

FOR DEALERS

Record Retailing Today

A Merchandising Manual Designed to Meet the Challenge of a Changing Market. Starts on Page 35.

FOR OPERATORS

Convention Section

Money-Making Opportunities for Operators at the MOA and NAMA Conventions. Starts on Page 95.

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

FTC Rules Protect Record Dealers

By MILDRED HALL

(Billboard reported exclusively last week that the FTC rules would be issued this week and that ARMADA would call a meeting to discuss the rules. FTC rules report follows. ARMADA meeting story on Page 3.)

WASHINGTON—In the long-awaited FTC Trade Practice rules for the record industry, released here last week, manufacturers are expressly warned not to

grant special discounts or allowances to rack jobbers and/or one-stoppers who also sell retail in competition with regular record dealers.

In the final and official rules, effective in 30 days, the Federal Trade Commission has spelled out liability for these types of price discrimination which hurt record dealers, in two examples not included in the original version of rules proposed by joint conferences of industry and the Commission. The proposed rules were discussed in FTC's oral hearing of March 13 here,

under guidance of supervisory Commissioner John Reilly, and FTC attorney John Benton.

With minor exceptions, the rules approved by the full Commission follow closely the proposed rules which spelled out unfair pricing and advertising allowances and other unfair industry practices that are in violation of the FTC and antitrust laws. Included in the "thou shall nots" for the industry are deals involving: discriminatory or special prices, rebates, discounts, "free

(Continued on page 3)

Sherman-Fiedler LP Gets Big RCA Push

NEW YORK—RCA Victor is launching an all-out campaign aimed at making its Allan Sherman-Boston Pops-Arthur Fiedler album one of the top sellers in Red Seal history. The full-scale effort will consist of a three-pronged drive embracing radio promotion, consumer ads, and a special contest.

(Editor's note: The Allan Sherman-Boston Pops-Arthur Fiedler LP was picked by Billboard this week as a Spotlight Album. The ingenious Boston

Pops orchestral buffoonery, coupled with Sherman's Ogden Nash-styled satire combine to make this package a sure-fire seller. Its sales potential is further enhanced by the strong market appeal Fiedler and Sherman enjoy in their respective fields. (Complete Spotlight Review will appear in next week's issue.)

Radio promotion will be on an across-the-board basis, covering pop as well as classical stations. Victor has prepared a special interview LP designed for broadcast use. This contains open-end voice tracks featuring Sherman. It will be accompanied by a script so that a station's deejay may inject comments in conjunction with Sherman's recorded patter, thus creating the illusion that the disk jockey is interviewing the artist.

The interview gimmick is de-
(Continued on page 10)



LOUIS ARMSTRONG has pressed the hit button again. This time he is ringing the Mercury Hot Line with his smash single, "So Long, Dearie"—another chart-buster from the hit Broadway show, "Hello, Dolly!" (Advertisement)

MOA Parley Draws 1,200

By NICK BIRO

CHICAGO — Executives of Music Operators of America and Record One-Stops Association will be meeting Tuesday afternoon (13), prior to the big MOA convention here, to explore ways of increasing co-operation between the two groups. Discussion of a possible merger between the associations was first mentioned a year ago and will undoubtedly be brought up during the Tuesday session.

CHICAGO—The large Music Operators of America convention at the Sherman House this week should be one of the association's best and for the first time in years, the exhibits will include an exciting array of new coin-operated equipment.

The convention is expected to draw close to 1,200 operators, guests and assorted industry fig-
(Continued on page 95)

Decca to Ink Kingston Trio

HOLLYWOOD—Decca Records is wrapping up a recording deal with the Kingston Trio's Trident Productions. The official announcement will be made by Decca President Milton Rackmil at a special press conference to be held at Universal City Studios here Oct. 13.

Rackmil will announce that Decca has consummated a pact with the Kingston's Trident Productions as exclusive recording artists and as producers. In addition to the Kingston's recording for the Decca label, they also will be recording new acts through their Trident Productions for release on Decca as well.

The agreement, which was arranged with the Trio and its manager Frank Werba, calls for an amount in excess of \$1,000,000. The term of the agree-
(Continued on page 10)

Dot Record Club Has 'Guarantee'

By ELIOT TIEGEL

HOLLYWOOD — "The Record Club That Guarantees Customer Satisfaction" is being introduced by Dot Nov. 1. In revealing his intention to get into the club business, Randy Wood, Dot's president, called the action "one of the most significant developments" in the history of the label. "We have been romanced for years by people wanting our records," he added, "but it seems impossible to get full representation in the big clubs."

Significantly, Wood's known belief for the welfare of the record dealer is carefully woven into the operation of his Dot Record Club. "Under no circumstance will we release any new LP to the club until it has been exposed at the dealer level for a minimum of 90 days," the executive said.

Wood said his club would differ from the already established operations in that he is planning a streamlined operation which will have merchandise out to the customer 48 hours after the or-

der is received in Hollywood.

While not revealing his mailing methods nor how he planned to obtain his initial mailing list, Wood said the touchy points which have become known about club operations—such as being deluged with albums not wanted or receiving merchandise after the customer has terminated his contract—would be eliminated, hence the slogan "Guaranteeing Customer Satisfaction."

The club's introductory offer will be six free LP's with one bought at regular \$3.98-\$4.98

prices. Club members will be required to buy six albums over a 12-month period and the club will issue monthly mailings, "subject to modification as we gain experience," emphasized Wood.

It is Wood's goal to duplicate the speed and efficiency which have been in operation at his Randy's Record Shop in Gallatin, Tenn., formed in 1947. This store, called the "world's largest mail-order record shop," Wood

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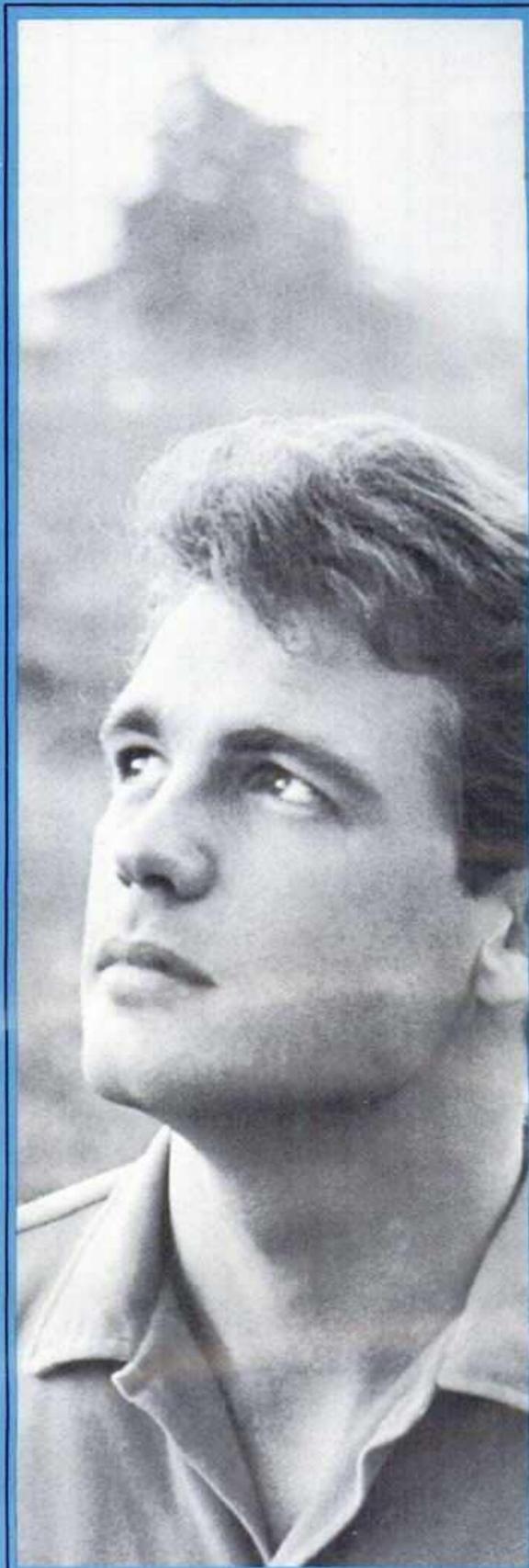
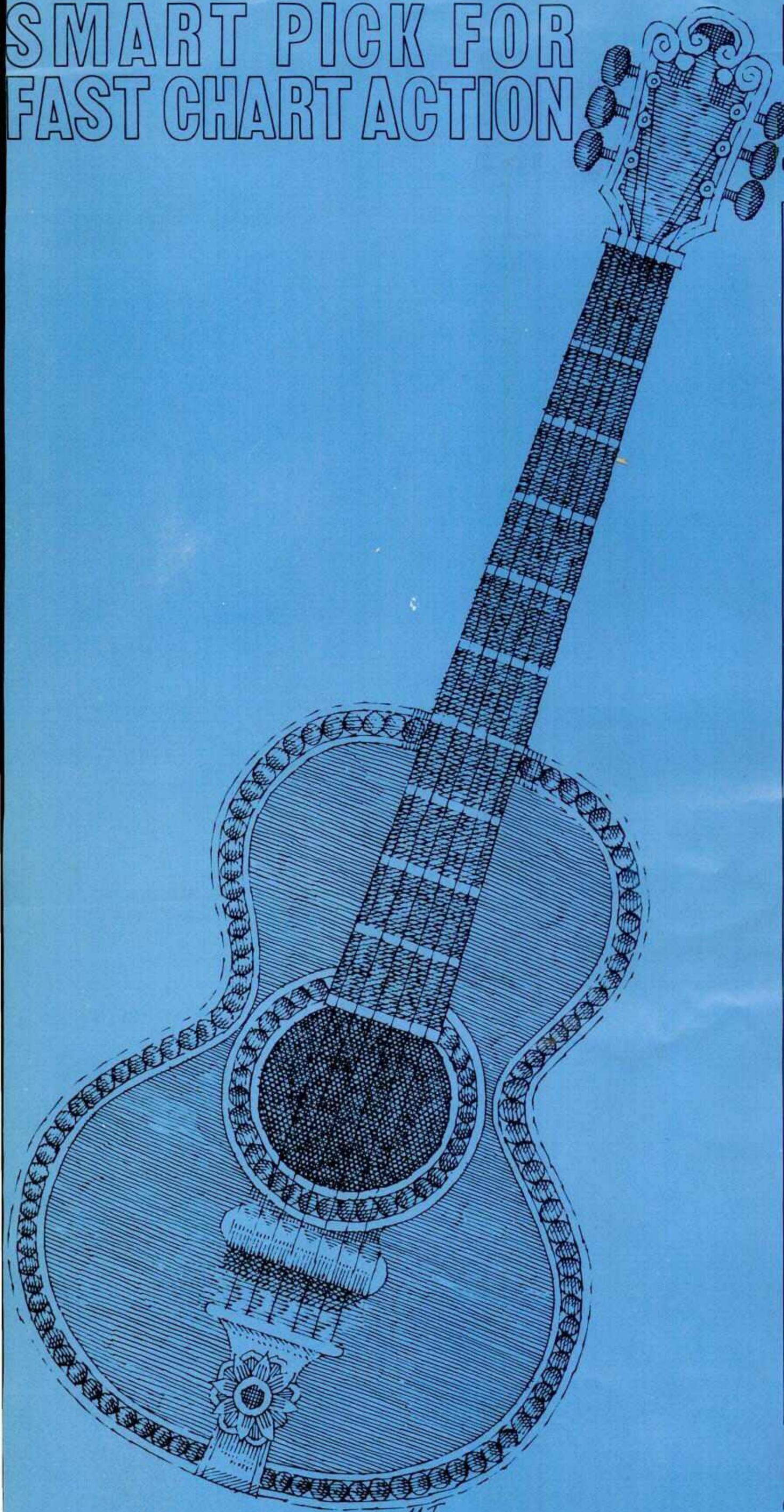
Epic delivers Vinton versatility...Vinton volume

LN 24122/BN 26122 (STEREO)



SMART PICK FOR
FAST CHART ACTION

DUANE EDDY'S
"GUITAR STAR"
c/w "The Iguana" #8442



DUANE EDDY 45 RPM
RCA VICTOR
GUITAR STAR / THE IGUANA



RCA VICTOR
The most trusted name in sound

FTC Rules Prompt ARMADA Parley

Disk Dealers Protected by FTC Rules

• Continued from page 1

goods." Also unfair use of "quota" requirements, special allowances in services, advertising, equipment; dumping ("unauthorized shipment") of unwanted product. Transshipping is not specifically treated in the final rules, as proposed originally by industry, particularly by ARMADA, which spearheads the drive for fair practice rules for the record industry.

The rules spell out liability for anyone who knowingly receives the favored treatment, or induces it, as well as the one who gives it. Banned are price fixing, tie-in sales, exclusive dealings, all types of push money and commercial bribery. The rules spell out bona fide "free" retail offers of records, and get into club product (or similar "membership" type selling) by warning clubs not to offer cancellation privileges to customers when they do not really exist, and not to send more records and demand payment when a customer has notified them to cancel.

As to records themselves, industry members are warned not to misbrand or misrepresent product in any way, as to quantity or quality. Manufacturers are required to give full disclosure on the artist, content, and reissue status, on record labels and in advertising or promotion. (Proposals along these lines drew groans from certain record manufacturers during oral hearings.) Rules also forbid false stereo claims for monaural records.

The Commission's emphasis in its Rule 1, on fair deal for the record retailer versus the chain-store rack suppliers is a victory for dealers who have been pleading their cause for some years. The FTC rule appears to deny rackers' insistence that they are not "retail sellers," but merely service on the racks on other's retail premises. In proposed industry rules, and during oral hearings, record retailers insisted rackers were actually in retail selling, because they controlled product, selection and price.

The FTC trade practice rules—which illustrate but do not add to existing antitrust legislation—spell out the way the functional price allowance must be handled in multiple operations. Where one firm is wholesaler, distributor, one-stop, or any combination of these, the wholesaler discount is allowable only on the records which will not be sold through their own retail outlet, in competition with regular retail record dealers.

Permissible exceptions under the law are bona fide manufacturer sales based on "good faith" to meet competition, and "cost savings," both of which put burden of proof on the seller. Also allowed are sales when goods are "obsolete," or when going out of business, or at certain seasons.

The rules outlaw setting of high "quotas" and giving these buyers free records, thus discriminating against lesser buyers. ARMADA counsel Kintner

FTC to Probe False Ad Charges

HOLLYWOOD — The Federal Trade Commission has stated it will investigate alleged deceptive disk advertising prices in the Los Angeles area. Announcement of the FTC's action was received by Garden Grove dealer Howard Judkins, who had filed a complaint in September with Washington, accompanied by 43 ads from 13 local stores. Judkins is president of the National Association of Retail Record Dealers (NARD).

Judkins received word from FTC Commissioner John R. Riley, stating he had turned the matter over to his staff "with instructions to promptly investigate the charges made."

However, when Billboard contacted the Los Angeles FTC office last week, it was learned that no instructions had yet been received to initiate an investiga-

tion. But as office chief Robert O'Brien explained, there are instances where special investigators are called in to handle a complaint.

Judkins had cited as violating the FTC's guidelines against deceptive pricing the following: White Front Discount Stores, Discount Records, Discount Center Stores, Music Haven, ABC Stores, Consumer City, CMA Discount Department Stores, Crown Discount Department Stores, Fantastic Fair, Leonard's Discount Department Stores, Zody's Discount Department Stores, Thrifty Drug Stores and the May Company Department Stores.

As president of NARD Jud-

kins has also asked dealers around the nation to send him copies of ads in their markets which are alleged infractions of the pricing rules. This new plea is included in the trade association's October bulletin.

In his own region Judkins told the FTC that stores are advertising records at former list price, regular list price and at discounts running as high as 60 per cent off despite their allegedly not having sold products at these prices for the past three years.

Judkins, a hard-hitting trade association devotee, said he was encouraged by the FTC's reply and he hoped their investigation would help remedy the situation.

Yorke Signs Phillips for Coast Post

NEW YORK — Bob Yorke, newly appointed vice-president-general manager of Colpix Records, started the formation of his new staff last week with the signing of Stu Phillips as head of a&r on the West Coast. The appointment of Phillips is the first major move made by Yorke as part of a general expansion to strengthen Colpix's representation on the Coast.

Phillips will now produce records exclusively for Colpix. In the past his a&r services for Colpix included the production of "Blue Moon," by the Marcells, "Goodbye Cruel World," by James Darren, "Johnny Angel," by Shelley Fabares, and "My Dad," by Paul Peterson.

In recent months, Phillips has been active as an arranger, conductor and composer for TV and films.

pointed out that this way of effecting a price discount could lead to "huge discounts for segments of the industry," and affects its whole price structure.

ARMADA members were particularly anxious, as were retailers, to get the spell-out of "quota" and "freebie" favoritism in the rules. During oral hearings, rackers fought for the right to grant free goods to big quota buyers, but none to a buyer who ordered only half as many records.

In the field of advertising and promotional allowances, the rules emphasize that a manufacturer making any allowance must disclose the fact to all competing customers. He must make some form of allowance "on proportionally equal terms" to competing customers, when the type of allowance proposed would not be suitable to them. New wording spells out the right of the retailer to make his choice when manufacturer offers alternative promotional plans. Rules hold true whether allowances are in the form of co-operative

Continued on page 10

Parkhill Is Named Ad Manager at RCA

NEW YORK — George L. Parkhill has taken over as advertising manager at RCA Victor. He replaces William I. Alexander, who resigned last week. Alexander had been with Victor since 1952.

According to Harry Jenkins, Victor's vice-president for marketing, Parkhill will be responsible in his new post for the planning and supervision of all RCA Victor Records advertising and sales promotion. He'll report directly to Jenkins.

Parkhill, who assumes direction of the advertising function immediately, will have reporting to him: H. J. Greer, manager, pop advertising; James Rinko, manager, promotion, Camden tapes and services; Marie Kuhn, manager, cataloging and proofreading; Patrick J. Kelleher, administrator, pop promotion; Morton E. Barnett, administrator, Red Seal promotion, and Bernard L. Miller, administrator, special promotion projects.

Parkhill joined Victor as a junior field representative in Camden, N. J., in 1949, after working five years in the record



GEORGE PARKHILL

business in the Cincinnati area as a buyer, manager, salesman and promotion manager. From 1942 through 1957, he was a full-fledged field representative for RCA Victor Records, a post he held until 1958 when he assumed the title and responsibilities of manager, pop and Red Seal advertising and promotion.

EDITORIAL

A Respectable Start

ARMADA President Amos Heilicher last week termed the FTC rules a "respectable start toward a respectable industry."

That's an interesting statement.

In addition to the meaning which would be gleaned by the casual reader, the phrase also carries with it a hope, namely:

That the record business will continue to prosper; that the stake of those in it will be safeguarded; that it will continue a profitable industry for those newcomers who love it and bring it new creative strength.

We agree with Heilicher.

We might note that although ARMADA spearheaded the drive for rules, all segments of the industry participated. It is now incumbent upon all segments of the industry to give voluntary compliance a fair trial—so that manufacturers, distributors and others may operate within the confines of present law.

The rules are not intended to diminish individual enterprise or initiative; rather, they are likely to enhance enterprise by curbing unlawful practices which have bred chaotic conditions.

The Chicago workshop sponsored by ARMADA should—it is hoped—attract a very solid turnout. There is much information to be sought and clarified and the knowledgeable men will be on hand to accomplish these ends.

Also present will be the spirit of the late Harry Schwartz, pioneer distributor, who saw in the FTC the best chance for an ethical, healthy record business.

FTC Officials To Talk; Rules To Be Defined

NEW YORK—ARMADA on Oct. 23 will conduct a trade practice workshop at the Edgewater Beach Hotel, Chicago. The meeting, to which all industry members are invited, will include luncheon, informational material and talks by key figures who were instrumental in developing a set of industry rules. Expected to be present at the morning and afternoon sessions in the East Lounge, in addition to ARMADA executives and record industry figures, are Commissioner John R. Reilly; Eugene R. Baker, legal adviser to Commissioner Reilly; John B. Benton, FTC attorney in charge of record trade rules; Earl W. Kintner, former FTC general counsel and former FTC chairman, currently ARMADA special counsel, and Mark R. Joelson, former Department of Justice attorney.

Industry members attending the workshop will pay a \$25 registration fee. The meeting is open to both ARMADA members and non-members.

Amos Heilicher, ARMADA president, in a statement on the issuance of FTC rules, noted that the organization has sought this development for three years; that discriminatory pricing and other unfair practices have driven many small firms out of business. "The situation was so intolerable, with no one strong enough or willing enough to curb the cut-throat, dog-eat-dog type of trading, we appealed to the Federal Trade Commission," he declared.

Heilicher termed the rules "a respectable start toward a respectable industry," and added that the workshop sessions would provide the trade with definitions and interpretations of the rules.

Heilicher stated that the rules deserve a test period and that revisions may be necessary or indicated at a later date.

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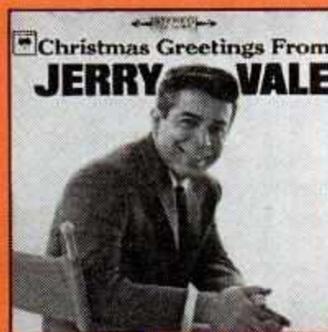
Buyers & Sellers
Classified Mart 91

Christmas

ON COLUMBIA

THE WORLD'S GREATEST CATALOG

An exciting collection of new album releases added to the best-selling Columbia Records holiday catalog.



CL 2225/CS 9025*



CL 2226/CS 9026*



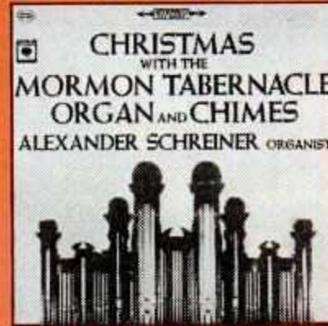
CL 2253/CS 9053*



CL 2254/CS 9054*



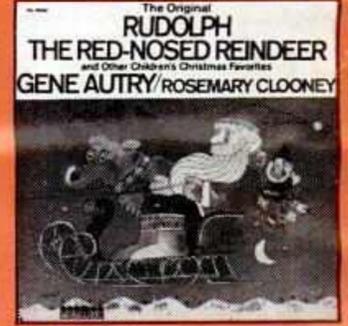
CL 2262/CS 9062*



ML 6037/MS 6637*



ML 6039/MS 6639*



HL 9550

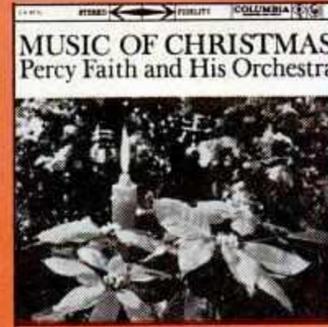
Perennial Columbia Records best sellers



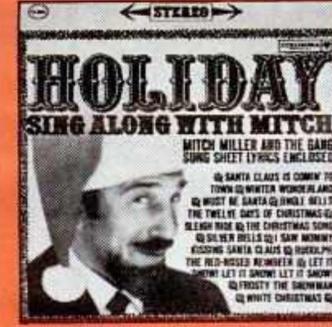
CL 692/CS 8760*



CL 1195/CS 8021*



CL 1381/CS 8176*



CL 1701/CS 8501*



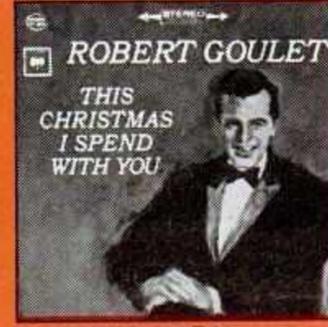
CL 1892/CS 8692*



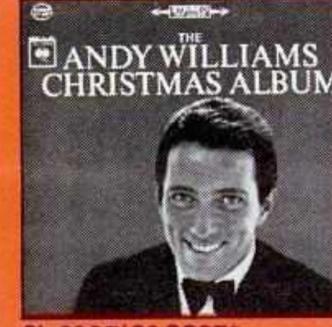
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CL 2068/CS 8868*



CL 2076/CS 8876*



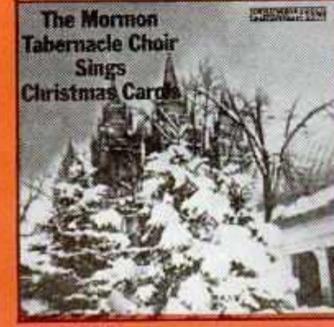
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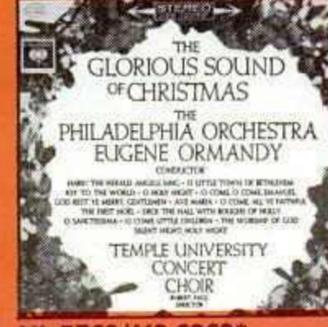
CL 2096/CS 8896*



CL 2117/CS 8917*



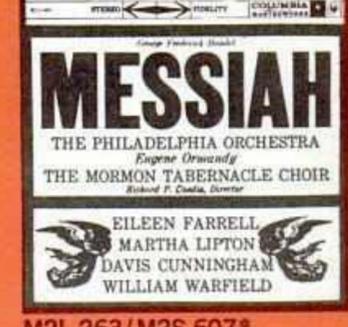
ML 5222



ML 5769/MS 6369*



ML 5899/MS 6499*



M2L 263/M2S 607* (A 2-record set)

Time

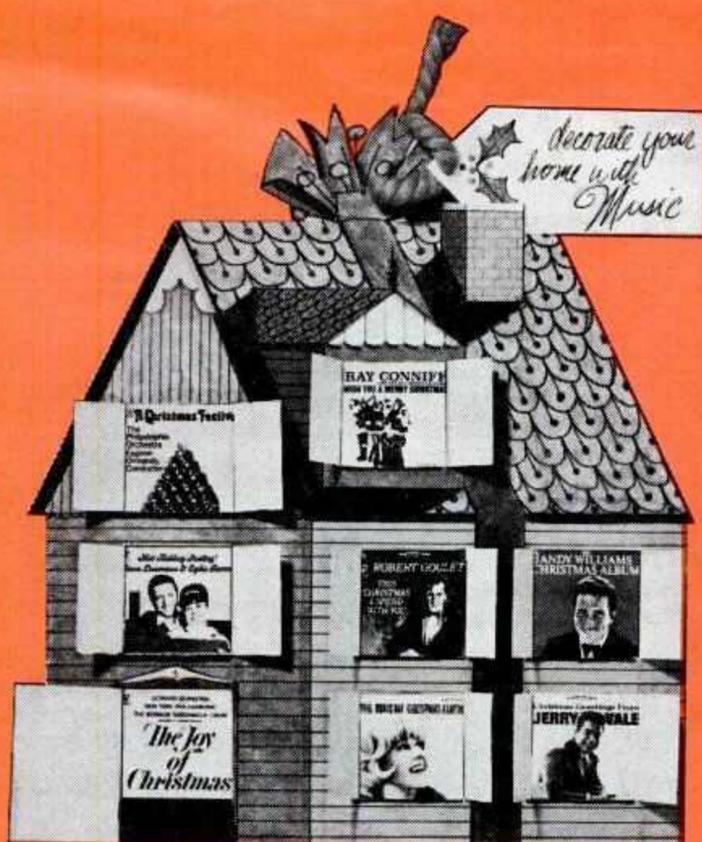
RECORDS 

THE INDUSTRY'S GREATEST PROMOTION



A PRECEDENT-SETTING NEWSPAPER SUPPLEMENT

80 million people from coast to coast will see this sensational, illustrated 16-page special section devoted entirely to Columbia products. It is a tremendous advertising achievement, timed specifically to coincide with the shopping season!



WINDOW DISPLAY

Designed to draw the focus of attention to your store window and to Columbia's great assortment of holiday albums, it is a festive display that blinks on and off, spotlighting a different cover each time up!



MOUNTED AND DIE-CUT COVERS

Eye-catching promotions that utilize the album covers themselves as part of the hard-hitting merchandising campaign!

This One



U8YY-5ZR-KRCL

Copyrighted material

It's a Big, Big, Big 3 Season

NEW YORK—The Big 3 (Robbins-Feist-Miller) and its subsidiary Hastings Music firm are spreading their publishing wings this fall season. The firms are currently active in six key areas—TV, pop singles, albums, foreign exploitation, film material, and music print.

On the TV front, the publishing house has come up with theme music for seven of the season's new series: "Flipper," "The Man From U.N.C.L.E.," "Twelve o'Clock High," "Peyton Place," "Valentine's Day," "Daniel Boone" and "Voyage to the Bottom of the Sea."

"Flipper" was written by Henry Vars & By Duntram and is in the Feist firm; "U.N.C.L.E." is by Jerry Goldsmith and is

in the Hastings firm; "Twelve o'Clock High," also in Hastings, is by Domenic Frontiere; "Peyton Place," by Franz Waxman and Paul Francis Webster, is in the Robbins firm; "Valentine's Day," by Lionel Newman, is in Hastings; "Daniel Boone," also in Hastings, is by Lionel Newman and Vera Matson, and "Voyage," by Paul Sawtell, is in the Miller firm. Hastings, incidentally, is the Big 3's BMI outlet.

The Big 3 is also riding with two holdover series, "Dr. Kildare" and "Mr. Novak." Jerry Goldsmith and Pete Rugulo wrote "Kildare" and it's in Hastings. Miller has "Mr. Novak," which was written by Lyn Murray.

On the pop singles scene, the Big 3 has scored with "The Cat," cut by Jimmy Smith on Verve; "Softly as I Leave You," recorded by Frank Sinatra on Reprise, and "Hold Me," recorded by P. J. Proby on London.

In a recent survey of album activity, Robbins, Feist and Miller songs had 30 of the 100 best selling LP's cut by major disk artists.

The Big 3 also is stepping up development of the potential of its foreign associations. Through its foreign affiliates it is pressing for a greater exchange of music material. Recently, "Softly as I Leave You" was derived from the Italian song "Piano." "One by One the Roses Died," which

has been recorded by Mike Clifford on United Artists, was developed from another Italian ballad, "Motivo D'Amore." The firm will have still another likely candidate in the new Domenico Modugno song, "Tu Si Na Cosa Grande," which just won first prize at the Naples Festival of Neapolitan songs.

Current film material by the Big 3 includes the Johnny Mercer-Johnny Mandel theme "Emily" from the upcoming MGM production, "The Americanization of Emily." The "Emily" song already is set to swing with recordings by David Rose (MGM), Marty Gold (RCA Victor), Gene McDaniels (Liberty) and Clebanoff (Mercury). "Goodbye Charlie," the Andre Previn and Dory Langdon title song from the forthcoming 20th Century-Fox picture, already is set to roll with diskings by Pat Boone (Dot), Cannonball Adderley (Capitol), Andre Previn (Columbia), Vicki Carr (Liberty), Mary Miller (Tower), Debbie Reynolds (20th Century-Fox), and Bobby Darin (Capitol).

On the musicprint front, the firm, has been probing new methods and new areas of promotion and distribution to substantially expand the music dealer market. To promote its TV music properties, the Big 3 is printing sheets titled "A TV Musical Theme," which contains music and a foreword about each particular show.

U. S. Outsells U. K. in Japan: Jay Lasker

HOLLYWOOD — Japanese music fans favor American product over English material, reports Jay Lasker, Vee Jay's executive vice-president, home after a business trip to the Far East. The executive, who was caught in two typhoons in Japan and Hong Kong, said English product has made no headway in Japan.

Vee Jay is sharpening its guns to do "several hundred thousand dollars' worth of business" in the Orient over the next three years, Lasker said.

Stereo albums are the main record product bought by the Japanese, he says, because stereo phonographs are the key equipment item sold. The stereo LP's sell for about \$4 and, as there is no middle-class in Japan, the wealthy buy the albums while the kids frequent coffee houses which offer recorded entertainment.

There are some coffee houses which have three levels, offering jazz, classical and popular records. As far as Lasker could ascertain, Hawaiian, Latin, country and classical sounds have large Japanese followings.

The biggest home-grown sellers are the film soundtracks items, Lasker said. Recent smashes have been themes from a James Bond film and the old "East of Eden" production.

In Hong Kong, the major

problem is bootlegged records flooding the area from Formosa, Lasker reports. Until four months ago, the local government did nothing about the pirated disks, but recently the Hong Kong internal revenue service has begun to pressure Formosa to halt the flow of counterfeit merchandise, which includes many items besides records.

The counterfeit records could be discerned after playing them 10 times, one dealer told

Continued on page 10

Fisher Sues Crown Label

LOS ANGELES — Eddie Fisher, vocalist in and out of the record business, has filed a \$50,000 damage suit against Crown Records, asking for an injunction barring them from selling two LP's bearing his name and voice.

Vocalist is also asking for an accounting of all gross profits from the two products. In the suit filed in Superior Court, attorney Richard E. Meyer, of Bautzer, Irwin & Schwab, charges that Fisher learned around Feb. 20, 1964, that Crown Records, a low-price line, was selling two LP's, "An Evening With Eddie Fisher and the Golden Strings" and "Tonight With Eddie Fisher and the Golden Strings," allegedly without his knowledge and permission.

Complaint alleges that six tapes appear in each of the two albums without Fisher's permission. The vocalist contends the LP's were first sold at 99 cents and are now being offered for 59 cents, which he contends is against the high caliber image he has strived for in his professional career.

Fisher also contends the Golden Strings are a "substandard orchestra" and that the albums were manufactured under "substandard recording devices," giving him an association with "cheap products" and diminishing the sales of his duly authorized LP's.

Fisher's attorneys further contend they notified Crown, owned by Saul and Florette Binari, around Feb. 26, 1964, demanding the immediate withdrawal of the LP's and an accounting of gross profits, which, they claim, the defendants refused to do.

Correction

NEW YORK — Due to a typographical error, ABC-Paramount's publishing firms were incorrectly identified in the Oct. 3 issue of Billboard. The firms are Ampco (ASCAP) and Pamco (BMI).

Aaron (Goldie) Goldmark last week was named by Sam Clark, ABC-Paramount Records president, as general manager of the two firms.

Clark said that the two firms will be regarded as an independent operation. He added that plans call for the acquisition of other catalogs, the development of writers for radio TV and Broadway shows, and, of course, expansion in the record field.

Epic Enters Little LP Market

NEW YORK—Epic Records is entering the little LP sweepstakes. It is now joined with Columbia Records, its parent company, Kapp, RIC, Sue and Canadian-American in the growing LP market.

According to Len Levy, Epic's vice-president, his label's move into the little LP field is based upon the fact that the juke box has become an increasingly important factor in the industry today. He expanded with, "It has come to a point where the operator can take a chance on new material and the record companies can now bank on the boxes as effective exposure outlet." Levy pointed out that the interest shown by operators in little LP's indicates that there is a definite market for them and that it is becoming a "great source of exposure for full LP's." He also added that the little LP is becoming a supplement to good music programming. He also sees the step-up of activity in the little LP field as putting additional emphasis on the whole LP market.

Levy also indicated that Epic's

little LP's will be handled through regular distributor channels and that at this time there are no plans to bring it into the retail market as Kapp Records announced last week. "Epic's little LP is strictly an operator item," said Levy.

Epic is opening its little LP

Granahan to UA Records

NEW YORK—Gerry Granahan has been added to the artists and repertoire staff at United Artists Records. He'll be recording artists now signed to United Artists and its subsidiary labels as well as seeking new performers and masters for UA and its affiliates.

Previously, Granahan has been associated with such artists as the Angels, Janice Grant, Dickey Doo and the Don'ts, and the Fireflies as a disk producer. In addition, he recorded in his own right for several labels.

Nathan Appointed by MGM-Verve Records

NEW YORK — John E. Nathan has been appointed European representative for MGM-Verve Records. He'll report to Gene Moretti, director of international sales.

Nathan's duties will encompass a range of activities which will include foreign sales and promotion. In the sales area he will work with the sales managers of each country in order to develop appropriate sales

projects as they relate to the MGM-Verve product.

He also will work closely with the promotion departments of the various licensees as well as European trade papers, radio and TV stations and will work closely with MGM-Verve artists when they tour Europe. In addition, Nathan will act as liaison between films and MGM Records using the facilities of the MGM picture exchanges throughout the Continent.

'Dolly' Song Suit Filed

NEW YORK—Mack David's allegation that Jerry Herman's composition "Hello, Dolly!" is an infringement of his "Sunflower" song will be tested in New York Federal Court. The suit was formally filed last week by Famous Music against Herman, E. H. Morris, publisher of "Hello, Dolly!" David Merrick, producer of the hit Broadway musical of the same title, RCA Victor, which recorded the original cast album of the show, as well as many other labels which recorded the song.

The suit seeks an injunction enjoining defendants from infringing on plaintiff's tune. The complaint alleges that "Sunflower" was written before November 1948, and that the defendants knew of its existence when they allegedly infringed with "Hello Dolly!"

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Quality-Packaged Phonos Attract Selective Buyers, \$\$

By DAVID LACHENBRUCH
Contributing Editor

Phonographs may be the most significant island of profitability in the home entertainment market this Christmas season.

Trends in the packaged phonograph industry so far this year present an encouraging picture, even though both total unit and dollar sales are down from last year. There is strong evidence of selective buying on the part of the consumer—the good kind of selective buying which chooses quality over price.

The quality of packaged phonographs has improved sharply over the past two or three years. The payoff is now beginning to show up at the marketplace, in terms of better sales in higher brackets. No matter how you look at it—consoles vs. portables, or average price—there's a swing toward the higher quality (and higher priced) goods.

Seven-month figures for 1964 show a continuation of the earlier trend to consoles over portables—with console unit sales (distributor-to-dealer level) 5 per cent ahead of 1963, even though portable sales were down 11 per cent. Total sales of all phonographs were running 6 per cent behind last year.

In July, normally a slow month for console sales, the console-to-portable mix showed a radical change from the normal seasonal pattern. More than 35 per cent of the phonographs sold to dealers in July were consoles. The comparable figure for July 1963 was 22 per cent. (Unfortunately, no reliable retail sales figures are available, but it is believed that this year dealer orders are very closely following customer demand.)

Not only is the console-to-portable ratio rising, but in both categories—consoles and portables—buying interest is climbing to higher price ranges. *(Continued on page 90)*

Other Noteworthy News

Hot Dean LP

HOLLYWOOD — Reprise is encountering single sales for Dean Martin's "Everybody Loves Somebody" LP. The album covering the million-selling single has passed the 400,000 mark, said its elated producer, Jimmy Bowen.

Koester Abroad

CHICAGO — Bob Koester, head of Delmark Records, is in Europe to acquire masters and to license product for his label. He'll travel with the American Folk Blues Festival to Germany where a number of his label's artists (Howling Wolf, Lightnin' Hopkins, Washboard Sam, among others) are appearing with the festival. Later, Koester will visit other countries, in addition to filming a documentary on Sleepy John Estes, one of his artists. Before leaving, Koester arranged for the release of the firm's first single by Clancy Hayes.

Pate Records

NEW YORK — Johnny Pate, who recently joined ABC-Paramount's a&r department in the Chicago office, last week recorded his first date with the Marvelows, whom he had signed to the label. Next sessions scheduled are with the Impressions for an album, and with the Kittens, a new group.

Blumberg Is Named by Hodge Firm

NEW YORK—Walter Blumberg has been named vice-president and general manager of Hodge-Podge Enterprises, a division of the Hodge Manufacturing Company, Philadelphia. Blumberg will be in charge of the firm's pressing plant, its Mutual label and its publishing firms.

The veteran record executive this week resigned as advertising manager of Music Business, a post he held for seven months. Prior to that he was on the advertising staff of Billboard.

Blumberg has held various executive berths with record companies, among them RCA Victor.

He has set up an office at 1697 Broadway here.

WB-Reprise Target: Teen Mart

HOLLYWOOD — "A company has to be realistically nimble. It can't set out to merely create catalog albums in the way many companies did years ago." This is the working philosophy at Warner Bros.-Reprise, which has steadily evolved into a "contemporary" record company.

The quote is from merchandising director Joel Friedman, who states the days of a company offering LP's in the piano, polka, Latin fields, etc., for broad representation are waning. "We feel companies like ours can't afford the luxury of indulging in products of this type. They've lost their value."

Instead of shooting for wide catalog merchandise, WB-Reprise has been preening its releases to hit the young audience which, Friedman says, is now represented on Billboard charts in impressive percentages.

When Reprise started, it had virtually no teen-age artists except Trini Lopez, but was strong with adult appeal artists. Today Reprise is recording more teen-oriented performers. Warners, on the other hand, didn't have enough adult names so it has recently been strengthening this area.

Teen artists which the executive believes have staying power are Dick and DeeDee, the Premiers, the Routers, the Markets and Ike and Tina Turner on WB, and the Blendells, Jimmy Griffin and the Kinks of Reprise.

"We will attempt to get even more contemporary in the future," stated Friedman. "Being alert to trends not only means staying with them but also creating some."

Friedman believes the value of catalog albums has diminished because of the preponderance of the teen albums which stay on the charts for short periods of time. "More than 50 per cent of the albums on the charts are

teen-oriented LP's," he says.

Friedman has become aware of catalog versus trend products through his twice annual analysis of Billboard's album chart. He adds up the LP's in various categories to learn what the noticeable trends are. His categories include pictures - Broadway - TV properties, LP's created as a result of a hit single, folk, comedy, trend (bossa nova, twist, surfing, hot rod) teen-age, r&b, spoken word, classics and broad "catch all" adult packages.

"One of the most stable items year after year," he says, "is the Broadway-picture-TV area," which also stays on the charts longer than other packages. By

comparing one year against another, a picture evolves which shows what repertoire is selling best.

The wise business man cannot afford to ignore these figures, he says. An area which manufacturers and consumers alike have taken for granted is stereo, Friedman emphasizes. There is additional money to be made from stereo sales, 30 per cent more profit, Friedman believes. The company has begun emphasizing this fact to its distributors and is working on several merchandising plans to boost its stereo sales on adult LP's and now for the first time on teen-age merchandise.



IN CONJUNCTION with Trini Lopez's opening at a San Francisco club, Mayor John F. Shelley proclaimed Sept. 15 as Trini Lopez Day. Music sales promotion man Pete Marino ushered

Dot Records Sets Up a New Foreign Licensee Network

HOLLYWOOD — Dot Records has completed its new foreign licensee network built on the concept of independent companies working closely in releasing material and interchanging product.

Through arrangements worked out by the company's International Director Jim Bailey, the Dot logo will now appear throughout the world on products distributed by separate companies.

Dot's new licensees include

Festival, Australia; Vogue S.A., Belgium; Pye, England; Vogue P.I.P., France; Deutsche Vogue GmbH., Germany; N.V. Negram, Holland; Saar s.r.l., Italy; Greek Phonograph Record House, Greece; Cosdel, Hong Kong, Malaya, Philippines; Pye, Ltd., New Zealand; RCA Espanola, Spain; M.J.T. Finsterwald, Switzerland, and Melodi, Turkey.

Dot's recently formed low-priced Hamilton line will be distributed through Pye's budget la-

bel in England, Golden Guinea and Vogue's Mode in France, Germany, Belgium and Holland. Bailey also noted that selected Dot product would be issued through these subsidiary lines.

In the Far East, Bailey added, there would be a concentrated effort for an interchange of singles product through the Cosdel organization. The Philippines will press singles and LP's for the entire area because products cannot be imported there, Bailey explained.

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WRITTEN BY JEFF BARRY, ELLIE GREENWICH AND STEVE VENET

PRODUCED BY STEVE VENET AND JEFF BARRY

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SHANGRI-LAS

"LEADER OF THE PACK"

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Cortina Starts Drive On Language Courses

NEW YORK—The R. D. Cortina Company is launching a full-scale drive into the retail record market with its language



courses, armed with specially designed merchandisers for its disk and newly completed taped versions. The product is being issued under the banner of Cortina's subsidiary, Institute for Language Study.

Cortina, which claims to be the "originators of phonograph method of teaching languages" (firm was founded in 1882), contends it is establishing another first with its use of tape for home language study. Cortina has concluded an arrangement with Ampex for the latter to distribute its tape language courses through Ampex' United Stereo Tapes subsidiary.

THIS CHRISTMAS

AND EVER AFTER IN MEMORIAL OF JOHN F. KENNEDY

WORDS & MUSIC BY KEN HASTINGS

There'll be a white Christ - mas this
 Christ - mas, But this Christ - mas will be blue for
 me. There'll be an emp - ty chair at the
 ta - ble, and an emp - ty stock - ing on the tree
 pres - ents will be all a - round the ta - ble
 pres - ents will be all a - round the tree.
 Din lights a - glow - ing in the win - dows
 Bring back mem - o - ries, to me. There'll be a
 white Christ - mas, this Christ - mas, But this
 Christ - mas will be blue for me.

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The tape versions can be used on all 3¾ i.p.s. home equipment, mono, two-track stereo, or four-track. On quarter-track machines, a unique method is used to permit the student to record with the taped instructor. The lesson is carried on tracks one and four, leaving tracks two and three blank.

The student is able to record his pronunciation of the words immediately following the instructor. When the tape is played back, the student is able to compare his grasp of the foreign words with the instructor's pronunciation. Thus, the student is able to hear how he's progressing in perfecting pronunciation. This, according to Cortina President Robert Livesey, is the first time tape has been used in this manner for language learning in the home.

Each package (\$9.98 list price) consists of a double LP (or two tape reels), plus a hard-cover grammar and 5,000-word dictionary. Cortina's introductory offer includes a free metal rack with attached sample book, plus free freight for any 12 album orders.

U.S. Outsells U.K.

• Continued from page 6

Lasker, because the sound wore thin. These illicit LP's were being sold for the equivalent of \$1.50 in American currency. The legit albums sell for \$5 but the local clientele has become accustomed to paying \$1.50, so there is a problem in teaching the people to regularly pay \$5 for a legit album.

