums up the situation regarding Little LP's. To generalize, the record company and the distributors are waiting for operator demand to spur them into pressing or imposing upon the operators who are waiting for distributor promotion to spur them into programming them.
Two major factors restrict the growth of the Little LP in Canada: Pressing Little LP's here must wait for an assurance of volume sales, and potential sales could only be estimated after operators have started selling them and testing the operators and public's reaction.
Yet the cost of importing them is prohibitive—$8 per cent piece in the Canadian dollar (approx. at about 92 cents U.S.), 20-cd per cent duty, 11 per cent federal sales tax, plus transporta-
tion charges, boost the price of the Little LP to $2.80-$2.90 here.
There is also the problem that, having imported the disks at great expense and consider-
able trouble, the distributor might be stuck with them if they don't move.
Liquor Laws: On the operator side, they must program to a predominani-
ly teen-age market which de-
mands hit material not available on Little LP's. The teen-
age-oriented programming is primarily a result of Canadian liquor laws. Little LP's are distributed in 11 provinces, coin music machines are illegal, excepting Quebec. There is a slight demand to serve alcoholic beverages, and the vast majority of juke boxes are in restaurants and other locations which cater to young people.
At the moment, the major record companies say there is little demand for Little LP's and they have adopted a "wait and see" attitude, and are watching the U.S. scene. Some-
doors stop them because they are afraid of the liquor laws. Some distributors refuse to order them because they are afraid of the liquor laws, and also because they are not being pressed here and,

Unveil Round Pool at MOA

CHICAGO—The amusement game industry's first round pool table will be introduced at the MOA Convention next week by the Great Lakes Game Corporation, national sales outlet.
"Technically speaking not a "round" table, the new com-
ganged operation is of elliptical construction, providing unique "focus points" which permit the playing of accurate bank shots.
"The inventor of the revolution-
ary single-pocket game is Arthur P. Frigo, Jr., who con-
cieved its design while a senior at the University of Illinois. Frigo was struck with the pool table possibilities inherent in the focus points of an ellipse while working out an involved mathe-
matical problem.
Named Elliptical Pool and priced around the $400 mark, the new game has stimulated great player interest during recent lo-
cation tests, according to a Great Lakes representative. Manufactured by the Gotham Educational Equipment Company of Chicago, the multipocket game provides opportunity to play nearly every standard game of pocket billiards usually played on rectangular pool tables.
Sample shipment will begin during the week of the MOA Convention, 10, 11 and 12. Coin machine distribution will be ap-
pointed to handle the line.

113 Kansas Citians Buy Federal Gaming Stamps

KANSAS CITY, Kans.—The U.S. Internal Revenue Service has sold approximately $29,000 worth of wagering stamps and tax stamps for coin operated devices to Kansas Citians.
The IRS office at Wichita, Kans. reported 113 persons bought $250 stamps for coin operated gaming devices. Most such stamps were issued to tavern and restaurant operators.
The city of Kansas City has passed an ordinance to control the pinball machines by requiring a city license for them. "There's no section of the law would prohibi-
tion anyone holding a tax stamp for a gaming device from obtaining a city pinball license.

However, the city has been enjoined by Judge William Burns, Wyandotte County Dis-
trict Court, from enforcing the ordinance. The city has ap-
pealed Burns' ruling to the Kansas Supreme Court.

Deputy City Attorney George Harrelson, who filed the suit, said a small number of the stamps have been issued to residence in suburban Wyandotte County, Robert Foster, Wyandotte Coun-
ty attorney, said he would make no comment about the stamps.

BILBOARD, October 10, 1964
You asked for it . . . it’s on its way! Another glamorous new star in the Rock-Ola family! Again—new compactness—new simplicity—new versatility! Watch for our Open House announcement at your Distributor’s.

Look to ROCK-OLA for advanced products for profit
Little LP’s Register With W’s.
Coinmen; Inventory Need Seen

By BENN OLMAN

WELLSFORD — Beer City music operators have only this complaint about the Little LP's: They can't get enough of the little records. With their small size and high demand, operators claim, they are selling like hotcakes.

Some operators believe that the Little LP's are not available in enough quantities.