Like Japan, Hong Kong is not a large singles market. This is unfortunate, cites Lasker, because the population of Hong Kong is 3½ million people, 50 per cent of whom are under 16.



Guests at a party in Amsterdam on the formation of Eddie Barclay's Dutch record company, Barclay Netherlands. Left to right are Peter Plum, Peter Plum Publications, Brussels; Andre de Vekey, European Director, Billboard; Mme Loury; Eddie Barclay; Jack Haslinghuis, managing director of Phonogram, Holland; Philippe Loury, president Erato Records, Paris; van Vught Editions Altona, Amsterdam, and Charles Aerts, Dutch impresario.

FTC Rules Protect Disk Dealers

• Continued from page 3

advertising, special on-premises promotion, record racks, bins, radio program sponsorship, etc.

If a special "reciprocal" deal is demanded of the retailer in exchange for the manufacturer allowance, the retailers must be informed of it, and given an estimate of value of the promotion versus the "reciprocal" costs.

Two new examples given in the rules: It is a violation if a one-stopper buys records for re-

sale to juke box operators and retailers, getting a manufacturers' discount—but then sells the product through his own subsidiary retail outlet. It is a violation if a retailer (generally applicable, including chain and department stores) "induces" the manufacturer or distributor to share in cost of radio programs where the outlet is promoted along with suppliers' records—but competing retailers are not getting the same offer. (FTC is currently working on the problem of pressure on manufacturers of various products for advertising allowances, made by giant chains, which can bury the product if the allowance is not given.)

Industry proposals to prohibit transshipping, discriminatory sales prices in sales of "cut-outs," and use of "dating privileges" are not spelled out in final rules. However, final rules do prohibit shipping quantities of records not requested or agreed to by the customer. Below-cost sales violations spelled out in original industry-proposals are omitted in final version.

A final rule against misbranding and misrepresentation is very broadly worded, and will worry those labels faced with multiple disclosures on reissues of revised works. The rules state that any and all types of claims (on label or in promotion and advertising) are barred if they would deceive customers as to: identity of the artist; content; title of the recording or selection; previous issue under a different title.

Adherence to the trade practice rules is voluntary. FTC will keep a record of all who have agreed to abide by the rules—and those who do not. Widespread dissemination of the spell-outs of what is illegal in the record industry practices will eliminate "I didn't know" excuses, and enable industry members to bring complaint when they spot a violation.

Dot Record Club Has 'Guarantee'

• Continued from page 1

points out, fills orders 24 hours after they are received.

Two years ago Wood testified before the Federal Trade Commission he was opposed to record clubs, for he felt they harmed dealer sales but that they had become an important segment of the industry and that he would probably be forced into entering the club business.

Two reasons cited by Wood for entering the club competition are to offer artists maximum exposure and to assist customers who cannot get his catalog products in their local stores.

"We're more concerned with giving our artists the important exposure than with the profit the club will make," Wood intoned. The president re-emphasized he has always favored the dealer, he knew their problems and would always work closely with them.

Wood anticipated the club's providing a 300 per cent increase in catalog movement through the

availability of all merchandise. The present Dot organization will work on the club, with billing handled here and LP orders handled in conjunction with Dot's pressers, RCA, Decca and Monarch. There are roughly 600 titles in the catalog. No Hamilton low budget albums will be offered initially.

The first national consumer announcement will appear in TV Guide with the corresponding mail-order campaign launching the club nationally.

Would the Dot Club consider handling other companies if interest were displayed? "We'll see what the FTC's ideas are about handling other labels," Wood remarked. "First we have to crawl before we walk."

S-F LP Gets Big RCA Push

• Continued from page 1

signed to intensify the album's air treatment. In addition, Victor is pulling out two tracks from the album—the "Aida Dixieland" and the "Beethoven Cha-Cha-Cha"—and is issuing this white-label single for disk jockey use only.

Victor has tied in with Cavalier magazine on a Sherman-Fiedler "grab bag" contest to be announced in the publication's December issue. Contest calls for the reader to fill out a coupon, have it stamped by his record dealer, and then mail it to Cavalier. A motorcycle plus 1,500 other prizes are the lures. Contest is aimed at building dealer traffic.

Victor's ad campaign is strongly centered on the college

Kingstons to Decca

• Continued from page 1

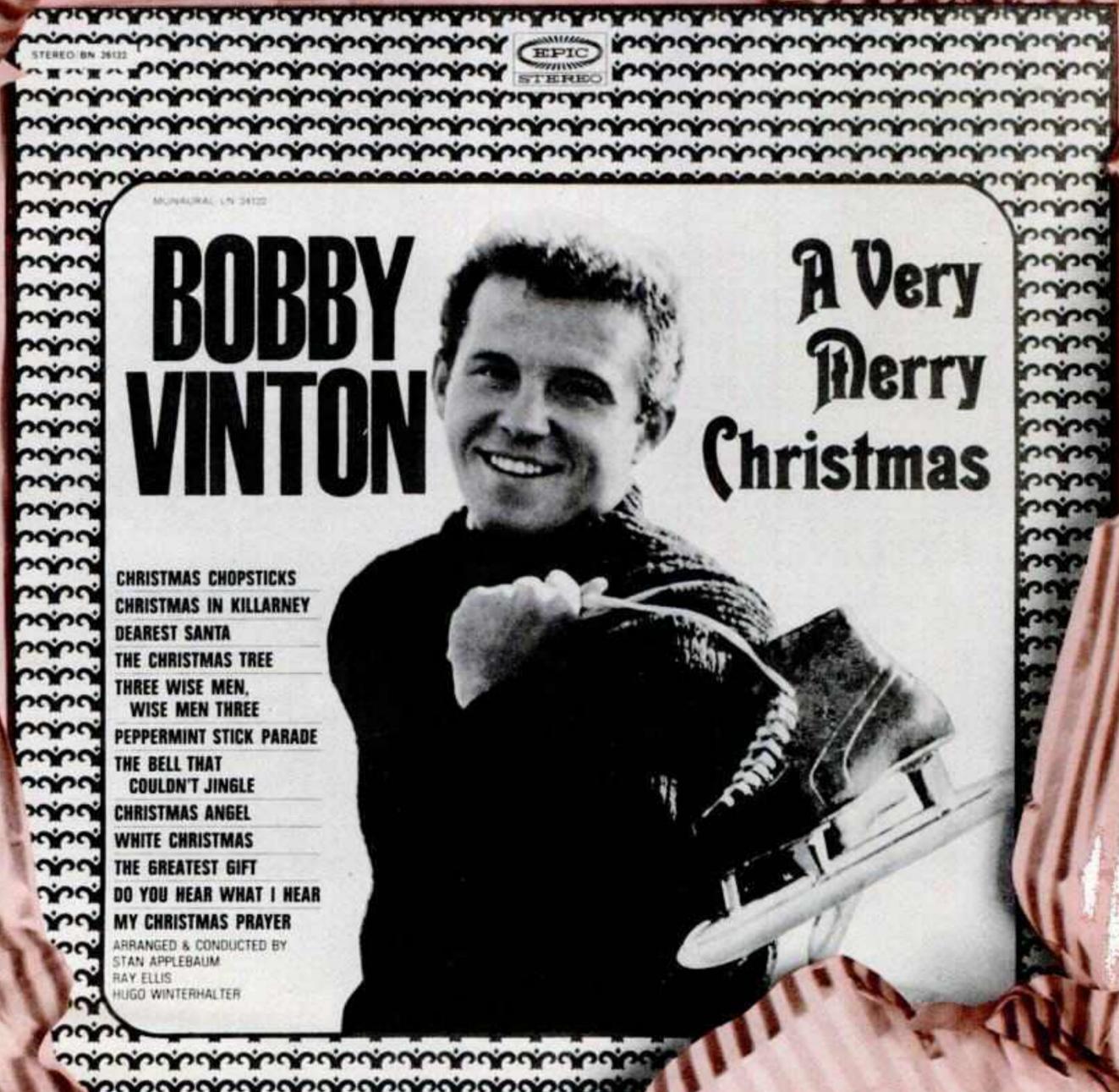
ment is for five years with provisions for an extension.

The Kingstons have been recording for the Capitol label for a little over six years. During that time the group racked up a gold record award for its single "Tom Dooley" as well as eight gold records for albums that pulled in more than \$1,000,000 in sales.

The Kingstons' first release on the Decca label will be rushed out within a week and will be followed by an LP in November.

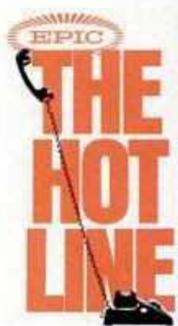
market, while still covering other consumer bases. It will blanket college newspapers with Sherman-Fiedler ads during this month, as well as using space in Playboy, Cavalier, Esquire, and the New Yorker through November and December.

For point-of-sale, Victor will distribute a "big 10" mobile special counter display, plus 18" by 18" cover blow-ups.

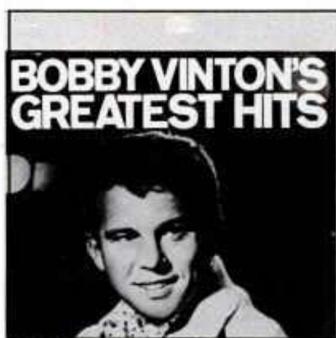


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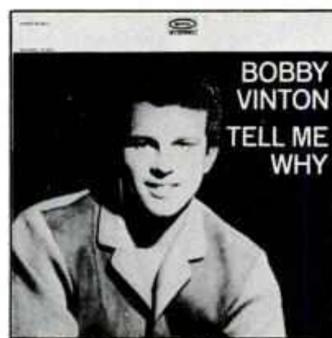
LN 24122/BN 26122* ALSO AVAILABLE AS A LITTLE LP 5-26122



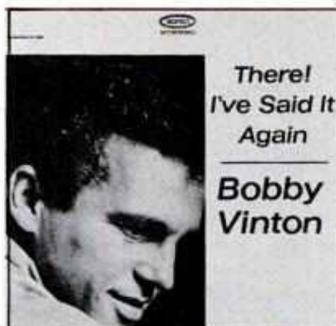
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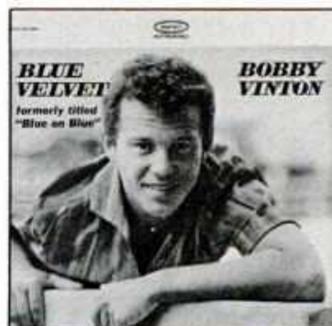
LN 24098/BN 26098*



LN 24113/BN 26113*



LN 24081/BN 26081*
Also available as Little LP 5-26081



LN 24068/BN 26068*



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William Morris Believes in Old College Try; Steps Up Service

NEW YORK—Now that the school season is under way, the William Morris Agency is stepping up its personal services to colleges and universities for the booking of its campus programs.

According to Nat Kalcheim, head of the agency's personal appearance department, college entertainment needs are diverse and rate custom tailoring both as to variety and budget. "For this reason," Kalcheim added, "William Morris has remained mobile in its handling of college bookings and is manned, unlike

any other agency, to cater directly to campus requirements covering the entire range of the theatrical spectrum, bit jazz, folk and hootenanny or ballet, Bach and 'Beyond the Fringe'."

In this connection, the agency maintains separate divisions within the college framework under Kalcheim's direction to service this specialized market. There is a Concert and Special Attractions Division and a special Pop Music Division. Klaus Kolmar heads the former; Jerry Brandt working with Steve

Leber (East) and Ira Okun (West), the latter division.

"At least once a year," Kolmar said, "one of our top agents in the concert and special attractions field visits every major college and university in the country. In addition we host an annual luncheon at the conventions of the International Association of Concert Managers and the Association of College and University Managers, both of which are held in New York in December." Many of the agency's artists attend these meetings at which the firm presents its program for the coming season. Kolmar also emphasized the importance of on-campus meetings by agents with officers of student councils, fraternities and sororities, club and alumni groups, college officials, student advisors and others tied to the programming picture.

Okun, who oversees the college market on the West Coast, explained: "This rapport with college people who control the entertainment budgets is a day-to-day operation requiring constant co-ordination. We also attend the national and regional meetings of the college unions and student organizations with regularity to get the pulse of the marketplace first-hand. This year, we intend to step up our campus programs even more."

As an illustration of steady contact with the college market, Brandt pointed to the attendance of the agency's talent representatives Jay Jacobs and

(Continued on page 14)

PEOPLE AND PLACES

By MIKE GROSS

Jack Maher, former Billboard staffer, now account executive of the MGM-Verve account for West-Weir-Bartell, was married to Barbara Votens in New York Oct. 10. . . . The personal management firm of Joe Scandore & Mel Shayne opened a Hollywood branch. Scandore will head the Coast office with Sheldon Berger assisting. . . . Vaughn Meader goes into the Cafe Au Go Go in Greenwich Village Oct. 27 with his own satirical revue, "The Populace." . . . Jazz pianist Billy Taylor, now at New York's Village Vanguard, will record two albums for Capitol during his stay there. . . . The Pilgrims, the new pop-folk trio at Greenwich Village's Bitter End, have just released their first Columbia album, "Just Arrived." . . . Singer Sam Cooke begins a 10-day engagement at the Town Hall, Brooklyn, Oct. 22. . . . Carl Schmidt, president of Fonorama Records in Montreal, in New York last week to oversee first American recordings for his U. S. label, Danco Records. Danny Villa, Dean Cooper and Brian Darby were among the artists recorded.

Caterina Valente, London Records artist, appeared at New York's Colony Music Shop last week to tape a special TV show which will be shown in Germany. . . . Neil Sedaka opens a 10-day stand at the Palm Shores in Brooklyn Oct. 28. . . . Mrs. Jean Grace, composer-arranger and president of Straight Ahead Rhythm, Inc., is entering the radio-TV production field. Doles Dickens is to be musical director of their initial TV show titled "All the World of Music." Sid Ascher has been retained as public relations and sales-advertising consultant. . . . Bruce Beland, the leader and organizer of the Four Preps, has enrolled in the fiction course at the Famous Writers School in Westport, Conn. . . . The Celebrity Room in Great Neck, L. I., currently presenting Walter Davis Jr. and vocalist Mamie Watts. . . . MARCH (Music and Recording Company Humanitarians), the philanthropic organization for women in the music industry and allied fields, will hold its first dinner meeting of the new season Oct. 19 at New York's China Song Restaurant.

Bob Astor has joined Universal Attractions as an agent. . . . Roy Orbison, the Hondells and Adam Faith guest on ABC-TV's "Shindig" Oct. 14. . . . Tennessee Ernie Ford and Al Hirt will appear on Andy Williams NBC-TV show Oct. 19. . . . Vickie Carroll, Decca artist, currently at the Shangri-La in Oklahoma City. . . . Premier Albums, Inc., has moved to larger quarters at 1650 Broadway. . . . Thelma Carpenter, accompanied by Willie (The Lion) Smith, taped a special "Salute to Eddie Condon" for telecasting at a future date. . . . The Mustangs, of Sureshot Records, have changed their name to the Mighty Mustangs, to avoid conflict with a similarly named group on another label. Social note: Stan Walker, formerly of RCA Victor's publicity department and now public relations director of Famous Artists Schools, recently became the father of twins (boy and a girl).

Haley and Comets Riding High on Their Concert Trek

LONDON—The big surprise of the fall tour program has turned out to be the tremendous success of Bill Haley and His Comets on a 21-day concert trek for promoter Don Arden. Haley has them back rocking

in the aisles and his shows are causing big scenes in every theater the band plays.

The tour started out as an ill-fated one when star Brenda Lee withdrew less than a fortnight before the first date, and Arden booked the No. 1 r&b group Manfred Mann to headline with Haley retaining his second billing.

But after the first two nights it was obvious Haley was the star and he was switched to the closing spot, although the British group is costing Arden more.

Haley, last here at the peak of his success in 1957, features all his big hits in a non-stop 40-minute act that closes with "Rock Around the Clock"—and he is filling many of the venues the tour plays with Arden taking something like \$5,000 a night at the box office.

With Haley in his manager, Jolly Joyce, who expects to sign a deal with Arden for return tours in each of the next three years before this one is over. Joyce is also trying to arrange with Decca for Haley to fulfill an ambition and record here.

Animals on Move; Rack Up High Grosses

NEW YORK—The Animals, MGM Records singing group from England, are racking up hefty grosses on their current tour of the U. S.

Gaining momentum at the tour's start on Sept. 23, in Norfolk, Va., the group hit the jackpot at San Francisco's Cow Palace Oct. 3, drawing 13,000 people for a \$58,000 gross. With Albany, Buffalo, Cleveland and Rochester remaining on the personal appearance schedule, the Animals complete their cross-country appearances with a stint on Ed Sullivan's CBS-TV show Oct. 18.

MGM has been co-ordinating its publicity, promotion and exploitation with local promoters and the William Morris Agency to spark the tour.

Signings

The label dickering for Mary Wells wound up last week with the singer going over to 20th Century-Fox Records from her previous berth at Motown. George Scheck, who handles Miss Wells, negotiated the deal. . . . The singer is one of the first top names to be set up by 20th in their plans for a major artists buildup under the aegis of Bernie Wayne, who took over the helm of the artists & repertoire department only two weeks ago. Miss Wells' first release under the 20th banner will be "Stop Taking Me for Granted," backed with "Ain't It the Truth." . . . Mark Fortune has been signed by Danbar Records, new label being run by Sal Salvador and Bill DeLuca.

Dimension Records has signed Pete Cooke to an exclusive recording contract. The singer, in addition to appearing in night clubs with his own group, Pete Cooke and His Baby Dolls, is also a composer. Before entering the pop music field, Cooke was a member of a gospel quartet, the Mighty Four Gospel Singers. His first Dimension disk couples "Little Darlin'" and "I Won't Cry." . . . Fran Jeffries has signed a three-year contract with MGM Records. She'll re-

OUTDATED—THEME GETS BATTERING

'A Lovely War' Like Big Bertha

NEW YORK — "Oh What a Lovely War," the British import which opened on Broadway Sept. 30, courtesy of David Merrick and Ferry Raffles, is an unorthodox musical entertainment. Although it's been a solid hit in London, its chances on Broadway appear slim. Main Stem theatergoers want more than an improvisational attitude — even though the point of view is

popular — and a "workshop" style.

With songs and sketches, photo slides and flashing electric news bulletins, World War I is given a satiric and scornful workover. The trouble with this Joan Littlewood production, though, is once the anti-war point is made, and it's made early, there's nothing left to do but make it again, which is just what it does many times over.

Even so, it has been put together with lots of style by Miss Littlewood and an energetic cast (dressed in black and white clown costumes), headed by

Victor Spinetti and Barbara Windsor, gives it a flair that occasionally brightens the proceedings.

The show's chances as an original cast album are iffy, too. The score is a compilation of songs circa 1914-1917, and although they're done with an authentic spirit, disk buyers will probably seek something fresher adapted public domain material by Charles Chilton.

There may be an original Broadway cast album of the show from RCA Victor, but so far the label is still sitting on its option. MIKE GROSS

Moore Named To Head AMC

NEW YORK—Phil Moore, vocal coach, has been named president of the newly formed firm, Artists and Music Concepts, Inc. Aim of this organization is the development of musical personalities and images to meet today's entertainment media needs via a wholly new dimension.

First example of the effectiveness of AMC is Sheila Sander, who was scouted and signed by Moore recently. Despite her prior lack of experience, Moore already has succeeded in securing her first Mercury album which will be released shortly.

cord albums as well as singles for the label. Her latest film, "Sex and the Single Girl," will be released soon. . . . The Mighty Clouds of Joy signed another long-term contract with Peacock Records while in Houston recently.



DAMITA JO makes her shift from Mercury to Epic Records official as Bob Morgan, left, Epic's executive artists & repertoire producer, and Len Levy, Epic's vice-president-general manager, oversee the signing.

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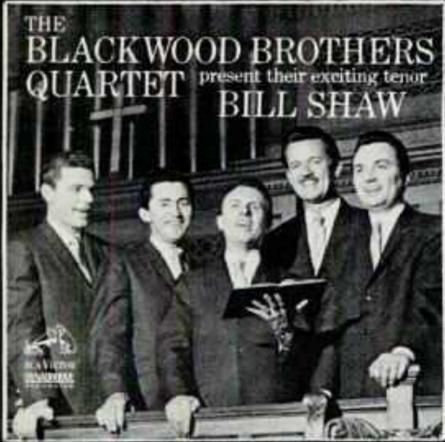
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Different and pleasing treatments of 12 beloved hymns. Recorded in Dynagroove are "Just a Closer Walk with Thee," "It Is No Secret," "The Old Rugged Cross," "Leaning on the Everlasting Arms" and 8 others. LPM/LSP-2929



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RHYTHM & BLUES

R&B D.J. ROUNDUP

The information below is reported each week by leading R&B disk jockeys. The Contributing Editor is KAL RUDMAN. NATIONAL BREAKOUTS are those records registering sales in a significant number of regions and can be classified as new hit records.

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

Individual disk jockey reports give those records that are making their first appearance in the local top 15, the local breakouts, records to watch based on initial action in each market and the Top LP's.

★ JERRY THOMAS—KNOK, DALLAS-FORT WORTH

- FIRST APPEARANCE IN LOCAL TOP 15
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
JUMP BACK—Rufus Thomas, Stax
HE'S JUST A PLAYBOY—Drifters, Atlantic
AIN'T THAT BAD—Pancho Villa, Sue
OH JOHN—Jimmy Reed, Vee Jay

- BREAKOUTS
LAST NIGHT—Little Jr. Parker, Duke
HEY MR. LONESOME—Carltons, Argo
MAYBE TONIGHT—Shirelles, Scepter
AIN'T DOING TOO BAD—Bobby Bland, Duke

- RECORDS TO WATCH
YOU'RE BREAKING ME UP—Lee Dorsey, Constellation
BABY BABY ALL THE TIME—Superbs, Dore
BEAUTICIAN BLUES—B. B. King, Kent

- TOP 10 GOSPEL
I CAN'T STOP LOVING GOD—James Cleveland, Savoy LP
I'VE GONE TOO FAR—Caravans, Vee Jay LP
LIVING IN MY NEW WORLD NOW—Hardeman Singers, Peacock
WALK AROUND HEAVEN ALL DAY—Caravans, Vee Jay LP
THE FAILURE IS NOT IN GOD—Dorothy Norwood Singers, Savoy LP
EVERYTHING MOVES—Utterbach Concert Ensemble, Simpson LP
IN THE NEED OF PRAYER—Inez Andrews, Songbird
I STOOD ON THE BANKS OF THE RIVER—James Cleveland, Savoy LP
I'LL GO—Clouds of Joy, Peacock
AMAZING GRACE—Harmonizing Four, Vee Jay LP

★ JOHN RICHBOURG—WLAC, NASHVILLE

- BREAKOUTS
DO IT NOW—Bessie Banks, Spokane
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
CHAINED AND BOUND/YOUR ONE AND ONLY MAN—Otis Redding, Volt
I CAN'T BELIEVE WHAT YOU SAY—Ike & Tina Turner, Kent
MY ADORABLE ONE—Joe Simon, Vee Jay
MY LOVE—Buddy Ace, Duke
TROUBLE CHILD—Barbara Mason, Crusader
JUMP BACK—Rufus Thomas, Stax
MAYBE THE LAST TIME—James Brown, Smash
I'M LONELY—Bobby Bld, Smash

- RECORDS TO WATCH
GOTTA GET MY HANDS ON SOME LOVIN'—Artistics, Okeh
SOUL STOMP—Earl Van Dyke, Soul
WALKING IN A DREAM—Betty Rogers, Sims

★ LARRY DEAN—WWIN, BALTIMORE

- BREAKOUTS
SOMETHING YOU GOT—Ramsey Lewis, Argo
HURTIN' INSIDE—Barbara & Brenda, Heidi
OH NO NOT MY BABY—Maxine Brown, Wand
GOTTA GIVE HER LOVE—Volumes, American Artists

★ CLARENCE (SWEET DADDY) SCAIFE—WNOO, CHATTANOOGA

- FIRST APPEARANCE IN LOCAL TOP 15
SOMEBODY NEW—Chuck Jackson, Wand
TRY ME—Jimmy Hughes, Fame
BLESS OUR LOVE—Gene Chandler, Constellation

★ HUNTER HANCOCK, PETER TRIPP, & BILL (ROSCOE) MERCER—KGFJ, LOS ANGELES

- FIRST APPEARANCE IN LOCAL TOP 15
I SMELL TROUBLE—Little Johnny Taylor, Galaxy
I HAD A TALK WITH MY MAN—Mitty Collier, Chess
SOMETHING YOU GOT—Ramsey Lewis, Argo
OPPORTUNITY—Jewels, Dimension
DON'T ANSWER THE DOOR—Jimmy Johnson

- BREAKOUTS
BEAUTICIAN BLUES—B. B. King, Kent
FEVER—Alvin Robinson, Redbird
BABY DON'T LOOK DOWN—Billy Storm, Loma
THE JERK—Larks, Money
TOO MANY DRIVERS—Lowell Fulson, Kent
RETURN OF THE WATUSI—Olympics, Duo Disc
HIDE AWAY—King Curtis, Capitol
MY ADORABLE ONE—Joe Simon, Vee Jay
THANK YOU FOR LOVING ME—Sapphires, ABC

★ RUBEN (SUGAR DADDY) HUGHES—WMOZ, MOBILE

- BREAKOUTS
CHAINED AND BOUND—Otis Redding, Volt
WAIT UNTIL TOMORROW—Dells, Vee Jay
YES I DO—Solomon Burke, Atlantic
MY ADORABLE ONE—Joe Simon, Vee Jay
JUMP BACK—Rufus Thomas, Stax
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
TRY ME—Jimmy Hughes, Fame

★ MILTON (BUTTERBALL) SMITH—WMBM, MIAMI

- FIRST APPEARANCE IN LOCAL TOP 15
DOWN HOME GIRL—Alvin Robinson, Red Bird
THAT'S WHERE IT'S AT—Lotsa Poppa, Tribe
NEVER GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice
BITTER WITH THE SWEET—Don Gardner, Jubilee
- BREAKOUTS
ONE WOMAN MAN—Garnet Mimms, UA
AIN'T DOING TOO BAD—Bobby Bland, Duke

- RECORDS TO WATCH
I DON'T WANNA FUSS—Sugar Pie DeSanto, Chess
MAYBE TONIGHT—Shirelles, Scepter
BEAUTICIAN BLUES—B. B. King, Kent
IN MY HEART—Barbara & Browns, Stax
MOONBEAMS—Danny White, ABC

★ BOB KING—WOOK-TV & RADIO, WASHINGTON

- FIRST APPEARANCE IN LOCAL TOP 15
BABY BABY ALL THE TIME—Superbs, Dore
OPPORTUNITY—Jewels, Dimension
- BREAKOUTS
CHAINED AND BOUND—Otis Redding, Volt
NEVER GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice
THAT'S WHERE IT'S AT—Sam Cooke, Victor
NEEDLE IN A HAYSTACK—Velvelettes, VIP
JUMP BACK—Rufus Thomas, Stax

★ STAR MERRITT, JIMMY "B," JACK HOLMES & FRED (BIG DADDY) CORREY—WRAP, NORFOLK

- BREAKOUTS
THE CLOCK—Baby Washington, Sue
MAYBE THE LAST TIME—James Brown, Smash
OPPORTUNITY—Jewels, Dimension
- RECORDS TO WATCH
RETURN OF THE WATUSI—Olympics, Duo-Disc
I'M THE LOVER MAN—Little Jerry Williams, Southern Sound
THE CAT—Jimmy Smith, Verve
BLESS OUR LOVE—Gene Chandler, Constellation
ALL THAT'S GOOD—Fiestas, Old Town
SOUND OF MUSIC—Patty & Emblems, Herald

- TOP LP BANDS
BACH TO THE BLUES—Ramsey Lewis Trio, Argo
THE LAST ONE TO BE LOVED—Dionne Warwick, Scepter

★ BURKE JOHNSON—WAOK, ATLANTA

- BREAKOUTS
THAT WHERE IT'S AT—Sam Cooke/Lotsa Poppa, Victor/Tribe
AIN'T DOING TOO BAD—Bobby Bland, Duke
REACH OUT FOR ME—Dionne Warwick, Scepter
ONE WOMAN—Garnet Mimms, UA
TRY ME—Jimmy Hughes, Fame
CHAINED AND BOUND—Otis Redding, Volt
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
JUMP BACK—Rufus Thomas, Stax
WHAT GOOD AM I—Marvin Gaye & Kim Weston, Tamla
SOUL STOMP—Earl Van Dyke, Soul

- RECORDS TO WATCH
MAYBE TONIGHT—Shirelles, Scepter
MESSAGE TO MARTHA—Lou Johnson, Bill Hill

★ WILLIE MCKINSTRY—WJLD, BIRMINGHAM

- FIRST APPEARANCE IN LOCAL TOP 15
HE'S A PLAYBOY—Drifters, Atlantic
BITTER WITH THE SWEET—Don Gardner, Jubilee
BLESS OUR LOVE—Gene Chandler, Constellation
- BREAKOUTS
IT'S ALL OVER—Ben E. King, Atco
SOMETHING YOU GOT—Ramsey Lewis, Argo
YOU'RE BREAKING ME UP—Lee Dorsey, Constellation

★ "HONEST JOHN"—WKXV, KNOXVILLE

- FIRST APPEARANCE IN LOCAL TOP 15
SHE'S GOT EVERYTHING—Mystics, Constellation
HE'S A PLAYBOY—Drifters, Atlantic
MY ADORABLE ONE—Joe Simon, Vee Jay
BLESS OUR LOVE—Gene Chandler, Constellation
IT'S ALL OVER—Ben E. King, Atco

- BREAKOUTS
TRY ME—Jimmy Hughes, Fame
YOU'RE BREAKING ME UP—Lee Dorsey, Constellation
JUMP BACK—Rufus Thomas, Stax

★ GEORGIE WOODS & JIMMIE BISHOP—WDAS, PHILADELPHIA

- BREAKOUTS
JUMP BACK—Rufus Thomas, Stax
GOTTA GIVE HER LOVE—Volumes, American Artists
OH NO NOT MY BABY—Maxine Brown, Wand
NEEDLE IN A HAYSTACK—Velvelettes, VIP
LOOK AWAY/ONE WOMAN MAN—Garnet Mimms, UA

- RECORDS TO WATCH
SOMETIME THING—Claudine Clark, Jamie
HAPPIEST GIRL—Tiffany's, Arctic
SWEET THING—Spinners, Motown
SLOOP DANCE—Vibrations, Okeh
WHAT GOOD AM I—Kim Weston & Marvin Gaye, Tamla
HIDEAWAY—King Curtis, Capitol
DO ANYTHING YOU WANT—Harold Betters, Gateway
THE JERK—Larks, Money
MAYBE TONIGHT/LOST LOVE—Shirelles, Scepter
CHAINED AND BOUND—Otis Redding, Volt
BEACHCOMBER—Johnny Gibson, Laurie
DON'T SPREAD IT AROUND—Barbara Lynn, Jamie
NEVER GET ENOUGH OF YOUR LOVE—Eddie Floyd, Saffice
YES I DO—Solomon Burke, Atlantic
DON'T LET IT GET YOU—Deby Rollins, Ascot

★ CHATTY HATTY—WGIV, CHARLOTTE

- FIRST APPEARANCE IN LOCAL TOP 15
CHAINED AND BOUND—Otis Redding, Volt
YES I DO—Solomon Burke, Atlantic
HE'S JUST A PLAYBOY—Drifters, Atlantic
AIN'T DOING TOO BAD—Bobby Bland, Duke
- RECORDS TO WATCH
SOMETHING IN MY EYE—Music City Soul Brothers, Music City
KENTUCKY BLUE BIRD—Lou Johnson, Big Hill
MY LOVE—Buddy Ace, Duke
PEOPLE IN LOVE—Taylor Brothers, Joy
I DON'T WANT TO FUSS—Sugar Pie DeSanto, Chess
SLOOP DANCE—Vibrations, Okeh
WHAT GOOD AM I—Gaye & Weston, Tamla
LOOK AWAY—Garnet Mimms, UA

Wm. Morris Believes in College Try

• Continued from page 12

Harvey Kresky at the meetings of the Southern Universities Student Government Association in Biloxi, Miss., where they met personally with the delegates of more than 600 participating schools. Earlier this year, at the College Block Booking meeting in Raleigh, N. C., the Morris representatives participated in talent buying discussions on group purchasing and efficient talent routing. Many college officials in attendance learned for the first time how to realize savings for campus organizations putting on shows, by making arrangements directly with reputable and experienced agencies.

Letters of inquiry dealing with format, budgets, routing promotion and other programming problems are handled by the agency even when William Morris clients are not involved. Regular mailings to theatrical decision makers on campus are standard operating procedure as is the issuance of special agency information bulletins to keep buyers advised of trade news. Appearances of William Morris client-artists are also supported with advertising, publicity and exploitation tools from the agency's promotion department which co-operates with the public relations personnel for the performers.

The Concert and Special Attractions Division has a geographical assignment of manpower under Kolmar's direction, with David Haber covering the Midwest colleges; John Quinn, New England, New York and Michigan; John J. Jones, the South; Otto Saloman, New Jersey, Delaware, Maryland, Pennsylvania, West Virginia, Kentucky, Ohio and Indiana; and Marshall Reznick, the West, Alaska and Hawaii.

Agents in the Pop Music Division serving college needs under Brandt in the East are Leber, Wally Amos, Larry Spellman, Jacobs and Larry Kurzon in New York; Sid Epstein and Bob Ehler in Chicago; Al Alweil and Kresky supervised by Okun in Beverly Hills.

New Talent Agency

NEW YORK—Al Kasha, record producer, has formed the Talent Artists Corporation in partnership with Milton Stein, Harriet Wasser and Sid Weinstein. The firm will present pop concerts, the first scheduled for Town Hall here, Oct. 17. Performers will be Bobby Scott, composer of the "Taste of Honey" score, and Jackie Vernon, comic.

CHICAGO—Jazz vocalist Sue Raney has been signed to an exclusive recording contract by Philips Records and will have an album out in mid-October.



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ON THE ONE TO WATCH



Angel Launches Drive on Full Opera Catalog

By ELIOT TIEGEL

HOLLYWOOD—With opera seasons opening throughout the nation in October, Angel Records is launching its heftiest sales drive for its opera catalog, purportedly the largest in the world.

The entire catalog of 291 operas is being offered in the campaign labelled "Angel Invites You to the Opera With the Greatest Stars on Records."

Featured among the new re-

leases in the October program are Verdi's "Requiem," starring Elisabeth Schwarzkopf, Christa Ludwig, Nicolai Gedda and Nicolai Ghiarov.

Among the major properties offered are "Maria Callas Sings Verdi Arias" and "Franco Corelli Sings Great Religious Songs and Arias," and Monteverdi's "Coronation of Poppea," the first opera ever composed.

Available in this promotion will be performances by such names as De Los Angeles, Di

Stefano, Freni, Nilsson, Gobbi, Chistoff, Klemperer, Von Karajan, Giulini, Pretre and Beecham.

"Our opera campaign is geared toward the concentration on opera all over the world," said Lloyd Dunn, president of Capitol's International Division which handles classical product.

A unique aspect of the Angel-

parent EMI affiliation is the latter's close scrutiny of European opera performers much in the manner major league baseball teams retain minor league teams to develop stars. With all the industry's opera recording activities taking place in Europe, "EMI combs every place in which opera is being sung," explained Dunn to discover the promising performers. With new opera stars coming mostly from Europe, "We go where the youngsters begin and develop to watch them sing in festivals and when they're right, we sign them," Dunn remarked.

This talent hunting process has produced Mirella Freni, Regina Crespan, Schwarzkopf, Callas, Corelli, Ghiarov and conductor Georges Pretre.

Miss Schwarzkopf debuts at the Metropolitan Opera in New York City Oct. 12 in "Der Rosen Kavalier," which she has been performing all over the world.

The consensus among the International Department's brass is that the audience for opera is continually growing. "Opera today is the most lucrative source for new classical releases," said Bob Myers, Angel's a&r director. "There is nothing comparable to opera recordings," Dunn

said. "The human voice is always changing so there will never be two identical versions of any work."

"Angel's 'Carmen' with Victoria De Los Angeles has been called a 'classic' performance by reviewers," stated Jack Brandvein. Angel's merchandising head and the company is confident its new "Carmen" featuring Callas, set for a January release, will also reap artistic and financial accolades.

The cost of recording an opera ranges from \$40,000 to \$100,000.

"Two years is not infrequent for recording an opera with another year for logistics," Dunn estimated. (Artistic temperaments and prejudices have been known to slow opera projects, but manufacturers have learned to live with this facet of the business.)

Angel will promote the opera sale through consumer ads in High Fidelity, Hi Fi Stereo Review, Atlantic, Harpers, FM and Fine Arts, FM Magazine, Opera News, The Reporter, Saturday Review, Schwann Catalog and The New York Times Sunday Magazine. Co-op advertising will also be available on the local level.

Les Koenig: Toch Giant Composer But Underrated

HOLLYWOOD—Ernst Toch, 76-year-old Pulitzer Award-winning composer and Contemporary Records artist, who died Thursday (1) following abdomi-

nal surgery, was one of the most underrated composers of the 20th Century.

Les Koenig, president of Contemporary, which released four albums by Toch, said his files are full of reviews by respected classical music critics around the country, all stating Toch was a giant among composers, albeit an underrated one.

"Most people don't know of Toch because of his shyness," explained Koenig. "He was not as well recognized as he should have been." Called "shy and retiring" by Koenig, who came to know and respect him, Toch won the Pulitzer Prize in 1956 for his Symphony Number Three, introduced by the Pittsburgh Symphony in 1955. His first large orchestral symphony was written in 1950. His second was dedicated to Albert Schweitzer. His fourth was debuted by the Minneapolis Orchestra.

His last LP for Contemporary was released last year and featured Andre Previn and a quintet for piano and strings playing Opus 64. His other Contemporary LP's were "Quartet in D Flat Major," "String Quartet Opus 70 and String Trio Opus 63" and "String Quartet Opus 28 and Opus 74."

Born in Austria, he was awarded the Austrian Cross of Honor for science and art in 1963 and won the Austrian State prize for composition four times in succession.

Toch came to Los Angeles in 1936 when the Nazi threat began plaguing Europe. He taught at USC for several years before turning to symphonic writing.



DUAL COUNTER DISPLAY for two of Angel's top artists: Maria Callas and Franco Corelli.

Richter Cuts Tape for TV

TORONTO — Soviet pianist Sviatoslav Richter taped his first TV appearance in the Western world while in Toronto for a concert. The five-hour taping session was for "Premiere," the first program of the season for the CBC-TV network's prestige series, "Festival."

COL. TO BOW CHAVEZ ALBUM

NEW YORK—Columbia Records will unveil in its November release an album featuring Mexico's composer-conductor-pianist Carlos Chavez conducting three of his own works and compositions by other Mexican composers. The album was recorded in Mexico under the personal supervision of Goddard Lieberson, Columbia president.

CHUM-FM Holds Poll

TORONTO — The split-personality station in Canadian radio is CHUM, Toronto, with a tight-fist hit parade operation on AM and ultra fine arts programming on FM. But FM got chart conscious too, recently, and polled its listeners for a top 10 in classical music. The listener whose list of 10 came closest to the chart as tabulated from over 600 letters was awarded his choice of 10 albums and, in a lighter vein, a copy of Beatle John Lennon's book "In His Own Write." Nine runners-up also got a copy of the literary work.

According to the poll, the classical hit parade goes like this: (1) Beethoven's Ninth; (2) Beethoven's Fifth; (3) Beethoven's Piano Concerto No. 5; (4) Vivaldi's the Four Seasons; (5) Beethoven's Third; (6) Brahms Piano Concerto No. 2; (7) Brahms Symphony No. 1; (8) Dvorak's Symphony No. 5; (9) Beethoven's Violin Concerto; (10) Beethoven's Seventh. The top 10 were selected from symphonies, concertos, ballets and orchestral suites, excluding operatic, chamber or choral works.



DGG's PIANIST Wilhelm Kempff makes his U. S. debut in two Carnegie Hall recitals, Tuesday and Thursday (13-15). Label expects Kempff's sole U. S. appearance to boost his disk sales.



LONDON RECORDS has added two names to its operatic roster, signing exclusive contracts with California's soprano, Marilyn Horne, and Bulgarian bass, Nicolai Ghiarov. Miss Horne won critics' high praise with her Carnegie Hall appearance last season, and will be included in London's "Age of Bel Canto" double LP release in November. Ghiarov's "The Barber of Seville" package proved a strong seller following his La Scala debut in Chicago. London soon will issue his LP of French and Russian arias.



BEST SELLING CLASSICAL LP'S

Below is a list of best selling Classical LP's in top Classical Retail Outlets.

This Week

- BIZET**—Carmen; Price, Corelli, Merrill, Freni, Vienna Philharmonic Orch. and Cho. (Karajan): RCA Victor (3-12") LDS 6164 (S), LD 6164 (M).
- The Heifetz-Piatigorsky Concerts**: RCA Victor (3-12") LSC 2770 (S), LM 2770 (M).
- PUCCINI**—La Boheme; Freni, Gedda, Adani, Sereni, Rome Opera (Schipper): Angel (2-12") SBL 3643 (S), BL 3643 (M).
- BRAHMS**—Quintet in F; Curzon, Budapest Quartet: Columbia ML 4336 (M).
- CHOPIN**—Waltzes; Rubinstein: RCA Victor LSC 2726 (S), LM 2726 (M).
- BEETHOVEN**—Symphonies (9) (Complete); Berlin Phil. (Karajan): DGG (8-12") SKL-101/8 (S), KL-1/8 (M).
- BERNSTEIN**—Symphony No. 3 (Kaddish); N. Y. Phil., Camerata Singers, Columbia Boy Choir (Bernstein): Columbia KS 6605 (S), KL 6005 (M).
- BARTOK**—Concerto for Orchestra, Philadelphia Orch. (Ormandy): Columbia MS 6626 (S), ML 6026 (M).
- MAHLER**—Symphony No. 5 in C#; Boston Symp. (Leinsdorf): RCA Victor (2-12") LSC 7031 (S), LM 7031 (M).
- STRAUSS, R.**—Arabella; Della Casa, Rothenberger, Fischer-Dieskau, Kohn, Malaniuk, Paskuda, Bavarian St. Op. (Keilberth): DGG (3-12") 138883/5 (S), 18883/5 (M).
- BACH**—Well-tempered Clavier; G. Gould: Columbia MS 6408 (S), ML 5808 (M).
- BACH**—Partitas; G. Gould: Columbia (2-12") M2S-693 (S), M2L-293 (M).
- French Organ Masterpieces of the 17th and 18th Centuries**; Froidebise: Nonesuch H71020 (S), H1020 (M).
- BEETHOVEN**—Quartets (16) (Complete); Budapest Quartet: Columbia M3S-606 (S), M3L-262 (M).
- BEETHOVEN**—Concerto No. 5 "Emperor"; Cliburn: RCA Victor LSC 2562 (S), LM 2562 (M).
- HINDEMITH**—Mathis der Maler; Philadelphia Orch. (Ormandy): Columbia ML 4816 (M).
- MAHLER**—Symphony No. 8; Utah Symphony (Abravanel), Utah U. & Children's Cho.: Vanguard (2-12") 71120/1 (S), 1120/1 (M).
- MENDELSSOHN**—Quartets No. 2 & 3; Juilliard Quartet: Epic BC 1287 (S), LC 3887 (M).
- Feodor Chaliapin**—Arias and Songs: Angel COLH-141 (M).
- BLOCH**—Concerto for Violin & Orch.; Menuhin, Phil. Orch. (Kletzki): Angel S 36192 (S), 36192 (M).



*Congratulations MOA on
another successful year. I
am very happy to be with you
at your convention.*
Tony

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ON COLUMBIA RECORDS  "WHO CAN I TURN TO" 4-43141**



SINGLES

REVIEWS



HOT POP

SPOTLIGHTS

Singles with Top 50 chart potential suitable primarily for contemporary music formats. (Positions 1 through 50.)

CONNIE FRANCIS—DON'T EVER LEAVE ME (Trio, BMI) (2:46)—WE HAVE SOMETHING MORE (THAN A SUMMER LOVE) (Merna, BMI) (2:19)—First side has powerful beat coupled with dual-tracked vocal. Flip also has big arrangement but less emphasis on beat. Tender reading. **MGM 13287**

GENE PITNEY—I'M GONNA BE STRONG (Screen Gems-Columbia, BMI) (2:14) — Emotional impact coupled with a really big sound. Gene at his best. Flip: "E Se Domani" (If Tomorrow) (January, BMI) (2:49). **Musicor 1045**

CHUCK BERRY — LITTLE MARIE (Isalee, BMI) (2:35)—Chuck does answer to his old hit and new version to Rivers' recent hit "Memphis." Same potential. Flip: "Go, Bobby Socker." **Chess 1912**

DIONNE WARWICK—REACH OUT FOR ME (Ross Jungnickel-Blue Seas-Jack, ASCAP) (2:52)—Bluesy ethereal vocal from thrush accompanied by lush instrumentation. Great performance. Hit sound all the way! Flip: "How Many Days of Sadness" (Jack-Blue Seas, ASCAP) (2:59). **Sceptor 1285**

THE NEWBEATS — EVERYTHING'S ALRIGHT (Acuff-Rose, BMI) (2:10)—Everything is all right... great beat, wailin' solo performance supported by deep-throated group. A sure-shot chart entry. Flip: "Pink Dally Rue" (Acuff-Rose, BMI) (1:57). **Hickory 1282**

DIXIE CUPS—YOU SHOULD HAVE BEEN THE WAY HE LOOKED AT ME (Trio, BMI) (2:30)—Powerful commercial entry! Great dance number with hip performances by gals. Hit-grooved all the way! Flip: "No True Love" (Trio-Melder, BMI) (2:33). **Red Bird 10-012**

BOBBY FREEMAN—S-W-I-M (Taracrest, BMI) (2:31)—A swinger that starts off at a frantic pace and never lets up. Definite chart buster! Flip: "That Little Old Heartbreaker Me" (Taracrest, BMI) (2:40). **Autumn 5**

JOHNNY TILLOTSON—SHE UNDERSTANDS ME (Gallico, BMI) (1:58)—Tender love song with folksy sound. Should register well with younger set. Tillotson turns in first-rate performance. Flip: "Tomorrow" (Ridge, BMI) (2:17). **MGM 13284**

NINA SIMONE—DON'T LET ME BE MISUNDERSTOOD (Benjamin, ASCAP) (2:42)—Soulful blues chant with penetrating lyric. Big strings and chorus back her up. Requires more than one listening. Could register big, pop and r&b. Flip: "Monster" (Benjamin, ASCAP) (2:40). **Philips 40232**

REVIEWED THIS WEEK, 171; LAST WEEK, 106

GUEST PANELIST OF THE WEEK

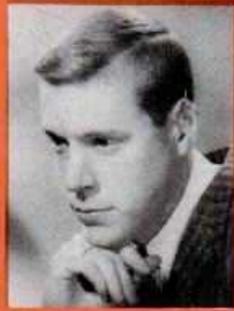
TED ATKINS

Program Director, KBTR,
Mullins Broadcasting Co.,
Denver

"I'M THE LOVER MAN"

LITTLE JERRY WILLIAMS

(Chicory, BMI) (2:30)
Southern Sound 118



Each week a program director and/or deejay is invited to sit-in and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WATS long-distance speaker-telephone hook-up. An opportunity is also given the guest to publicize his own or station "Pick of the Week."

THE RONETTES — WALKING IN THE RAIN (Screen Gems-Columbia, BMI) (2:35) — HOW DOES IT FEEL? (Mother Bertha-Hill & Range, BMI) (2:29)—Side 1 has smash sound! Bluesy rendition featuring fine lead solo. Phil backs them with his new world symphony orchestra and a terrific arrangement. Flip side is the knuckle-cracker. Should get its share of action. **Phillys 123**

JACKIE ROSS — P'VE GOT THE SKILL (Chevis, BMI) (2:49) — High pitched "chi chi" vocal coupled with Detroit beat. Strong sequel to current hit "Selfish One." Flip: "Change Your Ways" (Chevis, BMI) (2:59). **Chess 1913**

JUMPIN' GENE SIMMONS — THE DODO (Screen Gems-Columbia, BMI) (2:12) — Infectious rocker with humorous twist in same vein as "Haunted House." Flip: "The Jump" (Jec, BMI) (2:45). **HI 2080**

THE ANGELS—THE BOYS FROM CROSTOWN (Grand Canyon, BMI) (2:40)—Powerful Peter Gunn beat with big, big ork backing for wild, wild vocal. Flip: "World Without Love" (Grand Canyon, BMI) (2:21). **Smash 1931**

THE LARKS—THE JERK (Cash Songs, BMI) (2:30)—Teen beat with Impression-type sound. Flip: "Forget Me" (Cash Songs, BMI) (2:11). **Money 106-A**

HAROLD BETTERS — DO ANYTHING YOU WANNA (Parts I & II) (Waygate, BMI)—Trombonist Better cooks on this great instrumental with driving sound. Good r&b acceptance. **Gateway 747**

CHART SPECIALS

(Bottom 50 Chart Potential & "Bubbling Under")

HOT POP

THE WHEEL MEN—School Is a Gas (Beechwood, BMI) (2:17). **WARNER BROS. 5480**

LOU JOHNSON—Kentucky Bluebird (Ross Jungnickel, ASCAP) (3:16). **BIG HILL 553**

OSCAR PETERSON TRIO—Mumbles (Pastel, BMI) (2:10). **MERCURY 72342**

BOBBY WOOD—That's All I Need to Know (Drury Lane-Beckie, BMI) (2:00). **JOY 288**

THE STANDELLS—So Fine (Eldorado-Wildcat, BMI) (2:25). **LIBERTY 55743**

ACE CANNON—Empty Arms (Desiard, BM) (2:21). **HI 2081**

TAYLOR BROTHERS—Lavender Blue (Dilly Dilly) (Joy, ASCAP) (1:57). **JOY 289**

JOHNNY RIVERS—Dream Doll (Acuff-Rose, BMI) (1:55). **UNITED ARTISTS 769**

GERALDINE HUNT—(A Big Lie) Two Can Live Cheaper Than One (Bazaar-Catron, BMI) (2:12). **BOMBAY 4501**

THE VIOLETTES—He's So Good to You (Camelback Mountain, ASCAP) (2:04). **HERALD 594**

ANN-MARGRET—He's My Man (Trousdale, BMI) (2:35)—Someday Soon (Trousdale, BMI) (2:05). **RCA VICTOR 8446**

DONNA AND ARNIE—Gonna Write a Letter (Radford, BMI) (2:18). **VALIANT 6056**

THE KAMPELLES—New Lock on My Door (Drury Lane, BMI) (2:35). **SELECT 736**

THE JADES—He's My Guy (Leeds, ASCAP) (2:00). **PORT 70042**

MIDDLE ROAD

SERENDIPITY SINGERS—Same Old Reason (Assembly-Lollipop, BMI) (1:52)—Autumn Wind (Serendipity, BMI) (2:25). **PHILIPS 40236**

GREENWOOD COUNTY SINGERS—Cake Walking Babies From Home (Pickwick, ASCAP) (2:32). **KAPP 623**

SPOTLIGHT WINNERS OF THE WEEK

SINGLES REVIEW POLICY

Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlights only. No listing is printed of records receiving a 3 Star rating or under.

KEELY SMITH—The Wedding (Regent, BMI) (2:25)—Turn Around Look at Me (American, BMI) (2:15). **REPRISE 0313**

ABBE LANE—The Facts of Life (April, ASCAP) (2:29)—Some of These Days (Vogel, ASCAP) (2:07). **MERCURY 72330**

THE FREEWHEELERS—Beach Boy (Mygogo, BMI) (3:03). **EPIC 9725**

RON GOODWIN—Of Human Bondage (Miller, ASCAP) (2:39). **MGM 13286**

COUNTRY & WESTERN

GLEN CAMPBELL—Summer, Winter, Spring and Fall (Moss Rose, BMI) (2:29)—Heartaches Can Be Fun (Central Songs, BMI) (1:50). **CAPITOL 5279**

WARNER MACK—Blue Mood (Valley, BMI) (2:20)—Sittin' in an All Nite Cafe (Glaser, BMI) (2:20). **DECCA 31684**

CHARLIE WALKER—Close All the Honky Tonks (Blue Rock, BMI) (2:08). **EPIC 9727**

MERLE KILGORE—Slow Hard Way (Gallico, BMI) (2:15). **MGM 13277**

LITTLE RICHIE JOHNSON—I Dreamed of a Hill-Billy Heaven (Sage & Sand, SESAC). **RED FEATHERS 81264**

OTT STEPHENS—A Little bit of Blue (Yonah, BMI) (2:34)—I Spell Love Y-O-U (Peach, SESAC) (2:14). **CHART 1145**

AUTRY INMAN—My Past (English, BMI) (2:34). **SIMS 188**

FRED LEWIS—Fighting Fire With Fire (Yonah, BMI) (2:35). **CHART 1115**

RHYTHM & BLUES

B. B. KING—Never Trust a Woman (Popular, ASCAP) (2:37). **ABC-PARAMOUNT 10599**

CARLTONS—Hey, Mr. Lonesome (Arc-Herco, BMI) (2:15)—Easy Livin' (Arc-Herco, BMI) (2:42). **ARGO 5482**

THE SINGERS—(I Was) Born to Lose (Wedlaw, BMI) (2:18). **LOMA 2002**

JODY WILLIAMS—Time for a Change (White Cliffs) (2:48). **YULANDO 8665**

THE EXPRESSIONS—You Better Know It (Avenue, BMI) (2:30). **FEDERAL 12533**

LEE ROGERS—I Want You to Have Everything (Mah's, BMI). **D-TOWN 1035**

CAROL FORD—Your Well Ran Dry (Avenue, BMI) (2:35). **FEDERAL 12534**

JAMES CRAWFORD—Strung Out (Try Me, BMI) (2:45). **MERCURY 72347**

PROGRAMMING

SPOTLIGHTS

Outstanding singles for radio station programming, but not necessarily Top 50 chart potential.

HOT POP

EARL VAN DYKE — SOUL STOMP (Jobete, BMI) (2:32)—Socko instrumental spotlighting swinging organ with pow-pow beat supplied by big brass. Really moves out. Flip: "Hot 'N' Top" (Jobete, BMI) (2:45). **Soul 35006**

MIDDLE ROAD

RANDY SPARKS — JULIE KNOWS (Apt, ASCAP) (2:54)—AT THE END OF THE RAINBOW (2:15)—First single outing for former Christy Minstrel. Ballad is given beautiful legit reading. Class material. Hot chart potential. Flip is an old hit with warm and tender treatment. **Columbia 43138**

PHYLLIS McGUIRE—I DON'T WANT TO WALK WITHOUT YOU (Paramount, ASCAP) (2:50)—Gentle back seat, big chorus, plenty of strings and a good up-dating of old standard. Could crash chart real big with heavy air play. Flip: "That's Life" (Dymor, ASCAP) (2:46). **Reprise 0310**

GEORGIE SHAW—NO ARMS CAN EVER HOLD YOU (LIKE THESE ARMS OF MINE) (Gil, BMI) (2:46) — A FADED SUMMER LOVE (Feist, ASCAP) (2:55) — Georgie never sounded better! Beautiful rendition of fine song. Chorus backing on class performance. Flip: Who says they don't release any good music singles. This one will please the snobbiest programmer. **Decca 31685**

SARAH VAUGHAN — MR. LUCKY (Southdale, ASCAP) (2:19) — Velvety-throated delivery and bossa beat of old TV theme. First-class performance for first-class programming. Flip: "Fever" (Jay-Cee, ASCAP) (2:43). **Mercury 72334**

Album Reviews on Page 112

COUNTRY & WESTERN SPOTLIGHTS

ERNEST ASHWORTH — PUSHED IN A CORNER (Acuff-Rose, BMI) (2:08)—Tex-Mex intro leads into zippy up-tempo version of pleasant ditty that should make good points for Ernie with his many friends. Flip: "Gooder Than Good" (Rose, BMI) (2:52). **Hickory 1281**

MARGIE SINGLETON AND FARON YOUNG—ANOTHER WOMAN'S MAN-ANOTHER MAN'S WOMAN (Fame, BMI) (2:16)—Unbeatable duo turns the eternal triangle into a quadrangle. C&w suburban morality piece. Great stuff! Flip: "Honky Tonk Happy" (Tree, BMI) (2:20). **Mercury 72312**

EDDY ARNOLD — I THANK MY LUCKY STARS (Cedarwood, BMI) (2:30)—Bouncy beat to tender vocal from Arnold. Flip: "I Don't Cry No More" (Pamper, BMI) (1:54). **RCA Victor 8445**

SONNY JAMES—TYING THE PIECES TOGETHER (Marson, BMI) (2:24) — YOU'RE THE ONLY WORLD I KNOW (Marson, BMI) (2:11)—First side is a heart-breaker featuring short narration. Second side the chorus echoes James on medium-tempo ballad. Fine arrangement. **Capitol 5280**

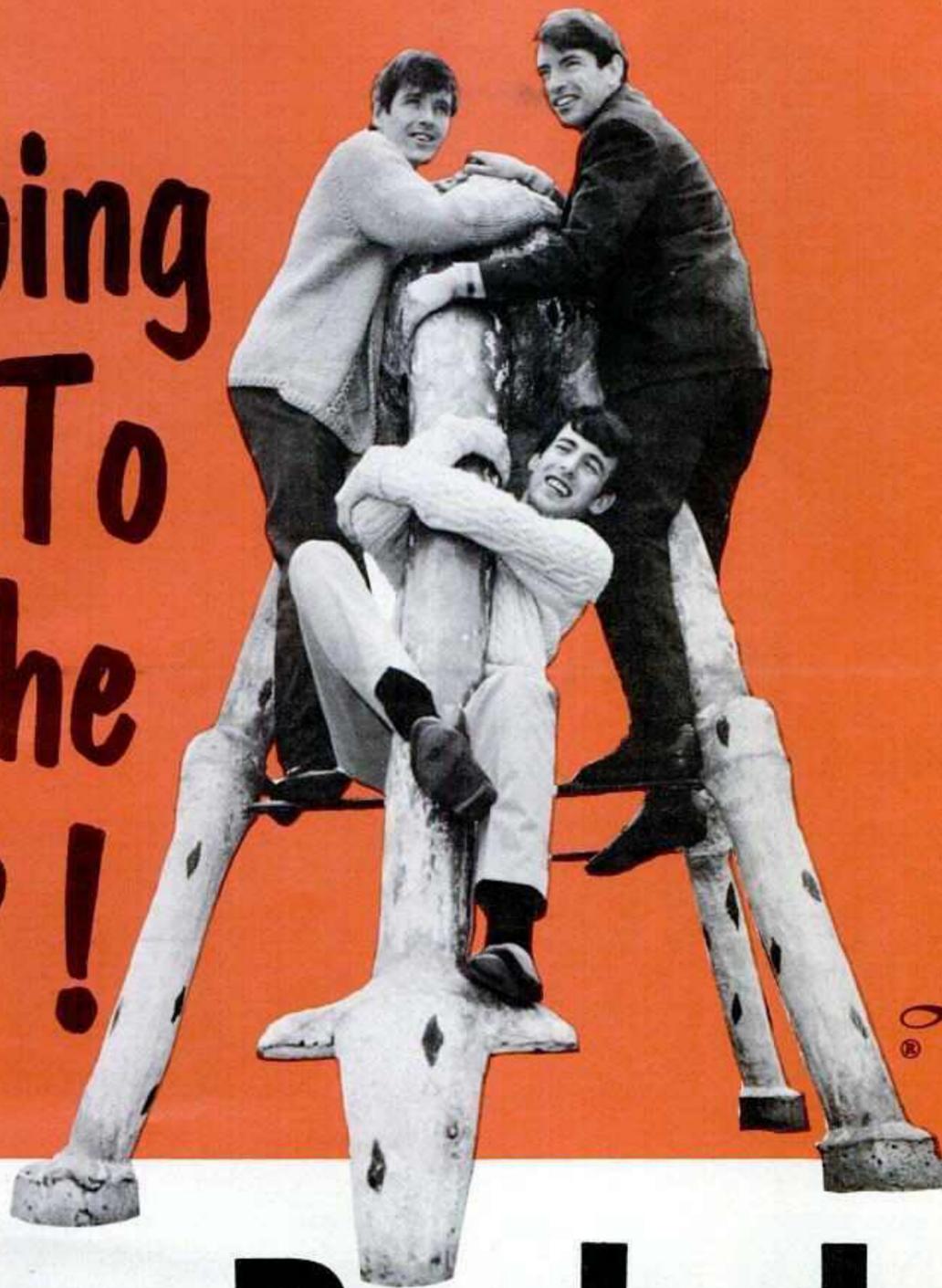
ROY DRUSKY—ALL FOR THE LOVE OF A GIRL (Vogue, BMI) (2:37)—SO MUCH GOT LOST (Moss Rose, BMI) (2:20) — Side 1 is a country weeper about a lost love. It's sad but it will sell happily. Flip is also excellently done in the same vein. **Mercury 72335**

WANDA JACKSON — WEARY BLUES FROM WAITIN' (Fred Rose, BMI) (3:15) — Mournful tempo accompanies Wanda's bluesy weeping. Flip: "Candy Man" (January, BMI) (2:37). **Capitol 5287**

JOHNNY CASH—IT AIN'T ME, BABE (Witmark, ASCAP) (3:02)—TIME AND TIME AGAIN (Cash, BMI) (2:10)—Cash swings on the harmonica on the first side and duets with mystery girl. Watch this for pop action, too. Flip: Strong hand-clapper featuring great instrumental support. **Columbia 43145**

CURTIS LEACH — HIGHWAY MAN (Deep Cross, BMI) (2:30)—Exciting saga on the perils of trucking. Ironic twist at end leaves you with a chuckle. Flip: "Oklahoma, Home of My Heart" (Deep Cross, BMI) (2:25). **Fabor 135**

Climbing
To
The
TOP!



LONDON
RECORDS

The Bachelors

I WOULDN'T TRADE
YOU FOR THE WORLD

#9693

— Included in this great new LP... —



Mono LL3393

Stereo PS393

I WOULDN'T TRADE YOU FOR THE WORLD • RAMONA • PUT YOUR ARMS AROUND ME, HONEY • MOONLIGHT AND ROSES
PAGAN LOVE SONG • HE'S GOT THE WHOLE WORLD IN HIS HANDS • I'LL BE WITH YOU IN APPLE BLOSSOM TIME
THE LITTLE WHITE CLOUD THAT CRIED • MAYBE • TEN PRETTY GIRLS • WITH THESE HANDS • MELODY OF LOVE

Dot RECORDS

PROUDLY PRESENTS

BEST-SELLING ALBUMS

(Stereo & Monaural)



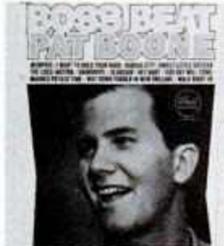
ALADDIN
DLP 3570 Words Of
Inspiration by Aladdin



STEVE ALLEN
DLP 3587 Songs From
The Steve Allen TV Show
ALSO DLP 3515 Gravy
Waltz and 11 Current Hits



THE ANDREWS SISTERS
DLP 3406 The Andrews
Sisters' Greatest Hits



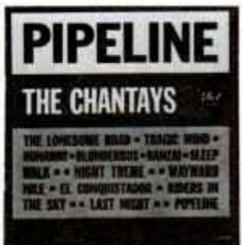
PAT BOONE
DLP 3594 Boss Beat!
ALSO DLP 3071 Pat's
Great Hits
DLP 3504 Pat Boone Sings
Days Of Wine And Roses



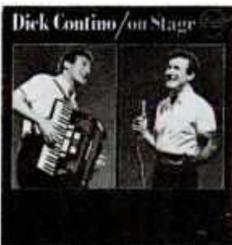
JERRY BURKE
DLP 3450 Greatest Organ
Hits
ALSO DLP 3541
Golden Organ Hits



JO ANN CASTLE
DLP 3249 Ragtime Piano
Gal
ALSO DLP 3433 12 Great
Hits In Ragtime



THE CHANTAYS
DLP 3516 Pipeline



DICK CONTINO
DLP 3602 On Stage



SIX FAT DUTCHMEN
DLP 3554 More Great
Polkas ALSO DLP 3358
Polkas: Greatest Hits!



MYRON FLOREN
DLP 3583
Great Accordion Hits!
ALSO DLP 3302 Polkas



JIMMY GILMER
DLP 3545 Sugar Shack



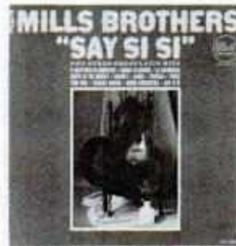
LIBERACE
DLP 3547
Mr. Showmanship!
ALSO DLP 3563 My Most
Requested
DLP 3595 DLP 3596
Liberace At The Americana!
Vol. I and II



THE LENNON SISTERS
DLP 3589 #1 Hits Of The
1960's ALSO DLP 3292
The Lennon Sisters Sing
12 Great Hits



JOHNNY MADDOX
DLP 3131 Dixieland Blues



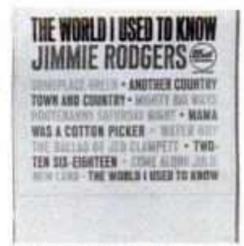
THE MILLS BROTHERS
DLP 3592 Say Si Si And
Other Latin Hits
ALSO DLP 3157 The
Mills Brothers' Great Hits



VAUGHN MONROE
DLP 3431 Vaughn Monroe
— His Greatest Hits ALSO
DLP 3584 Vaughn
Monroe's Greatest Hits,
Vol. 2 DLP 3548 Great
Gospels—Great Hymns



EDDIE PEABODY
DLP 110 The Man With
The Banjo



JIMMIE RODGERS
DLP 3556 The World I
Used To Know ALSO DLP
3525 Honeycomb And
Kisses Sweeter Than Wine



THE SURFARIS
DLP 3535 Wipe Out



BILLY VAUGHN
DLP 3593 Another Hit
Album! ALSO DLP 3165
Blue Hawaii DLP 3100
Sail Along Silv'ry Moon



LAWRENCE WELK
DLP 3591 The Lawrence
Welk TV Show — 10th
Anniversary ALSO DLP 3552
Wonderful! Wonderful!
DLP 3412 Moon River

BEST-SELLING SINGLES

16658	BEACH GIRL	Pat Boone
on the Norman label 549	GALE WINDS	Egyptian Combo
16665	AMORE SCUSAMI (MY LOVE FORGIVE ME)/ JU BI JI	John Foster
16666	THUNDER 'N LIGHTIN'/ CRY BABY	Jimmy Gilmer & The Fireballs
16653	SOMEPLACE GREEN/ WATER BOY	Jimmie Rodgers
16664	PEARLY SHELLS/ MAYBE	Billy Vaughn

THE NATION'S BEST-SELLING RECORDS



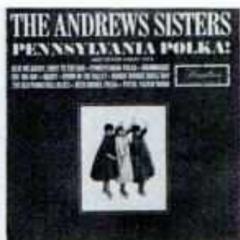
THE



LINE



SOME OF MY FAVORITES
Steve Allen
(S)HLP 12132 (M)HLP 132



PENNSYLVANIA POLKA!
The Andrews Sisters
(S)HLP 12124 (M)HLP 124



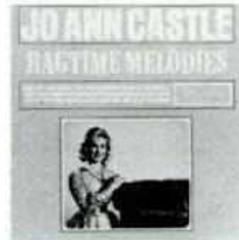
ORGAN BLUES 'N BOOGIE
Eddie Baxter
(S)HLP 12136 (M)HLP 136



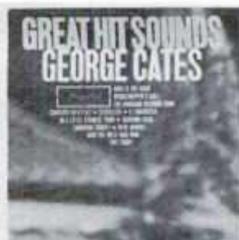
12 GREAT HITS
Pat Boone
(S)HLP 12118 (M)HLP 118



SWEET HOUR OF PRAYER
Jerry Burke
(S)HLP 12131 (M)HLP 131



RAGTIME MELODIES
Jo Ann Castle
(S)HLP 12126 (M)HLP 126



GREAT HIT SOUNDS
George Cates
(S)HLP 12127 (M)HLP 127



ACCORDION MAGIC
Dick Contino
(S)HLP 12135 (M)HLP 135



CROSS COUNTRY SUITE
Buddy De Franco
(S)HLP 12133 (M)HLP 133



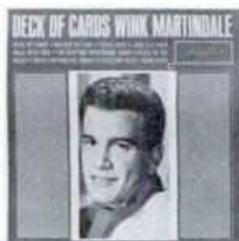
SQUARE DANCE JAMBOREE!
Tommy Jackson
(S)HLP 12129 (M)HLP 129



MELODY OF LOVE
The Lennon Sisters
(S)HLP 12119 (M)HLP 119



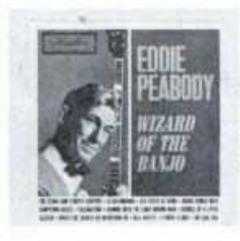
12 RAGTIME GREATS
Johnny Maddox
(S)HLP 12115 (M)HLP 115



DECK OF CARDS
Wink Martindale
(S)HLP 12128 (M)HLP 128



THE MILLS BROTHERS SING FOR YOU
The Mills Brothers
(S)HLP 12116 (M)HLP 116



WIZARD OF THE BANJO
Eddie Peabody
(S)HLP 12117 (M)HLP 117



6 FAVORITE HYMNS/6 FAVORITE FOLK BALLADS
Jimmie Rodgers
(S)HLP 12114 (M)HLP 114



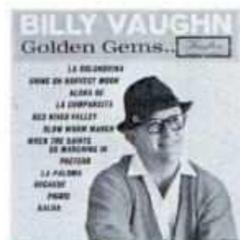
MELODIES FROM THE SOUTH SEAS
The Royal Tahitians
(S)HLP 12123 (M)HLP 123



POLKA PARADE
The Six Fat Dutchmen
(S)HLP 12121 (M)HLP 121



THE ARTHUR SMITH SHOW
Arthur Smith
(S)HLP 12134 (M)HLP 134



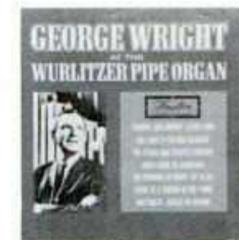
GOLDEN GEMS
Billy Vaughn
(S)HLP 12113 (M)HLP 113



LAWRENCE WELK PLAYS EVERYBODY'S MUSIC
Lawrence Welk
(S)HLP 12125 (M)HLP 125



SINCERELY — Mac Wiseman
(S)HLP 12130 (M)HLP 130



GEORGE WRIGHT AT THE WURLITZER PIPE ORGAN
George Wright
(S)HLP 12120 (M)HLP 120



HYMNS - ORGAN AND CHIMES —
Dr. Charles Kendall,
Dr. Norman Wright
(S)HLP 12122 (M)HLP 122

AMERICA'S QUALITY LOW-PRICED LINE
A division of Dot Records



HOT 100

★ STAR performer—Sides registering greatest proportionate upward progress this week.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains top 32 songs including 'DO WAH DIDDY DIDDY', 'DANCING IN THE STREET', 'OH, PRETTY WOMAN'.

Table with columns: Rank, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 33-66 including 'HAUNTED HOUSE', 'RHYTHM', 'MERCY, MERCY', 'I'VE GOT SAND IN MY SHOES'.

Table with columns: Rank, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 67-100 including 'PEARLY SHELLS', 'IS IT TRUE', 'I WOULDN'T TRADE YOU FOR THE WORLD'.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs A-Z with publisher and licensee information.

Table listing songs A-Z with publisher and licensee information.

Table listing songs A-Z with publisher and licensee information.

BUBBLING UNDER THE HOT 100

Table listing songs bubbling under the Hot 100 with publisher and licensee information.



COLUMBIA RECORDS  PROUDLY INTRODUCES

RANDY SPARKS

'JULIE KNOWS' 4-43138



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Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

Epic's Sol Rabinowitz: Sound, Soundness the Key

(This is another in a series on the Record Industry's national promotion executives dealing regularly with radio stations and disk jockeys across the country.)

Epic Records during the past year has achieved an all-time high in sales, moving the label into a position of prominence as one of the top indies in the industry today.

The reason for the success of the diskery are many. However, much of the impetus is being provided by Epic's general manager—recently elected a corporate vice-president—Len Levy and his national promotion manager, Sol Rabinowitz.

Rabinowitz, a 17-year veteran in the music business, began as a record salesman in New York City, serving stints with a mail order house and Malverne Distributors. After five years with Malverne, Rabinowitz left to devote full time to his own label, Baton Records, which he organized a year earlier. He headed the firm for eight years before embarking on indie producing



SOL RABINOWITZ

and a subsequent move to Columbia Records six months later.

A successful 12 months as an a&r executive for Columbia, Okeh and Epic led to his present NPD birth at Epic, a position he has held for nearly three years.

Sol is perhaps the least known personality of the national promotion directors by the deejay fraternity. He works long hours behind the scenes guiding his field men and working through the company's distributors. Personally representing Epic and Rabinowitz are promotion executives John Mahan, former WIBG, Philadelphia, music director, who is now handling the West; Nick Albarano, East; Fred Frank in the South, and Marty Hirsch, Midwest.

A vital function of Rabinowitz's position at Epic is sales. More than half of his working day involves taking telephone orders and relating information on sales from distributor to distributor.

"There's no better way, I feel, to know what's happening with a record," said Rabinowitz. "We rarely have a regional hit—our releases usually break nationally because of our exchange of sales information with our distributors. I act as the anchor man."

One of Epic's strengths is its track record in discovering and developing new talent.

Along with his boss Len Levy the label has developed such winners as the Dave Clark Five, Bobby Vinton, the Village Stompers, Rolf Harris, Godfrey Cambridge and others.

Sol works closely with Len, (Continued on page 26)

KMPC Editorials

HOLLYWOOD — Golden West Broadcasters' flagship, Station KMPC, is preparing 100 editorials on public compliance for law enforcement which it will distribute nationally to major radio stations and government officials.

KMPC's program director, Russ Barnett, narrates the messages which are designed to encourage respect for law and order. KMPC last year received the American Bar Association's Gavel Award for its "Heritage" series which dealt with principles in the Bill of Rights and Declaration of Independence.

Execs Wants Beat Toned Down

FOLK MUSIC ON WQXR

NEW YORK — Interest in folk music is still mighty strong. WQXR, the New York Times station, launched a live radio show this Saturday (3) for young people, starring Tom Glazer.

"Tom Glazer's Folk Festival" will be aired each Saturday morning 11:30 to noon from the WQXR auditorium, with Glazer singing, playing guitar, and describing the history and background of his songs. Each program will be built around a specific theme designed to help the youngsters learn while being entertained.

The first two shows are SRO with all 189 seats spoken for. The station invites visitors via on the air spots. Audience will range in age from 10 to 19.

Glazer, who is well known for his children's concerts in the New York City area, has written numerous hit songs including: "Till We Two Are One," "More," "Melody of Love," "Skokiaan," "A Worried Man," and "On Top of Spaghetti"—which became a big pop hit last year on the Kapp label as recorded by Glazer.

KBTR Bows New Format

DENVER — Denver was introduced to the new contemporary music sound of KBTR several weeks ago. The 5,000 watter featured "middle road" pop-standard music prior to the switch.

Accompanying the new sound is a new deejay line-up and a 24-hour-a-day broadcasting schedule.

Air line-up is as follows: The Breakfast Club; Johnny Michell, former KIMN, Denver, deejay, 10 a.m.-noon; Ted Atkins, 12:15 p.m.-3 p.m. Ted also doubles as the station's program director; news and information, 6:30-7:15 p.m.; Dave Diamond, ex-WIL, St. Louis, and WIBC, Indianapolis, air personality, 7:15-midnight; and Norm Seeley, who made the move from KIMN, in the midnight to 6 a.m. slot. Morning slot is currently open.

The station, which is closely following the successful pro-

LONDON — At the Variety Club lunch here at which the "Melody Maker 1964 Pop Poll Awards" were made, Elkan Allan, head of light entertainment at Rediffusion (London's commercial TV network), told show business people that there was too much beat music on the air. He was referring to the teen-age beat shows which give no opportunity for the ballad-type singer.

"We try to be ahead of public taste," he told Billboard, "and I think the public is getting a little tired of it." Allan quoted as an example the current release here of three disk versions of "People" from "Funny Girl," by Peggy Lee and Nat King Cole on Capitol and Barbra Streisand on CBS.

"Neither of these will have a chance of being heard on any of the five or six beat programs, and it's time we did something about it," he said. He told Billboard that his program plans for 1965 will cater more for good singers outside the field of beat music.

BBC-TV feels that its two beat programs, "Beat Room" and "Top of the Pops," meet the demand, and that its own balance of programs, which include folk and jazz, is in line with current trends. Two years ago, there were no folk TV programs. Similarly with jazz, BBC has four new programs on one network. In radio, too, beat programs represent a small proportion of the total air time of "light" programs.

Rediffusion's beat show "Ready, Steady Go" won the 1964 award for the top pop TV show. Allan said the show would continue until the end of the year.

Polka Carousel

CHICAGO — Little Wally, Jay Jay recording artist, has video-taped 13 polka shows to be telecast locally and in selected Midwestern markets. Titled Polka Carousel, the show will feature the Lucky Harmony Boys and the Michigan Dutchmen.

gramming pattern set by ABC-owned WLS, Chicago, and WABC, New York, has also added newsmen Gordon Bishop, Gene Price and Barry Ellis.

Nov. 10 the new KBTR will sponsor an appearance of the Dave Clark Five at the Denver Coliseum.

WWDC's NAME THAT TUNE

WASHINGTON — WWDC deejay Jack Rowzie has inaugurated a new feature on his Saturday show called "Top 40 Less One." He plays the new WWDC "Top 40" but leaves out one of the songs. The first listener to call in to identify the song gets all 40 records on the list that day.

WVEC Head Good Listener



THOMAS P. CHISMAN

NORFOLK—Music is a serious business with Thomas P. Chisman, president and general manager of WVEC AM-TV, Norfolk-Hampton. Chisman personally listens to all of the music before it is programmed on this radio station, reasoning that properly programmed music puts the advertisers in his coverage area in the right mood to buy his air time.

A strong advocate of centralized selection of music, Chisman spends a good part of his day listening to albums and singles. Once they've been approved the programming is left up to the WVEC deejays.

The station's standard-pop music policy is aimed at a "highly selective" audience that has money to spend on the products advertised on the station, according to Chisman.

In evidence of the effect of Chisman's carefully programmed 1,000-watter is a roster of "blue chip" local advertisers with long tenure.

Chisman also has his own ideas on advertisers and has been known to turn down lucrative spot accounts because of what he feels is extreme hard sell. To make the sound consistent he says, the advertising message must also fit into the musical pattern or the WVEC sound is thrown into distortion.

Asked if listening to all the records and albums that are received daily isn't a little trying for a station president, he just smiles and says, "the most relaxing part of my day is when I can put my feet on my desk lean back and just listen. Few radio station operators today realize the wealth of good pop, old standard, light classical and semi-classical singles and albums being made available each week. All you have to do is take the time to listen."

OPELIKA, Ala.—WJHO has announced the publication of "The Big-O Fun Forty" music survey. David L. Loyd is program director and John E. Smollon, general manager.

WEEI in 40th Year

BOSTON—WEEI, the CBS-owned radio station in Boston, marked 40 years of broadcasting on Wednesday, Oct. 7.

The station during the past year has increased its news and information programming which includes "Conversation Piece," with Paul Benequin; "Nightline," with Jim Westover (a former KDKA, Pittsburgh, newsman). Both are phone-discussion programs. The station also recently began a two-hour service program "At Your Service," with Tom Russell, and in June introduced WEEI listeners to Paul Winter, who has taken over the wake-up show.

During the past year, the WEEI news operation, under the direction of Arthur Smith, has been expanded with more personnel and equipment and the appointment of a full-time State House reporter.

WEEI's vice-president and general manager is Donald J. Trageser, and Dominic Quinn, former program manager of KDKA, Pittsburgh, and WINS, New York, is program manager.

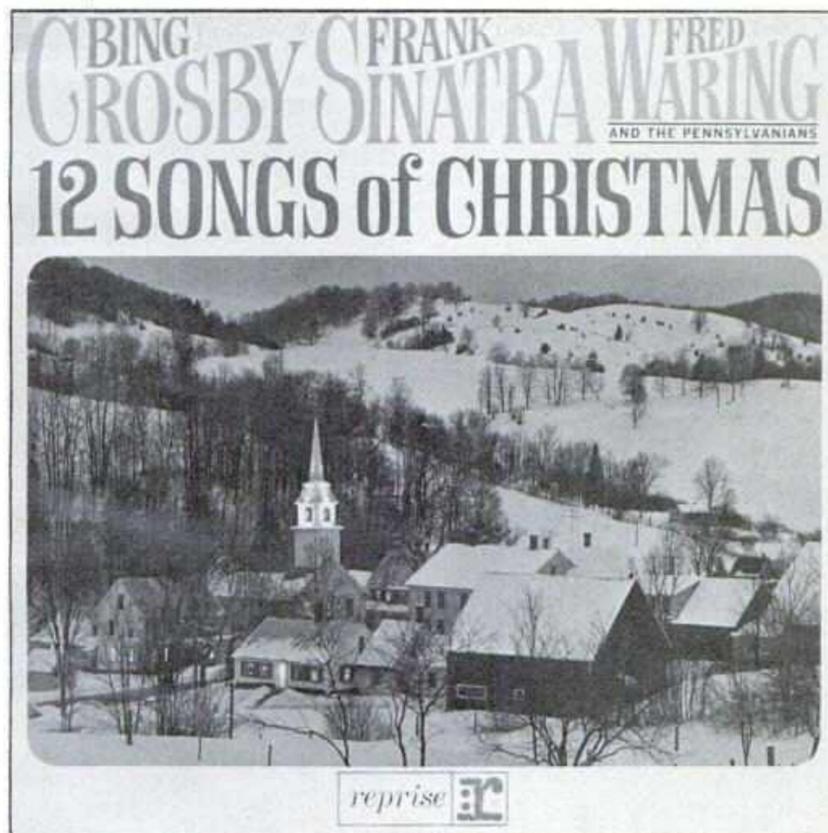
JOINS CBS' DIMENSION

NEW YORK — Ike Pappas, former newsman, joins the Dimension Unit of CBS Radio News as a writer-reporter. He will be assigned to three Dimension programs, "Headliner," "Follow Up" and "At Your Leisure." Pappas' dramatic on-the-spot report of Jack Ruby's assassination of Lee Harvey Oswald is a major part of the top-selling album, "Four Days That Shocked the World."



GAVEL AWARD PRESENTATION—Harold C. Lund, Group W vice-president, left, and Fred E. Walker, general manager of KDKA Radio, accept the American Bar Association's Gavel Award Certificate of Merit from the Allegheny County Bar Association's public relations committee chairman Franklin Blackstone and president James M. Houston. The station received the citation of merit for a series of programs, "Your 60-Second Counsel."

Way back in February, a conscientious team of IBM-minded types ran a tape on the all-time Christmas Best Sellers for Reprise Records—to learn (as you might easily have guessed) that three names ran away from the field ... three who topped the list by some staggering millions. - Whereupon Reprise set out to insure a lock on the holiday market by pairing these very three into one Album Supreme—so alive with consumer provocation that its success could only be considered a foregone, inescapable conclusion. - This is the awesome result!



That it will sell and sell—and sell—is already borne out by the most voluminous pre-release order activity in Reprise history! Is there anywhere a record dealer, buyer or radio station who can doubt that this year even Santa Claus believes in Reprise!

Mo Ostin, General Manager, Reprise Records



Case of Narrow-Minded Ad Mgr.

By **BILL GAVIN**
Contributing Editor

Mr. Jones and Mr. Smith are talking radio. Mr. Jones is the advertising manager of a large department store. Mr. Smith is a salesman for a pop format radio station. Mr. Jones is speaking: "Sure, I know your station has a big audience, but it's mostly kids. That's not the audience I want to reach. It's the grownups that shop at my store."

Mr. Smith: Right. We reach the grownups, too. Our latest breakdown on audience composition shows that from 6 a.m. to 6 p.m. over half of our listeners are 21 and over, and the figure runs as high as 80 per cent adults during school hours.

Mr. Jones: Yes, but the music you play is kid's music. It's the wrong setting for my commercials. Creates a teen-age image.

Smith: The music we play is popular music. That means that more people like it than any other music—not only teenagers but also adults.

Jones: Don't you base your programming on record sales? And aren't single records bought exclusively by teenagers?

Smith: Yes, to your first question. No, to your second. There are a lot of records that sell only to teenagers, but they're not the big hits. It's only when the adults start buying a record that it becomes a really big hit. This is what happened with Louis Armstrong's "Hello Dolly" and Dean Martin's "Everybody Loves Somebody." Records like these get heavy play at our station.

J.: Yes, but most of these pop records sound so silly and childish.

S.: Perhaps some of them do. There have always been a few silly popular songs. I can remember "K-K-K-Katy," and "Mairzy Doates" and "Three Little Fishes" and "Hut Sut Song" and "Barney Google" and - - -

J.: Never mind, I guess you're right about that. People seem to go for silly songs—and silly fads—every once in a while.

S.: Like hula hoops?

J.: Yeah—and silly dances like the Black Bottom and the Charleston and Twist.

S.: I've heard it said that in our grandfather's day the grownups considered the waltz an immoral dance. Times certainly keep changing.

J.: Yes, of course. We have to keep up to date in our store buying so that we're sure to stock the new things that people want. But that doesn't change the fact that some of the records on your station are pretty horrible. When my daughter has your station tuned in at home, I either have to leave the room or else tell her to turn it off and listen on her transistor in her room. Tell me honestly, Mr. Smith, do you like all those records?

S.: No, frankly, I don't. I haven't heard a radio station yet that can please me 100 per cent of the time. Have you?

J.: Well, no, if you put it that way, I guess I haven't.

S.: And, if you'll pardon my saying so, there are some things about your store that I don't like, either, but I still shop there. I was shopping

for a sports jacket the other day and there wasn't anything I liked. Besides that, I didn't especially like the salesman either. He kept trying too hard to sell me. But I still like your store. My wife and I do most of our shopping there because most of the time we find what we like. That's the way it is with radio listeners. They tune to the station that gives them what they want most of the time.

J.: Yes, I see your point. But it still seems to me that a lot of your station's records sound cheap.

S.: Well, I'll admit that we don't go in much for the so-called class programming like opera and symphony and chamber music. We don't even play music from Broadway shows, unless one of their songs gets to be a hit. When you say our records are cheap, I think you mean that they're fairly simple and easy for common ordinary people to understand. Don't you use that same general approach in selecting the merchandise that you offer for sale?

J.: Well, of course, if we stocked only the expensive items we'd soon be out of business. But we sell mostly to grownups, and your audience is made up mostly of teenagers.

S.: I'll agree that most of the teenagers listen to our station. Not only that but we have most of the young married people who were teenagers when the new music first became popular ten years ago.

J.: New Music? You mean rock and roll?

S.: Call it rock and roll if you want to. As you said, times change, and it's mostly just the older people who call it that any more. But no matter what you call it, the young adults were brought up on it during their teens.

J.: I was going to say that as kids get older their tastes change. But I guess you're right. I still like the same music that was popular when I was in school, even if I've also learned to like a few other kinds of music, too.

S.: Right. And there's something else about our audiences, Mr. Jones. It's a better audience for your advertising.

J.: A better audience? How could that be? These younger listeners don't have as much money to spend as the older people.

S.: Possibly not. But they're building their credit and building their homes and families. They need more of the things you have to sell. These young adults in their middle 20's are more open to new ideas. Whatever you have to sell that's new, they want to know about. They're not set in their ways as older people. Maybe some of them have never shopped at your store before. Most of the new families moving into town are younger people. They're listening to our station, and they need to know about your store. Even the teenagers buy a lot of things that you sell.

J.: H'm. Like hairspray and eye liner.

S.: Yes, and clothes and shoes and you name it. These teen and twenty customers pay more attention to advertising. They're more responsive. They want to know what's new. They've accepted the new sounds in popular music. They're ready to accept new merchandising ideas from you.

J.: Mr. Jones: I'm sorry, Mr. Smith, but I'm a very busy man. I like to deal in hard facts—not theories. Now, let's have your figures for the discounts on a year's contract.

YESTERYEAR'S HITS

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

POP—5 Years Ago October 19, 1959

1. Mack the Knife, B. Darin, Atco
2. Put Your Head on My Shoulder, P. Anka, ABC-Paramount
3. Mr. Blue, Fleetwoods, Dolton
4. Teen Beat, S. Nelson, Imperial
5. (Til) I Kissed You, Everly Brothers, Cadence
6. Sleep Walk, Santo & Johnny, Canadian-American
7. Lonely Street, A. Williams, Cadence
8. Poison Ivy, Coasters, Atco
9. Just Ask Your Heart, F. Avalon, Chancellor
10. The Three Bells, Browns, RCA Victor

POP—10 Years Ago October 17, 1954

1. Hey, There, R. Clooney, Columbia
2. I Need You Now, E. Fisher, RCA Victor
3. This Ole House, R. Clooney, Columbia
4. If I Give My Heart to You, D. Day, Columbia
5. Sh-Boom, Crew Cuts, Mercury
6. Skokiaan, R. Marterie, Mercury
7. Hold My Hand, D. Cornell, Coral
8. Shake, Rattle and Roll, B. Haley, Decca
9. Papa Loves Mambo, P. Como, RCA Victor
10. Skokiaan, Four Lads, Columbia

RHYTHM & BLUES—Five Years Ago—October 19, 1959

- You Better Know It, J. Wilson, Brunswick
Poison Ivy, Coasters, Atco
Sea of Love, B. Phillips, Mercury
I Loves You Porgy, N. Simone, Bethlehem
Broken-Hearted Melody, S. Vaughn, Mercury

- Say Man, B. Diddley, Checker
Hey Little Girl, D. Clark, Abner
I'm Gonna Get Married, L. Price, ABC-Paramount
Red River Rock, Hurricanes, Warwick
Sleep Walk, Santo & Johnny, Canadian-American

POP-STANDARD SINGLES

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

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
		TITLE, ARTIST, LABEL	
1	1	WE'LL SING IN THE SUNSHINE, Gale Garnett, RCA Victor 8388	10
2	2	A SUMMER SONG, Chad Stuart & Jeremy Clyde, World Artists 1027	9
3	5	THE DOOR IS STILL OPEN TO MY HEART, Dean Martin, Reprise 0307	4
4	3	ON THE STREET WHERE YOU LIVE, Andy Williams, Columbia 43128	6
5	4	SOFTLY, AS I LEAVE YOU, Frank Sinatra, Reprise 0301	6
6	7	I DON'T WANT TO SEE TOMORROW, Nat King Cole, Capitol 5261	5
7	—	COUSIN OF MINE, Sam Cooke, RCA Victor 8426	4
8	6	FUNNY GIRL, Barbra Streisand, Columbia 43127	6
9	—	I DON'T WANT TO SEE YOU AGAIN, Peter & Gordon, Capitol 5272	3
10	8	WHO CAN I TURN TO, Tony Bennett, Columbia 43141	3
11	9	I WANNA BE WITH YOU, Nancy Wilson, Capitol 5254	3
12	10	THE JAMES BOND THEME, Billy Strange, Crescendo 320	8
13	13	SMACK DAB IN THE MIDDLE, Ray Charles & His Ork, ABC-Paramount 10588	4
14	13	SO LONG DEARIE, Louis Armstrong, Mercury 2338	3
15	16	LUMBERJACK, Brook Benton, Mercury 72333	3
16	12	PEARLY SHELLS, Burl Ives, Decca 31659	6
17	17	L-O-V-E, Nat King Cole, Capitol 5261	4
18	18	THINGS IN THIS HOUSE, Bobby Darin, Capitol 5257	3
19	19	UP ABOVE MY HEAD, Al Hirt, RCA Victor	2
20	—	GARDEN IN THE RAIN, Vic Dana, Dolton 99	1

EBF Offers Format Aid

NEW YORK — Enterprise Broadcast Features, a newly formed syndication company, is offering a new program service for radio stations and advertisers.