Definite Factor

According to George Jaconett, Red's Novelty Company, "The Little LP's are still available, but the demand is so high that it's difficult to keep up with the demand. The Little LP's are definitely the most popular records in the market."
OPERATORS... This is for you. Don't miss it!

MOA CONVENTION and TRADE SHOW OF 1964

SHERMAN HOUSE HOTEL, CHICAGO

Convention Schedule

WEDNESDAY, OCTOBER 14: Registration and regional association meetings in morning. Exhibits open 1:00 p.m. to 5:00 p.m.

THURSDAY, OCTOBER 15: Membership meeting and forum programs in morning. Ladies' luncheon 12:30 p.m. Exhibits open 1:00 p.m. to 5:00 p.m.

FRIDAY, OCTOBER 16: Forum programs in morning. Exhibits open 1:00 p.m. to 5:00 p.m. Gala Banquet and show 7:00 p.m. to 1:00 a.m. (Terrace Casino, Morrison Hotel).

A distinguished list of exhibitors representing all facets of the coin-operated music and amusement industry. Outstanding forums. A gala floor show. Truly this is a convention you cannot afford to miss.

Music Operators of America • 228 N. La Salle Street • Chicago, Illinois 60601
Mercury Becomes 13th Label To Exhibit at MOA Convention

By NICK BIRKO

CHICAGO — Mercury Records becomes the fifth major and 13th directory to join the Music Operators Association’s American convention to be held here Oct. 14-16.

MOA thus approaches conventions with more than 50 dealers and manufacturers and 130 exhibits, including a major and host of minor game manufacturers, and associated vending, supply and accessory manufacturers from around the country.

Operator reservations are coming in at a good pace and although Granger is staying away from a prediction, it appears that the convention could easily accommodate over 100 dealers. With the added interest provided by one-stop operator attendance, meetings by the various State and local associations, simultaneously with the MOA meeting, and the devoting of the National Automatic Merchandising Association’s convention to one of the major operators of the time, the convention can appear to have all the earmarks of a vast number of dealers and operators have sought so diligently.

The business portion of the convention will include forums on diversification, chattel mortgages and contracts, programming and a special presentation by the various record companies.

Meeting by the Coin Operated Industries of Nebraska, Illinois Coin Machine Association and the South Dakota Music Operators and Vending Association will be held on the opening morning of the convention.

A special meeting of the Record One Stop Association, the national music show group, will be held Thursday (15) morning, Stanley Stone, ROSA president, will preside.

Many of the exhibitors will be at the association’s first general membership meeting, Thursday (15) meeting, followed by reports on legislation from George Edmondson and Charles Allen, MOA attorney from Washington.

For the Ladies

A ladies luncheon in the Merchants and Manufacturers Club of Chicago will be held by a tour of the market will be hosted by Mrs. Lou Casella and Mrs. Clinton Pierce.

The diversification forum will be moderated by J. Harry Seegard, Panss will be from Rockford, Ill., Sebring and Chicago Dynamic Industries.

The channel manufacturers and contracts forum will be moderated by Albert Seegard. Panss will include Seegard and Lou Casella.

Norman Good, of the programming panel which will include Ted Nichols, Irving Perlman, Pat Cohen and representatives from two or more record companies.

Funk Urges W Va. Operators to Work for Repeal of Sales Tax

HUNTINGTON, W. Va.—A leading tax and legislative expert urged West Virginia operators to work toward the repeal of a State sales tax that requires operators to pay 10 per cent of his gross on dime sales.

Dick Funk, legal counsel for the powerful National Automatic Merchandising Association, told the State operators last week that the tax is "outmoded and has effectively prevented the growth of merchandise vending in the State."

Speaking during the Friday (18) business session of the West Virginia Music and Vending Association at the convention here, Funk said the goal for 1965 must be to put an end to the unequal treatment of vending under the West Virginia sales tax.

Law Treats Unequally

Funk pointed out that although the law on its face appears to treat all retail sales on the same basis, the fact is that only the vending operator makes such a tax. Funk urged the operators to follow the law and pay 10 per cent of gross on dime sales.

"A recent survey conducted by NAMA reveals that out of the 38 States which now impose a sales tax, 15 of them provide for some kind of relief on sales made through vending machines."