An arm of Newspaper Enterprise Association, newspaper feature service, the company will provide programs featuring material on sports, fashion diet, gardening, interior decorating, family living, personal care, sewing, exercise, agriculture and recreation.

The EB programs range in length from one to four and a half minutes. Each separate series includes 10 or more programs per week. All programs are new introductions and will be exclusive to one station in a market.

Richard Johnson, manager of

WMCA Airs 'Commentary'

NEW YORK—WMCA, the first radio station to editorialize on a regular basis, is now airing a "Guest Commentary" series featuring the views of leading New York City and State figures.

WMCA President R. Peter Straus, who usually airs the station's editorials, was recently named chairman of the New York State Democratic Campaign Committee and will not be available to deliver WMCA editorials until after the November elections.

NEA's special products division, explained that station costs for the programs are based on a station's own rate card. National and regional advertisers may also buy the programs exclusively for use in the markets they select.

Management will be handled by Armstrong Associates, Inc. Enterprise Broadcast Features will headquarter at 7 E. 43rd St., New York.

Sol Rabinowitz

• Continued from page 24

Bob Morgan, executive producer, and the a&r department in evaluating new talent and helping decide the number and time releases should be made.

Rabinowitz echoes the feelings of his promotion colleagues on matters of working with radio station record programmers.

"No promotion man can expect to get his records played time and time again through the medium of favors. He must earn respect as an individual that presents the true facts about his releases and aids the radio station people in arriving at a sound programming decision," said Rabinowitz. "Above all, the product must have it," he stressed.

He emphasized that promotion people must "couple respect with friendship" in their regular dealings at the radio station level.

"At that point the promotion man has become a salesman as opposed to a delivery boy."

broadcasters!

NEED CHRISTMAS ALBUMS?

HOLIDAY SONGS BY SINATRA, COLE, CROSBY, MATHIS AND MANY MORE!

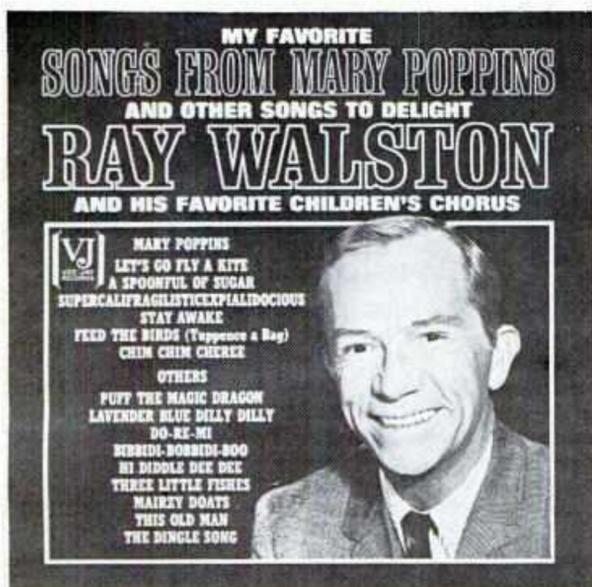
all artists! all labels!

Return This Ad Today to: Record Source International, 165 West 46th Street, N. Y., N. Y. 10036 . . . for Your Special Christmas Catalog of Listings and Low Costs. There is an Early Deadline . . . So Hurry!

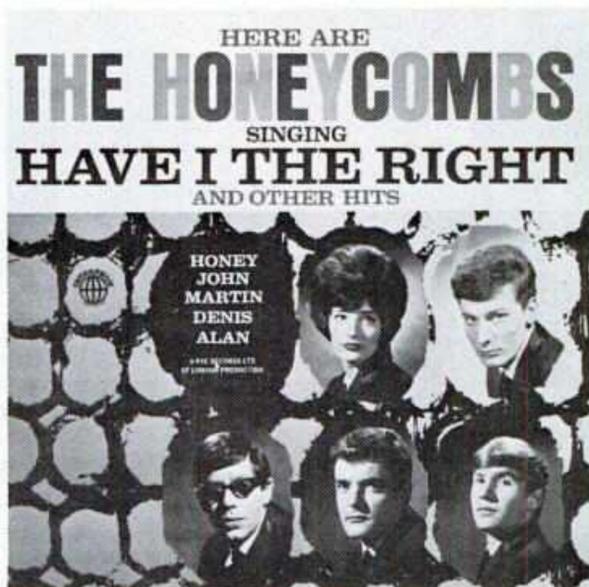
Name _____ Call Letters _____ City _____ State _____

When you're only #7 in sales you must speak with straight tongue.

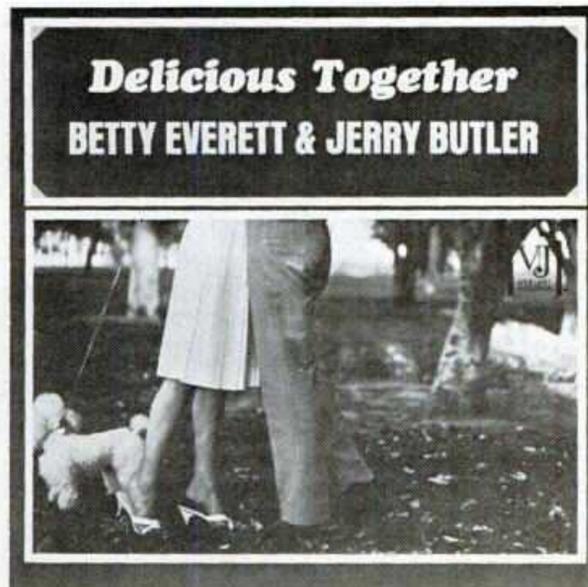
NINE HIT ALBUMS



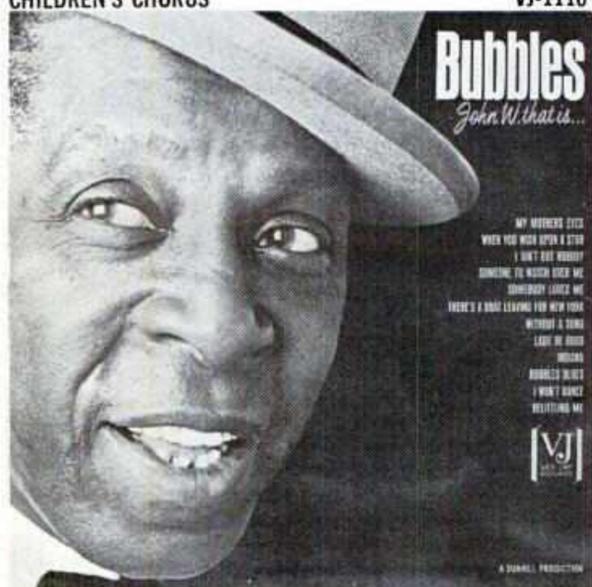
MY FAVORITE SONGS FROM MARY POPPINS AND OTHER SONGS TO DELIGHT ■ RAY WALSTON AND HIS FAVORITE CHILDREN'S CHORUS
VJ-1110



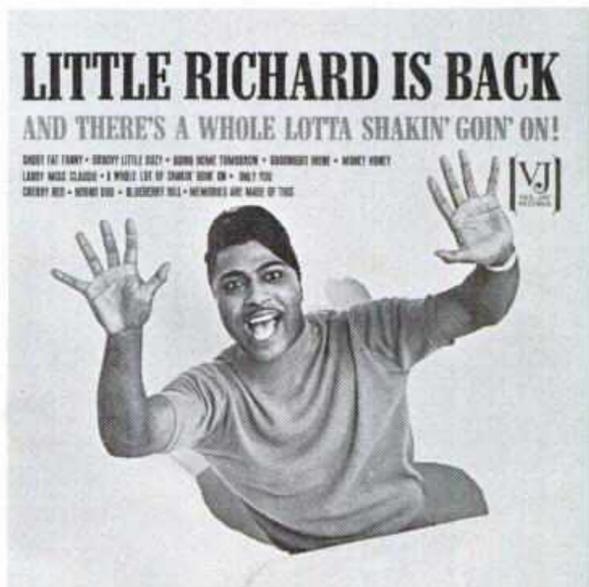
HERE ARE THE HONEYCOMBS IN-88001



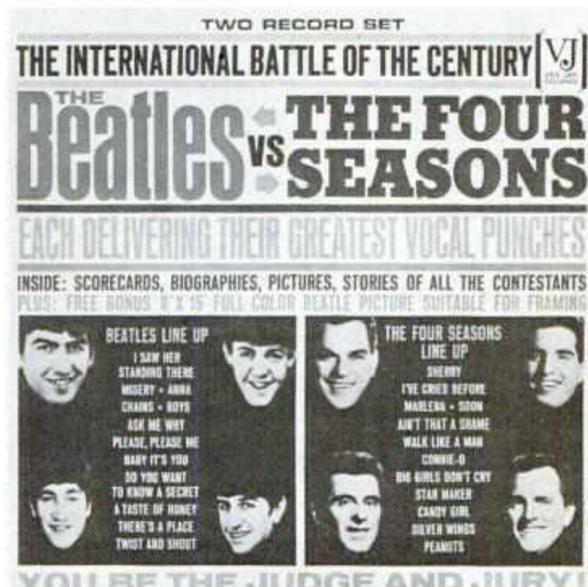
DELICIOUS TOGETHER – BETTY EVERETT & JERRY BUTLER
VJ-1099



BUBBLES – JOHN W. THAT IS VJ-1109



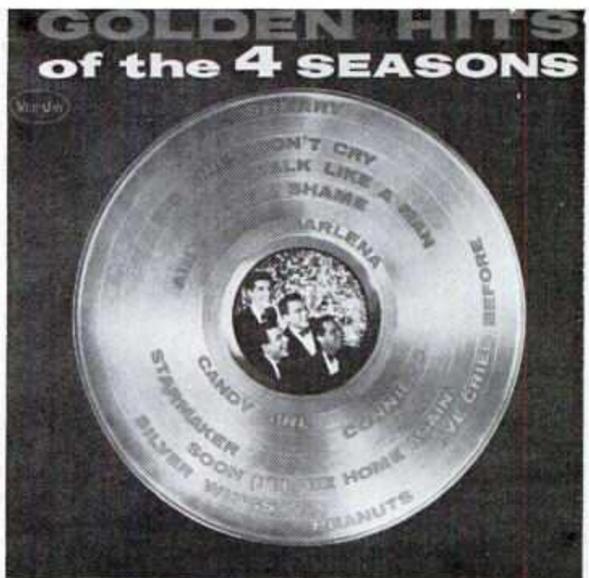
LITTLE RICHARD IS BACK & THERE'S A WHOLE LOTTA SHAKIN' GOIN' ON!
VJ-1107



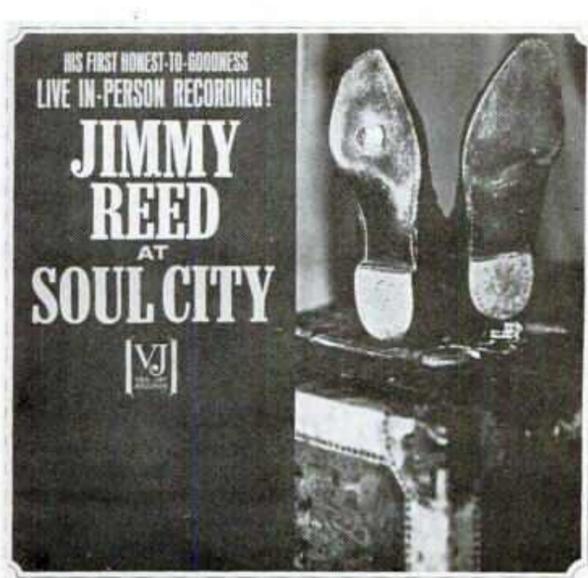
THE BEATLES vs. THE FOUR SEASONS DX-30



SONGS, PICTURES & STORIES OF THE BEATLES VJ-1092



GOLDEN HITS OF THE FOUR SEASONS VJ-1065



JIMMY REED AT SOUL CITY VJ-1095



RADIO RESPONSE RATING

HARTFORD, CONN.

SECOND CYCLE

TOP STATIONS

Rank	Call Letters	% of Total Points
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★ POP Singles

1.	WDRG	76%
2.	WPOP	20%
3.	WHYN (Springfield, Mass.)	4%

★ POP LP's

1.	WTIC	46%
2.	WCCC	28%
Others	WDRG, WHAY, WRYM (Newington, Conn.)	26%

★ CONSERVATIVE

1.	WRYM	52%
2.	WTIC	31%
Others	(WCCC-FM, WINF)	

★ CLASSICAL

1.	WTIC-FM	100%
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THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrument music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

STATIONS BY FORMAT

HARTFORD AREA—Nation's 33d largest radio market. Nine AM, 4 FM. Two standard-pop, 2 contemporary, 2 standard, 1 conservative, 1 pop standard.

WDRG: 5,000 watts. Buckley-Jaeger Broadcasting. Music format: Contemporary. Highly identifiable air personalities. Heavy on and off-air promotion. Four-man news department, mobile-equipped under direction of Joe Barbarette. Featurettes in lighter vein aired five times daily, including 2-min. "beeper" telephone Q&A with listeners. VP & gen'l mgr., William Crawford. Asst. gen'l mgr., Charles R. Parker. Music dir., Bertha Porter, Box 1360, Hartford, Conn.

WPOP: 5,000 watts. Independent. Music format: Contemporary. Station editorializes. Format revamped April 1. Heavy audience building contest promotions. Three-man mobile cruiser-equipped news operation directed by John Swope. Station mgr., Leland W. Bickford. Prog. dir., Jim Gearhart (also does air show daily). Box 1410, Hartford, Conn.

WTIC: 50,000 watts. Owned by Travelers Insurance Company. NBC affiliate. Music format:

TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points
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★ POP Singles

1.	Ron Landry	WDRG	30%
2.	Ken Griffin	WPOP	24%
3.	Long John Wade (Tie)	WDRG	13%
4.	Dick Robinson (Tie)	WDRG	13%
5.	Jim Nettleton	WDRG	11%

BY TIME SLOT

Morning	Ron Landry, WDRG
Mid Morning	Dick Pace, WDRG
Early Afternoon	Jim Nettleton, WDRG
Traffic Man	Lou Terri, WPOP
Early Evening	Ken Griffin, WPOP
Late Evening	Ken Griffin, WPOP

★ PROGRAM DIRECTOR, MUSIC DIRECTOR OR LIBRARIAN

(Most Co-Operative in Exposing New Records)

1.	Bertha Porter, Music Director	WDRG
2.	Ken Griffin, Music Director	WPOP

★ TOP TV BANDSTAND SHOW

(Exposing Artists & Records)
Brad Davis—WTIC-TV (Sat. 5-5:30 p.m.)

★ POP LP's

1.	Bob Steele	WTIC	35%
2.	Ed Robbins	WCCC	32%
3.	Art Johnson	WTIC	15%
4.	George Stephens	WCCC	11%
Others	(Bob Nelson, WTIC; Fred Swanson, WHAY)		

BY TIME SLOT

Morning	Bob Steele, WTIC
Mid Morning	Ed Robbins, WCCC
Early Afternoon	George Stephens, WCCC
Early Evening	George Stephens, WCCC
Late Evening	George Stephens, WCCC (Tie)
All Night	Brad Davis, WTIC
	Art Johnson, WCCC

★ JAZZ

1.	John Birchard	WCCC-FM	55%
2.	Mike Lawless (Left station recently)	WEXT	30%
Others	(Mike Connors, WMAS; Art Johnson, WTIC)		

★ FOLK

1.	Brad Davis	WTIC	91%
2.	Bob Nelson	WTIC	9%

Lawrence Kenfield, 3 Constitution Plaza, Hartford, Conn.

WCCC: 500 watts day. Independent. Music format: Standard-Pop. New York Philharmonic broadcasts Suns. live from Lincoln Center in fall. "Community Calendar" feature throughout day. Four newscasts carried daily from Yankee Network. Ass't. mgr., Burt LaCoe. Prog. dir., Ed Robbins (also does air show). Music dir., John Birchard, Bond Hotel, Hartford, Conn.

WHAY: 5,000 watts Independent. ABC affiliate. Music format: Standard-Pop. Yale football carried. Special programs: "Betty Kimball"—commentary and music 9:30-10 a.m. daily. Heavy audience-building contests. 6:25-7:15 news, comment and sports segment. 3-man news operation with mobile vehicles. Gen'l mgr., John L. Ellinger. Oprs. mgr., Del Rayce Music dir., Fred Swanson, 22 Grove Hill, New Britain, Conn.

WEXT: 1,000 watts day. Independent. Music format: Standard. Station is fully automated. Market's newest station, began broadcasting Oct. 6, 1963. Heavy on and off-air promotions. Three full-time newsmen. Two radio-phone equipped newscasters. "News Special" 7-9 a.m. daily. Other special shows: Dan Shea answers listeners' questions Sat. 9:06-9:30. "Glastonberry Showcase" with Binnie Montooth 9-10 a.m., Sats. with guest interviews. "Edith Napper Show"—10-10:30 p.m. Suns. Ex. VP and gen'l mgr., Erwin Needles. Records should be directed to John Spenser, 998 Farmington Ave. W. Hartford, Conn.

WINE: 1,000 watts day. 250 watts night. Independent. CBS affiliate. Music format: Standard. 15-min. newscasts on the hour. New York Yankees baseball carried. Special programs: "Lunch Stop"—talk show with Russ Wheeler. "Breakfast Club" carried from ABC Net. 10:15-noon, Real Estate Greater Hartford, with Russ Wheeler. Real estate information and c&w music. "The Edwards"—talk show, 1:15-1:55 p.m., M-F. Mgr., Paul Edwards, Box 1000, Manchester, Conn.

WRYM: 1,000 watts day. Independent. Music format: Standard-Conservative. Station clusters commercials. Four full-time newsmen. News editor, Alan Ford. Stereo FM broadcasts begin June 26. "Special Events"—5-15 min. aired 20 times weekly. Station editorializes. Gen'l mgr., Ralph H. Klein. Ops. mgr. & prog. dir., Frank Michaels (does daily air show). 1056 Willard Ave., Newington, Conn.

KMSP-TV Offers Teens Dance Sets

MINNEAPOLIS — A new teen dance program with a twist will debut on KMSP-TV, Minneapolis, Tuesday, Oct. 13. Scheduled for twice-a-week showing in the 4 to 5 p.m. time slot, the "live" show will be hosted by deejay Dino Day.

The mainstay of the show will be the young people dancing on camera to the latest pop records. The special feature of the new entry will be a segment called "Teen News International"—news and information for teen viewers. Rod Person, Nancy Nelson and Bob Casey will report the news and sports for this segment.

Other highlights slated for future shows will be a teen fashion board, appearances by top record artists, Miss Teen-fashion board, appearances by top record artists, Miss Teen-Age Pageant, and a discussion panel of high school students.

Smith Buys WQDY

CALAIS, Me. — One of the nation's best-known entertainers, "Buffalo" Bob Smith, of Howdy Doody fame, enters radio station ownership through his purchase of WQDY, Calais.

VOX JOX

By GIL FAGGEN



The task of the promotion man is not always as difficult as may seem. Wayne Shuler, Capitol Records representative in New Orleans (standing) is trying to talk his secretary out of associating with WNOE (New Orleans) deejay Greg Mason, who would rather listen to the new Capitol release "Put Your Arms Around Me," by the Cresters. Shuler takes his "gal Friday" with him on all station calls. He has yet to be refused admittance.

And speaking of lovely figures, Phyllis Diller, co-hostess last week on the syndicated "Mike Douglas" TV show originating from KYW-TV, Cleveland, made the remark of the week: "The first time I wore a topless bathing suit it took 20 minutes for me to get arrested and that was for parking next to a fire hydrant and then the policeman thought I was Albert Schweitzer."

Bob Orben's current Comedy-Volume Six is out this week with 100 pages and 2,000 ticklers and Canada's famed deejay Al Boliska is quoted with this one: "I know a girl who's got a terrible problem. She either has to give up topless gowns . . . or playing the accordion." Great joke gentlemen in a pinch!

Ross Stone, WIII (Homestead, Fla.), is programming the current swinging pop releases with c&w music. He needs glossy photos of country artists and, of course, records.

WABC top-rated evening deejays, "Scottso" Muni and "Cousin" Bruce Morrow are being considered by sister TV station WABC-TV for regular across-the-board TV show. Great idea!



Surrounded by WNEW (New York) morning nutaroones — Gene Klavan (left) and Dee Finch — is American Airlines stewardess Jane Anderson during recent visit to New York City. Seems K & F were quite im-

pressed with her seemingly uncanny ability to remember passenger names on a recent Detroit trip and they mentioned it on the air one morning. Maybe Miss Anderson can help the boys recall the "music?" they play on the air each morning.

WIP (Philadelphia) morning deejay Joe McCauley reportedly conducted the Royal Canadian Navy Band last Wednesday while in a brace. Joe was recently hospitalized by back troubles (caused by Glascock & Carr). Joe is slated to conduct the band Sunday, Oct. 25, during the "Man in Space" show.

SEGUE

Dan Esberg moves from KNBA (Vallejo, Calif.) to KKIS as deejay, replacing Mike Murhland in the 9 p.m.-midnight slot. . . . Hal Searls, recently of WMCA (New York), WBBM (Chicago) and WHB (Kansas City, Mo.), joins air staff of WFLA (Tampa - St. Peterburg, Fla.) in 9 a.m.-noon shift as "Jim McShane" (in order to escape bill collectors) . . . Darryl Davison leaves WFHR (Wisconsin Rapids, Wis.) to join WOMET (Manitowoc, Wis.) as "Jim Early," morning man (what else?) . . . David L. Cassidy, formerly with KEZY (Anaheim, Calif.) to KACL (Santa Barbara, Calif.) in wake-up slot. . . . New KDAB (Denver) line-up includes: Don Fortune (6-10 a.m.), Waxie Williams (10 a.m.-2 p.m.), Marty Sullivan (2 p.m.-6 p.m.) and Ron Fury (6 p.m. to sign off). . . . PD is Don Fortune.



Frank Ward, general manager of WWRL (New York), named executive vice-president of the Sonderling outlet. Ward, 33, joined WWRL

early this year after serving as general manager of WVON (Chicago) for two years. Phil Nolan and Robert Oakes, formerly with the Mars organization, Stamford, Conn., appointed executive producers with Mark Century Corporation, New York City. . . . Richard Brill, associate producer of "The Steve Allen Show," named producer of new nightly 90-minute "That Regis Philbin Show" scheduled for syndication by Group W, Oct. 26, replacing Allen stanza. . . . Mike McCormick, WIFE (Indianapolis) staffer, appointed program director of WDG (Minneapolis-St. Paul). . . . Bobby Barnett, program director, KAFY (Bakersfield, Calif.) resigns. Ted Leerd, KAFY air personality, upped to position. . . .

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This Week	Last Week	Title, Artist, Label	Wks. on Chart	This Week	Last Week	Title, Artist, Label	Wks. on Chart	This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	THE BEATLES—A HARD DAY'S NIGHT Soundtrack, United Artists UAL 3366 (M); UAS 6366 (S)	14	52	54	MOON RIVER & OTHER GREAT MOVIE THEMES Andy Williams, Columbia CL 1809 (M); CS 8609 (S)	128	102	106	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	65
2	2	SOMETHING NEW Beatles, Capitol T 2108 (M); ST 2108 (S)	11	53	52	MEET THE BEATLES Capitol T 2047 (M); ST 2047 (S)	38	103	101	MONDO CANE Soundtrack, United Artists UAL 4105 (M); UAS 5105 (S)	66
3	3	EVERYBODY LOVES SOMEBODY Dean Martin, Reprise R 6130 (M); RS 6130 (S)	10	54	56	LICORICE STICK Pete Fountain, Coral CRL 57460 (M); CRL 737460 (S)	9	104	84	HOW THE WEST WAS WON Soundtrack, MGM 115 (M); 1353 (S)	79
17	17	PEOPLE Barbra Streisand, Columbia CL 2215 (M); CS 9015 (S)	3	55	50	THE BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	14	105	120	IN THE NAME OF LOVE Peggy Lee, Capitol T 2096 (M); ST 2096 (S)	4
5	6	HOW GLAD I AM Nancy Wilson, Capitol T 2155 (M); ST 2155 (S)	7	56	66	SO TENDERLY John Gary, RCA Victor LPM 2922 (M); LSP 2922 (S)	10	106	103	SOMETHING SPECIAL FOR YOUNG LOVERS Ray Charles Singers, Command KS 866 (M); KS 866 SD (S)	29
6	4	PETER, PAUL & MARY IN CONCERT Warner Bros. 2W 1555 (M); 2WS 1555 (S)	10	57	58	LAND OF GIANTS New Christy Minstrels, Columbia CL 2187 (M); CS 8987 (S)	8	107	98	ENCORE John Gary, RCA Victor LPM 2804 (M); LSP 2804 (S)	35
7	5	ALL SUMMER LONG Beach Boys, Capitol T 2110 (M); ST 2110 (S)	12	58	59	DAYS OF WINE AND ROSES Andy Williams, Columbia CL 2015 (M); CS 8815 (S)	79	108	113	WE'LL SING IN THE SUNSHINE Gale Garnett, RCA Victor LPM 2833 (M); LSP 2833 (S)	4
8	9	HELLO, DOLLY! Original Cast, RCA Victor LOC 1087 (M); LSO 1087 (S)	35	59	33	GLAD ALL OVER Dave Clark Five, Epic LN 24093 (M); BN 26093 (S)	28	109	115	BREAD AND BUTTER Newbeats, Hickory LPM 120 (M); (No Store)	3
9	8	THE IMPRESSIONS KEEP ON PUSHING ABC-Paramount ABC 493 (M); ABCS 493 (S)	11	60	53	TODAY New Christy Minstrels, Columbia CL 2159 (M); CS 8959 (S)	27	110	107	JOAN BAEZ, VOL. 1 Vanguard VRS 9078 (M); VSD 2077 (S)	10
10	7	GETZ/GILBERTO Stan Getz & Joao Gilberto, Verve V 8548 (M); V6-8548 (S)	20	61	60	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	19	111	124	THE BEACH BOYS SONG BOOK Hollyridge Strings, Capitol T 2156 (M); ST 2156 (S)	2
11	11	SUGAR LIPS Al Hirt, RCA Victor LPM 2965 (M); LSP 2965 (S)	9	62	63	WHERE LOVE HAS GONE Jack Jones, Kapp KL 1396 (M); KS 3396 (S)	8	112	118	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	7
12	10	FUNNY GIRL Original Cast, Capitol VAS 2059 (M); SVAS 2059 (S)	25	63	77	ROY ORBISON'S GREATEST HITS Monument MLP 8000 (M); SLP 18000 (S)	112	113	72	SURFIN' U. S. A. Beach Boys, Capitol T 1890 (M); ST 1890 (S)	66
13	13	THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	11	64	51	CHUCK BERRY'S GREATEST HITS Chess 1485 (M); (no Stereo)	20	114	131	MARY POPPINS Soundtrack, Vista BV 4026 (M); STER 4026 (S)	3
14	15	IT MIGHT AS WELL BE SWING Frank Sinatra, Count Basie & His Ork, Reprise F 1012 (M); FS 1012 (S)	9	65	64	THE SECOND BARBRA STREISAND ALBUM Columbia CL 2054 (M); CS 8854 (S)	58	115	122	CHAD & JEREMY YESTERDAY'S GONE Chad Stuart & Jeremy Clyde, World Artists WAM 3002 (M); WAS 3002 (S)	4
15	16	THE ANIMALS MGM E 4264 (M); SE 4264 (S)	7	66	61	THE DAVE CLARK FIVE RETURN! Epic LN 26104 (M); BN 26104 (S)	18	116	102	LITTLE DEUCE COUPE Beach Boys, Capitol T 1998 (M); ST 1998 (S)	44
16	18	HELLO, DOLLY! Louis Armstrong, Kapp KL 1364 (M); KS 3364 (S)	23	67	55	I WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	13	117	86	KISSIN' COUSINS Elvis Presley, RCA Victor LPM 2894 (M); LSP 2894 (S)	28
17	19	COTTON CANDY Al Hirt, RCA Victor LPM 2917 (M); LSP 2917 (S)	22	68	65	I DON'T WANT TO BE HURT ANYMORE Nat King Cole, Capitol T 2118 (M); ST 2118 (S)	12	118	114	OFF THE BEATLE TRACK George Martin & His Ork, United Artists UAL 3377 (M); UAS 6377 (S)	7
18	14	THE CHIPMUNKS SING THE BEATLES HITS Liberty LRP 3388 (M); LST 7388 (S)	7	69	75	AL-DI-LA AND OTHER EXTRA-SPECIAL SONGS FOR YOUNG LOVERS Ray Charles Singers, Command KS 870 (M); KS 870 SD (S)	7	119	133	INVISIBLE TEARS Johnny Mann Singers, Liberty LRP 3387 (M); LST 7387 (S)	3
19	25	GREAT SONGS FROM MY FAIR LADY AND OTHER BROADWAY HITS Andy Williams, Columbia CL 2205 (M); CS 9005 (S)	4	70	71	NORTHERN JOURNEY Ian & Sylvia, Vanguard VRS 9154 (M); VSD 79154 (S)	7	120	135	THE SIDEWINDER Lee Morgan, Blue Note 4157 (M); 84157 (S)	2
20	20	BARBRA STREISAND/THE THIRD ALBUM Columbia CL 2154 (M); CS 8954 (S)	34	71	108	MY FAIR LADY Soundtrack, Columbia KOL 8000 (M); KOS 2600 (S)	2	121	125	REFLECTIONS Peter Nero, RCA Victor LPM 2853 (M); LSP 2853 (S)	20
21	26	MORE OF ROY ORBISON'S GREATEST HITS Monument MLP 8024 (M); SLP 18024 (S)	9	72	76	SURFER GIRL Beach Boys, Capitol T 1981 (M); ST 1981 (S)	35	122	123	THE BEST OF MARIO LANZA RCA Victor LM 2748 (M); LSC 2748 (S)	11
22	21	THE PINK PANTHER Henry Mancini & His Ork, RCA Victor LPM 2795 (M); LSP 2795 (S)	28	73	79	EVERYBODY KNOWS Steve Lawrence, Columbia CL 2227 (M); CS 9027 (S)	6	123	150	LITTLE OLD LADY FROM PASADENA Jan & Dean, Liberty LSP 3377 (M); LST 7377 (S)	2
23	24	THE LATIN ALBUM Tina Turner, Reprise R 6125 (M); RS 6125 (S)	9	74	74	THE LAWRENCE WELK TELEVISION SHOW 10TH ANNIVERSARY Dot DLP 3591 (M); DLP 25591 (S)	11	124	130	WITH A TASTE OF HONEY Morgana King, Mainstream 56015 (M); 5/6015 (S)	7
24	22	HONEY IN THE HORN Al Hirt, RCA Victor LPM 2733 (M); LSP 2733 (S)	57	75	70	JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CL 1133 (M); CS 8634 (S)	18	125	128	MILES DAVIS IN EUROPE Columbia CL 2182 (M); CS 8983 (S)	4
25	12	AMERICAN TOUR Dave Clark Five, Epic LN 24117 (M); BN 26117 (S)	8	76	67	THE BEATLES' SONG BOOK Hollyridge Strings, Capitol T 2116 (M); ST 2116 (S)	104	126	127	NINA SIMONE IN CONCERT Philips PHM 300-135 (M); PHS 600-135 (S)	5
26	28	TRINI LOPEZ AT PJ'S Reprise R 6093 (M); RS 6093 (S)	66	77	81	JOAN BAEZ IN CONCERT Vanguard VRS 9112 (M); VSD 2122 (S)	4	127	132	DELICIOUS TOGETHER Betty Everett & Jerry Butler, Vee Jay VJ 1099 (M); VJS 1099 (S)	3
27	27	THE UNSINKABLE MOLLY BROWN Soundtrack, MGM E 4232 (M); SE 4232 (S)	14	78	100	"POPS" GOES THE TRUMPET Al Hirt/Boston Pops Ork (Fiedler), RCA Victor LM 2729 (M); LSC 2729 (S)	6	128	137	ROGER WILLIAMS ACADEMY AWARD WINNERS Kapp KL 1406 (M); KS 3406 (S)	7
28	23	RAG DOLL 4 Seasons, Philips PHM 200-146 (M); PHS 600-146 (S)	11	79	82	AMOR Eddie Gorme & the Trio Los Panchos, Columbia CL 2203 (M); CS 9003 (S)	25	129	121	JACK JONES' WIVES AND LOVERS Kapp KL 1352 (M); KS 3352 (S)	18
29	29	JOHNNY RIVERS AT THE WHISKEY A GO GO Imperial LP 9264 (M); LP 12264 (S)	8	80	73	FROM RUSSIA WITH LOVE Soundtrack, United Artists UAL 4114 (M); UAS 5114 (S)	5	130	87	BEWITCHED Jack Jones, Kapp KL 1365 (M); KS 3365 (S)	39
30	35	DREAM WITH DEAN Dean Martin, Reprise R 6123 (M); RS 6123 (S)	8	81	96	THE CAT Jimmy Smith, Verve V 8587 (M); V6-8587 (S)	37	131	105	YESTERDAY'S LOVE SONGS—TODAY'S BLUES Nancy Wilson, Capitol T 2012 (M); ST 2012 (S)	14
31	30	IN THE WIND Peter, Paul & Mary, Warner Bros. W 1507 (M); WS 1507 (S)	52	82	78	INTRODUCING THE BEATLES Vee Jay LP 1062 (M); SR 1062 (S)	16	132	89	ROBIN AND THE 7 HOODS Soundtrack, Reprise F 2021 (M); FS 2021 (S)	1
32	32	CALL ME IRRESPONSIBLE AND OTHER HIT SONGS Andy Williams, Columbia CL 2171 (M); CS 8971 (S)	24	83	90	DANG ME/CHUG-A-LUG Roger Miller, Smash MGS 27049 (M); SRS 67049 (S)	6	133	—	EARLY ORBISON Roy Orbison, Monument MLP 8023 (M); SLP 18023 (S)	86
33	31	THE BARBRA STREISAND ALBUM Columbia CL 2007 (M); CS 8807 (S)	40	84	88	MAKE WAY FOR DIONNE WARWICK Scepter LP 523 (M); (no Stereo)	2	134	129	LAWRENCE OF ARABIA Soundtrack, Colpix CP 514 (M); SCP 514 (S)	2
34	34	LOUIE LOUIE Kingsmen, Wand 657 (M); (no Stereo)	21	85	109	WALK, DON'T RUN, VOL. 2 Ventures, Dolton BLP 2031 (M); BST 8031 (S)	5	135	—	THIS IS LOVE Johnny Mathis, Mercury MG 20942 (M); RS 60942 (S)	1
35	38	TODAY, TOMORROW, FOREVER Nancy Wilson, Capitol T 2082 (M); ST 2082 (S)	21	86	97	ANOTHER SIDE OF BOB DYLAN Columbia CL 2193 (M); CS 8993 (S)	52	136	—	HERE WE A GO GO AGAIN! Johnny Rivers, Imperial LP 9274 (M); LP 12274 (S)	4
36	39	PETER, PAUL AND MARY Warner Bros. W 1449 (M); WS 1449 (S)	130	87	83	BACH'S GREATEST HITS Creative Swingle Singers, Philips PHM 300-097 (M); PHS 600-097 (S)	50	137	—	WITHOUT YOU Robert Goulet, Columbia CL 2200 (M); CS 9000 (S)	1
37	42	BE MY LOVE Jerry Vale, Columbia CL 2181 (M); CS 8981 (S)	8	88	91	CATCH A RISING STAR John Gary, RCA Victor LPM 2745 (M); LSP 2745 (S)	12	138	—	THE RAMSEY LEWIS TRIO AT BOHEMIAN CAVERNS Argo 741 (M); 741 (S)	1
38	36	HAVE A SMILE WITH ME Ray Charles, ABC-Paramount ABC 495 (M); ABCS 495 (S)	8	89	92	PRAYER MEETIN' Jimmy Smith, Blue Note 4164 (M); 84164 (S)	415	139	—	THE MERRY WIDOW Original Lincoln Center Cast, RCA Victor LOC 1094 (M); LSO 1094 (S)	2
39	37	THE BEATLES' SECOND ALBUM Capitol T 2080 (M); ST 2080 (S)	26	90	95	MY FAIR LADY Original Cast, Columbia OL 5090 (M); OS 2015 (S)	2	140	—	THE BEATLES VS. THE FOUR SEASONS Vee Jay DX 30 (M); (No Stereo)	3
40	62	KINGSMEN, VOL. 2 Wand LP 659 (M); LP 659 (S)	4	91	111	PETER NERO PLAYS SONGS YOU WON'T FORGET RCA Victor LPM 2935 (M); LSP 2935 (S)	92	141	—	GREAT THEMES FROM HIT FILMS Enoch Light & His Ork, Command RS 871 (M); RS 871 SD (S)	55
41	43	RAMBLIN' New Christy Minstrels, Columbia CL 2055 (M); CS 8855 (S)	61	92	94	MOVING Peter, Paul & Mary, Warner Bros. W 1473 (M); WS 1473 (S)	116	142	—	GOLDEN HITS OF THE FOUR SEASONS Vee Jay LP 1065 (M); SR 1065 (S)	10
42	44	THE BEST OF MANCINI Henry Mancini, RCA Victor LPM 2693 (M); LSP 2693 (S)	11	93	116	NAT KING COLE SINGS MY FAIR LADY Capitol T 2117 (M); ST 2117 (S)	4	143	—	HAMLET Original Cast, Columbia DOL 302 (M); DOS 702 (S)	8
43	45	WEST SIDE STORY Soundtrack, Columbia OL 5670 (M); OS 2070 (S)	156	94	99	THE SEX LIFE OF THE PRIMATE (And Other Bits of Gossip) Shelley Berman, Verve V 15043 (M); V6-15043 (S)	4	144	—	THIS IS US—THE SEARCHERS Kapp KL 1409 (M); KS 3409 (S)	1
44	41	MARY WELLS GREATEST HITS Motown 616 (M); (no Stereo)	21	95	80	WOODY ALLEN Colpix CP 518 (M); SCP 518 (S)	12	145	—	BALLADS, BLUES AND BOASTERS Harry Belafonte, RCA Victor LPM 2953 (M); LSP 2953 (S)	3
45	40	THE ROLLING STONES London LL 3375 (M); PS 375 (S)	17	96	68	THE CONCERT SOUND OF HENRY MANCINI RCA Victor LPM 2897 (M); LSP 2897 (S)	195	146	—	ELLINGTON 65 Duke Ellington, Reprise R 6122 (M); RS 6122 (S)	1
46	48	UNDER THE BOARDWALK Drifters, Atlantic 8099 (M); SD 8099 (S)	10	97	93	CAMELOT Original Cast, Columbia KOL 5620 (M); KOS 2031 (S)	22	147	—	THE 7TH DAWN Soundtrack, United Artists UAL 4115 (M); UAS 5115 (S)	1
47	47	SHUT DOWN, VOL. 2 Beach Boys, Capitol T 2027 (M); ST 2027 (S)	28	98	85	IT MUST HAVE BEEN SOMETHING I SAID! Smothers Brothers, Mercury MG 20904 (M); SR 60904 (S)	3	148	—	RIDE THE WILD SURF Jan & Dean, Liberty LRP 3365 (M); LST 7368 (S)	1
48	49	I LOVE YOU MORE AND MORE EVERY DAY/TEARS AND ROSES Al Martino, Capitol T 2107 (M); ST 2107 (S)	17	99	119	INVISIBLE TEARS Ray Conniff & the Singers, Columbia CL 2264 (M); CS 9064 (S)	3	149	—		
49	46	TRINI LOPEZ ON THE MOVE Reprise R 6112 (M); RS 6112 (S)	28	100	112	BOBBY VINTON'S GREATEST HITS Epic LN 24098 (M); BN 26098 (S)	3	150	—		
50	69	WHERE DID OUR LOVE GO Supremes, Motown MT 621 (M); S 621 (S)	5	101	110	I LEFT MY HEART IN SAN FRANCISCO Tony Bennett, Columbia CL 1849 (M); CS 8649 (S)	120				
51	57	WHO'S AFRAID OF VIRGINIA WOOLF? Jimmy Smith, Verve V 8583 (M); V6-8583 (S)	27								



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MG 20943/SR 60943

ARGENTINA

**Denotes local origin*

This Week	Last Week	Title	Artist
1	2	SANTIAGO QUERIDO	*Leo Dan (CBS)—Melograf
2	1	LAS CEREZAS	Hermanos Carrion (CBS-M. Hall)—Smart
3	3	MENTIRAS MENTIRAS	(Cheat-Cheat)—Richard Anthony (Odeon); Violeta Rivas (RCA)—Edami
4	5	CUMBIA DE LOS PESCADORES	*5 del Ritmo (Microfon)—Korn
5	8	CHANGUITO CANERO	*Palito Ortega (RCA)—Korn
6	4	TWIST AND SHOUT	Beatles (Odeon); *Los Tammys (Philips)—Fermata
7	7	AL MY LOVING	Beatles (Odeon); Richard Anthony (Odeon)
8	10	PIDO PAZ (Just One More)	—Rita Pavone (RCA)—Korn
9	6	POR FAVOR (Please)	—Frank Ifield (Famous) (RCA)—Sprint
11	12	CONTIGO EN LA PLAYA	—Nico Fidenco (RCA)
12	9	SI TUVIERA UN MARTILLO	—Rita Pavone (RCA)—Fermata
13	—	RUBIECITA	*Leo Dan (CBS)—Melograf
14	14	EN MI MUNDO	*Juan Ramon (Disc Jockey)—H. Bindi (RCA)—Fermata
15	15	CARRIE MI UNICO AMOR	—Nat King Cole (Odeon)—Fermata
10	11	COLORADO	—Violeta Rivas

AUSTRALIA

(Courtesy Music Maker, Sydney)

This Week	Last Week	Title	Artist
1	1	HAVE I THE RIGHT	—Honeycombs (Astor)—Essex
2	2	I SHOULD HAVE KNOWN BETTER	—Beatles (Parlophone)—Leeds
3	4	PRETTY WOMAN	—Roy Orbison (London)—Acuff-Rose
4	6	MILLION DRUMS	—Tony Shevton (W. & G.)—Belinda
5	3	DO WAH DIDDY DIDDY	—Manfred Mann (HMV)—Belinda
6	5	A HARD DAY'S NIGHT	—Beatles (Parlophone)—Leeds
7	10	TOBACCO ROAD	—Nashville Teen (Decca)—Southern
8	12	WILLIAM TELL OVERTURE	—Sounds, Incorporated (Columbia)—Leeds
9	7	SUCH A NIGHT	—Elvis Presley (RCA)—Chappells
10	11	KISSIN' COUNSINS	—Elvis Presley (RCA)—Belinda
11	8	BREAD AND BUTTER	—Newbeats (Hickory)—Acuff-Rose
12	9	HOLD ME	—P. J. Proby (Decca)—Allans
13	13	FRENCH SONG	—Lucille Starr (Festival)—Alberts
14	14	CONSTANTLY	—Cliff Richard (Columbia)—D. Davis
15	15	THE WORLD I USED TO KNOW	—Jimmie Rodgers (Festival)—Alberts

BRITAIN

(Courtesy New Musical Express, London)

**Denotes local origin*

This Week	Last Week	Title	Artist
1	1	I'M INTO SOMETHING GOOD	—Herman's Hermits (Columbia)—Aldon Music
2	6	OH, PRETTY WOMAN	—Roy Orbison (London)—Acuff-Rose
3	2	WHERE DID OUR LOVE GO	—Supremes (Stateside)—Belinda Music
4	3	RAG DOLL	—Four Seasons (Philips)—Ardmore & Beechwood
5	4	I WOULDN'T TRADE YOU THE WORLD	—142 Music (Decca)—142 Music
6	11	THE WEDDING	—Julie Rogers (Mercury)—Peter Maurice
7	7	I WON'T FORGET YOU	—Jim Reeves (RCA)—Burlington Music
8	12	TOGETHER	—P. J. Proby (Decca)—Campbell-Connelly
9	5	YOU REALLY GOT ME	—Kinks (Pye)—Kassner Music
10	18	I'M CRYING	—Animals (Columbia)—Ivy Music
11	9	AS TEARS GO BY	—Marianne Faithfull (Decca)—Forward Music
12	8	HAVE I THE RIGHT	—Honeycombs (Pye)—Ivy Music

13	13	EVERYBODY LOVES SOMEBODY	—Dean Martin (Reprise)
14	19	WHEN YOU WALK IN THE ROOM	—Searchers (Pye)—Metric Music
15	22	WE'RE THROUGH	—Hollies (Parlophone)—Hollies Music
16	10	THE CRYING GAME	—*Dave Berry (Decca)—Southern Music
17	14	BREAD AND BUTTER	—Newbeats (Hickory)—Acuff-Rose
18	23	HOW SOON	—Henry Mancini (RCA)—Chappell
19	16	IS IT TRUE	—Brenda Lee (Brunswick)—Southern Music
20	15	SHE'S NOT THERE	—*Zombies (Decca)—Marquis Music
21	25	WALK AWAY	—*Matt Monro (Parlophone)—Ardmore & Beechwood
22	21	FIVE BY FIVE (EP)	—*Rolling Stones (Decca)—Travis/Leeds/Jewel/Nanker-Phelge
23	17	I LOVE YOU BECAUSE	—Jim Reeves (RCA)—Bourne Music
24	20	DO WAH DIDDY DIDDY	—*Manfred Mann (HMV)—West One Music
25	24	SUCH A NIGHT	—Elvis Presley (RCA)—Chappell
26	—	MAYBE I KNOW	—Lesley Gore (Mercury)—West One Music
27	—	SEVEN DAFFODILS	—*Cherokees (Columbia)—Tyler Music
28	—	ONE WAY LOVE	—*Cliff Bennett and the Rebel Rousers (Parlophone)—Mellin Music
29	27	RHYTHM AND GREENS	—*Shadows (Columbia)—Shadows/Belinda
30	30	IT'S ALL OVER NOW	—*Rolling Stones (Decca)—Kags Music

EIRE

(Courtesy Evening Press, Dublin)

This Week	Last Week	Title	Artist
1	1	I WOULDN'T TRADE YOU	—Bachelors (Decca)—142 Music
2	4	I WON'T FORGET YOU	—Jim Reeves (RCA Victor)—Burlington
3	2	THE ANSWER TO EVERYTHING	—Joe Dolan (Pye)—West One
4	3	SHE WEARS MY RING	—Sean Fagan (Pye)—Acuff-Rose
5	5	THE CRYING GAME	—Dave Berry (Decca)—Southern
6	8	YOU REALLY GOT ME	—Kinks (Pye)—Kassner
7	—	OH PRETTY WOMAN	—Roy Orbison (London)—Acuff-Rose
8	—	AS TEARS GO BY	—Marianne Faithfull (Decca)—Ford
9	9	I'M INTO SOMETHING GOOD	—Herman's Hermits (Columbia)—Dominion
10	6	HAVE I THE RIGHT?	—Honeycombs (Pye)—Ivy

FINLAND

Two Weeks

This Week	Last Week	Title	Artist
1	1	A HARD DAY'S NIGHT	—Beatles (Parlophone)
2	2	PUHELINLANGAT	—LAULAA—Katri-Helena (Parlophone)
3	3	ALL MY LOVING	—Beatles (Parlophone)
4	5	VAARALLISET HUULET	—Reijo Taipale (Scandia)
5	4	LONG TALL SALLY	—Beatles (Parlophone)
6	10	MY BOY LOLLIPOP	—Millie (Fontana)
7	6	CAN'T BUY ME LOVE	—Beatles (Parlophone)
8	—	DO WAH DIDDY DIDDY	—Manfred Mann (HMV)
9	17	SHAKIN' ALL OVER	—Swinging Blue Jeans (HMV)
10	9	SUSPICION	—Elvis Presley (RCA)

FRENCH (WALLOON) BELGIUM

Four Weeks

This Week	Last Week	Title	Artist
1	1	MA VIE	—Alain Barriere (RCA)—Tutti/Primavera
2	—	HOUSE OF THE RISING SUN	—Animals (Columbia)—World
3	3	LA FERME DU BONHEUR	—Claude Francois (Fontana)—Southern

4	4	CE MONDE	—Richard Anthony (Columbia)—Belindamusica
5	5	ZORRO EST ARRIVE	—Henri Salvador (Rigolo)—Belindamusica
6	6	UNA LACRIMA SUL VISO	—Bobby Solo (CBS)—Bens
7	7	J'Y PENSE ET PUIS J'OUBLIE	—Claude Francois (Fontana)—World
8	9	SUR TON VISAGE UNE LARME	—Bobby Solo (CBS)—Bens
9	2	CHAQUE INSTANT DE CHAQUE JOUR	—Sheila (Philips)—Belindamusica
10	—	OBSESSION	—Jackie Delmone (CBS)—Belindamusica

HOLLAND

This Week	Last Week	Title	Artist
1	1	I SHOULD HAVE KNOWN BETTER	—The Beatles (Parlophone) Les Ed. Int. Basart L.C./Amsterdam
2	2	IT'S ALL OVER NOW	—The Rolling Stones (Decca) Les Ed. Int. Basart L.C./Amsterdam (Leeds Music)
3	3	A HARD DAY'S NIGHT	—The Beatles (Parlophone) Les Ed. Int. Basart L.C./Amsterdam (Leeds Music)
4	4	HOUSE OF THE RISING SUN	—The Animals (Columbia) Les Ed. Int. Basart L.C./Amsterdam
5	5	ON THE BEACH	—Cliff Richard (Columbia) Les Ed. Int. Basart L.C./Amsterdam
6	6	DO WAH DIDDY DIDDY	—Manfred Mann (His Master's Voice) Les Ed. Int. Basart L.C./Amsterdam
7	7	LIEBESKUMMER LOHNT SICH NICHT	—Siv Malmkvist (Metronome)
8	8	QUAND LES ROSES	—Adamo (His Master's Voice) Anagon Music/Heemstede
9	9	PRETTY WOMAN	—Roy Orbison (London)
10	10	I WON'T FORGET YOU	—Jim Reeves (RCA)

HONG KONG

This Week	Last Week	Title	Artist
1	2	IF I FELL/AND I LOVE HER	—Beatles (Parlophone)—Northern Sounds, Inc.
2	3	IT'S ALL OVER NOW	—Rolling Stones (British Decca)
3	1	SUCH A NIGHT	—Elvis Presley (RCA Victor)
4	4	I SHOULD HAVE KNOWN BETTER	—The Beatles (Parlophone)—Northern Sounds, Inc.
5	9	FROM RUSSIA WITH LOVE	—Al Caiola (UA)
6	5	WALK DON'T RUN '64	—Ventures (Liberty)
7	10	YET I KNOW	—Steve Lawrence (CBS)
8	8	A HARD DAY'S NIGHT	—Beatles (Parlophone)—Northern Sounds, Inc.
9	6	SOMEONE, SOMEONE	—Brian Poole (British Decca)
10	7	IN MY IMAGINATION	—Paul Anka (RCA Victor)

ITALY

(Courtesy Musica e Dischi, Milan)

**Denotes local origin*

This Week	Last Week	Title	Artist
1	1	IN GINOCCHIO DA TE	—*Gianni Morandi (RCA)
2	2	IL PROBLEMA PIU' IMPORTANTE	—*Adriano Celentano (Clan)
3	5	E PIU' TI AMO	—Alain Barriere (RCA)
4	4	LA MIA FESTA	—Richard Anthony (Columbia)
5	3	TI RINGRAZIO PERCHE'	—*Michele (RCA)
6	9	NON ASPETTO NESSUNO	—*Little Tony (Durium)
7	7	QUELLI CHE HANNO CUORE	—Petula Clark (Vogue)
8	6	AMORE SCUSAMI	—*John Foster (Style)
9	10	UNA ROTONDA SUL MARE	—*Fred Bongusto (Primary)
10	11	TREMARELLA	—*Eduardo Vianello (RCA)
11	—	ERAVAMO AMICI	—*Dino (ARC)
12	12	CIN CIN	—Richard Anthony (Columbia)
13	8	IO CHE GIRO MONDO	—*Don Backy (Clan)
14	—	ANGELITA DI ANZIO	—*Marcellos Ferial (Durium)
15	15	CREDI A ME	—*Bobby Solo (Ricordi)

JAPAN

(Courtesy Utamatic, Tokyo)

**Denotes local origin*

This Week	Last Week	Title	Artist
1	1	OZASHIKI KOUTA	—*Mahina Stars & Matuso Kazuko (Victor)—JASRAC
2	3	KOI O SURUNARA	—*Hashi Yukio (Victor)—JASRAC
3	2	ORE WA OMAE NI YOWAINDA	—*Ishihara Yujiro (Teichiku)—JASRAC
4	4	MOVIN'	—Astronauts (Victor)—Atlantic (Folster)
5	6	FUTARI NO HOSHI O SAGASOYO	—Tanabe Yasuo (Victor); Paul & Paula (Philips)—JASRAC
6	5	TOKYO BLUES	—*Nishida Sachiko (Polydor)—JASRAC
7	8	SAVE THE LAST DANCE FOR ME	—Koshiji Fubuki (Toshiba)—Aberbach
8	7	UNA SERA DI TOKIO	—Mahina Stars (Victor); The Peanuts (King); C. Valente (London); Milva (Seven Seas)—JASRAC
9	9	SASURAI	—*Katsumi Shigeru (Toshiba)—JASRAC
10	—	AI TO SHI O MITSUMETE	—Aoyama Kazuko (Columbia)—JASRAC

MALAYSIA

This Week	Last Week	Title	Artist
1	1	A HARD DAY'S NIGHT	—The Beatles (Parlophone)
2	2	ON THE BEACH	—Cliff Richard (Columbia)
3	3	CONSTANTLY	—Cliff Richard (Columbia)
4	5	YOSHIKO	—J's with Jamie (CBS)—Japanese tune
5	4	I SAW HER STANDING THERE	—The Beatles (Parlophone)
6	6	TOMMY	—Connie Francis (MGM)
7	7	KONICHI-WA AKACHAN	—Michiyo Azusa (Decca) Japanese version of "Hello, Dolly!"
8	8	WORLD WITHOUT LOVE	—Peter and Gordon (Columbia)

MEXICO

(Courtesy Audiomusica)

**Denotes local origin*

This Week	Last Week	Title	Artist
1	1	COMO TE EXTRANO	—Leo Dan (CBS)—Mundo Musical
2	—	INVIERNO TRISTE	—Blue Winter—Connie Francis (MGM)—Grever
3	4	BE MY BABY	—Les Surfs (Gamma)—Grever
4	5	POLVO	—*Sonia Lopez (CBS)—Mundo Musical
5	7	POLLERA COLORA	—*Carmen Rivero (CBS)—Mundo Musical
6	2	TIJUANA	—The Persuaders (Gamma)—Grever
7	3	I WANT TO HOLD YOUR HAND	—Beatles (Musart)—Pending
8	6	ANGELITO	—*Seven Days (Peerless)—Emmi
9	10	ORANGUTAN	—*Sonora Santanera (CBS)—Brambila
10	8	BARBA AZUL (Let's do)	—*Apon (Peerless)—Brambila

NORWAY

(Courtesy Verdens Gang)

**Denotes local origin*

This Week	Last Week	Title	Artist
1	1	I WON'T FORGET YOU	—Jim Reeves (RCA Victor)—Palace Music/Stig Anderson
2	7	I SHOULD HAVE KNOWN BETTER	—Beatles (Odeon)—Edition Lyche
3	2	A HARD DAY'S NIGHT	—Beatles (Parlophone)—Edition Lyche
4	3	I LOVE YOU BECAUSE	—Jim Reeves (RCA Victor)—Moerk
5	5	SUCH A NIGHT	—Elvis Presley (RCA Victor)—Belinda
6	6	PAPPA'S TI TOVE METTE	—*Rolf Just Nilsen (Nor-Disc)—No publisher
7	4	DO WAH DIDDY DIDDY	—Manfred Mann (HMV)—Belinda
8	9	TRETTIFYRAN	—Per Myrberg (Metronome)—Multitone
9	10	HAVE I THE RIGHT	—Honeycombs (Pye)—Norsk Musik-Forlag
10	10	STORE FOTTER	—*Dizzie Tunes (Troll)—Jorg-Fr. Ellertsen

PERU

(Courtesy La Prensa)

This Week	Last Week	Title	Artist
1	1	I SAW HER STANDING THERE	—The Beatles (Odeon); The Jumping Jewels (Philips)
2	2	LAGRIMA SECA	—Pepito Perez (Disk Jockey)
3	3	SANTIAGO QUERIDO	—Leo Dan (Columbia); Eulogio Molina (Odeon); Rullis Rendo (Virrey)
4	4	LOVE ME DO	—The Beatles (Odeon)
5	5	ANA MARIA	—Koko Montana (Sono Radio); Larry (Columbia)
6	6	SACATE LOS RULEROS	—Nicky Jones (RCA); Danny Valdy (Sono Radio)
7	7	COMO TE EXTRANDO MI AMOR	—Leo Dan (Columbia)
8	8	AMOR MISTERIOSO	—Duo Dinamico (Odeon)
9	9	VALSECITO DEL AYER	—Edith Barr (Sono Radio); Los Inkas (Virrey)
10	—	EVERYBODY LOVES SOMEBODY	—Dean Martin (Reprise)

RIO DE JANEIRO

(Courtesy O Globo Nos Discos Populares)

Two Weeks

This Week	Last Week	Title	Artist
1	2	CALHAMBEQUE (Round Hog)	—Roberto Carlos (CBS)
2	6	DIZ QUE POR AI	—*Paulo Marquez (Albatroz)—Marconi
3	—	DEIXA PRA LA	—*Jair Rodrigues (Philips)—Todamerica
4	—	DIZ QUE FUI POR AI	—*Nara Leao (Elenco)—Marconi
5	4	LA BAMBA	—Trini Lopez (Reprise)—Embi
6	3	DATEMI UN MARTELO	—Rita Pavone (RCA)—Fermata
7	5	BICHO DO MATO	—*Jorge Ben (Philips)—Embi
8	9	SCRIVI	—Rita Pavone (RCA)—Fermata
9	1	GAROTA DE IPANEMA	—Astrud Gilberto & Stan Getz (Verve/Odeon)—Marconi
10	—	DEIXA PRA MIM A CULPA	—Agnaldo Rayol (Copacabana)—Vitale

SINGAPORE

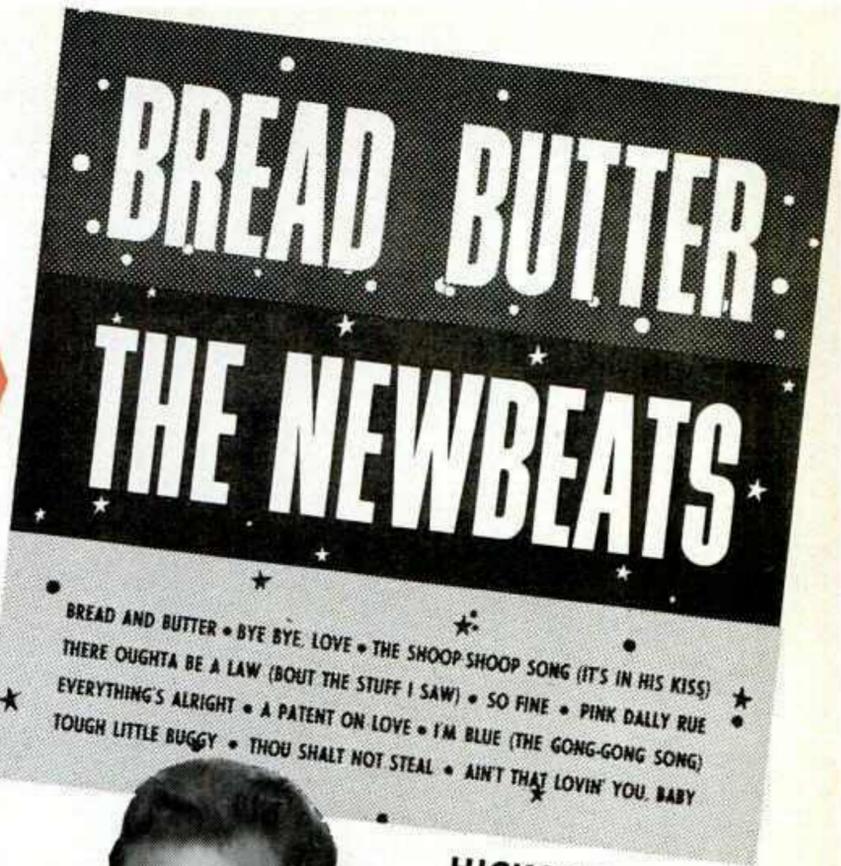
This Week	Last Week	Title	Artist
1	1	NOBODY I KNOW	—Peter and Gordon (Columbia)
2	2	SWEET WILLIAM	—Millie Small (Fontana)
3	4	IT'S ONLY MAKE BELIEVE	—Billy Fury (Decca)
4	5	FROM A WINDOW	—Billy J. Kramer with the Dakotas (Parlophone)
5	6	DO WAH DIDDY DIDDY	—Manfred Mann (HMV)
6	8	JAMAICA JOE	—The Angels (Smash)
7	9	WHERE DID OUR LOVE GO	—The Supremes (Motown)
8	—	UNDER THE BOARDWALK	—The Drifters (Atlantic)
9	—	I SHOULD HAVE KNOWN BETTER	—The Beatles (Parlophone)
10	3	ON THE BEACH	—Cliff Richard (Columbia)

SWITZERLAND

This Week	Last Week	Title	Artist
1	1	LIEBESKUMMER LOHNT SICH NICHT	—Siv Malmkvist (Metronome)
2	2	SAG NO ZU IHM	—Paul Anka (RCA)
3	—	A HARD DAY'S NIGHT	—The Beatles (Odeon)
4	4	SHAKE HANDS	—Drafi Deutscher (Decca)
5	6	HELLO DOLLY!	—Louis Armstrong (Kapp)
6	5	ZWEI MAEDCHEN AUS GERMANY	—Paul Anka (RCA)
7	13	MY BOY LOLLIPOP	—Millie (Philips); Heidi Bachert (Polydor)
8	—	J'Y PENSE ET PUIS J'OUBLIE	—Claude Francois (Philips)
9	10	EINE TRAEENE UNTER TAUSEND	—Hans Juergen Baeumler (CBS)
10	9	KEIN GOLD IM BLUE RIVER	—Ronny (Telefunken)
11	3	SCHWIMMEN LERNT MAN IM SEE	—Manuela (Telefunken)
12	—	SEIN BESTES PFERD	—Martin Lauer (Polydor)
13	—	CIN CIN	—Richard Anthony (Columbia)
14	—	IN GINOCCHIO DA TE	—Gianni Morandi (Ricordi)
15	—	MY SOUL	—The Rackets (Elite)



**BY POPULAR DEMAND
ANOTHER SMASH HIT
FROM THE ALBUM**



HICKORY LP-120



by

THE NEWBEATS

EVERYTHING'S ALRIGHT

**c/w PINK DALLY RUE
HICKORY 1282**

Exclusive Management:
ACUFF-ROSE ARTISTS CORP.
Nashville 4, Tennessee
Cypress 7-5366

BREAKING OUT ALL OVER!



THE

OVERLANDERS

**DON'T IT MAKE
YOU FEEL GOOD**

HICKORY 1275



LARRY HENLEY

**STICKIN' UP
FOR MY BABY**

c/w

MY REASON FOR LIVING

HICKORY 1272



DEAN
&
MARK

**WHEN I STOP
DREAMING**

HICKORY 1249

Hickory

RECORDS, INC.
2510 Franklin Road, Nashville, Tenn. 37204



2
+2
5

A Computer Named Gussie Turns Salesman!

DETROIT—It just goes to show, you never know about Computers and Business machines. Oh, they're good investments and all that—I mean, over a long term, and I guess they really help some people—but for some people they just mean trouble. Take Merle Schneider in Detroit, for instance. A nicer fellow you'll never meet. A better distributor—hard to find.

So one day Merle sends Shy Raiken, our Sales VP, a small order—something he ran short of—not more than 30 cartons of Golden Records. Compared to the way Merle usually orders, this was peanuts, and ...well...I guess Gussie (that's our fourth computer on the right) didn't think (they do think you know) it was enough. Anyway, Merle asked for immediate delivery. This was October 3rd. The 30 cartons were delivered October 7th...pretty good? The 30 cartons were delivered October 8th. The 30 cartons were delivered October 9th, 10th, 11th, 12th (skip the 13th as that was a Sunday), and he got 60 cartons on the 14th. Merle phoned (collect) on the 15th and we put a plug in Gussie.

Funny part of it is Merle never returned those 180 extra cartons. It just goes to show you ...maybe Computer companies have got something...no wonder their stocks sell so well.

Arthur Smith

630 Fifth Ave.
New York 20, New York

P.S. One of those 30 cartons was our GOLDEN BOOK AND RECORD prepack dump #58502. Here's a picture of it. Order it and we promise not to punch your order through Gussie.



GOLDEN BOOKS



ALBUM REVIEWS (continued)

POP SPECIAL MERIT

ORIGINAL GUITAR BOOGIE

Arthur (Guitar Boogie) Smith. Dot DLP 3600 (M); DLP 25600 (S)

Wonderful guitar work by Arthur Smith on both popular songs and a couple of country favorites gives this album wide appeal. His name is well known from his million-selling single of "Guitar Boogie," title of this album and included among the selections. Stations will find "Getting Ready" loaded with teen beat appeal.

POP SPECIAL MERIT

SANDY NELSON LIVE! IN LAS VEGAS

Imperial LP 9272 (M); LP 12272 (S)

Exciting sound and drive that's difficult to describe, but Sandy Nelson's drumming is in tempo with the teen crowd and they'll respond to this one. Wild sounds and driving drumming.

POP SPECIAL MERIT

SONGS FROM THE STEVE ALLEN TV SHOW

Dot DLP 3587 (M); DLP 25587 (S)

Steve Allen has a special brand of humor and much of it is captured in this album containing some of the themes and things he has been doing on his syndicated television show. His fans will enjoy this album. He sings nine songs, the other three are instrumentals heard often on his show. "Mouth-to-Mouth Resuscitation" and "I Left My Nose in San Diego," are examples of the fun songs included.

POP SPECIAL MERIT

DICK CONTINO/ON STAGE

Dot DLP 3602 (M); DLP 25602 (S)

Accordion fans dig Dick Contino. Here he is, at his best, along with some new sounds provided by a Cordovox, a device which adds to the sounds and effects of his superb accordion playing. It's actually his club routine done in a recording studio. In the absence of the applause, all the excitement of this talented guy comes through with tremendous impact.

CLASSICAL SPECIAL MERIT

MOISEYEV INTERNATIONAL DANCE FESTIVAL

Moiseyev Dance Ensemble Orchestra (Galperin). Bruno BR 50046 (M); BR 41002 (S)

Igor Moiseyev, who heads the famous Russian dance ensemble that bears his name, personally supervised the recording of the music that is used by his group's exciting dancing. It's presented here with much of the excitement of seeing an actual performance. For those who have, this album is an excellent souvenir.

POP SPECIAL MERIT

LIBERACE AT THE AMERICANA! VOLUME ONE

Dot DLP 3595 (M); DLP 25595 (S)

Liberace fans are legion, internationally, and they will enjoy this album. The first of two volumes issued at the same time as separate packages, and recorded live during his performances at New York's Americana Hotel. The music is interspersed with Lee's own special brand of humor and audience banter. Vol. 1: DLP 3596 (M); DLP 25596 (S).

ALBUM REVIEW POLICY

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

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

NO NATIONAL BREAKOUTS THIS WEEK

★ NEW ACTION LP's

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

IN THE MISTY MOONLIGHT . . .

Jerry Walker, Challenge CH 619 (M); CHS 619 (S)

I'LL KEEP YOU SATISFIED . . .

Billy J. Kramer with the Dakotas, Imperial LP 9273 (M); LP 12273 (S)

AROUND THE WORLD WITH THE VILLAGE STOMPERS . . .

Epic LN 24109 (M); BN 26109 (S)

THE SWEETEST SOUNDS . . .

Kate Smith, RCA Victor LPM 2921 (M); LSP 2921 (S)

THIS BITTER EARTH . . .

Brook Benton, Mercury MG 20934 (M); SR 60934 (S)

ON THE STREET WHERE YOU LIVE . . .

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

TCHAIKOVSKY: 1812 FESTIVAL OVERTURE, OP. 49; BEETHOVEN: WELLINGTON'S VICTORY . . .

Minneapolis Symphony Orch. (Dorati); London Symphony Orch. (Dorati), Mercury MGD 19 (M); SRD 19 (S)

RHYTHM & BLUES SPECIAL

MERIT

MANCE LIPSCOMB TEXAS SONGSTER, VOLUME 2

Arhoolie F 1023

Mance Lipscomb's second volume for the Arhoolie label shows him as a genuine purveyor of the blues—and his guitar playing for his singing is a perfect marriage of voice and instrument. Collectors of musical Americana will go for this recording, obviously a labor of love for Chris Strachwitz of the record firm.

FOLK SPECIAL MERIT

ALL THE GOOD TIMES

Alice Stuart. Arhoolie F 4002

A beautiful new female voice is now on the folk horizon. Its owner's name is Alice Stuart. She sings with a clean freshness that is exciting in its simplicity. A folk find!



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

CLASSICAL

ITALIENISCHE MEISTER ZWISCHEN BAROCK UND KLASSIK

Various Artists, Telefunken AWT 9415-C (M); SAWT 9415-B (S)



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

CLASSICAL

DIE BAYERISCHE HOFKAPELLE IM 16 JAHRHUNDERT

Capella Antiqua Munchen (Ruhland). Telefunken AWT 9431-C (M); SAWT 9431-B (S)

IN DULCI JUBILO-ALTE CHORMUSIK ZUE WEIHNACHTSZEIT

Monteverdi-Chor Hamburg (Jurgens). Telefunken AWT 9419-C (M); SAWT 9419-B (S)

BACH: JAGDKANTATE, BWV 208

Various Artists. Telefunken AWT 9427-C (M); SAWT 9427-B (S)

INTERNATIONAL

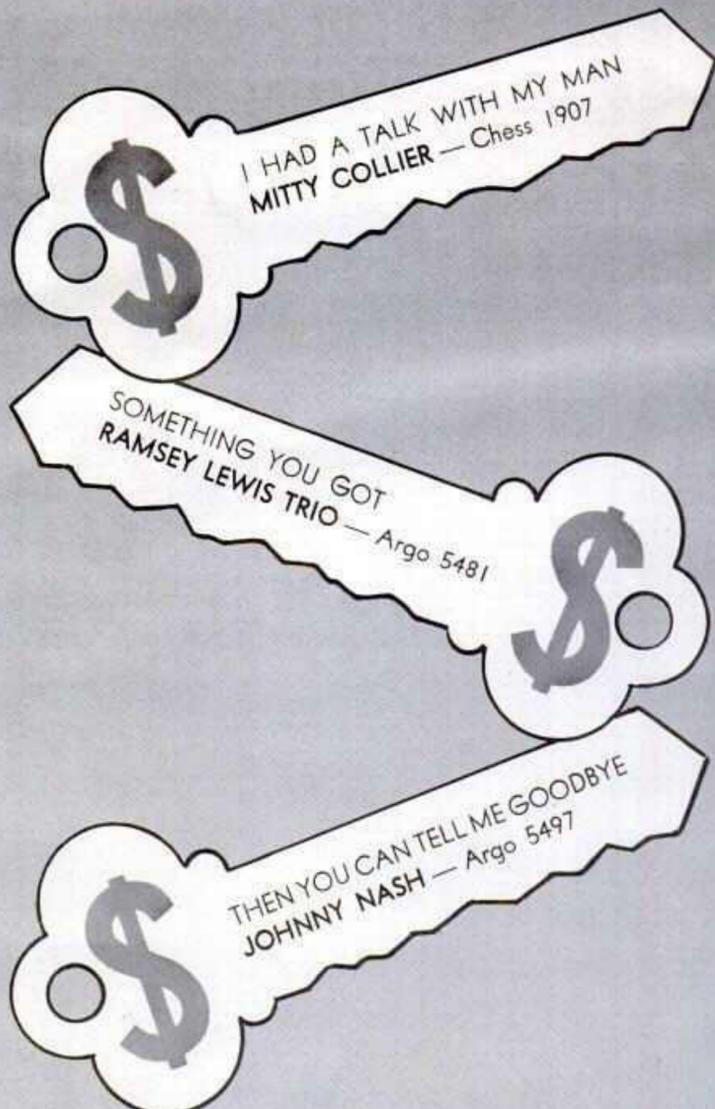
FRUHE MUSIK IN ENGLAND, FLANDERN, DEUTSCHLAND UND SPANIEN

Studio der Fruhen Musik, Munchen. Telefunken AWT 9432-C (M); SAWT 9432-B (S)

LASZLO HUNYADI

Various Artists. Bruno BR 23030-2L (M)

3 KEYS TO GROWING SALES!



CHESS

producing corp. Chicago 16, Ill.

SEE ALBUM REVIEWS ON BACK COVER

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

BILLBOARD, October 17, 1964

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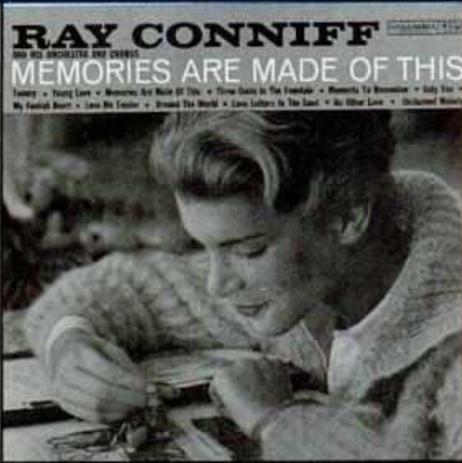
RECORD RETAILING TODAY



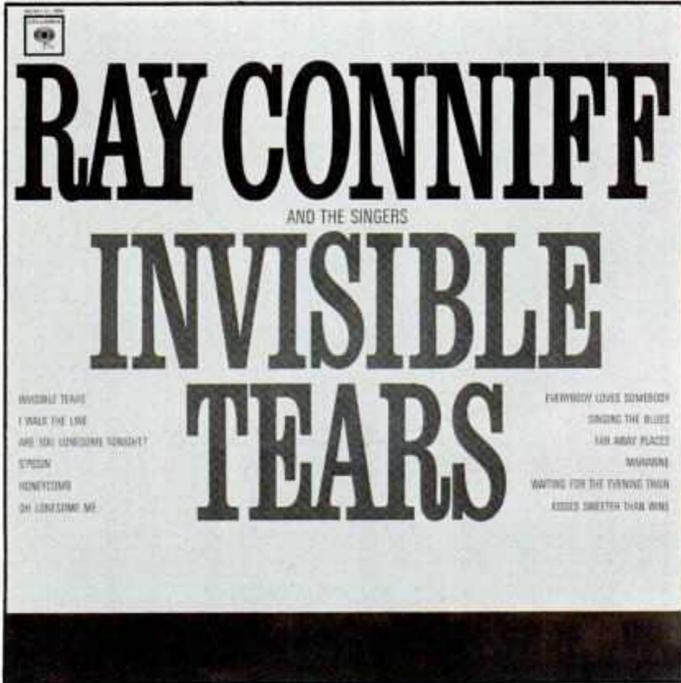
- Market reports from New York, Chicago, Los Angeles, Cleveland
 - Including Billboard's annual record retailing survey
 - How-to-do-it articles on retail specialists
 - Fall record release list



the sound of Ray Conniff...



Newest LP Release



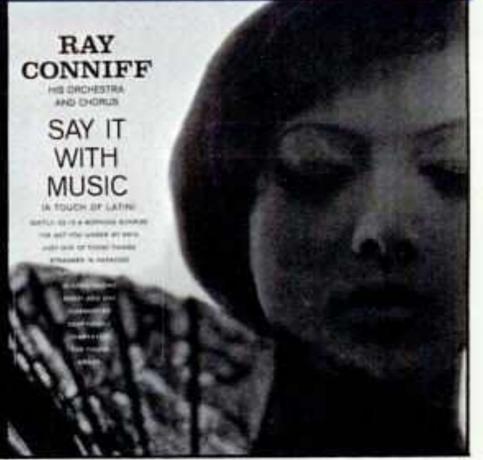
ALBUM + SINGLE
CL 2264—CS 9064—#4-43061

*Best of luck
to the nation's
Dealers*

Recording:
Columbia



the sound that sells and sells and sells!



Record Retailers Still Riding High

- *The ranks are thinner, but the volume is fatter*
- *Dealers account for 47 per cent of total record market*
- *Stores set pace on new releases*

THE nation's 7,500 retail record stores are still the major purveyor of records to the consumer, according to the 1964 Annual Survey of Retail Outlets conducted by Record Market Research, a division of Billboard.

The survey disclosed that last year retail stores accounted for 47 per cent of the dollar market. For the purposes of the survey, the retail store is defined as an outlet, not serviced by a rack jobber, which sells records over the counter. Discount houses and chain stores fall in this classification.

Eliminate record clubs, mail order operations and sales to juke box operators and the retailer's share of market based on dollar volume jumps to 59 per cent.

As opposed to rack jobbers, the breakdown is 59 per cent for dealers and 41 per cent for rack jobbers.

The role of the record retailer takes on added significance when one considers that the number of these outlets has dropped from 12,000 in 1957 to 7,500 last year.

Despite the drop in numbers, the retailers have tripled

their 1957 volume. This means that the average dealer has seen his gross income rise at a much more rapid rate than that of the industry as a whole.

The importance of the retail outlet to the music industry goes far beyond its share of market. Retail stores are the first source of information regarding the strength of new singles and LP releases, and they reflect air play well in advance of any other selling medium.

Retail stores are the pacesetters on new releases. After the consumer is exposed to a record on the air, he will buy the disk at a retail store if the stimulation is sufficient.

Stores give great weight to customer requests when ordering records; this gets the record on its way.

It's generally after the independent record retailer has established a record that the other segments of the industry swing into action. Rack jobbers, discount houses and chains—all large-volume buyers—base their purchases to a large degree on what has happened at the independent retailer level.

RECORD DEALER PROFILE

THE average record dealer has nearly \$14,000 worth of inventory—\$12,195 in LP's and \$1,550 in singles—in his shop. He turns over his LP inventory 4.1 times a year and turns over his singles inventory 13.3 times a year.

In addition to carrying records, he sells phonographs, record accessories, blank tape (and some pre-recorded tape), radios and television sets. Many, but not a majority, sell musical instruments, sheet music, greeting cards and books.

It's a long week for the record retailer. The average dealer is open six days a week, nine hours a day.

In addition, he keeps late hours one or two nights a week. Each overtime period averages two to three hours.

To cope with these hours, he has one or two full-time employees and a part-time clerk.

Most stores have self-service set-ups, and most will discount some records—but not all the time.

The average dealer gets most of his LP's from distributors, and he splits his singles purchases between distributors and one-stops.

Most dealers have the same gripes—competition from price cutters, record clubs, inconsistent pricing policies and low profit margins.

Billboard's Annual

Survey of Record Retailers

1963 Calendar Year

- Where Records Are Retailed
- Non-Record Products Sold by Dealers
- Phonograph Sales by Dealers
- Dealer's Work Week
- The Help Situation
- How Old Are Record Buyers?
- Specialization
- Most Effective Sales Stimulants
- Most Pressing Dealer Problems
- Where Dealers Buy Records

Where Records Are Retailed

(Rock Operations Not Included)

Record Store	36.7%
Music Store (sheet music).....	26.5%
Appliance Store	15.7%
Department Store (including discount stores)8%
Books, Cards, Gifts and Stationery	4.9%
Hi Fi Store	4.0%
Camera Store	2.1%
Other	4.3%

Non-Record Products Sold by Dealers

Record Accessories	95.1%	Pianos and Organs	14.5%
Phonographs	82.8%	Books	11.0%
Tape (blank and/or pre-recorded)....	79.7%	Guitars (strings, picks)	8.8%
Tape Recorders	64.3%	White Appliances	6.6%
Radios	66.1%	Components	4.4%
Television Sets	41.0%	Sporting Goods	1.5%
Musical Instruments	26.5%	Auto Supplies and Car Accessories	1.3%
Sheet Music	22.5%	Other (toys, art supplies, etc.)	17.7%
Greeting Cards	16.3%		

Phonograph Sales by Dealers

Nearly 83 per cent of U.S. record dealers also sell phonographs. In 62.3 per cent of this total, the record buyer is the same man who determines which phonograph lines the store will carry. Of those dealers carrying phonographs:

- 77.1% carried phonos listed for under \$100.
- 63.9% carried phonos listing for \$101 to \$300.
- 39.6% carried phonos listing for \$301 to \$500.
- 30.0% carried phonos listing for over \$500.

Dealer's Work Week

The average dealer is open 54 hours a week—six nine-hour days.

Weekday Operations

- 72.7 per cent are open nine hours or less a day.
- 35.6 per cent are open eight-and-a-half to nine hours a day.
- 27.3 per cent are open more than nine hours a day.

Saturday Operations

- 69 per cent are open nine hours or less.
- 31 per cent are open more than nine hours.

Billboard's Annual Survey of Record Retailers 1963 Calendar Year cont.

<p>The Help Situation</p>	<p>FULL-TIME CLERKS</p> <p>One49.8%</p> <p>Two26.9%</p> <p>Three11.7%</p> <p>Four 3.1%</p> <p>Five or more 1.8%</p> <p>Highest number of full-time clerks reported was seven. Nearly 7 per cent of the dealers employ no clerks.</p>	<p>PART-TIME CLERKS</p> <p>One63.8%</p> <p>Two23.4%</p> <p>Three 7.1%</p> <p>Four 5.7%</p> <p>Some 85.4 per cent of dealers have self-service set-ups; another 39 per cent operate record clubs; some 6.3 per cent do some rack jobbing.</p>																												
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Los Angeles Market Booms

Outdoor living spurs record sales—Shopping is seven-day-a-week affair—400 retailers share in record pie

By ELIOT TIEGEL

Metropolitan Los Angeles is a unique market because of its irrepressible population expansion, equable climate, seven-day shopping week, automobile domination and excellent AM-FM radio coverage.

These are among the peculiarities marking Los Angeles, which at last count had 2,090,279 residents, an increase of 124,629 since January 1. In Los Angeles County, the population hit 6,743,320, a gain of 88,252, and the figures keep rising.

Always known as a show business town because of the past glimmer of Hollywood, Los Angeles is a market unique for its size and non-catholic tastes. In this melting pot, the record industry is serviced by retail stores, music department stores, department store chains, and music discount chains.

Metropolitan Los Angeles over the past 10 years has had a population growth of 54 per cent. Buying income has increased 120 per cent; retail sales 91 per cent, furniture and household appliances 53 per cent and drugstore sales 126 per cent during the same period, according to the Southern California Broadcasters Association.

The metropolitan area includes the San Fernando Valley, which has over 1,000,000 residents of its own, and Orange County which has also surpassed the 1,000,000 mark.

Orange County's total retail sales in 1962 amounted to \$1.25 billion, according to the broadcaster's survey. Retail sales for the combined Los Angeles and Orange counties, which are both covered by Los Angeles radio and TV and two metropolitan newspapers, totaled \$11,398,414 in 1962.

With temperatures in Los Angeles ranging year-round from the 50's to the 80's, residents enjoy the comforts of outdoor living 12 months of the year.

Pools and patios have outdoor speakers which allow music to be played at all hours of the day.

In this climate, the majority of stores are open seven days a week, allowing consumers greater freedom to shop for music at their comfort. In the Los Angeles area where Sunday is the fourth largest shopping day at supermarkets, the week-long pattern of consumer buying is more level than in parts of the country where markets are closed on Sunday. Record stores take advantage of the Sunday opening to do healthy business.

There are approximately 400 record retailers in Los Angeles with half participating very actively in the business. Add to this figure the drugstore chains and department stores such as Robinson's, Zody's and Thrifty Drugs, which are serviced by rack jobbers, and the number of record outlets increase considerably.

An interesting feature of this area is the placement pattern of the record chains which pockmark the area. Music City will have five stores in the metropolitan area by November; Discount Record Centers Stores has six outlets, Sight and Sound has two with two others in the planning stage, Sam's Jazz Stores has four locations and White Front has 11 locations to match the May Company. The point is that wherever you go, there's sure to be some outlet servicing records.

The California philosophy of providing the ultimate in comfort is seen in the new super supermarkets beginning to appear. The first novel design in the LA area is at the Topanga Plaza Shopping Center in Canoga Park, where Music City has a flourishing outlet. This center boasts a one-roof construction with all stores within the inner shell of the walls, with corridors sweeping past all the stores on two levels. Once the customer enters one store, he is literally within all the others. By walking into the hall, the customer can

cross into any of the other shops without ever leaving the center.

The outdoor life also affects the kinds of music which become popular with teen-agers. Just tag an outdoor, sporty monicker on rock 'n' roll music and the kids eat it up as witnessed by surfing and hot rod music. Both sports are followed avidly by Southern California teen-agers and both developed here before becoming national crazes. Conventional rhythm and blues has a hard time breaking here, although there are strong ethnic audiences which follow the music and frequent neighborhood record stores which cater to their tastes.

With UCLA, USC and San Fernando Valley State plus a score of junior colleges providing the fans, folk music thrives here. Several clubs do healthy business keeping the fans happy, but jazz fans must travel over wider trails to hear their favorites.

One factor working toward the benefit of retailers is the lack of a mass transportation system, which forces everyone to drive. Kids can drive at 16, which creates a mass radio audience easily influenced by blaring AM radio stations, several of which specialize in format programming. Auto sales in 1962 in metropolitan LA totaled \$2,007,862,000, which was \$500,000 more than New Yorkers spent despite their 3,600,000 larger population.

Los Angeles has more adults and smaller family units than most other metropolitan markets. The median age for Angelenos is 30.9 years, showing this adult audience is not preponderantly older people. This adult audience which is exposed to music in their cars throughout the day and which has the freedom to impulse shopping seven days of the week, combined with their teen-age children who boasts these same freedoms, create this healthy audience for retailers.

Airway Saturation

**Music City Promotes "Album of the Day"
Audition booths pull in trade
Identified as show business store**

The four-store Music City retail chains is the most ubiquitous record outlet in Los Angeles. Its success is well known throughout the U. S. and local citizens are hard pressed not to hear at least one Music City sales announcement daily on any number of Los Angeles radio stations.

The Clyde Wallichs-headed chain offers complete catalog merchandise, radio-TV's, audio components, sheet music, pianos-organs and record accessories, to fully qualify as the complete music department store. Wallichs believes in adhering to \$3.98, \$4.98 retail prices, although the

stores offer "Supermarket" specials, with prices usually 40 per cent off.

Aggressive radio advertising keeps the 14-year-old chain before the public and one successful gimmick is to tie in with stations by having them promote and play the "Music City Album of the Day." This audio advertising is supplemented by regular coverage in The Los Angeles Times Sunday Calendar section.

The chain became famous for allowing customers to audition records in its Hollywood store while other dealers were eliminating audition booths in favor of additional racks. Music City

still provides audition booths which are always full, attesting to the popularity of this feature.

By working closely with top 40 Station KFVB, the chain has developed a young audience for singles product. The station has established a permanent satellite studio at its new Topanga Canyon store which disk jockeys use on weekends.

To emphasize the Wallichs' personal image, the president does the majority of the radio ads himself for the hard goods items. A musical identification with recording artists introducing

themselves always precedes any Music City commercial.

Starting first with records, the chain has evolved into a clearing house for all musical products with heavy promotion for each new location's opening luring thousands of residents to the new store. Music City has gained an identification as a show business store and the disk artists are easily swayed to appear in person any event Music City sponsors because they know audiences will queue up.

Having recently shuttered his downtown location, Wallichs is

preparing for the Nov. 1 opening of his West Covina location. Besides the Hollywood and Topanga Canyon locations (the latter in a unique one-roof construction shopping center) the chain's other outlets are in the Lakewood Shopping Center and in the Torrance South Bay area, all suburbs of Los Angeles.

Music City works closely with record companies, continually promoting artists and products through planned window displays. When artists are appearing at any of the major night clubs, the windows reflect this fact.



The younger set gathers around the Satellite Studio at Wallach's Music City outlet in the Topanga Plaza store.

Capitol Announces its most potent Christmas promotion in ten years!

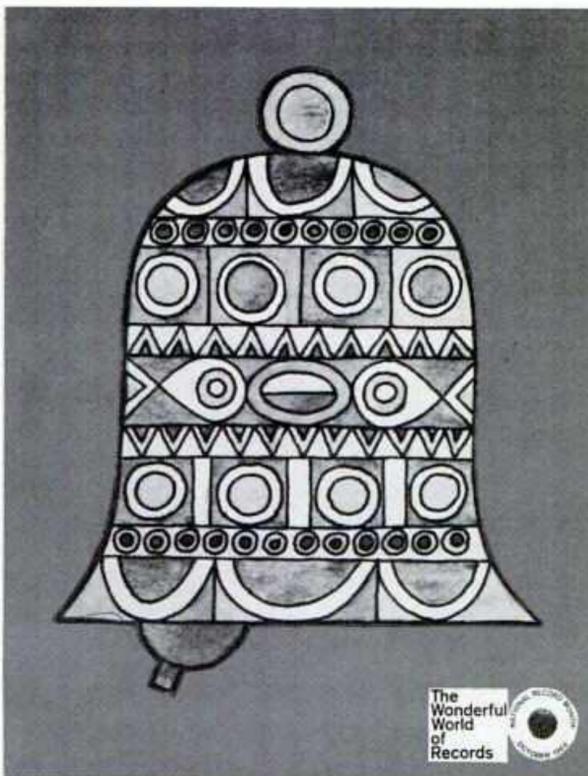
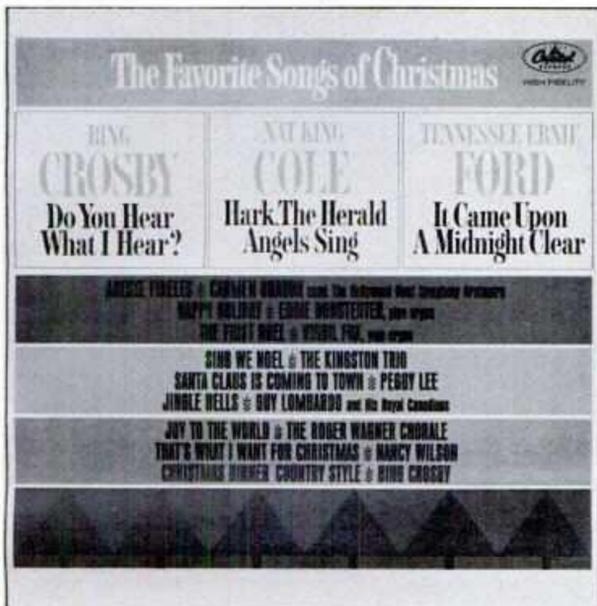
This Christmas, Capitol has the top selling plan! CRDC's stable price structure lets you anticipate your profits. And your CRDC rep will explain how **unsold Capitol Christmas**

Albums are returnable for credit! The best-sellers, the merchandising and powerful advertising are working for you this season. Call your CRDC rep now!