"This means that these States recognize the inherent inequity of the tax when applied to vending and have done something about it," said Funk.

"Why can’t we add West Virginia to this list of far sighted States?" he asked the group.

"Avenue of Relief"

The NAMA legal counsel suggested an avenue of relief.

The first would be to raise an exemption now existing on nickel sales (non-vending as well as vending). The second would be to try for a specific exemption for dime vending sales. Texas is an example where this has been done, said Funk.

"So, legally, the basic law might be changed so that the rate of the tax would be on total gross sales, rather than on dime sales as the law now reads, Funk said.

Pay 2 Per Cent

This would mean that some operators would have to pay only 2 per cent on dime sales—far less than the 10 per cent rate now paid.

Funk noted that by seeking such relief, operators were only asking to be treated equally under the State’s sales tax law. Such relief would encourage the rapid expansion of merchandise vending throughout the State, he predicted.

The net result would be added income to the State—not decreased income as many legislators feared, he said.

Under the current West Virginia sales tax, all nickel sales are exempt. Sales of 6 cents to 50 cents are taxed at a penny.

(Continued on page 46)

Tony Bennett Heads MOA Artist Roster

CHICAGO — Tony Bennett, Joe Williams, the Supremes, the Kim Shandwick Singers and the Harmony Boys will be among the many artists scheduled to appear at the American Music and Film Show winding up the association’s convention last week.

Also slated are the Headliners, Sue Davis Cancers, Ray and Rosalind and the Frank York orchestra.

Hispanic de Lave, the veteran McGuire, is again handling the production of this affair. The banquet is being held in the Terrace Casino Room of the Morrisson Hotel, site of all previous shows.

BILBOARD, October 10, 1964
INDUSTRY LEADERS MAKE SCENE AT COIN OUTING

ELLENVILLE, N.Y.—The coin machine outing at the Nevele, Friday through Sunday (25-27), drew representation from many areas. Among the attendees are Bill Adair, who flies in from Chicago; Pat Ceben, who made the trek from Richmond; Jerry Wilt, who represented the Music Operators of Connecticut, and Bill Cannon, who came from Hasbrouck Heights.

Other industry leaders attending, although not coming quite as far, are John Gross, Art Birn and Bill Greco of Westfield, N.J., to represent the New Jersey Council of Coin Machine Operators.

The outing included visits to the factory, but also provided an opportunity for operators to relax and socialize with others in the business.

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Little LP's Slow Down in Can.

...Continued from page 40

...Continued from page 40

Little LP's Progress in Memphis

...Continued from page 40

The length of time operators leave the LP's on their boxes varies from one month, when they are rotated to other machines, to several months if the LP's are under a single contract.

The average length of time they are left is about two months, but it will vary from one month to six in some few cases. Some felt the LP's did not have enough of the more current music and were not as effective as they would like to be.

Here's the negative viewpoint, from Bodenheimer, who does not use them:

"I don't think there are any good programs for them. I think the customer is looking for a certain record to play on the box, not just a random LP."

"If the record you want is anywhere on the box, they will play it. But it seems like people don't realize that a juke box is programmed or not. They'll play it whenever they read the whole directory.

"It's impractical to keep up with programming a juke box anyhow. The location will want a record taken off and a certain kind put on. The operator may not have that kind of record and in three or four months a programmed juke box has all messed up again."

Views from the two who have slight increases from the LP's:

Henderson: "I have the LP's on about 40 percent of my boxes. At first there was a temporary increase in play when it created new interest. This lasted 60 to 90 days, then interest decreased.

"However, the LP's have helped collectives some. The play on them is up, even though it's not an ever return, but it doesn't ever go back to the juke box. There is some small continuing increase in revenue.

"There are no complaints about the extra expense for the LP's, but to justify the expense in adding them for the small gain obtained. 3500 different albums cannot be palmares from a juke box."

Fordyce: "My increase from use of Little LP's is very small. However, there is a big turnover in the volume, but it doesn't ever go back to the juke box. There is some small continuing increase in revenue.

"I'm programing the current hits. I use some old standards in the better restaurants."