THE FAVORITE SONGS OF CHRISTMAS

(Bing Crosby, Nat King Cole, Tennessee Ernie Ford and many others!)

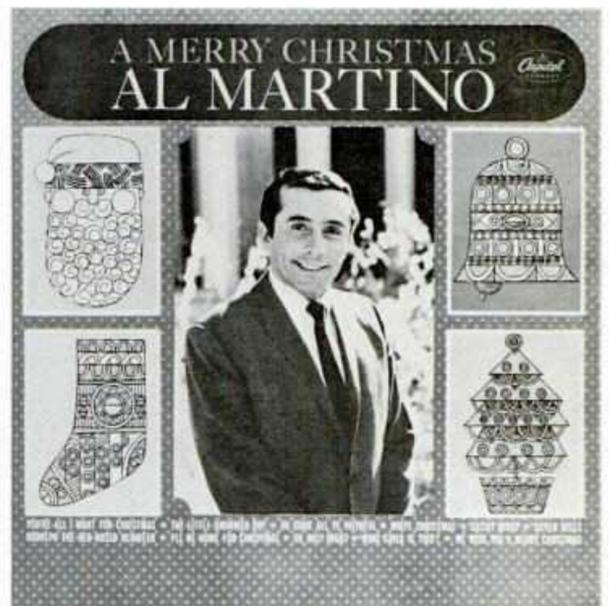
ST-2176 - Your price: \$2.53
T-2176 - Your price: \$2.02



A MERRY CHRISTMAS

(Al Martino)

ST-2165 - Your price: \$2.53
T-2165 - Your price: \$2.02



IT'S CHRISTMAS TIME

(Hank Thompson and the Brazos Valley Boys)

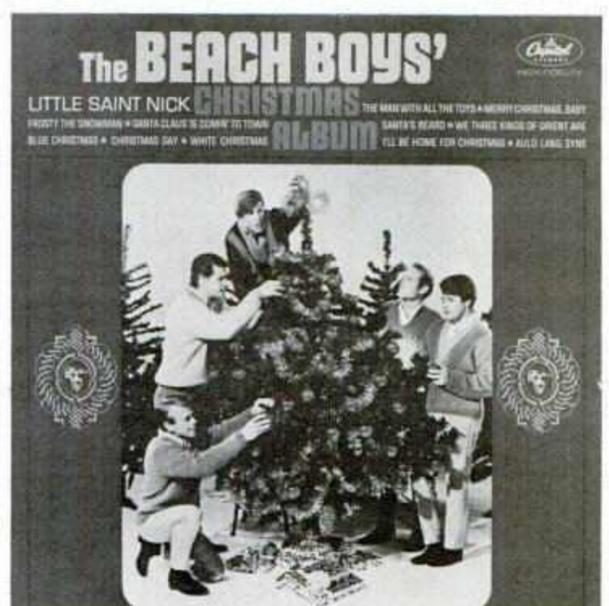
ST-2154 - Your price: \$2.53
T-2154 - Your price: \$2.02



THE JOYFUL SEASON

(Jo Stafford)

ST-2166 - Your price: \$2.53
T-2166 - Your price: \$2.02

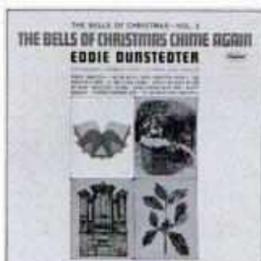


THE BEACH BOYS' CHRISTMAS ALBUM

(The Beach Boys)

ST-2164 - Your price: \$2.53
T-2164 - Your price: \$2.02

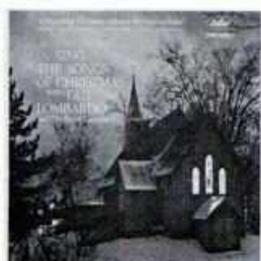
PLUS THESE BEST-SELLING CATALOG ITEMS!



THE BELLS OF CHRISTMAS CHIME AGAIN
(Eddie Dunstetter)
ST-1968 - Your price: \$2.53
T-1968 - Your price: \$2.02



THE CHRISTMAS SONG
(Nat King Cole)
SW-1967 - Your price: \$3.03
W-1967 - Your price: \$2.53



SING THE SONGS OF CHRISTMAS
(Guy Lombardo and His Royal Canadians)
SKAO-1443 - Your price: \$2.53
KAO-1443 - Your price: \$2.02



A JOLLY CHRISTMAS
(Frank Sinatra)
DW-894 - Your price: \$3.03
W-894 - Your price: \$2.53



THE MEANING OF CHRISTMAS
(Fred Waring and the Pennsylvanians)
ST-1610 - Your price: \$2.53
T-1610 - Your price: \$2.02



THE STAR CAROL
(Tennessee Ernie Ford)
ST-1071 - Your price: \$2.53
T-1071 - Your price: \$2.02



MERRY CHRISTMAS
(Jackie Gleason Orchestra)
DW-758 - Your price: \$3.03
W-758 - Your price: \$2.53

THE STORY OF CHRISTMAS (Tennessee Ernie Ford & Roger Wagner Chorale) ST-1964 - Your price: \$2.53, T-1964 - Your price: \$2.02 **CHRISTMAS IN ZITHERLAND** (Ruth Welcome) ST-1782 - Your price: \$2.53, T-1782 - Your price: \$2.02 **IT CAME UPON A MIDNIGHT CLEAR** (Roger Wagner Chorale & Sinfonia of London) ST-1760 - Your price: \$2.53, T-1760 - Your price: \$2.02 **THE LAST MONTH OF THE YEAR** (The Kingston Trio) ST-1446 - Your price: \$2.53, T-1446 - Your price: \$2.02 **THE BELLS OF CHRISTMAS** (Eddie Dunstetter) ST-1264 - Your price: \$2.53, T-1264 - Your price: \$2.02 **THE SOUNDS OF CHRISTMAS** (Fred Waring & The Pennsylvanians) ST-1260 - Your price: \$2.53, T-1260 - Your price: \$2.02 **NOW IS THE CAROLING SEASON** (Fred Waring & The Pennsylvanians) ST-896 - Your price: \$2.53, T-896 - Your price: \$2.02



Aggressive Promotion Pays Off

The House of Sight and Sound, with locations in Van Nuys and Canoga Park, has built its success in the San Fernando Valley through a policy of offering complete catalog, general retail prices and unusual promotions backed by mass radio advertising.

Since 1952 when president Jerry Johnson and associates opened their Van Nuys store, Sight and Sound has expanded into all areas of music, capped by their current strength in both records and audio components, which Johnson believes go hand-in-hand. In both stores sheet music, tapes, accessories, pianos and radio-TV's are easily examined.

A recent promotion in which more than 200 persons went out to a Los Angeles Angels' game courtesy of the chain, is typical of the aggressive promotional activities which have endeared the store to Los Angeles patrons.

This summer the store and KGIL have been co-operating in a weekend promotion to provide weather and party information to people using their outdoor grills, patios and pools. The best suggestions on patio and pool care receive party gifts from the two participants with a KGIL mobile unit broadcasting direct from selected win-

ner's homes.

S&S operates as a complete LP catalog house. Its singles sales emphasize current hits. The main emphasis in its radio advertising, for which a budget of \$100,000 is allocated, is on album product. S&S buys time on KMPC, KRLA and KGIL. The chain is a successful Magnavox dealer for package goods and carries all the major audio component lines for the more technically minded.

S&S stresses knowledgeable sales personnel in all departments, for Johnson believes communication between salesman and customer is the only way to effectively influence a sale.

The new Canoga Park location in the Fallbrook Shopping Center in the Western section of the San Fernando Valley, has been carefully laid out to provide the ultimate in customer convenience. Listening booths are available for disk auditioning and audio components are right across the aisle from records, enabling a phonograph purchaser to step right over and obtain the material to be played on the instrument. Additional component audition rooms are located on a mezzanine floor, allowing for equipment dial twisting without bothering customers downstairs.

Overhead view of a portion of the House of Sight and Sound floor shows some of the wide variety of product handled by the San Fernando Valley dealer.



Radio and component sales form a healthy part of the Sight and Sound profit picture.



List Price On All Products

Thearles Music of San Diego tries to be all things to all people. Hence it stocks a complete catalog of albums of all schools, sheet music and departments offering top quality merchandise in the phonograph, piano, organ and band instrument fields. The store also maintains its own electronic service department, explains record buyer Eugene Bauer.

A highly promotional organization, 78-year-old Thearles

maintains list price on all products, Bauer said. "Rather than selling like a discount house, we are constantly promoting," explained Bauer.

Thearles is 100 per cent locally owned. The present owner Harry Callaway bought the store from the Thearle family and has been in the business in excess of 50 years.

Thearles uses a steady radio advertising plan, with spots on KOGO-AM-FM, KDEO and

KSON co-oped with manufacturers. The store uses radio for its institutional advertising and the San Diego Tribune and Union for sales and clearances.

Bauer estimates record business is split 60 per cent pop and 40 per cent classical. The store believes in tying in with seasonal holidays to run promotions. "We also like to schedule artists for personal appearances whenever possible," Bauer added.

Records and then sheet music account for the biggest traffic items. The store does not sell pre-recorded tapes because it feels tape is "an exclusive field which is most successful in audio component houses." Thearles does not sell components, only package units including phonographs and TV's by Magnavox, Fisher, Decca, Columbia and Ampex tape recorders and clock radios by several name manufacturers.

Completeness Is Key To Success

Al Spaulding, owner of Westchester and Inglewood Music Center stores, believes completeness is the key to success. His business philosophy is to offer complete catalog for albums, singles, sheet music and pre-recorded tapes.

Spaulding does not believe in letting out concessions. Hence he has control of everything including fully stocked musical instruments and piano-organ departments.

Spaulding also has a mutual ticket agency which is a traffic

builder and has been in operation one year. His Westchester location is five years old; the Inglewood store two years old.

Because he believes teen-agers are his LP customers of tomorrow, Spaulding specializes in singles coverage to train them to rely on his stores. He has 1,000 current titles and 2,000 oldies in each store, and they both turn in a nice profit at the end of the year. Spaulding discounts merchandise from 20 to 30 per cent off but no more, he says.

If a store offers 40 to 50 per cent off, it has to be centrally located and able to advertise to mass audiences through newspapers. Being in the suburbs of Westchester and Inglewood, Spaulding is not capable of drawing the mass Los Angeles market like the Discount Record Center chain does. So he advertises in the local papers and plays up country and western music, a local favorite.

He feels a lot of the merchandising aids developed by manufacturers are worthless because

of his space limitations. He specifically dislikes special floor browsers but places the products in the stalls, on the wall and in his window.

The success of Westchester Music and now Inglewood Music in Spaulding's own eyes, is the image of completeness for a neighborhood location. He claims his catalog in the record and tape fields is extensive enough to make him the third best equipped dealer in Los Angeles.

White Front Stocks Cream

The 12-store White Front chain has become one of California's mass merchandise movers. Stocking the cream of the crop, White Front's record department offers a 27 per cent discount, according to Charlie Simms, record buyer.

Merchandise is purchased from rack jobber, one-stop and distributor contacts, with the store's own fleet of trucks moving product from a central Los Angeles warehouse to the outlets, six of which are in the Los Angeles area.

Price tags on mono LP's carry

a \$2.89 figure; \$3.69 for stereos. Supermarket carts are provided customers who self-service select product.

The stores promote through newspaper ads and from within by utilizing manufacturer displays. After 35 years, Californians know that White Front has the best selling merchandise and a price below retail. Merchandise is purchased strictly on how its selling nationally. Each store has the freedom to order in amounts which fulfill its immediate needs.

White Front does not antici-

pate a hit; it does not believe in overloading its warehouse. Merchandise is bought in 25, 50 or 100 lots when Simms feels there will be a demand for the product.

White Front dresses its salesmen in uniform white shirts with the store's name printed on the back with the slogan "You Never Pay Retail" as a constant reminder that price is omnipotent.

In the audio field, the chain offers top name lines at reduced prices. There are both component parts and package goods

and one system is usually played as an attention getter.

One key to White Front's unique product turnover is the heavy in-store traffic flowing through locations each day. By offering the complete services of a full line department store, White Front attracts general flow customers who amble past the record and phonograph departments and are prone to browser shopping.

While LP's are the main recorded product, singles are kept in their own section and account for healthy teen-age sales.

RUSTY

STRIKES AGAIN!

Rusty Warren
SEX-X-PONENT

**100,000 SOLD
IN 10 DAYS**

Jubilee JGM-2054

HERE'S RUSTY'S LATEST... AND GREATEST ALBUM "SEX-X-PONENT"—IT'S DYNAMITE!

Prior to its release (without hearing it) distributors have placed orders for 100,000 albums in the first ten days. WOW! (wait till you hear it—we won't be able to press them fast enough). Rusty's in fine fettle . . . before a LIVE audience . . . ad-libbing what comes natural to Rusty.

RUSTY WARREN BEST SELLERS:

The Greatest "Best Selling" Comedy Catalog—
Each Album Has Sold Over a Half Million Copies.



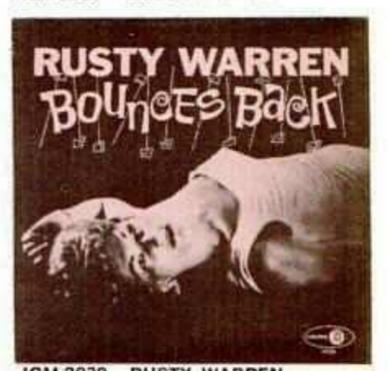
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Only Fittest Survive in World's Most Competitive Market

- Dealer must feature price, specialized inventory or superlative service
- Musical stage influence great in Gotham
- Folk and jazz records sell well among young adults

By AARON STERNFIELD

The nation's largest metropolitan area—some 12,000,000 persons who live within 50 miles of Times Square—is the most competitive retail record market in the world.

Only the fittest survive in Greater New York, and if a dealer can't make it on price, he must make it on specialized inventory or on service that goes far beyond the retailer's normal call of duty.

But the New York area produces a high caliber of record dealer, and sales here are often the bellwether for the nation.

New Yorkers are probably more price conscious than the inhabitants of any other city in the nation. And they're surely the most sophisticated record buyers in the nation.

A partial explanation is that Manhattan is the center of the record industry, and that the various night clubs, auditoriums and recital halls in the area are the prime showcases for recording talent.

Also the Broadway musical stage exerts a greater influence on residents of the metropolitan area than it does on residents of any other place in the world.

Virtually every musical taste, from Gregorian chants to avant garde jazz can be satisfied on the scores of metropolitan area AM and AF radio stations.

Add all this together and you get the largest aggregation of hip record buyers to be found anywhere.

Sound like a dealer's paradise? Not quite.

The competitive pace of the city itself is felt on the record dealer level. In many areas of life here, the

customer who buys at list is looked on as an extreme square. In no other place does the "I can get it for you wholesale" philosophy prevail to the extent that it does here.

Hence, the impressive volumes racked up by Sam Goody and by the burgeoning Korvette chain are no flukes. The New Yorker is not an impulsive buyer. He's a great comparison shopper, and he'll look around for the best buy.

On the other hand, New Yorkers will pay the price without flinching if they want something badly enough and if they are affluent enough to demand service.

That's why such in-depth-inventory operations like Schirmer's and Liberty can demand and get full list, with nary a care about who's discounting.

While the suburban expansion, particularly on Long Island's Nassau and Suffolk counties has been responsible for the opening of hundreds of new record shops in the last decade, the big Manhattan outlets manage to retain their large share of the market.

The answer is that most suburbanites work in Manhattan, usually near one of the large discounters or carriage trade dealers. These outlets advertise extensively in the New York dailies, particularly The New York Times. Also they use FM radio with great regularity. The secretary or executive who spends part of his or her lunch period shopping for records is part of the Manhattan scene.

While there is a demand for every type of music in the metropolitan area, folk and jazz records sell particularly well in Manhattan.

There's a high concentration of recent college graduates in the fashionable East Side and in the Bohemian Greenwich Village area, and their tastes run strongly to folk and jazz.

This taste has been stimulated by the concentration of Greenwich Village coffee houses which feature mostly folk music, but quite a bit of jazz as well.

A fairly high percentage of folk and jazz artists currently making records appear in local clubs and coffee houses. And the young adults who hear them live also buy their records.

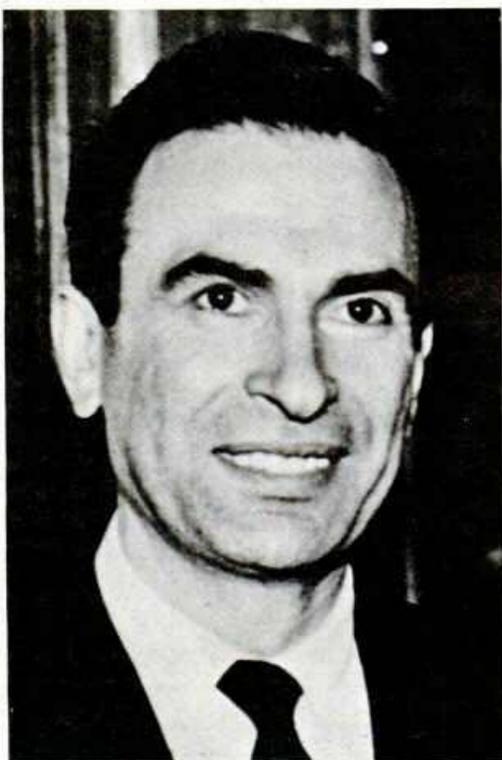
While Manhattan is the prime buying center for the vast New York market, the 10,000,000 people in the area who live off the densely populated island really constitute a separate market from the Manhattanites.

Home owners on Long Island, North Jersey and Southern Connecticut have tastes which don't differ radically from suburbanites in Savannah or Seattle.

True, they're somewhat more aware of Broadway show music, and they tend to be oriented more toward classical product, but they still buy the same pop and kiddie records.

Lately, record dealers have been moving into large suburban shopping centers in Westchester County, Long Island and North Jersey, and they've been working out well, particularly with kiddie records. Many of the large New York department stores have opened record shops in their suburban outlets, with merchandise priced the same as in their downtown stores.

Classical Music Lover Heads Korvette Record Operation



David Rothfeld

David Rothfeld, merchandise manager for records, audio equipment and books, for E. J. Korvette, started his career in the amusement business with the Leland Hayward Theatrical Agency which specializes in the production of Broadway musicals. Seventeen years ago, he switched to his first love—classical music, and good record music in general. He's been in the field ever since.

Once young Rothfeld made up his mind on a career in the record field, he decided to learn it from the bottom up and started as a floor clerk with Heinz & Bolet in Manhattan. Within three weeks he was promoted to manager.

Five years later he moved to Urania Records and added sales and production to his catalogue of knowledge. He even produced a successful record album with the Korean Children's Choir, which was cut for the benefit of the American-Korean Foundation, a group that sponsors the schooling of

orphaned children. David supervised another record session while visiting Paris a few years ago. He was asked to sit in on a classical and concert session, and ended up producing the first stereo album ever produced in Paris, for Urania.

Rothfeld returned to the States and joined the electronic wing of the Bruno-New York distributorship. "That," reminisces Rothfeld, "was a sort of post-graduate course for me, and worth every minute spent on it." From there, he did another 18-month stint with Urania Records, then moved on—and up—to E. J. Korvette. That was in 1958. He was placed in charge of the buying of records for the nine stores, then in existence.

Today, six years later, Rothfeld supervises the buying and record selling policy of a 34-store chain which is still growing. And a good part of the growth is attributable to Rothfeld's over-all musical knowledge

and his being able to pick potential hits in the pop record field, as well as in the classics.

"There is a healthy sign in the air in favor of good music," Rothfeld feels, "the general public's appreciation has reached a new high and proof of that is the increased sale of classical and standard recordings this year over last. The trend is on the up-swing and being helped by the increased exposure of good music on television and radio. And, it is especially reflected by effective background music in motion pictures. As of today, film theme albums and Broadway show albums have reached an all-time high in record sales."

Apropos of good music, Rothfeld revealed that he has just accepted the added assignment of musical commentator for a classical hour over New York City's Radio Station WQXR. The program is sponsored by E. J. Korvette and will be heard every Sunday night following the 10 o'clock news.

A Discount Chain With a Difference

- Korvette record sales to \$20,000,000
- "From Mantovani to Monteverdi"
- Seek unrecognized product

"E. J. Korvette is a discount department store chain—with a reidffence!" said David Rothfeld, merchandise manager for records, books and audio equipment.

"The difference being," he continued, "we are progressive enough to strive to create the image, 'Korvette gives you the best value for your dollar'; and he feels they have succeeded in creating that image.

Rothfeld is as hard-hitting as the rest of the young driving force behind Korvette, right up to the company's new 37-year-old president, Jack Schwadron. The record and audio division has grown into an integral profit-making part of the entire Korvette operation. Proof of that is that it has grossed \$20 million in record sales for the fiscal year.

Korvette started out strictly as a New York entity in the field of discount merchandise. Its growth in volume sales and prestige has been phenomenal, and the master stroke was taking over the Fifth Avenue store in New York, formerly occupied by W. J. Sloane. When Korvette's made that move, Rothfeld got almost half the second floor of the spacious quarters, which is now devoted exclusively to the promotion, display and sale of records, books and audio equipment.

Rothfeld is a firm believer in "the spread of merchandise which will run the gamut from Mantovani to Monteverdi." He demands a complete and easily available stock inventory and feels strongly about the lack of co-operation the retailers receives from the manufacturer when it comes to helping the dealer simplify his ever-present stock catalog problem. Rothfeld feels the manufacturers should agree to some uniform method of color-coding their stock of albums—as to which are stereos—and monaurals.

"They should also specifically pinpoint all synthetic stereos. This is never indicated and can

be very misleading, both to the dealer and the customer."

"Another thing the manufacturer could do to help the dealer is to put a two-part tab, or ticket, on each album. This would identify the album and after each sale the clerk would keep half the tab. At the end of the day, he would have a quick, up-dated inventory which would facilitate reordering, or stocking the product. The added initial cost would be negligible compared to the added sales."

Rothfeld feels strongly about up-to-date cataloging of product. "Knowing what you have in stock, at all times, and when to order, is the backbone of the record business—and today, unfortunately, it is being lost due to self-service counters and improper modes of inventory."

He also decries the lack of creativity of record companies in their choice of albums recorded. "Too many of them play, 'follow the leader'—and inundate the market with second-rate facsimiles of hit-albums. It reminds me of the old movie days when one producer had a hit horror or western film, all the others got on the band wagon and all we could see for the next year would be second-rate cycle of westerns and horror films."

The timing of a release is of the utmost importance." He sometimes ignores highly touted pre-release publicity blurbs, and goes searching on his own. "There is so much good but unknown, or unrecognized product around. When found and handled right it can come up as an unexpected bonanza in sales. It takes a lot of looking, listening and checking of stock," he said.

Korvette's expansion pattern is now organized and channeled. Every store, including those scheduled to open in the future, now has a record and audio equipment department, overseen by Rothfeld and his staff of experts. Six new stores



The Fifth Avenue store is the showcase of the Korvette operation.

are scheduled to open before the end of the year. Two will be in St. Louis, the others in Staten Island; Douglastown, N. Y.; Cedarhurst, N. Y., and Portchester, N. Y.

"When we go into a new territory," explained Rothfeld, "we bring in a successful management team from another area. My staff and I personally oversee the stocking and placing of each new record and audio department, then turn it over to a key man to supervise and hire the necessary personnel. We look for music specialist—salesmen who know their jazz, the classics and folk music.

"Naturally, he must also have a good general knowledge of music to be able to converse intelligently with customers. But, if a customer needs particular help, he can always refer him to an expert in that line of music."

Then, he added, "Take a personal interest in a customer and know what you're talking about, and he'll come back to talk over his future needs in music—with you. Believe me, I know. My theory has never changed since I was a floor clerk with Heins & Bolet."

"In buying and replenishing stock, we have it down to a fine art, and since we are determined never to get caught short on product, our inventory system is thorough. We also keep a big stock of singles and the necessary 'musts.' This means we have the right merchandise at the right time."

Korvette has been accused from time to time of having different prices at different stores for the same records. Rothfeld vehemently denies this and claims it is impossible because they have a store-to-store communication system that levels prices.

"We have established a direct teletype set-up in our executive House on Sixth Avenue big enough to cover and service any one of New York's boroughs. We can dial any one of our 34 stores and departments at any time—and we keep in con-



Korvette's makes it easy for the customer to find her merchandise.



Here's a small part of the Fifth Avenue store's record department.

stant touch with all store and department managers—for the express purpose of keeping our prices uniform and our backlog of stock known to all, at one and the same time.

And, he added, "this includes our three regional managers in the Midwest, the Northeast and South Jersey, Pennsylvania, Maryland and the Washington area."

"We pay close attention to the trade paper charts, Billboard's and the others. They have been a great help in proper

buying and are always the starting point. We let all our buyers in on the chart readings and have found them a great asset in keeping our stock catalog up to date," he added.

Korvette is expanding rapidly, but not overly. Its sales have jumped from \$180,212,726 in 1961 to close to \$475 million in 1964. Its average net earning over the past four years has been approximately \$8 million per year.

Conclusion: "Know-how" pays off.

Caterer to the Carriage Trade

- Liberty features leisurely shopping
- Five stores feature classical catalog, imported records
- "Discount" is a nasty word

For more than 50 years the Liberty Music Shops of New York have not deviated from its policy of service and quality. The cut-rate discount houses hold no terror for this five-store operation. According to Benjamin Kaye, Liberty president, "The merchandise and services offered by Liberty Music enable our organization to attract customers who just don't buy at discount stores. And there are enough of them to make us immune to cut-price competition."

A large portion of Liberty Music's yearly revenue is derived from the sale of "name" items that cannot be bought elsewhere. It specializes in custom-built consoles for combination radio - phonograph - television components, or whatever other combination the customer may desire. Its only other product is records.

"In that department," according to Gene Brigati, department manager, "we probably have the most extensive classical record library and stock in the country, and we also handle a full line of imported records from all over the world, as well as our regular line of popular albums and singles."

Brigati is proud of the new step-down display racks with their effective indirect lighting, which he personally designed. He claims, "They are our strongest silent salesmen."

"Everyone who ever visits New York should tour our second floor audio rooms at our Madison Avenue and 50th Street store where an endless variety of beautiful custom-built consoles are displayed in varied wall-to-wall carpeted rooms which are tastefully decorated.

The settings are such that you can envision what type of cabinet would fit best in your own home."

When a customer enters any of the Liberty shops to buy a record, he is ushered into a special soundproof booth which is air conditioned, well appointed and comfortable. He can listen to the records of his choice undisturbed and unhurried. If he is interested in a custom-built console, he has access to the beautifully decorated assortment of upstairs rooms.

Though Liberty Music is not concerned with the ramifications of the cut-rate discount houses, it does feel that for the benefit of the industry as a whole, a fair-practice law should be put into effect to offset drastic price cutting.

Brigati's feelings are: "The record industry has gone through some mighty turbulent years and has experienced growing pains second to no other industry in the country. For the moment the record picture looks more promising than it has for some time. The major companies are trying to stabilize prices and only a sane approach by the cut-rate discount, and wheeler and dealer operators in price policy will make records a prestige item again instead of the "super market special" it has become."

Liberty has gone all out for color television and has sold several thousand color sets in the past few years. And a goodly percent of them were sold as phonograph-radio-color television combinations, encased in their own custom-built consoles.

Manufacturers like to have their products exposed to the public gaze through Liberty Mu-

sic because they are assured of proper display and class promotion and advertising. It is nothing new for Liberty to have a manufacturer offer it co-operative cash advertising allowances toward the promotion of their product.

One such manufacturer has contributed over \$50,000 a year for the past 20 years to Liberty's advertising budget. The firm it-

self spends upwards and over \$250,000 a year in advertising, and for a five-store operation that is a good sum. The only Liberty Music Shop outside of New York City is in White Plains, N. Y.

The fiscal year's gross business for Liberty Music's five-store operation was well over the \$7 million.



Liberty Music's prime store is at Madison Ave. and 50th St. in Manhattan.



Customers shop leisurely, and if they just browse, that's all right too.



Gene Brigati

Gene Brigati's Temperament Suited to Liberty Operation

Listening to Gene Brigati talk you get the feeling he is "house proud"—and he is! He likes to refer to Liberty Music's Madison Avenue headquarters in New York as, "A house in which a family resides who love music and like to entertain people who appreciate good music in an atmosphere of cultured camaraderie."

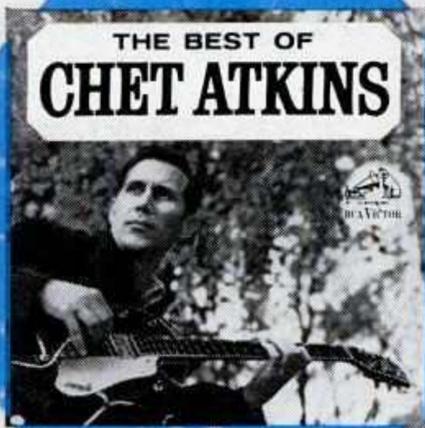
Brigati was well on his way to becoming a concert pianist before those dreams were shattered by the loss of his eyesight through an unfortunate happenstance. After two years of blindness he regained his eyesight, within limitations, thanks to a mountain of faith, guts, patience and the help of modern medical science. Brigati then started fresh and embraced the popular music field. He organized and fronted his own band and toured the countryside, playing the college and small-town dance circuits.

A couple of seasons of one-night stands did him in, and he was ready to settle down to a steady job. He joined the sales staff of G. Schirmer's music emporium in New York and remained there several years before becoming affiliated with the exclusive Carl Fischer Music Shop. There, he was promoted into the record buying department. Ten years later Carl Fischer retired from the retail field in New York and closed its doors.

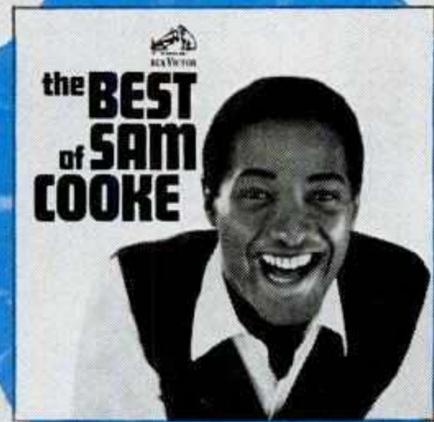
Brigati, a quiet spoken young man, smiled, "When Benjamin Kaye offered me the job of manager and buyer for the record departments of the Liberty Music Shops, I jumped at the offer. You see," he added, "I am a quality store type."

"We cater to a clientele that is attracted to the quality type store operation where service, congeniality and handsomely displayed merchandise are the satisfying elements. Our customers still enjoy the comfort and convenience of stereo-equipped listening booths where they can make their selections at their leisure," he explained.

"In this era of self-service and 'you'll find it over there' policies of other retail operations, our customers who vary from the Queen of Greece to Noel Coward and Everyman find our staff of experienced salespeople and their willingness to help locate that elusive record so rewarding they always come back. In fact, we have customers who just drop in to chat—and we don't mind in the least. In most cases, they end up coming back with friends—to buy!"

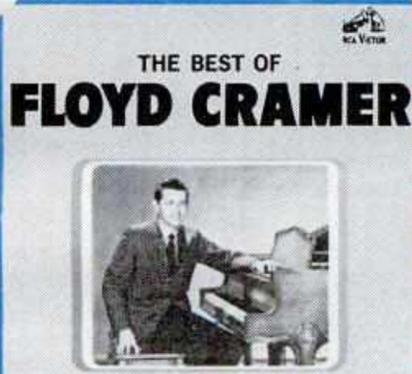


Chet's greatest hits from the past, like "Yankee Doodle Dixie," "Main Street Breakdown," "Country Gentlemen," "Malaguena" and "Blue Ocean Echo."
LPM/LSP-2887 (e)

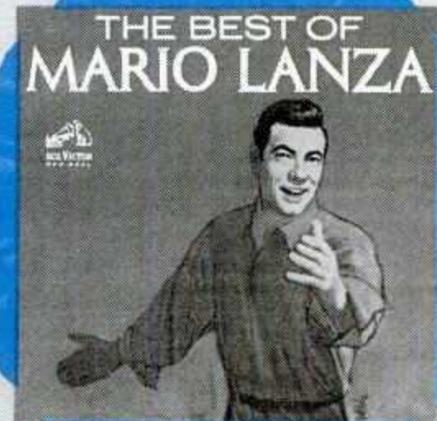


Sam serves up a platterful of hits sure to sell like hot cakes. Winners like "You Send Me," "Having A Party," "Chain Gang," 12 in all.
LPM/LSP-2526

**'BEST OF'
ALBUMS
-EVERY
ONE
A
SALES
WINNER!**



Floyd's big hits in one great album, such as "Last Date," "Java," "Satan's Doll," "Unchained Melody," "Your Last Goodbye."
LPM/LSP-2888



A great singer—and the songs that made him a legend. "Be My Love," "Because You're Mine," "Serenade" from "The Student Prince," others.
LM/LSC-2748 (e)

THE BEST OF MANCINI



The leading man's outstanding performances. Includes "Peter Gunn" and "Mr. Lucky" from TV. "Moon River," "Charade," "Days of Wine and Roses" and "Hatari" from the movies.
LPM/LSP-2693

THE BEST OF THE LIMELITERS



The kings of the folk world sing "We Shall Overcome," "This Train," "The Midnight Special," "Gunslinger," "Reedy River," "A Wayfaring Stranger."
LPM/LSP-2889

THE BEST OF JIM REEVES



Jim sings his heart out on tunes like "He'll Have to Go," "Am I Losing You?," "Four Walls," "Guilty," "Danny Boy," "The Blizzard."
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Billboard



"BEST BET AWARD"

—Cash Box—



"WINNER—
BATTLE OF
SOUND"

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ARMY ARCHARD:

"This new record
by Gia Maione
could be the
most important
record
of her career.
It's Great."



JIMMY JOHNSON—
(Walt Disney):

"When I heard this new record
by Gia, I was spellbound. This
young girl sings, and gives you
goose bumps."



TUTTI CAMARATTA:

"It's been a long time since I heard someone sing
with so much feeling and authority. This record is
tremendous and should be a smash hit for Gia Maione."

"I'VE GOT A CRUSH
ON YOU"

b/w

"FIND
YOURSELF
ANOTHER
GIRL"

(PR-1019)



JACK O'BRIEN:

"Gia Maione has 'class'
along with her great talent
. . . exudes more than a hint . . .
of attractive niceness."



is ON THE MOVE...

BIG!

BREAKING BIG!

From Walt Disney's
Smash New Success
Mary Poppins

STAY AWAKE!

b/w
"Spoonfull of Sugar"

STAY AWAKE

(Louis Prima-Prima)

"Inimitably styled a la Prima, this ditty from the 'Mary Poppins' score is handled in smart fashion. It's a likable, entertaining effort that deserves tie-in programming when the film plays your area."
—Ed Bell, WIVY, Jacksonville, Fla.

PR-1018

**BUTERA'S GOT
A BIG ONE!**

**"YOU NEVER
KNOW WHEN A
WOMAN'S GONNA
CHANGE HER
MIND"**

b/w

"NIGHT TRAIN"

(Release date—Oct. 15th)

PR-1021

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Keystone Dist. East Hartford, Conn.
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**Schirmer's offers
complete musical service**

**Mail orders come
from all over world**

**List price and charge
account policy pays off**

G. Schirmer, Inc., New York, is still one of the world's largest complete music stores. Schirmer's is a list price house that will sell you anything from a ukulele string to a giant church organ and arrange tutors and lessons on the same charge account. It carries charge account customers throughout the world and supplies all their musical needs upon request.

Schirmer's specializes in educational items, one of the most profitable departments in its business. A typical Saturday will find the 49th Street store filled with students and teachers milling through its many departments seeking out their needs, be they instruments, vocal or instrumental sheet music, books on various forms of musical instruction or records, classical or pop.

It is a list-price store that thrives on direct mail orders from every corner of the globe as well. Jack Higgins, buyer-manager, insists that each customer receives individual attention. Deliveries are made to their specifications, and all orders are filled quickly as possible.

In line with these policies, Higgins feels that it is more important to cover as much of the field as possible rather than rely on heavy inventories or sure-fire items. Consequently, the customer lists continue to expand since they have come to depend on Schirmer for things that other music houses disdain to handle.

Schirmer's is an outgrowth of the business founded in 1848 by Kersieg & Brausing, of which

Gustave Schirmer became manager in 1854. In 1861 the firm became known as Beer & Schirmer. Schirmer bought out his partner and in 1886 established the house of "G. Schirmer, Music Publishers, Importers and Dealers." In 1910 the business was transferred to a seven-story building on East 43d Street and in 1960 to its present location of East 49th Street.

The firm has branches in Cleveland and Los Angeles, and its publishers catalog comprises over 40,000 titles. In 1892 the firm began publication of the "Library of Musical Classics," notable for careful editing and general typographical excellence, and in the same year it launched the "Collection of Operas" (vocal scores with original text and English translations which also included historical and critical introductions). The "American Folk-Song Series" offers authentic folk material. The firm has published the compositions of Charles T. Griffes, Victor Herbert, Loeffler, Granados, Ernest Bloch, Percy Grainger, Arnold Schoenberg, etc., and also the works of many of the younger and most prominent American composers such as Roy Harris, Samuel Barber, William Schman, Gian Carlo Menotti, Paul Creston, Leonard Bernstein, etc.

In 1915 "The Musical Quarterly" was founded under the editorship of O. G. Sonneck, and since 1945 Paul Henry Lang. This periodical contains contributions by the foremost scholars of Europe and America, and occupies a place of pre-eminence among the musical journals in the English language.



Schirmer's window displays pull in street traffic.



Spacious floor arrangement allows customers to browse in comfort.

Frustrated Tenor Makes Grade as Schirmer's Buyer



Jack Higgins

John Hope Higgins, the buyer-manager at G. Schirmer's, New York, is known in the record trade as Jack Higgins or Professor 'iggins, a throwback from the "My Fair Lady" days. But few know that "Professor 'iggins" decided to make the record business a career deep in the jungles of Brazil.

While on duty with the U. S. Navy in South America, back in 1942, Jack found an old side-winder phonograph aboard a sabotaged German freighter—and only one lone record, the "Rosencavalier Waltzes." That lone record became the only music available for hundreds of miles and it was played night and day by the hep-cats and squares alike. Jack and his music box became quite famous in the area. Of course, he had

another attribute that helped fill those lonely nights—he could sing, tenor.

After four years in the Navy, Higgins went to work for the New Jersey group of Vim stores where he sold, then bought records for the chain. This was about the time Columbia came out with its first catalog of long-playing 33's. When Jack moved on as manager in charge of the buying of records for Hunter & Company in Union City, N. J., he took on a complete stock of its entire LP catalog. Those were the days when you had to sell an attachment to the customer's phonograph in order to be able to play the records.

Higgins' next move was to New York, where he came to further his singing career and work. But his vocation won out and his dulcet tenor became and still is, his avocation, reserved solely for family gatherings and special occasions. He has a very extensive repertoire in Lieder, Opera and Oratorio, and while employed by the old Carl Fischer music store on 57th Street, gave two successful recitals, the last one in 1953 at the Carnegie Recital Hall in New York which drew fine notices from the hard-bitten music critics of this metropolis.

He went on from Fischers for a short stay with Liberty Music before joining Marconi Bros., an old established music specialty house in the East Sixties, where he remained for 10 years. "Marconi's," says Higgins, "is where I began collecting old records. I had the opportunity to research and compile thousands of wonderful old 78's, both pop and classical." He is still collecting them and can hardly pass up a good find.

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PHASE 4 STEREO *The most exciting sound on records!*



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Stereo SP44054



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Ted Heath & his Music

The Man I Love; Hawaiian War Chant; Holiday For Strings; Send For Henry; Georgia On My Mind; Flying Home; Ol' Man River; Memories Of You; The Peanut Vendor; Lullaby Of Birdland; Bass In The Hole; Taboo.
Stereo SP44046



THE NEW EBB TIDE
Frank Chacksfield & Orch.

Ebb Tide; How Deep Is The Ocean; Deep River; Stranger On The Shore; Moonlight On The Ganges; Sea Mist; Shenandoah; La Mer; Moon River; Sleepy Lagoon; Victory At Sea.
Stereo SP44053



BATTLE STEREO. The Sounds Of War...
Great Moments In History — A Musical Epic directed by Bob Sharples.

Music Of The American Revolutionary War; War Of 1812; United States Civil War; Crimean War; World War One Medley; Battle of Britain.
Stereo SP44037



WESTWARD HO!
Roland Shaw & Orch.

Riders In The Sky; The Yellow Rose Of Texas; High Noon; The Big Country; Streets Of Laredo; Don't Fence Me In; Wagon Wheels; She'll Be Comin' Round The Mountain; Red River Valley; The Magnificent Seven; I'm An Old Cowhand.
Stereo SP44045



BIG BAND BEATLE SONGS
Arr. & Dir. by Bob Leaper

I Wanna Be Your Man; It Won't Be Long; This Boy; Don't Bother Me; She Loves You; A Hard Day's Night; Love Me Do; Please Please Me; All My Loving; There's A Place; Do You Want To Know A Secret; I Saw Her Standing There.
Stereo SP44056



POP CONCERT SERIES

CAPRICCIO!
Tchaikovsky; CAPRICCIO ITALIEN; Rimsky-Korsakov; CAPRICCIO ESPAGNOL
The London Festival Orch. conducted by Stanley Black
SPC 21004

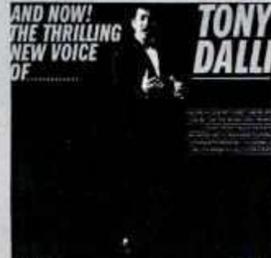
LONDON RECORDS **POPULAR**



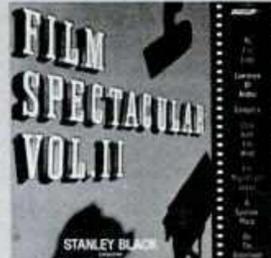
BACK AGAIN
The Bachelors
Moonlight And Roses; Ramona; I'll Be With You In Apple Blossom Time; I Wouldn't Trade You For The World; Melody Of Love; The Little White Cloud That Cried; With These Hands; Put Your Arms Around Me, Honey; Maybe; He's Got The Whole World In His Hands; Pagan Love Song; Ten Pretty Girls.
Stereo PS393 Mono LL3393



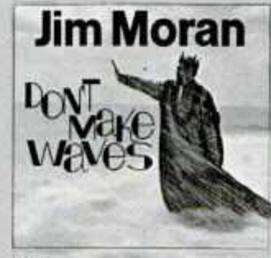
VALENTE AND VIOLINS
Caterina Valente
Roland Shaw
Ebb Tide; April In Paris; It Might As Well Be Spring; Love Letters; Somewhere; What Now My Love; My Coloring Book; All The Things You Are; Day By Day; This Is All I Ask; The Riddle Song; I Believe.
Stereo PS363 Mono LL3363



THE THRILLING NEW VOICE OF TONY DALLI
Tony Dall/Roland Shaw Orch.
Falling In Love With Love; People from "Funny Girl"; Mack The Knife; Day After Day; Dolce Far Niente from "The Unsinkable Molly Brown"; Musica Proibita; I (Who Have Nothing); Stranger In Paradise from "Kismet"; and four others.
Stereo PS394 Mono LL3394



FILM SPECTACULAR, Vol. II
Stanley Black conducts the London Festival Orchestra
Suite from "My Fair Lady"; Suite from "On The Waterfront"; Themes from Spellbound; Cleopatra; A Summer Place; Gone With The Wind; Lawrence Of Arabia; The Magnificent Seven.
Stereo SP44031 Mono LL3327



DON'T MAKE WAVES
Jim Moran
The Skinny Age; The Female Nesting Instinct; The Ostrich Plan For World Understanding; The Fat-O-Lator; Why The Moa Bird Became Extinct; The Truth About Figs Tails; Never Pucker The Wattles Of A Cassowary; Slo-Gro; Love and Marriage; "That This Sound Shall Not Perish..."; George Washington Bridge.
Stereo AMS78003 Mono AM48003



PLAY BACH, Vol. 4
Jacques Loussier Trio
The Original Jazz Interpretations of the Music of J. S. Bach. Overture to Cantata No. 28; Excerpts from Choral No. 1 and No. 16; Fantasie & Fugue in G Minor.
Stereo PS365 Mono LL3365

LONDON RECORDS **CLASSICAL**



Beethoven: FIDELIO
Birgit Nilsson; James McCracken; Tom Krause; Hermann Prey; Graziella Sciutti; Kurt Boehme and other Soloists — Chorus of The Vienna State Opera — The Vienna Philharmonic Orch. — Lorin Maazel
Stereo OSA 1259 (2 records)
Mono A4259 (2 rec.)



Handel: JULIUS CAESAR—Arias
Joan Sutherland; Margreta Eikins; Monica Sinclair; Marilyn Horne; Richard Conrad. The New Symphony Orchestra of London—Richard Bonyng
Stereo OS 25876 Mono 5876



Britten: THE YOUNG PERSON'S GUIDE TO THE ORCHESTRA
Britten: SERENADE FOR TENOR, HORN AND STRINGS
Peter Pears; Barry Tuckwell — The London Symphony Orchestra — Benjamin Britten
Stereo CS 6398 Mono CM 9398



Bartók: THE MIRACULOUS MANDARIN SUITE
Bartók: MUSIC FOR STRINGS, PERCUSSION AND CELESTA
The London Symphony Orchestra — Georg Solti
Stereo CS 6399 Mono CM 9399

Above items on London's DB program: DISCOUNT • DATING • ADVERTISING See your London distributor for special terms

THE "MEMPHIS SOUND"

4 SIZZLING NEW LP's from **Hi** RECORDS THE AMERICAN LONDON GROUP



ACE CANNON PLAYS GREAT SHOW TUNES
Ace Cannon
Hello Dolly; Stranger In Paradise; Moon Glow and Theme from Picnic; Song from Moulin Rouge; Around The World; The High And The Mighty; Never On Sunday; Moon River; Some Enchanted Evening; and others.
Stereo SHL32019 Mono HL12019



BILL BLACK'S COMBO GOES BIG BAND
Bill Black's Combo
Near You; T. D.'s Boogie Woogie; Sentimental Journey; Tuxedo Junction; Canadian Sunset; Leap Frog; In The Mood; Java; Two O'Clock Jump; So Rare; O (Oh); Stranger On The Shore.
Stereo SHL32020 Mono HL12020



HOLD IT!!!
Here's Willie Mitchell
Hold It; Percolatin'; Night Train; You Can't Sit Down; The Dog; The Crawl; 20-75; Rinky Dink; Last Night; Mashed Potatoes; Last Date; Watermelon Man.
Stereo SHL32021 Mono HL12021



JUMPIN' GENE SIMMONS
Gene Simmons
Haunted House; You Can Have Her; Bony Maronie; The Green Door; Rock Around The Clock; Hotel Happiness; Teen-Age Letter; Don't Let Go; Slippin' And Sliddin'; I'm Comin' Down With Love; Just A Little Bit; No Help Wanted.
Stereo SHL32018 Mono HL12018

See your Hi distributor for special terms

Nation's Second Market Has Middle-of-Road Tastes

• Area is strong for pop and contemporary folk • R&B and jazz strong,
but country is weak • Market is virtually 100 per cent discount

By NICK BIRO

It's big, blowzy, brash and typically Midwestern—perhaps as apt a description as any for a city that represents about 4,000,000 people, serves as the crossroads of the world, is generally ranked as the second largest market in the country, and is easily the hub if the rest of the U. S. is thought of as a wheel.

Record people think of Chicago as an "average" market. The city's tastes are middle of the road, not very esoteric or way-out. It is a city seldom given to fads or extreme reactions and is about as normal as any large metropolitan area can be.

Most record companies give Chicago a Buying Power Index of from 8 to 12 per cent. That is, they expect to do about 8 to 12 per cent of their national business here. The figures vary by category of music, but never by much.

Chicago is an excellent market for pop merchandise—both singles and albums. Contemporary folk does well here, but the more sophisticated "authentic" folk trails.

The city is below its buying power index for classical, though the few stores that specialize in such merchandise do very well.

The city has the second largest Negro population in the country, and Ewart G. Abner, Constellation Record head and a long-time r&b expert, calls it the "No. 1 r&b market." Chicago does equally well with jazz, but is considered a poor market for c&w.

In radio Station WLS, Chicago has perhaps the single most important radio station in the nation (for the record industry, at least). A New York record manufacturer once told this reporter that if he had a chance of getting a record played on one—and only one—radio station in the country, this would be his pick.

Chicago also has a kingpin r&b station in WVON, a "softer" pop station in WIND, and a host of good, middle-of-the-road album stations covering just about every spectrum of music.

Chicago still has Howard Miller and it once had Dick Biondi—though Ron Riley and Art Roberts who replaced Biondi on WLS have equaled and at times even surpassed the old king's ratings.

The city is equally well rounded in its marketing pattern. Kenneth Meyers of Mercury Records describes it as a "stable market," not dominated by any one segment of the business such as racks, one-stops or discount stores.

Chicago is virtually a 100 per cent discount market, though not a razzle-dazzle one in the full sense of the word.

It is the home of Sears, Roebuck and Montgomery Ward, perhaps two of the most dominant factors in the retail record market here. It also has three Korvette branches, the big Polk chain, and a host of big suburban shopping center discount outlets.

The majors all have branches here, with some half dozen powerful independent distributors handling the rest of the lines. Four major one-stops and five big rack jobbers round out the wholesale patterns.

The number of retail accounts ranges from 250 to 400—depending upon definition, though most distributors agree that at least 70 per cent of the business is done with the top 20 or 30.

This in sum and substance is the Chicago record market. Now for some specifics: For purpose of analysis, let's first take a close look at Chicago's radio stations and their effect on record sales, and second on the city's marketing pattern and its effect on the movement of records across the counter in retail stores.

Perhaps it's an unfair generalization, but for record people, Chicago is pretty much a two-to-three station market. The towering giant is WLS with its 50,000 watts beaming into every State in the Union this side of the Rockies.

Format is Top 40. The station has a reputation for playing the big hits, and in the opinion of most record people, making them too.

Closest to WLS in the pop market is WIND, the Westinghouse 5,000-watter. Format is closer to middle of the road. The sound is definitely softer than WLS. WIND will play pop hits, but in the words of one promotion man, "they stay away from the screamers."

WIND has Howard Miller, still the big gun in the morning. The record people feel that WIND can break a record, but to get sales, they have to play on WLS.

WMAQ, the NBC station, recently gave up its long-time semi-classical, conservative format and is now regarded as a middle-of-the-road pop station. An afternoon show by Chuck Benson (also the program director) has a definite Top 40-type flavor. Most record people, however, feel the station still has to prove itself as a factor in moving disks. WMAQ also has an all-night jazz show that is starting to be felt as a factor for that category of music.

The jazz market as a whole is serviced essentially by WAAF, with its kingdom deejay Daddy O'Daylie, and WCFL, with its all-night man Sid McCoy. Some smaller stations are occasional factors and some of the big stations play segments of jazz.

The rest of Chicago radio is primarily in the middle-of-the-road category. The sound is much softer than the previously mentioned pop outlets, and the music is mostly from LP's.

WGN, owned by The Chicago Tribune, plays "good" (Continued on page 60)

"Mom and Pop" Store Very Much Alive

Andy Andersen sells at list, carries in-depth inventory, gives personal service

Public address systems augment record income

Specialty magazine advertising pays off

In a period when the small, neighborhood retail record store is placed in a category with the American Indian or the buffalo, Andy Andersen's Record Center here is reporting a steady monthly increase in business that ranges from 14-22 per cent over 1963.

Andersen's operation is about as close to the traditional "Mom and Pop" store as you can get. He still sells at list, carries in-depth inventory, prides himself on personal service, gets a kick out of talking music to customers, and personally sets up store promotions that he thinks will attract business.

Why isn't he going out of business—like so many others like him in the past? Andersen attributes it to a number of factors.

"For one thing—we've stuck with it through thick and thin. A lot of stores didn't have the financial resources to weather the drought. We're lucky we did," Andersen said.

"For another—we continued

to give good service, the kind people in this business really like. And for a third—we have the reputation of being one store that has VIRTUALLY EVERYTHING.

"Customers know they can come to the Record Center and get albums or singles that they can't find anywhere else. If we don't have it in stock (which is rare indeed), we'll order and have it in their home within a day or two at the most," Andersen points out.

The 20-year record retailing veteran notes that in the past eight-10 months business has definitely been on the upswing. He attributes this to (1) a lot of record stores going out of business; (2) many racks dropping pop singles because of pilferage and inability to keep up with the latest Top 40 listings.

Andersen feels the trend in record retailing is toward "personal selling," and this Record Center has in spades.

In addition to a full inventory of pop, classic, c&w, and jazz,

Andersen specializes in folk, square dance and educational records and public address systems.

He estimates that public address systems (he carries the Newcomb line) account for 6-14 per cent of his total volume, while square dance, educational and folk records account for another 14-22 per cent.

"At our time, our specialty items accounted for about 45 per cent of our total volume, but the recent increase in our regular record business has brought the figure down," Andersen says.

Square dance and folk records are sold half by mail order, half over the counter. Andersen advertises in such specialty magazines as Sets-In Order and American Square, both specializing in the square dance field.

He also makes a point of attending square dance conventions and workshops (As this interview was being conducted, Andersen was preparing to go

to conventions in Interlocken, Mich., and Springfield, Ill.)

Andersen goes to some 28 different suppliers for his square dance and folk disks. In addition to such majors as RCA Victor, Columbia and Decca, he deals with specialty houses like Windsor, McGregor, Blue Star and Kalox.

Is the business profitable? "The specialty lines account for about 20 per cent of our inventory but about 37 per cent of gross sales," Andersen answers.

Educational records are sold primarily to schools, churches and State institutions. Andersen is not quite sure how this part of his business got started, but today most of his advertising is by word-of-mouth.

An interesting sidelight: "We've found that many retarded children are reached by music when they can't be taught by the written or spoken word."

The public address systems (Continued on page 54)

ONLY MERCURY HAS THE

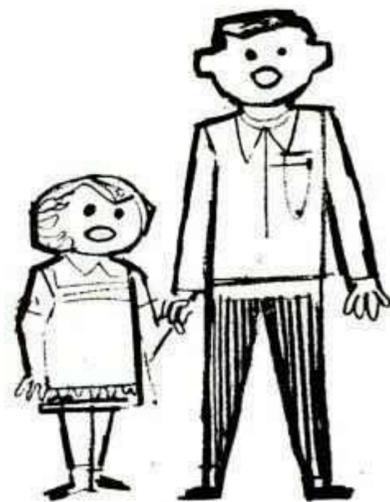
"STORYTELLER" SERIES

*** 16 RECORDS**

*** 32 FAMOUS STORIES**

*** A COMPLETE STORY ON EACH SIDE**

the only complete line that tells and sells from tots to teens

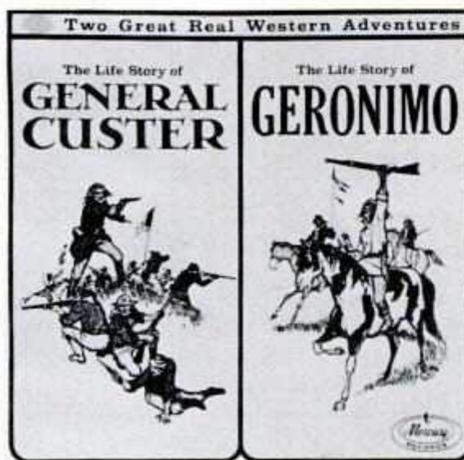


with everything from fairy tales to astronauts

4 new "STORYTELLERS" to grow on!



SLP 112



SLP 113



SLP 114



SLP 115



PLUS:

**FLOOR
MERCHANTISER
CATALOG/
MAILER &
PROMOTIONAL
PRICES**



foremost in fine recording

• Continued from page 52

part of Andersen's business was more or less an offshot of his educational records business and his volume with square dance record people.

He does about half of his business with each category. The square dancers use the p.a. system for their calls; the schools, churches and institutions for teaching. In any event, both people find it convenient to have an "electronic specialist" handle their p.a. needs.

Discussing his regular record volume, Andersen notes that monaural record LP sales have dropped from about 65-70 per cent of gross volume to about 50 per cent. He attributes this to greater popularity and acceptance of stereo home entertainment equipment.

In addition to Andersen, Record Center is run by Gil Hazard, store manager and album buyer, with Andersen since 1950; and John Doherty, pop and singles buyer, with the store since 1952.



(Top left) Gil Hazard (center), manager, holds one of the Record Center Club Cards. Customers get \$4 worth of merchandise free after buying \$20 worth of records. Andy Andersen (left), store owner, and John Doherty, pop buyer, look on.

(Top center) Andy Andersen (center rear) and Kathy Zika help a customer look for a hard-to-find item. John Doherty, pop record buyer (left rear) gets set to audition a new LP. Record Center splits its inventory with monaural records on the left side of the store—stereo on the right. Each is then broken down by artist and musical category.

(Top right) Record Center's singles—new and standards—are carried in a special "Pop Corner." John Doherty and Kathy Zika get set to wait on some youthful customers while Andy Andersen looks on.

(Bottom left) Andy Andersen shows off some of the square-dance albums that makes his Record Center a well-known name to square-dance enthusiasts around the country. About half of Andersen's square-dance record volume is done by mail order with customers writing in from the 50 States.

(Bottom right) In addition to having one of the best selections of records in the city, Andy Andersen's Record Center carries a complete line of Newcomb public address equipment. Here Andersen shows off some of the Newcomb boxes in his storeroom.



Discount Records boasts of having the largest selection of imported records in Chicago—a total of 10,000 LP's, some 2,000 of which are on display. Dave Shahin (right), store manager, checks stock while a customer browses. One entire corner of the store plus several floor bins are devoted to the imported stock.



Merchandising is the key phase in Discount Records' philosophy. Note the large, plastic category cards used on display racks in the store.

Discounter Carries in Depth Catalog

Take a record store with class furnishings, attractive modern merchandising techniques, in-depth catalog and an across-the-board 20 per cent discount policy, and you have Discount Records on LaSalle Street in Chicago's financial row.

Discount Records is almost an enigma. It combines cut-rate prices with service, prestige, and possibly one of the widest selections of merchandise in the Loop.

Dave Shahin supervises a staff of five salesmen—all knowledgeable in virtually every phase of music. "Our people can talk jazz or opera with equal ease; what's more, they enjoy what they're talking about," Shahin says.

Discount Records has an inventory of some 100,000 albums. It also sells Top 40 singles at 89 cents, but this is a small part of the store's business.

Discount Records claims to have the biggest selection of import records in Chicago—a stock of some 10,000 albums of which over 2,000 are on display.

The store carries both classical and pop material from the

four corners of the world. Biggest concentration is from England, Italy, Germany and France.

Most of Discount Records' stock is bought locally, but hard-to-get items, selected imports, and certain specialty items are bought from Discount Records' headquarters in New York.

All stock is displayed in floor bins and wall shelves. The various categories are marked with attractive plastic cards, lettered in large white print.

Stock is divided into monaural and stereo, and broken down by artist and by musical category.

Besides the regular 20 per cent discount, Discount Records runs special sales. At the time of this interview, the store had a 10-label, full-catalog sale at a 33 per cent mark-off.

Included were such top lines as RCA Victor, Angel, Capitol, Columbia, London, Vanguard, Atlantic, Prestige, Westminster and Bach Guild.

Discount Records is one of the few discount operations that still auditions records for customers. An expensive hi-fi rig

is on at all times. When a customer wants to hear a selection, it is immediately put on the turntable.

"If a customer wants to hear the difference between Bruno Walter's broad and lyrical treatment of Beethoven and Toscanini's more driving and precise treatment, we can demonstrate," Shahin notes.

Besides the big concentration in imports, Discount Records has a big selection of jazz, spoken word (it has the complete Caedmon line with Shakespeare plays and poetry) and folk.

The complete Folkway catalog is in stock, not to mention popular artists like Pete Seeger, Theodore Bikel, Bob Gibson, and lesser-known (though equally popular with folk fans) names like Dave Van Ronk, Ian and Sylvia, Cisco Houston, and Gene Redpath.

Besides the normal word-of-mouth advertising, Discount Records carries an extensive campaign on WFMT, the local fine-arts-FM outlet, which Shahin terms his "best medium." The store also runs regular display ads in The Chicago Tribune.



Dave Shahin, Discount Records' Chicago branch manager, auditions an album for a customer. The store has an elaborate hi-fi rig used for this purpose.



Discount Records splits its stock by category. A stereo corner is in the back of the store. The center-bins carry such stock as: "Movie Sound Track," "Broadway Shows," "Harmonica-Guitar-Band," and "Popular Organ."

A FIRST IN HOME ENTERTAINMENT

Exclusively on



Command Performer

CUSTOM DELUXE SOLID STATE *all-transistor* MODEL SA 510

- *** Guitar & other musical instrument input Jack and Loudness Control
- *** Microphone input Jack and Loudness Control
- *** Stereo earphone output Jack & Switch
- *** All transistor dual channel amplifier with 11 transistors & 2 Silicon rectifiers
 - * Combined power output 20 Watts
 - * Frequency response 50-15,000 cps.
- *** Cross-over network with six speakers: 2-8" woofers, 4 high frequency tweeters. One 8" woofer and 2 tweeters in each speaker enclosure, enclosures plug into accessible Jacks.
- * Power transformer
- *** Garrard AT5 deluxe high quality 4 speed automatic changer with automatic last record shutoff, and rubber matted 10 1/2" turntable.

- *** Balanced lightweight tone arm with compatible elliptical ceramic (needle guard) cartridge with turnover diamond-sapphire* needle. Plays stereo & monaural records.
- * Six separate controls: Bass/Treble, Balance, Phono Loudness, Guitar Loudness, Mic. Loudness, & Function
- * Brushed metal escutcheons
- *** Jewel indicator panel light
- * Operates on 110-120 volts, 60 cycles AC
- * UL approved



NOTE: 1. Needle replacement—Duotone—#8300 L D/S
 2. 45 RPM automatic Spindle Capitol 12-SP
 3. Cartridge replacement—Featheride EV #150 DF
 * Synthetic

High fashion case styling: Richly styled cabinet with completely separate speakers, all covered with simulated Shoe Grain of scuff-resistant, washable Pyroxlin coated fabric in Black and Silver
 Case dimension: 21" wide, 15 1/2" high and 9 1/2" deep.
 Each speaker enclosure: 15 3/4" wide, 15 1/2" high and 4 3/4" deep.



• EXCLUSIVE •
 EQUIPPED WITH
 ELLIPTICAL
 DIAMOND STYLUS

Command Performer

- EXCLUSIVE •
 - * STRUM ALONG
 - * SING ALONG
 - * OR BOTH WITH OR WITHOUT RECORD PLAYING AT THE SAME TIME



*Musicor Records announces
the introduction of its new album line
sold for the first time
on a direct distribution basis
and calls your attention to the domestic
distributors and foreign affiliates
handling the Musicor product.*

THE UNITED STATES: DIXIE, Atlanta • R & M, Billings • MUTUAL, Boston • METRO, Buffalo
BIG TOWN, Chicago • SUPREME, Cincinnati • AMERICAN, Cleveland • BIG STATE, Dallas
W. H. SLAGLE, Denver • ARC, Detroit • TRINITY, Hartford • ERIC, Honolulu
H. W. DAILY, Houston • RECORD MERCHANDISING, Los Angeles • SUNSHINE STATE, Miami
O'BRIEN, Milwaukee • HEILICHER BROS., Minneapolis • ALL STATE, Newark
MUSIC CITY, Nashville • ALL SOUTH, New Orleans • BETA, New York • A-1, Oklahoma
DAVID ROSEN, Philadelphia • FENWAY, Pittsburgh • ERIC, San Francisco
STANLEY, Seattle • COMMERCIAL, St. Louis • SCHWARTZ BROS., Washington, D.C.

INTERNATIONAL: EMI, United Kingdom • CGD, Italy
EL PALACIO DEL MUSICA, Venezuela • CBS, The Rest Of The World

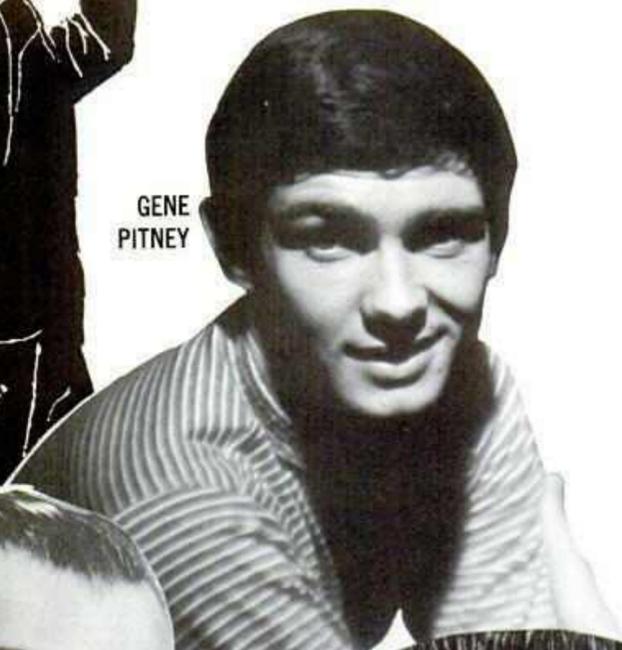


New Albums

GENE PITNEY, TITO RODRIGUEZ, GEORGE JONES' Jones Boys, RALPH MARGERIE, VINNIE BELL, VITIN AVILES, The Original Sound Track... "PANIC BUTTON",...and the famous 51 series.



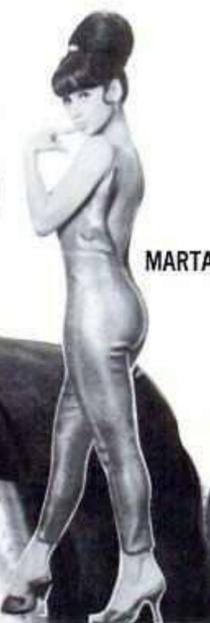
GENE PITNEY



GEORGE JONES
Available
Jan. 2, 1965



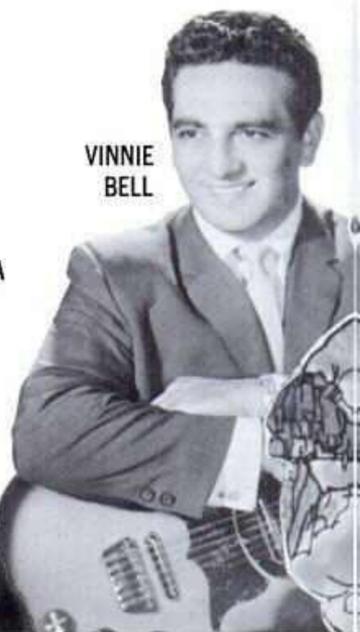
TITO RODRIGUEZ



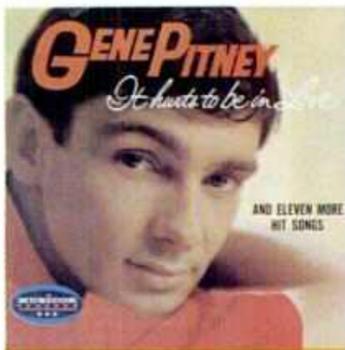
VINNIE BELL



RALPH MARGERIE



MARTA



IT HURTS TO BE IN LOVE

Gene Pitney

Includes current hit single, "It Hurts to be in Love." Album also has new current release, "I'm Gonna be Strong" which shows indications of being a giant record. First new Pitney album since "Blue Gene." Great package.

MM2019/MS3019



CARNIVAL OF THE AMERICAS

Tito Rodriguez

A smash instrumental album by the #1 Latin American orchestra. Rodriguez has recorded the favorite tunes from Latin American countries. One of the best albums he has ever done.

MM2018/MS3018

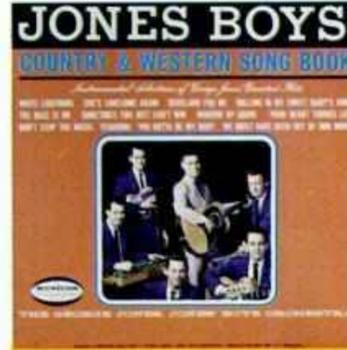


GENE — ITALIANO

Gene Pitney

The unusual for Pitney . . . and a first. Gene sings old favorites and brand new tunes in Italian. A real treat and a must album for all Pitney fans. Has all of the makings of a hit album.

MM2015/MS3015



GEORGE JONES' BOYS COUNTRY & WESTERN SONGBOOK

George Jones' Jones Boys

We believe this is the first in the country and western field. Here the Jones Boys' band is used to do instrumentally, with group vocal backgrounds, all of the famous George Jones vocal hits. Could be a real "sleeper."

MM2017/MS3017

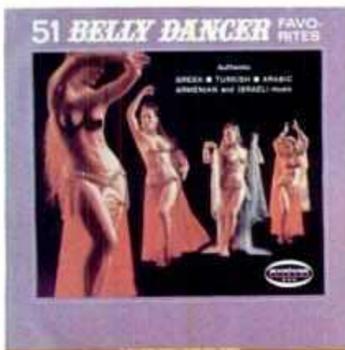


MUSIC TO REMEMBER

Gian Franco Intra

With this most unusual album, the plums of the motion picture and Broadway scene are captured here in a lush instrumental, by the Italian conductor, composer Gian Franco Intra and his Orchestra. A must for every record buyer . . . can't miss.

MM2020/MS3020

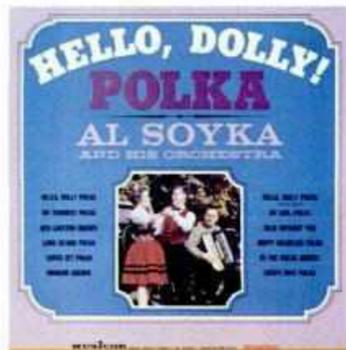


51 BELLY DANCER FAVORITES

Abdul Ahmed & Orchestra

What else can be said about a great album cover and music that never fails to excite the listener. Tunes are a collection of authentic Armenian, Greek, Turkish and Arabic music. Put this one on display and watch it go! Authentic exotic music by Abdul Ahmed & his orchestra . . . another addition to Musicor's "51" Series.

MM2021/MS3021

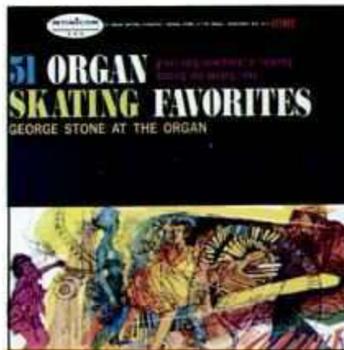


HELLO DOLLY POLKA

Al Soyka & his Orchestra

Al Soyka, top polka artist, records here a brand new album which includes for the first time, "Hello Dolly," instrumentally as a polka, and with Polish lyrics. The rest of the numbers are all authentic Polish polkas, instrumentals and vocals. A sure shot seller in the polka markets.

MM2016/MS3016

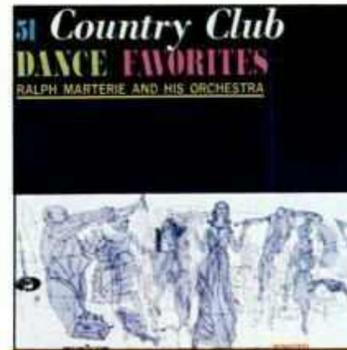


51 ORGAN SKATING FAVORITES

George Stone

51 organ tunes designed especially for dancing and roller skating rinks, are a cinch to be steady sellers in every dealer's store. Unusual recording.

MM2012/MS3012

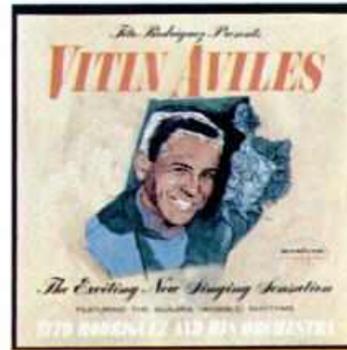


51 COUNTRY CLUB DANCE FAVORITES

Ralph Marterie & his Orchestra

The master of the dance band, the ol' Maestro himself, Ralph Marterie thrillingly conducts 51 tunes for the cha cha, waltz, fox trot, and other dances.

MM2011/MS3011

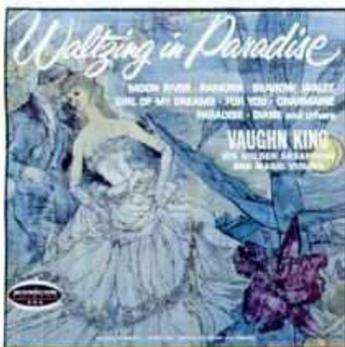


TITO RODRIGUEZ PRESENTS VITIN AVILES

Vitin Aviles

Fantastic Latin singing star presented by Tito Rodriguez. Promises to capture the Latin American market with his sparkling and exciting song style. Sings in Spanish with the orchestra conducted by Tito Rodriguez.

MM2025/MS3025



WALTZING IN PARADISE

Vaughn King his Golden Saxophone and Magic Violins

The romantic music from the sensuous horn of Vaughn King augmented by lush violins makes this perfect waltz album. Includes such hits as Moon River, Charmaine, Diane, others.

MM2026/MS3026



51 GREATEST MOTION PICTURE FAVORITES

Vinnie Bell & his Orchestra

Can you imagine 51 motion picture hits all in one album! Famous guitarist Vinnie Bell and his Orchestra interpret the famous flicker tunes.

MM2009/MS3009

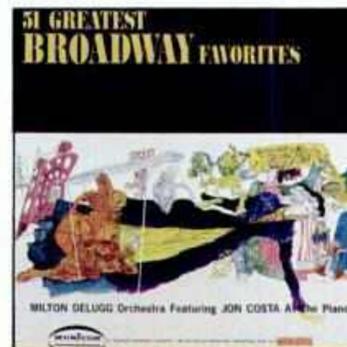


MUSIC FOR ISOMETRIC EXERCISES

Rhythm Section

The exercise fad that is catching on like wild fire. Included in the album, at no extra cost, is the \$1.00 value exercise book by Prentice-Hall that has sold over a million copies.

MM2014



51 GREATEST BROADWAY FAVORITES

Milton Delugg & his Orchestra featuring Jon Costa at the piano

"My Fair Lady" and 50 other great Broadway hit tunes all in one package excitingly recorded by Milton Delugg with Jon Costa at the piano.

MM2010/MS3010



PANIC BUTTON

Original Sound Track featuring Akim Tamaroff, Maurice Chevalier, Jayne Mansfield

Don't let the title of this picture mislead you and don't let the album cover excite you. The music is about as lush a sound track as any you will hear outside of Mondo Cane. A real listening treat. Orchestra conducted and directed by Georges Garvarentz, French musical genius.

MM2026/MS3026

Musicor Records

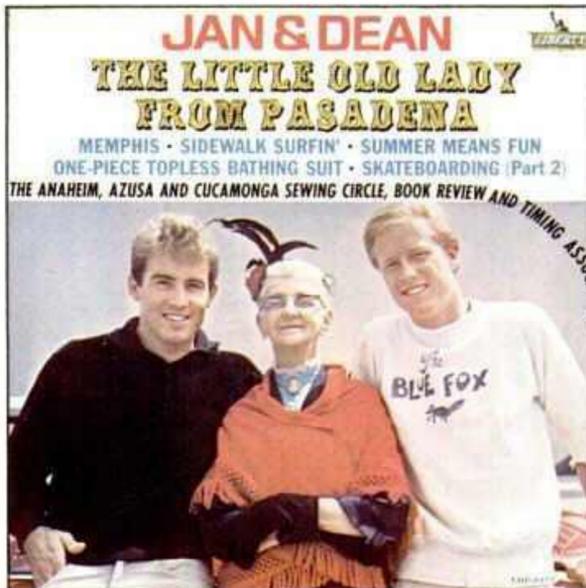
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All Albums Available on Stereo & Monaural Tape

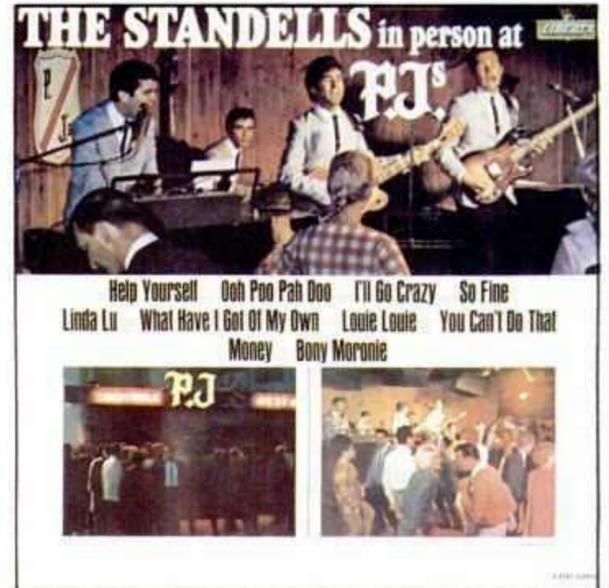
9 REASONS WHY, MORE THAN EVER BEFORE . . . **LIBERTY ENTERTAINMENT IS FOR EVERYONE!** with these brand new albums —



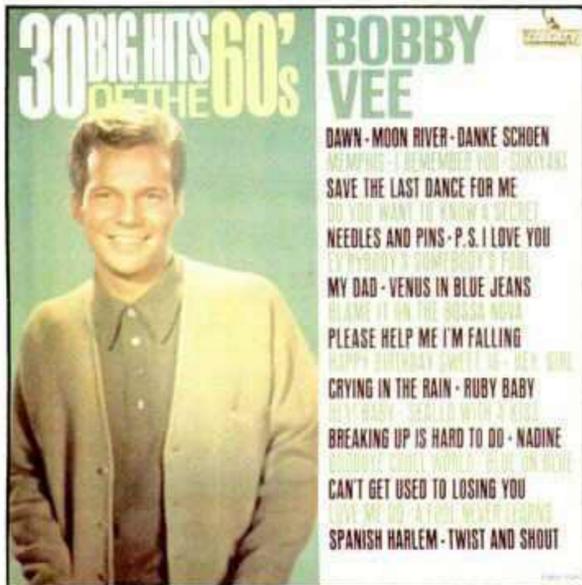
RIDE THE WILD SURF
 Jan & Dean LRP-3368/LST-7368



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



THE STANDELLS IN PERSON AT P.J.'s
 LRP-3384/LST-7384



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



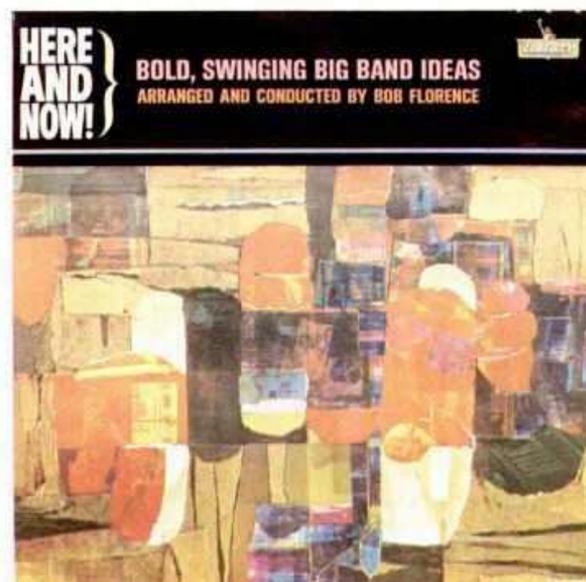
I'M OLD FASHIONED
 Inga Swenson LRP-3379/LST-7379



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



ORIGINAL COUNTRY HITS #3
 LRP-3382



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



WALK, DON'T RUN — VOL. 2
 The Ventures Dalton BLP-2031/BST-8031





(Bottom, right) Children's records occupy an entire display bin at Jack Schaps' Randhurst Music store. Because of its suburban location, the store does a big business with this type of merchandise.

(Top, right) Jack Schaps waits on a customer behind the main counter in his suburban Randhurst Shopping Plaza store. Note the miscellaneous array of accessories and supplies in the front, the instruments and racks behind the counter, and the speakers in the rear. The records behind Schaps comprise the store's copyrighted inventory control system.

(Top) Guitars, banjos, ukuleles and other musical instruments occupy an entire wall in Jack Schaps' suburban Randhurst Music store. Schaps estimates he does about 50 per cent of his volume with such non-record items.



New Breed of Neighborhood Outlet

Jack Schaps' Randhurst Music Store in Chicago's plush suburban Randhurst Plaza shopping center is one of the new breed of neighborhood retail outlets. Only it's hardly fair to call Randhurst Music a "neighborhood outlet"—at best, it's an understatement.

To understand Randhurst Music, you first have to understand the Randhurst Plaza. This multimillion-dollar shopping center epitomizes the latest and best in modern merchandising techniques.

A giant enclosure houses the entire structure. All streets and malls are actually enclosed under one roof. The stores have open entrances and shopping is conducted on a multilevel promenade.

Fountains and assorted decorations dot the area. It all looks like an artist's conception of shopping in the 25th century, only this giant complex of steel, chrome, glass and concrete is an actuality today.

In this setting, picture Randhurst Music, one of close to 100 retail establishments in the complex. The store is modest in size—perhaps 35 feet wide by some 75 feet deep. On display is a wide assortment of music-oriented merchandise.

About half of Randhurst Music's business is done in records, the remainder in musical instruments, high-fidelity components, phonographs, tape recorders, packaged tape, radios and sundry supplies and accessories.

Schaps carries about 6,000 albums in stock—about half on

display. One of every title in stock is always shown.

Perhaps because of its suburban location, Schaps does an exceptionally fine job with children's records. These occupy one complete display bin in the rear of the store.

The records are categorized by Stories, Songs, TV Favorites, Instructional and Miscellaneous. The big season for this merchandise is winter with the peak coming at Christmas.

During the holiday season Schaps further splits his children's merchandise. The Disneyland Storyteller series priced at \$3.98 is put in one group. All other children's records priced at \$1.98 are in another.

In addition, selected Christmas titles are brought to the front of the store, along with other Christmas merchandise. During the peak period, Schaps estimates that he has some 600 children's LP's in stock.

He utilizes regular in-store promotion plus advertising in the daily papers.

What do children's records mean to Randhurst Music? Schaps calls it an "important though not dominant part of his business."

"It produces a steady clientele—every time these people are in the shopping center they'll come into our store and look around. It also produces the highest percentage of sales. People who come in to buy children's records usually buy something," Schaps says.

Buyers of children's merchandise are predominantly mothers ranging in age from 25 to 45.

Next in line are the grandparents and finally, even the children themselves.

In discussing children's records, Schaps has one complaint. "Recently such firms as Play-skool have sold phonographs which play seven-inch 33 and 45 r.p.m. disks. We don't, however, have adequate merchandise for the machines," he notes.

Schaps says a lot of 45 r.p.m. children's records are available, but these are the extremely low-priced disks at about 29 cents and he feels they are not competitive and poor in quality.

"What we need are some good seven-inch 33 r.p.m. children's disks with extended play on each side. That way the seven-inch disks could compete with the children's LP's, priced at \$1.98.

Besides the regular children's merchandise, Schaps carries a full supply of 45 r.p.m. singles—about 250 different titles plus oldies and standards.

Only the oldies and standards are on display. The rest of the pop merchandise is kept behind the counter. The teen buyers can browse through a large catalog which lists every title in stock (both sides of the record).

If a teen-ager wants to hear a record, he asks to have it put on a turntable, and listens at one of two listening posts where ear-phones are provided.

Schaps says the listening posts are more to "preserve the sanity of the help" than to save wear and tear on the merchandise, though both are a factor.

If any one thing is a key to Schaps' success, he feels it is a novel inventory system he devised several years ago. The sys-

tem has since been copyrighted and is sold through Schnaps' firm, Rec-Ord-Aid, Inc.

Schaps feels the system enables him to keep his merchandise current, make returns properly, not overstock or understock, and in effect, buy right.

To begin with—no records are in the display bins—only album jackets. The record from the displayed jacket is placed in a special manila inventory control jacket which is kept behind the counter. Here, incidentally, Schaps keeps a control jacket for each LP title in his entire stock.

When records are received, the total is entered on the jacket. When a sale is made, it is also noted, and the total in stock is reduced appropriately.

Schaps has a complete running inventory of everything in stock at all times. The control jackets can be flagged by dates (to take advantage of deals and plans) and contain such miscellaneous information as: label number, cost, list price, artist, title, distributor, date released, minimums and maximums, guarantee date, salesman and the like.

Schaps or one of his clerks checks whether the minimum in-stock quantity is on hand whenever a sale is made. If not, the control envelope is pulled and placed in a reorder bin.

The store's entire inventory is checked four times per year.

Schaps feels the system has enabled him to keep competitive and withstand the inroads by discounters and mass merchandisers.

In the non-record or home en-

tertainment lines, Schaps' merchandise is broken down as follows:

Among musical instruments, Schaps carries guitars, drums, banjos, ukuleles and assorted items such as maracas, bongos and the like.

Guitars include such brand names as Fender, Gretsch, Gibson, Epiphone, Harmony, Kay and Kingston and range in price from \$15 to \$500. One entire wall of Randhurst Music has guitars and ukuleles on display.

In the drum lines, Randhurst carries Ludwig, Gretsch and Slingerland, ranging in price from \$25 for a single drum to \$600 for a complete set.

Banjos include the Vega, Epiphone, Harmony and Kay, ranging in price from \$40 to \$400.

In the high-fidelity equipment field, Schaps carries such brand names as Garrard, Acoustic Research, Shure, Electro Voice, Dynaco and Sherwood.

The entire rear of Randhurst Music's showroom is devoted to the home entertainment field. A glass counter houses transistor radios and transceivers (walkie-talkie radios).

Most of the transistors are import models, ranging in price from \$6 to \$150.

Phonographs are also kept in the rear of the store. These include such brand names as Columbia, Capitol, Webcor, Mercury and Zenith.

Rounding out the stock are such items as cables, plugs, jacks, needles and assorted home entertainment and musical instrument supplies and accessories.

Cleveland Retailers Adapt to Changing Record Market

Halle's Formula: Inventory and Discount

"You've got to have it when it's 'hot.' When customers call . . . have it, so you don't have to turn your trade someplace else." That's the philosophy of Mrs. Velma Jones, assistant manager of the record department of Halle's, one of Cleveland's largest department stores.

"If you know what an artist has done in the past on other records, you take your chances on the quantities you stock. We try to carry quantities in the

things that are good and we don't wait until we sell our last one before we reorder."

Halle's stresses inventory and discount to maintain a top position among the record retailing competition in greater Cleveland.

Carrying a complete inventory of everything new, standard cut-outs and some hard-to-find records, if a quick call to one of the branches doesn't turn up an order from the main store, they'll special order at a discount.

The telephone trade has always been good. Between the time a new release is out and the regular stock in, Halle's will have 20 to 25 orders on a charge/send basis. "We try to build up a good charge following," claims Mrs. Jones. "The customer knows that as soon as we receive it, we'll send it."

In addition to a substantial list of charge/send customers, Halle's maintains a mailing list based on phonograph and pho-

nograph needle customers who regularly receive announcements on new releases, sales and promotions and advertises periodically in local newspapers and on a local "good music" station.

Halle's is competitive with discount stores. Competitors' ads are followed closely and Halle's will meet their prices, in some cases moving a record 1 cent under a few of their major competitors, and never over 2 or 3

cents. Halle's will also discount hard-to-get special order items.

Halle's stands by its customers and the "customer is always right." "In a case of 'I don't like,' if there is no evidence of mishandling, we refund with a smile—phony or not—we refund their money," says Mrs. Jones.

In addition to a complete line of accessories, Halle's also carries cabinets, record stands, spindles and "everything that comes out" in pre-recorded tapes.

Never Refuse Returns

"You name it and we have it" is the slogan that's made Record Rendezvous one of the top four in Cleveland record retailing. Carrying a complete line of catalog merchandise, Record Rendezvous, strictly downtown in its three locations, features service.

Personal service is stressed—convenient booths for playing all speeds, special orders and cheerful refunds.

"We're very good on returns," claims Alan Kowit, assistant manager. "We never refuse a customer on an exchange or return, whether it's because of a

defect or 'not liking' it."

Record Rendezvous takes advantage of co-op advertising in newspapers, but leans heavily toward radio—10 to 15 daily spot announcements on three rhythm, blues and jazz local radio stations occasionally use discount as a lure. A "Spotlight

Record of the Week" promotion, which changes every week, offers a current hit for 50 cents with the purchase of another record, on radio and as part of in-store promotion.

Window displays feature phonographs and records specializing in jazz, pop, rhythm, blues

and folk music, the best sellers for this downtown retailer.

Plans call for an additional 75 per cent area to the main store and will include the addition of a sheet music department, a larger inventory in phonographs and classical records and, possibly, hi-fi components.

REPORT FROM CHICAGO • Continued from page 52

music," but the emphasis is on talk and personalities. Nevertheless, the station is considered important for such artists as Ferrante and Teicher, Peter Nero, Ray Conniff or the Ray Charles Singers.

WBBM, the CBS station, is considered an important album station that lately has been updating its format to appeal to a younger audience. In Mal Bellairs, WBBM has one of the most popular radio personalities in the city, and a man many record people think can break albums better than anyone.

A number of other stations are good for specifics: WAIT plays mostly soft, semi-classical music, but it also features Dan Sorkin, a deejay with a name for playing comedy.

WCFL's Josh Brady has been known to break albums, but mostly the station is known for big-band sounds and swinging jazz.