The operator who had no increase at all:

"I use the Little LP's sparcely—they are not too many available yet. (McDowell's company is also the AMI distributor)."

"I can't see that they have increased revenue more than do think they are an improvement in that they are a better programming effect."

Canale: "The LP's have not helped my collection—not at all. About 5 percent of my stock are albums on them. Most of it is in stereo singles, which we have gone in for strongly."

"The albums are on the juke boxes. Canale rotates them every month; McDowell once a month; Forrester once every two months; Neva rotational for four months; Henderson every other month."

Meanwhile, from the distributor:

"George Sammons, president of Sammons-Pennington Company, presents the most glowing picture of all. Business is better than it has ever been. His sales are up 33 percent and for this time last year.

"Accordingly, Seeburg distributor, said he is selling more juke boxes than in any previous year."

"We are getting new run records, but we fold the every day. I estimate that 85 percent of the operators have one or more of the LP's consoles and will buy more."

"A lot were reluctant to buy them at first, thinking it was a fad that would pass. Now they realize it is here to stay. This is the best business year we have ever had."

Bell, the AMI distributor, said his phonograph sales this year were up slightly over last year but his revenue from route operation was up more.

He estimated his phonograph sales has increased 5 percent through the first nine months of 1964, compared to the same period last year. Rowe-AMI, he should be noted, however, does not put out Little LP's for operators on the large scale that Seeburg does.
Kapp to Expand Little LP Sales and Retailing Market

He also feels that if the Little LP's were made available to the consumer through record dealers, the consumer would be more apt to purchase the small albums on juke boxes.

Little LP's...
a thrilling new cascade of sound!

new

Seeburg's great 3-Way Audio feature! Biggest jump ahead in sound since Seeburg gave the industry stereo in 1959. Six speakers pour out a lavish cascade of stereo sound. Look at the picture below: two super hi-fi tweeters and two big middle-voice ellipticals at the top; two brilliant 12-inch bass speakers at the bottom. Never before has there been a phonograph sound like this. Does that make you wonder about this new LP Console/480? *Ask any operator who has one on location.*

new

Sensational money-making feature! Seeburg's new *Spotlighted Album Award*—proved in locations to earn more money for operators and locations than any other phonograph ever manufactured in the history of the industry. You have to *see* this to appreciate what it can mean to you. Check your Seeburg Distributor. THEN . . . *ask any operator who has the new Seeburg on location.* Around the clock, *this one's always working to make money for you!*

*Patent Pending.*
BILLBOARD SPOTLIGHT PICK

POP SPOTLIGHT

BALLADS, BLUES AND BOOSTERS

Harry Belafonte. RCA Victor LPM 1952 (M); LSP 2952 (S)

Belafonte at his best, with a variety of songs. The disc offers a selection of folk ballads, blues and spirituals, ranging from the sweet and simple to the more complex and challenging. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the rich tradition of African-American music.

AINT SWEET

The BEATLES. Atco 467 (M); SD 1467 (S)

Four sides by the Beatles, including their hit single "Ain't She Sweet". The disc offers a selection of songs that reflect the band's musical style and range. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the iconic band.

THE HOLLYWOOD STRINGS

PLAY HITS MADE FAMOUS BY THE FOUR SEASONS

Capitol T 2199 (M); ST 2199 (S)

The Hollywood Strings have recorded these songs to create an instrumental medley of the Four Seasons' hits. The medley consists of "Sherry", "Big Girls Don't Cry", and "Walk Like a Man". The disc offers a selection of songs that reflect the band's musical style and range. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the iconic band.

IN THE MISTY MOONLIGHT

Jerry Wallace. Challenge CH 619

Take a trip through the rich history of the moonlight with this disc. The disc offers a selection of songs that reflect the band's musical style and range. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the iconic band.

THE MUNSTERS

Don't miss the Munsters TV series on CBS. This disc offers a selection of songs that reflect the band's musical style and range. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the iconic band.

LILITH

Soundtrack. Colpix CP 520 (M); SCP 520 (S)

A strong woman with a strong film production, able to help the benign at the same time. The disc offers a selection of songs that reflect the band's musical style and range. The songs are accompanied by beautiful guitarists, pianists and vocalists. The disc is a tribute to the iconic band.