Interestingly, Chicago has a strong FM radio picture with many fine outlets competing for the "more sophisticated audience." Far out in front is WFMT, the city's acknowledged fine-arts specialist.

WFMT's "Midnight Special" is one of the strongest programs in the city—AM or FM. The station is a big factor for classical, comedy and folk—perhaps the most important in the city for all three.

Several of the city's record outlets are consistent advertisers. David Shahin, manager of Discount Records, says his advertising on WFMT gives him the best results—better than newspapers or any other media.

From the marketing point of view, Chicago has a broad base of distribution. According to the city's distributors, 30 per cent of their business is done with dealers, 40 per cent with one-stops and 30 per cent with racks.

But if you take most of the one-stop business which is done with small stores and add it to the 30 per cent dealer volume, you get close to 70 per cent of the city's retail business done by individual dealers—compared to 30 per cent by racks and leased departments.

Capitol, Columbia, Decca, RCA Victor, Liberty and King have branches here—the rest of the lines are handled by independent distributors.

Chief among the independents—here as throughout the country—are James Martin and Milt Salstone (M-S). Other big houses are those run by Lennie Garmisa, Paul Glass (Allstate) and Seymour Greenspan and Jack White (Summit). Some half dozen smaller firms round out the picture.

The city has five large rack-jobbing operations: Chicago Drug, owned by the big Handleman chain; Hit Records, Musical Isle, owned in part by Milt Salstone; R & R and Mid-America.

The one-stop picture is dominated by Singer One Stop, headed by the brothers Fred and Joe Sipiora. Music Box, recently sold by Jim O'Dwyer to Harold Lieberman of Minneapolis, is next in line.

Most of the local juke box business is done by Lormar Record Sales. The major r&b one-stop is Barney's—next in line is Minnette's.

Easily the biggest retail account in the city is Sears, Roebuck. Up to six months ago, Sears purchased the bulk of its album merchandise for all stores locally. Local distributors estimated that Sears constituted anywhere from 15 to 45 per cent of their volume.

Then Sears started having its West Coast stores buy from West Coast distributors. Most recently, the giant chain has been making noises about buying direct, but to date, nothing has materialized.

Most of the local distributors don't care to be quoted, but the consensus is that they are still doing business with Sears and expect to continue.

Next in line after Sears is the three-store Korvette chain's. The chain's aggressive merchandise policies, competitive prices, modern departments and in-depth catalog, make it a formidable competitor.

Montgomery Ward is headquartered here, but its stores are broken down into geographical regions—each region serviced by a rack jobber.

Milt Salstone, the independent distributor with perhaps the broadest assortment of pop lines, terms Chicago a "pretty strong universal market."

"If a record is a legitimate hit, Chicago will more than do its share," Salstone notes. "On the other hand, a hyped record will usually fall flat on its face here—in some markets you can sell a phony record with airplay—not in Chicago," says Salstone.

The M-S head calls Chicago "a tough market in which to get a poor record played," but "an honest market, with very astute radio people."

Salstone is in accord with the trade when he notes that the city is virtually a 100 per cent discount market, and feels it's even reached "cut-throat proportions."

What will help—if anything? "A Columbia-type philosophy where retailers can't go into another market and buy at a ridiculously low price."

Jimmy Martin, perhaps the biggest independent dis-

tributor of classical lines, terms Chicago a "cosmopolitan market where all types of music go well."

Martin says he does good business with classical merchandise but "not as good as it should be, because so many outlets now carry only the top 40 or 50 albums. Those stores that do carry classical, however, do very well," Martin says.

Among his top classical outlets, he lists Lyon-Healy, Rose Radio, Korvette, Marshall Field, Lowes and Discount Records. "We did more classical business when we had more 'mom-and-pop' stores," says Jimmy.

Martin feels FM radio is today his best medium of exposure for classics.

Summit Distributing Company's Seymour Greenspan calls Chicago a "better-than-average folk market."

Greenspan credits air exposure on such stations as WFMT, WGN, WBBM, WLS, WMAQ and WCFL for the interest.

E. G. Abner of Constellation Records calls Chicago an excellent r&b town for singles but poor with r&b albums because of the shortage of neighborhood stores.

Chicago, with its large Negro population, is easily the No. 1 r&b market in the country, Abner feels.

"You can sell more records in Chicago with just r&b airplay than you can in any other city," says Abner.

"I can sell 20,000 singles with just WVON playing the tune—other markets don't even come close," said Abner.

He estimated that an r&b-oriented pop record, like something by the Supremes, can sell about 85,000 in Chicago if it hits the No. 1 spot.

A straight pop single can do over 100,000 in Chicago, Abner said.

Like everyone else, Abner calls Chicago a good middle-of-the-road town. It's kind of square," he says. "A Beatles record can be very big here, but a record with a slight jazz tinge won't live up to its B.P.I."

Abner feels much of Chicago's "squareness" is because the city never really had strong deejay personalities with whom it could relate. He cites as an example New York with B. Mitchell Reed on WMCA and Murray (The K) Kaufman on WINS.

"Even when Howard Miller was hot, he gave only one show per year," Abner notes. "Dick Biondi came close, but he left at the height of his popularity." Abner notes that WLS is active with hops and personality jockeys, but it is the only station with these activities.

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All-transistorized battery-operated portable! Weighs only 4¾ lbs. . . . plays all speeds, all record sizes. Model AG-4000, only

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Magnificent portable stereo phono, console-quality performance! Model AG-9125, only

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COMPLETE IN-STORE PROMOTIONAL PROGRAM!

Window streamers . . . new gift display . . . full color stuffers . . . ad mats . . . radio commercials!

NEW 10-YEAR CARTRIDGE GUARANTEE!

Cartridge, including diamond sapphire needle, replaced for \$3.00, anytime within 10 years!



NEW SLIP-ON GIFT CARTON!

Slips over regular phonograph carton—beautifully designed to say "gift" to customers.

New booklet gives you facts on the gigantic gift market... designed to help you sell any product!

Send for your **FREE** copy!

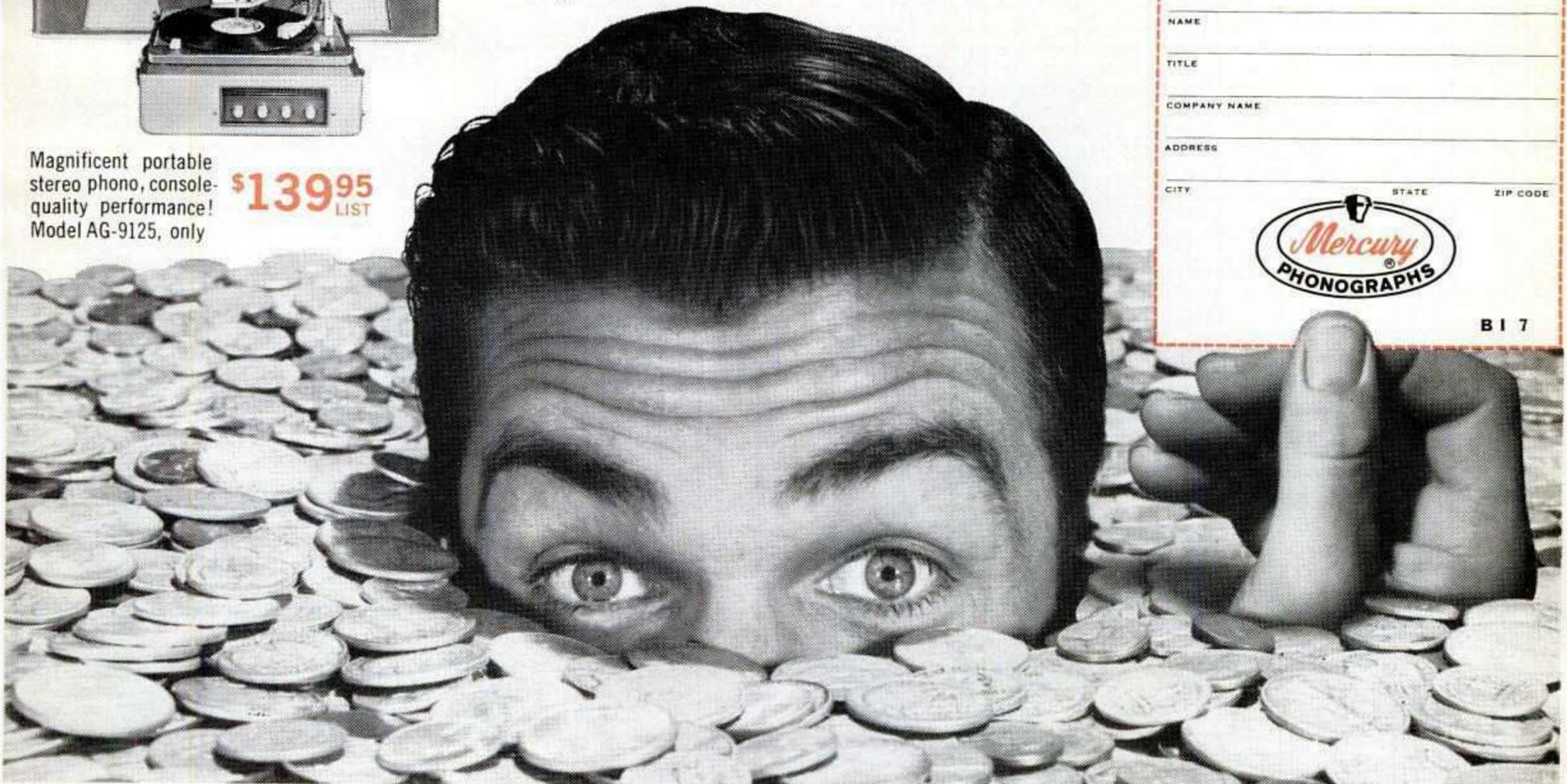


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B I 7



DON'T STRESS RECORDS ONLY

By BENN OLLMAN

Stu Glassman, manager of Radio Doctors, Milwaukee, credits the success of this high volume downtown store to keeping tuned to the times.

How is this done?

"By maintaining complete inventories, not only of LP's and single records, but the latest in phonographs, tape recorders, prerecorded tapes, radios and accessories."

Dealers can no longer afford to ignore the collateral items connected with recorded music, Glassman says.

"It is folly to stress only records today. Nowadays customers must be conditioned to view your store as the place to go for everything they need for the enjoyment of recorded sound."

Radio Doctors was founded 33 years ago by Laz Glassman. He still oversees the operation of the main downtown store his son Stu manages, and an uptown store run by another son, Jerry.

A downtown record shop should "look and operate like a music department store," Glassman believes. "Displays should be interesting, both inside the store and in the windows. All merchandise should be easy to locate."

The added space in the new store, opened in February, has been put to effective use. Phonograph records still receive primary emphasis. But record players, tape recorders and radios are spotlighted in the windows to lure street traffic.

"We've selling more of everything now. We're moving singles, albums, phonographs and tape recorders in volume we didn't think possible a year ago," says Glassman.

"On a recent Saturday after-

noon we sold 13 record players. In our old store, we might not have sold that many units in a month."

Glassman aims for record player volume in the \$35-\$100 range. A policy of cutting the number of phonograph makes carried was instituted early this year. Everything in the Decca phonograph line is stocked, as is most of the Columbia Masterwork line. To fill out the offerings, some Phonola numbers and an occasional specialty item in several other lines are carried.

Glassman bases this policy on his belief that limiting the number of resources is good practice today. "It makes you a more valuable account to each supplier if you don't spread yourself thin among a lot of lines."

Top-selling record player here is the Model 663 Decca phonograph, which lists at \$79.95. "Most sales of this record player are made by customer referral," notes Glassman. "People keep coming into the store, asking for this model after hearing it elsewhere."

Radios have picked up sales strength this year. Table models in the \$40 bracket sell best, although the store moves an ample volume of both import and domestic radios from \$10 to \$80. Eight different models of AM/FM radios, each ticketed at \$40, are on display.

Tape recorders now account for an expanding portion of the store's volume. The new floor layout affords greater opportunities to merchandise both machines and prerecorded tapes.

"In the old place we only experienced a taste of this tape business," says Glassman. "There simply wasn't enough room to do a good enough merchandising job. To sell tape recorders and prerecorded tape in

volume you need a departmentalized set-up. Customers who see a big assortment of prerecorded tapes are encouraged to buy tape recorders. It is an eye-opener to a lot of people. It convinces them that they won't have to be limited to just a handful of titles for the full enjoyment of their tape recorders. We display upward of a thousand prerecorded titles at all times."

Broadway musicals are the best selling prerecorded tapes. Movie soundtracks rank next. Disk artists popular with the adult trade also sell well. Example: Al Hirt's releases, which have climbed near the top of the store's sales chart.

And who says that the singles business has grown soft? They don't buy this statement at Radio Doctors. Singles sales are "better than ever," according to the Glassman staff.

"The kids are buying a half dozen singles at a time now, instead of two or three. It isn't rare for teen-agers to come up to the checkout counter with 10 records. We encourage this, of course, with our offer of one free single with each purchase of 10."

Glassman insists that the singles upsurge isn't attributable to the wave of Beatlemania that has swamped the nation's record retailers.

"The Beatles, of course, were the single biggest factor inspiring the record business in recent months. This can't be denied. But any dealer who was pushing only the Beatles missed the boat. We are learning how important it is to display singles properly. We know we aren't creating a market for singles; we're only giving them proper exposure. Our experience is

proving that the public has been searching for many of the older singles."

Of the 11 staffers at the new downtown store, all are employed on a full-time basis except one, who is a college student.

One section of the store is devoted to 45-r.p.m. singles. This is a complete department in itself, headed by Gordy Pelzek. He and his aids are the store's "singles specialists."

Roger Friesseke is in charge of the LP section.

Glassman lists several additional reasons for the steady climb of Radio Doctors volume.

- "All the people on our staff love to work with music. Each has a collector's interest and knowledge of records and recording artists. Their own enthusiasm rubs off on the customers."

- "The king-size 75 x 30-foot singles department offers numerous benefits from a merchandising standpoint. Customers browsing through the singles department can find everything with a minimum of effort. Each number is identified by divider cards. We have seen slow-moving numbers come to life being exposed properly in browser boxes."

- A "Record Museum Corner" is reactivating interest in oldies, formerly neglected because of lack of displays space. Singles department head Pelzek is credited with the "Record Museum Corner" idea. It has been responsible for moving an amazing volume of late 1950 waxings by such artists as Fats Domino, whose big sellers of only six years ago have become lost in the current reshuffle of favorites.

"Customers tell us other dealers claim these oldies are no longer available. But we go after

these records, put them in the 'Record Museum Corner,' and watch them sell," says Pelzek.

At Radio Doctors, sales staffers have been taught to use a positive approach in merchandising records and sound equipment.

Says Glassman: "We take it for granted that at least 50 per cent of the sale has been made when any person enters our store. A prospect may come into the store to shop for a specific single or LP. But that opening transaction is only the lead-in. We follow up by suggesting other allied items."

One-stop sales to the juke box trade throughout the Midwest has also been fueled with the opening of the new store. Pelzek, who also is in charge of one-stop sales to juke box operators, spends six hours each week preparing a mailing piece that goes out to a long list of coinmen.

"We don't merely rehash the radio station Top 40 lists for our operator mailings," says Pelzek. "Ours is based on the sales we experience in this store, plus our own evaluation of trade paper reports."

Radio Doctors' one-stop also caters to the operator trade by providing (1) title strips for each record; (2) free parking near the store, always a problem in downtown Milwaukee, and (3) same day shipments for all mail orders.

"This was expected," Glassman says, "but the big jump in singles is surprising and exciting. What is also gratifying is the experience we're having with items related to records. In the first month after we moved to our new store we sold more phonographs, tape recorders and accessories than in the entire previous half-year."



Laz Glassman shows a transistor radio to a customer. He founded Radio Doctors as a record store 35 years ago. Today the firm carries a full line of home entertainment equipment.

Small Dealers Can Compete Effectively With Discounters on Low-Ticket Items

While most small record dealers aren't equipped to compete with large chains and discount houses on high-priced phonographs and components, they can do a job on low-ticket merchandise.

That's the philosophy of the Decca Distributing Company, and its one of the major reasons for Decca dominance among dealers in low-priced phonographs.

According to Howie Kaye, assistant general manager of phonographs and accessories, Decca's phonograph merchandising policy is based on realistic pricing, with all but two of the firm's 14 phonographs listing for between \$19.95 and \$99.95.

At these prices, the small dealer can compete effectively with

his larger competitors. Some 2,500 dealers throughout the nation carry the line.

Sales are handled through the Decca branches which also service the dealer on records. This means that the dealer sees his salesman about once a week, which is considerably more often than he would see a salesman representing phonographs only.

Decca operates on the premise that few small dealers have service departments. Hence the firm is not bound to experiment on phonographs. Thus, transistors were out for a long time before Decca used them. The company felt that equipment must be virtually trouble-free before it gets in the hands of the dealer.

Local warehouses are kept well stocked with adequate in-

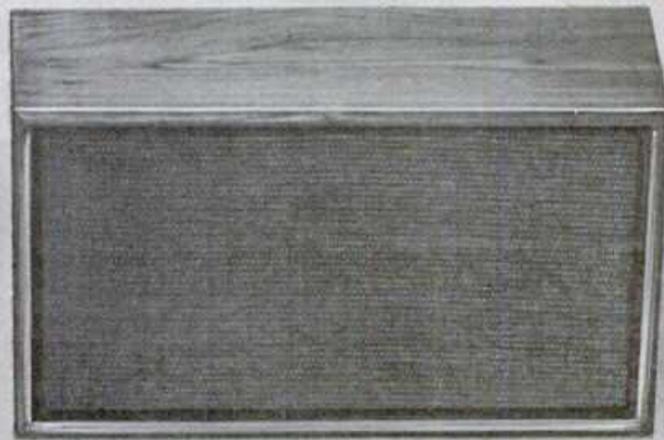
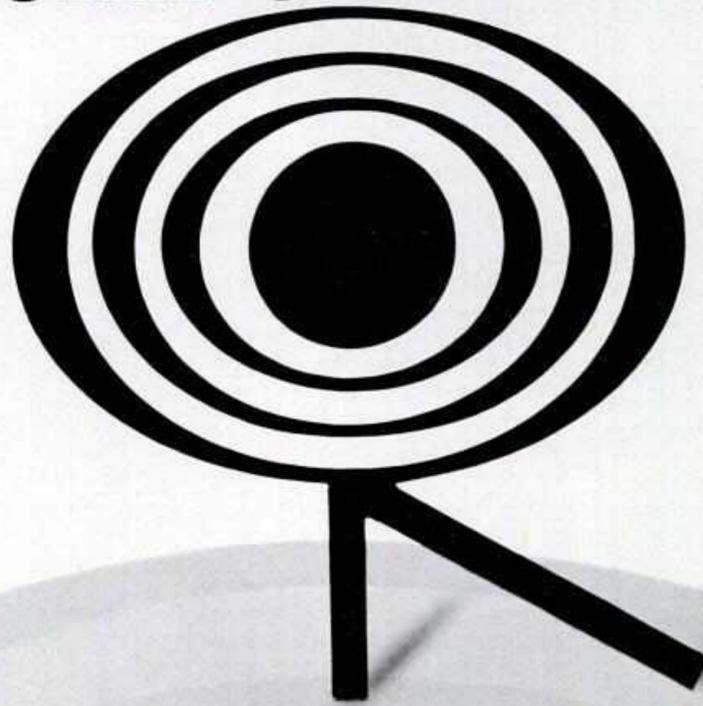
ventories so that the dealer will be able to order in small lots and not tie up his capital.

Decca does little for the dealer in cooperative advertising or merchandising displays. According to Claude Brennan, national sales manager, the company would rather put the money into the equipment, allow the dealer to sell at a competitive price, and depend on the Decca image as a phonograph record manufacturer to lend prestige to the phonograph line.

This concept evidently works. The Decca phonograph line is consistently the best selling line in the low-priced field.

In addition to phonographs, Decca also sells needles, carrying cases, storage albums, racks, cleaning cloths and adapters.

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Bostonians Dig Classical

By CAMERON DEWAR

Boston has a reputation as a center of culture, and "The Athens of America" seems to uphold that reputation generally throughout the record retailing business. Except for the usual discount stores, the tendency is toward the more exclusive type of clientele to an extent that is unique among American cities. Briggs & Briggs, for example in Harvard Square, Cambridge, is an outlet catering to Harvard students and faculty. The main philosophy of this old-established firm, according to Manager Dick Spenser, is to stock what the customer wants.

This would entail a largely classical collection and a complete stock of folk music. "There are," says Spenser, "many recordings of Beethoven symphonies, but we carry only the top accredited ones." There is a small business in pop music, but the call is mostly for other types.

The store has always specialized as a spot to get the best in classical and folk sheet music, domestic as well as imported. It carries no phonographs or tapes, but will get them for customers.

Briggs & Briggs is principally a record and sheet music shop, and the feeling is that if emphasis is to be placed on a full line of such that the space for accessories and hi fi sets, etc. would only take away from the solid business. Service and satisfied customers, according to Spenser, is what has kept the firm at the top of the trade for many years, and it will continue to stress this system.

The philosophy behind the success of The Book Clearing House in downtown Boston is an old-fashioned one, but it has

paid off, according to Ed. K. Stevens. The customer, in other words, says he, is always right. About 70 per cent of the shop's business is in the classical range with the rest divided between folk music and the best of the pops.

The store does not stock tapes, but finds that a full line of stereo setups without accessories is what its customers want. B&B does very little newspaper advertising, but find the three Boston FM music stations bring them the bulk of the clientele. Once a year a direct mail campaign is put on. Otherwise word of mouth seems to keep business humming.

Mark Cross of the Harvard Coop in Harvard Square, Cambridge, says he has discovered that catering to the clientele they have developed is its policy. That and a large inventory.

The Coop's business is about 60 per cent classical and 30 per cent in folk and country music records. Cross says he tries to keep an in-depth inventory of what is carried, which includes only around the top 50 in pop music. He is, however, a bit stunned at the large amount of rock 'n' roll and rhythm and blues that is asked for, considering that the patrons are largely college people. Promotion is limited to local newspapers with a few spots on the Boston FM music stations, some in conjunction with RCA Red Label setup.

The Coop issues a spring and Christmas catalog in direct mail form and when bills go out at the end of each month a flier is placed in each envelope detailing the record selection. Very little is done in phonographs or

instruments since there are a number of stores dealing exclusively in the area.

The Music Tent in Dedham, a Boston suburb, is run by two enterprising brothers, George and Charles Gavrilles, who were once juke box operators in the Boston area. Their store, in a large shopping plaza, draws the type of customer who wants to browse as well as the regular type of patron. For this reason, the brothers have set up a lounge area at the rear of the store where patrons can consider the record players, hi fi sets and stereo equipment at their leisure.

The aim here is customer satisfaction. An almost balanced trade in classical and popular records is maintained, with a good business in the phonograph department. A large stock of records, courtesy and easy access to the records, which are well indexed and displayed, keeps patrons coming despite the fact there is no discount policy. Personal attention plays a large part in return business.

Different systems of coupons have been used successfully from time to time, which works out roughly at the customer getting every fifth record at a reduced price with so many coupons. Perhaps the greatest drawing card at the Music Tent is the attractive display and the orderly system used in displaying the records.

The brothers say that their customers would apparently do business with them where they can get personal attention rather than go into the city or other discount stores. A friendly attitude, a first-rate stock and a good display seems to be the Music Tent's answer to the competition.

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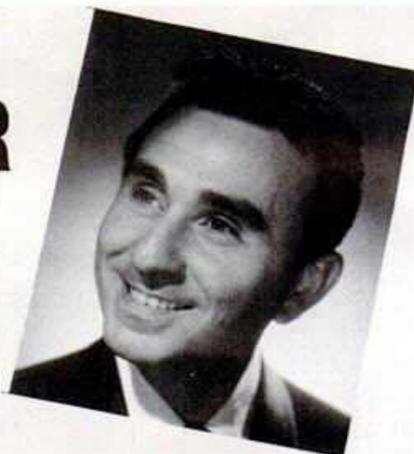
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LOS ANGELES: Clef, 2847 W. Pico Blvd.

MONTREAL: London Records of Canada, Ltd., 190 Graveline Road

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SAN FRANCISCO: Festival, 161 Turk Street

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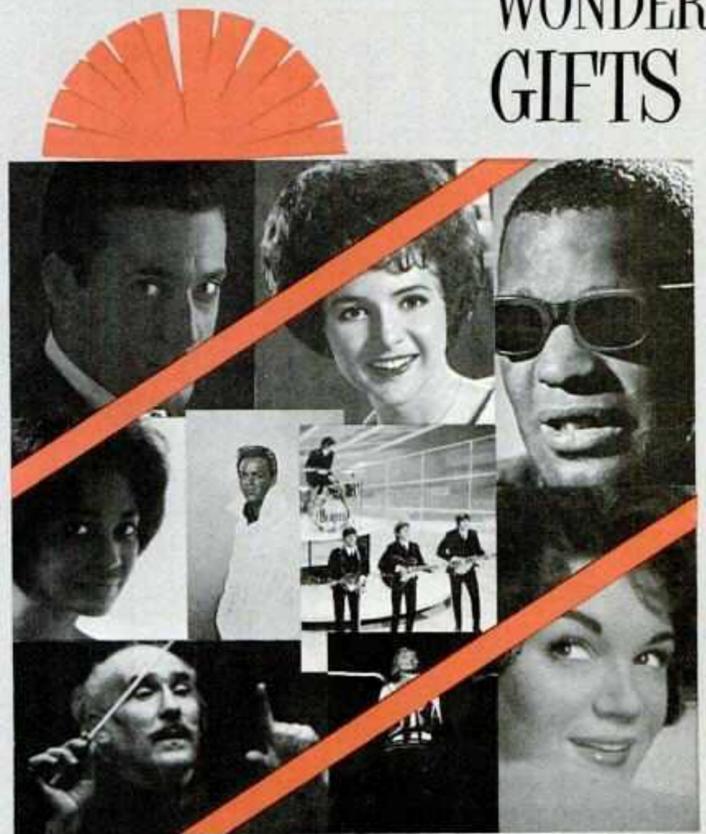
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Calif. Retailer Specializes in Hard-to-Get Records

Serious record collectors in the U. S. and overseas have come to rely on Ray Avery's Rare Records, Glendale, Calif., for out-of-print and hard-to-find disks in the jazz, personality, show and c&w fields.

Recently moved to Glendale, Calif., after having been operated in Los Angeles since 1947,

Avery's shop has been steadily building a foreign clientele while filling the orders of customers sent his way by the large chains which do not want the trouble of catering to collectors.

Avery's forte is old 78 with the emphasis on jazz. He also watches for LP stocks out of print and for cutoff albums

which distributors are eager to sell.

The store carries approximately 125,000 records in stock, according to its owner. He pays from 10 to 40 cents for a 78 and from 75 cents to \$1 for an album. Depending upon the demand for an item, Avery's selling price to the collector varies.

He has sold a 78 for as high as \$35. Early 10-inch albums are starting to carry a good value, Avery says. They can sell for \$10 and on down.

Avery builds his business through mail announcements, word-of-mouth recommendation and ads in foreign jazz magazines. He estimates 80 per cent

of his business is in Europe. France and Switzerland are interested in Negro blues; England early dixieland; Germany the 1950 West Coast modern style and the Scandinavian countries a general interest in jazz, Avery has decided.

The mail order business far exceeds the in-store traffic, but Avery plans building that up now that he is working full time at the store. He keeps 5,000 records in his mail auction file, which is the most far-reaching way of working with collectors around the world.

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BEST SELLING COMEDY ALBUMS

- | | |
|--|--|
| 212. Songs For Fun (Hattie Noel) | 295. Sly Sex (Redd Foxx) |
| 214. Laff Of The Party (Redd Foxx) | 298. Have One On Me (Redd Foxx) |
| 219. Laff Of The Party (Redd Foxx) | 801. Laffarama (Redd Foxx) |
| 220. Laff Of The Party (Redd Foxx) | 804. Wild Party (Redd Foxx) |
| 227. Laff Of The Party (Redd Foxx) | 808. Below The Belt (Rudy Moore) |
| 232. Laff Of The Party (Redd Foxx) | 809. This Is Foxx (Redd Foxx) |
| 234. Best Of Foxx (Redd Foxx) | 814. Comedy Sweepstakes (Scatman Crothers) |
| 236. Laff Of The Party (Redd Foxx) | 815. He's Funny That Way (Redd Foxx) |
| 238. Laff Of The Party (Bexley & Turner) | 820. Foxx At Jazzville (Redd Foxx) |
| 249. Burlesque Humor (Redd Foxx) | 823. The Whole of Hattie Noel (Hattie Noel) |
| 250. Night In Hollywood (George Kirby) | 824. Laff Of The Party (Billy Allyn) |
| 253. The Sidesplitter (Redd Foxx) | 825. The Bold Hattie Noel (Hattie Noel) |
| 259. Allen Drew's Stag Party (Allen Drew) | 826. Earthy Mirth (Billy Allyn) |
| 265. Laff Of The Party (Redd Foxx) | 827. Crazy Night Court (Gene & Freddie) |
| 266. Sloppy's House Party (Sloppy Daniels) | 828. Hearty Party Laffs (Redd Foxx) |
| 270. The Sidesplitter (Redd Foxx) | 829. Tickled Soul Of Hattie Noel (Hattie Noel) |
| 274. Best Of Party Funn (Foxx, etc.) | 830. New Fugg (Redd Foxx) |
| 275. Racy Tales (Redd Foxx) | 832. Laff Along With Foxx (Redd Foxx) |
| 279. Party Record Party (Gene & Freddie) | 833. Laff Of The Party (Hattie Noel) |
| 01. The Best Laff (Redd Foxx) | 834. Crack-Up (Redd Foxx) |
| 285. Songs Thru A Keyhole (Joel Cowan) | 835. Funny Stuff (Redd Foxx) |
| 290. Redd Foxx Funn (Redd Foxx) | 836. Battle Of Sex (Foxx-Noel) |
| 294. Pillow Party Fun (Baron Harris) | 837. Sex Is Funny (Ray Scott) |

OTHER BEST SELLERS

- | | |
|--|--|
| 204. Best Vocal Groups In R & B (Penguins, etc.) | 225. Best Gospel Singers (Zion Travelers) |
| 221. Spiritual Moments (Lillian Randolph) | 242. Cool Cool Penguins (Penguins) |
| 223. Rock 'N Roll vs R & B (Roy Milton) | 293. Blame It On The Blues (Willie Headen) |
| 224. Best Vocal Groups (Var. Groups) | 501. R & B Hit Vocal Groups (Var. Groups) |
| | 807. Down By The River (Zion Travelers) |
| | 831. Martin Luther King at Zion Hill |

COLLECTORS JAZZ

- | | |
|--|---|
| 207. Dexter Blows Hot & Cool (Dexter Gordon) | 245. Buddy's Best (Buddy Collette) |
| 211. Introducing Carl Perkins | 247. Exploring The Future (Curtis Counce) |

BEST SELLING COMEDY EP ALBUMS

- | | |
|--|--|
| 210. Party Songs (Billy Mitchell) | 272. The Sidesplitter (Redd Foxx) Vol. 2 Pt. 2 |
| 215. Laff Of The Party (Redd Foxx) Vol. 1 | 273. The Sidesplitter (Redd Foxx) Vol. 2 Pt. 3 |
| 216. House Party Songs (Hattie Noel) | 276. Racy Tales (Redd Foxx) Pt. 1 |
| 217. Laff Of The Party (Redd Foxx) Vol. 2 | 277. Racy Tales (Redd Foxx) Pt. 2 |
| 218. Laff Of The Party (Redd Foxx) Vol. 3 | 278. Racy Tales (Redd Foxx) Pt. 3 |
| 222. Laff Of The Party (Redd Foxx) Vol. 4 | 280. Party Record Party (Gene & Freddie) Pt. 1 |
| 228. Laff Of The Party (Redd Foxx) Vol. 5 | 281. Party Record Party (Gene & Freddie) Pt. 2 |
| 229. Laff Of The Party (Redd Foxx) Vol. 6 | 282. Party Record Party (Gene & Freddie) Pt. 3 |
| 230. Best Of Foxx (Redd Foxx) Pt. 1 | 283. Songs Thru A Keyhole (Joel Cowan) Pt. 1 |
| 231. Laff Of The Party (Redd Foxx) Vol. 7 Pt. 1 | 284. Songs Thru A Keyhole (Joel Cowan) Pt. 2 |
| 233. Best Of Foxx (Redd Foxx) Pt. 2 | 286. Best Party Fun (Redd Foxx) Pt. 1 |
| 235. Laff Of The Party (Redd Foxx) Vol. 7 Pt. 2 | 287. Best Party Fun (Redd Foxx) Pt. 2 |
| 237. Burlesque Humor (Redd Foxx) Pt. 1 | 288. The Best Laff (Redd Foxx) Pt. 1 |
| 239. Laff Of The Party (Don Bexley) | 289. The Best Laff (Redd Foxx) Pt. 2 |
| 251. Burlesque Humor (Redd Foxx) Pt. 2 | 291. Redd Foxx Funn (Redd Foxx) Pt. 1 |
| 254. The Sidesplitter (Redd Foxx) Pt. 1 | 292. Redd Foxx Funn (Redd Foxx) Pt. 2 |
| 255. The Sidesplitter (Redd Foxx) Pt. 2 | 296. Sly Sex (Redd Foxx) Pt. 1 |
| 256. The Sidesplitter (Redd Foxx) Pt. 3 | 297. Sly Sex (Redd Foxx) Pt. 2 |
| 257. Night In Hollywood (George Kirby) Pt. 1 | 299. Have One On Me (Redd Foxx) Pt. 1 |
| 258. Night In Hollywood (George Kirby) Pt. 2 | 200. Have One On Me (Redd Foxx) Pt. 2 |
| 260. Allen Drew's Stag Party (Allen Drew) Pt. 1 | 802. Laffarama (Redd Foxx) Pt. 1 |
| 261. Allen Drew's Stag Party (Allen Drew) Pt. 2 | 803. Laffarama (Redd Foxx) Pt. 2 |
| 262. Allen Drew's Stag Party (Allen Drew) Pt. 3 | 805. Wild Party (Redd Foxx) Pt. 1 |
| 263. Laff Of The Party (Redd Foxx) Vol. 8 Pt. 1 | 806. Wild Party (Redd Foxx) Pt. 2 |
| 264. Laff Of The Party (Redd Foxx) Vol. 8 Pt. 2 | 810. This Is Foxx (Redd Foxx) Pt. 1 |
| 267. Sloppy's House Party (Sloppy Daniels) Pt. 1 | 811. This Is Foxx (Redd Foxx) Pt. 2 |
| 268. Sloppy's House Party (Sloppy Daniels) Pt. 2 | 813. For A Piece (Roscoe Holland) |
| 268. Sloppy's House Party (Sloppy Daniels) Pt. 3 | 816. Funny That Way (Redd Foxx) Pt. 1 |
| 271. The Sidesplitter (Redd Foxx) Vol 2 Pt. 1 | 817. Funny That Way (Redd Foxx) Pt. 2 |
| | 818. Comedy Sweepstakes (Scatman Crothers) Pt. 1 |
| | 819. Comedy Sweepstakes (Scatman Crothers) Pt. 2 |
| | 821. Foxx At Jazzville (Redd Foxx) Pt. 1 |
| | 822. Foxx At Jazzville (Redd Foxx) Pt. 2 |

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OTHER BEST SELLING EP ALBUMS

- | | |
|-------------------------------|--|
| 101. The Penguins | 208. Rock & Roll (Chuck Higgins) |
| 202. The Medallions | 206. Helen Humes Sings |
| 203. Don Julian (Meadowlarks) | 209. Jazz Organ Sounds (Ernie Freeman) |

BEST SELLING COMEDY SINGLES

- | | |
|--|---|
| 101. The Woodpecker (Ice Man) Billy Mitchell | 426. Hollywood Playboy (Dog's Meeting) Redd Foxx |
| 110. Willie Could Do It (Bumble Bee) Billy Mitchell | 431. Golf Game (Mary's Ram) Dave Turner |
| 385. New Soap (Song Plugging) Redd Foxx | 436. South of the Border (Sex Pill) Redd Foxx |
| 390. Jackasses (Race Track) Redd Foxx | 447. Three & Four Times a Day (Walking Too Fast) Sloppy Daniels |
| 397. Honeymooners (Sneezes) Redd Foxx | 449. Baby Maker (Texas Hospitality) Sloppy Daniels |
| 402. Beans and Pineapple (Army) Redd Foxx | 450. The Tent Pole (The Stutterer) Sloppy Daniels |
| 408. Two Oars (Preacher's Bicycle) Redd Foxx | 453. Dear John Letter (Honesty Best Policy) Redd Foxx |
| 411. Dead Jackass (Women over Forty) Redd Foxx | 455. Shoeshine Boy (Royal Thighs) Redd Foxx |
| 415. The Bad Dream (The Telephone) Sloppy Daniels | 458. 118 Ways to Make Love (Pregnancy Cooperation) Redd Foxx |
| 416. Fun In Crazy House (Real Pretty Mama) Redd Foxx | 460. No Teeth (Best Years) Redd Foxx |
| 418. Best of Foxx, Parts 1 & 2 Redd Foxx | 461. My Passionate Man (Hot Rod) Hattie Noel |
| 420. The Hotel (The Virgin) Dave Turner | 464. Christmas Hard Times (Jaw Resting) Redd Foxx |
| 421. The House (Sex and Orange Juice) Redd Foxx | |

OLDIE GOODIE SINGLES

- | | |
|---|---|
| 347. Buick 59 (The Letter) Medallions | 404. This Is Goodbye (Jump and Hop) Romancers |
| 348. Earth Angel (Hey Senorita) Penguins | 405. I Am A Believer (Boogie Woogie Teenage) Meadowlarks |
| 353. Love Will Make Mind Go Wild (Ookey Oak) Penguins | 407. Did You Have Fun (My Mary Lou) Medallions |
| 357. The Telegram (Coupe DeVille Baby) Medallions | 409. Guided Missiles (My Heart) Cufflinks |
| 359. Heaven and Paradise (Embarrassing Moments) Meadowlarks | 410. Let Me Cry (Skinny Woman Story) Willie Headen |
| 361. Here I'm Is (Tonky Honk) Chuck Higgins | 412. Aene (So Long Daddy) Souvenirs |
| 362. Baby Let's Make Love (Kiss A Fool Goodbye) Penguins | 417. Everybody Has A Fool (Fun On Saturday) Willie Headen |
| 363. Fools Are Scarcer (I Can't Go On) Roy Milton | 422. It's Too Late Now (Saxophone Rag) Cufflinks |
| 364. Speedin' (Edna) Medallions | 424. Blue Moon (Big Mama Wants to Rock) Meadowlarks |
| 365. Craving (Only For You) Cameos | 425. Lover's Prayer (Unseen) Medallions |
| 366. Teller of Fortune (Ay Si Si) Marvin Wilkens | 427. Blame It On Blues (Cool Cat) Willie Headen |
| 367. Always and Always (I Got Tore Up) Meadowlarks | 428. I Need You (Be My Lovin' Baby) Penguins |
| 369. You Got Me Reeling & Rocking (Nothing Left) Roy Milton | 432. Sweet Love (Your Mind) Penguins |
| 370. Wet Back Hop (Don't You Know) Chuck Higgins | 433. So Tough (My Love) Cufflinks |
| 371. Crazy Over You (Don't Take Your Love) Calvanes | 434. A Fool's Fortune (Trick Knees) Cufflinks |
| 372. This Must Be Paradise (Mine All Mine) Meadowlarks | 435. Do Not Pretend (If You're Mine) Penguins |
| 373. Pretty Baby (I'll Never Love) Johnny Morissette | 703. Back Home Again (I Wanna Know) Willie Headen |
| 375. You're Heavenly (Honey Gee) Saigons | 438. Zoom (Lawful Wedding) Cufflinks |
| 376. Looking For My Baby (Eye Ballin') Chuck Higgins | 439. Shindig (Cucaracha Rock) Joe Houston |
| 377. Never Would Have Made (I Want To Go) Roy Milton | 441. Shivers and Shakes (Teardrop Eyes) Fascinators |
| 379. Dear Darling (Don't Shoot Baby) Medallions | 445. My Big Dream (Make It Nice) Manhattans |
| 380. Floraville (One More Kiss) Calvanes | 446. 59 Volvo (Magic Mountain) Medallions |
| 381. I Still Remember (House Cat) Romancers | 448. Jungle Bunny (My Heart's Desire) Pearls |
| 387. The Itch (Gambler's Woman) Chuck Higgins | 451. To Keep Our Love (My Heart) Radiants |
| 388. Be Fair (Let Me Give You Money) Pipes | 452. Turn the Hi Fi (Peace of Mind) Willie Headen |
| 393. I Want A Love (Dance and Swing) Medallions | 454. Behind the Door (Rocket Ship) Medallions |
| 394. Please Love A Fool (Oop Boopy Oop) Meadowlarks | 456. You're an Angel (Mr. Junkman) Penguins |
| 395. Oh Yeah (I Need Your Love) Chuck Higgins | 457. Blame It on the Blues (Sunset & Vine) Willie Headen |
| 400. Shedding Tears (Push Button Auto) Medallions | 457. I Love You Bobby Sox (You Can Be Replaced) Willie Headen |
| 401. Love The Life I Live (You Are An Angel) Pipes | 462. My Girl (Zorro) Silks |
| | 468. Katanga (Party Rocker) Eddie Silvers |
| | 470. Strange Love Affair (The Day) Dootones |
| | 471. Soldier Boy (Down the Road) Dootones |
| | 472. Swinging Weekend (Found Someone) Crusaders |
| | 476. Jambo (Jaquelyn) Claude McLin |

RELIGIOUS AND GOSPEL SINGLES

- | | |
|---|--|
| 383. Salesman for Lord (It's Alright) K. C. Soul Revivers | 406. I Shall Not Be Moved (No One Else) K. C. Soul Revivers |
| 386. Time Moves On (I Need You Lord) Gospel Lights | 702. Stand Up for the Lord (Jesus Will Answer) Friendly Five |
| 389. Two Little Fishes (Death of Jesus) Zion Travelers | 459. God I'll Live (Packin' Up) Zion Travelers |
| 392. Were You There (Rocka My Soul) Lillian Randolph | 602. The Blood (Heaven and Rest) Zion Travelers |
| 395. Jesus Came at Midnight (In the Garden) K. C. Soul Revivers | 466. Bless Me (Lord Hold My Hand) Zion Travelers |
| 399. Soldier of Cross (Close to Thee) Zion Travelers | 473. I Got to Move (Lord I'll Go) Zion Travelers |

JAZZ SINGLES

- | | |
|---|---|
| 368. Back Stage (Earth Angel) Ernie Freeman | 384. Cry Me a River (Silver Plated) Dexter Gordon |
| 374. Woojamacooja (All I Ask) Helen Humes | 391. It Could Happen (Carl's Blues) Carl Perkins |

Spoken Word Disks Have Potent Catalog Importance

By MIKE GROSS

The spoken word record is the "bread and butter" item of the industry. Musical fads come and go but these words-without-music disks aren't subject to the "hit-syndrome" of so many of today's releases.

They deal in drama and documentary, poetry and prose, history and histrionics—and all have long-lasting values that give them potent catalog importance.

Spoken word records have become an important adjunct to many of the major companies' recording activities because of this long-range potential but it also has given the impetus for independent record companies

(Continued on page 68)

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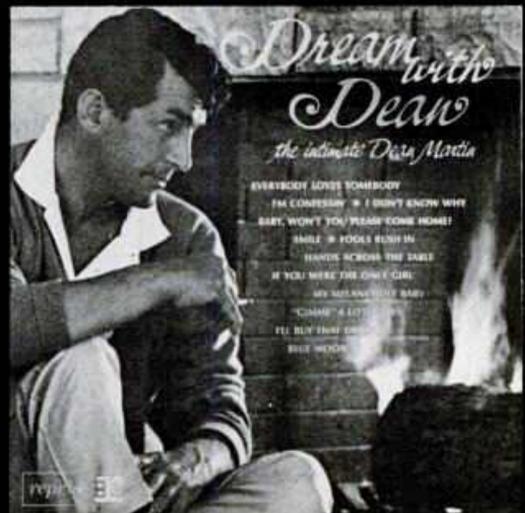
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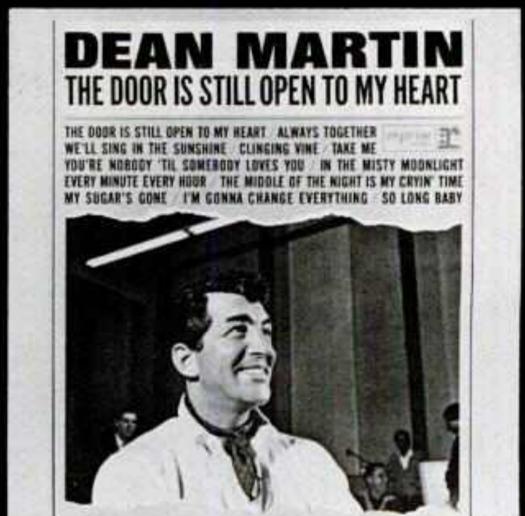


"EVERYBODY LOVES SOMEBODY"
Reprise Album 6130



"DREAM WITH DEAN" Reprise Album 6123

COMING SOON



"THE DOOR IS STILL OPEN TO MY HEART"
Reprise Album 6140



Spoken Word Disks • Continued from page 66

such as Caedmon and Spoken Word, among others, to exist on the spoken word alone.

It all began with "Mary had a little lamb," the words spoken by Thomas Alva Edison into his new recording apparatus, and has developed to such an extent that in the fall of 1964 a four-record LP package of Richard Burton's "Hamlet" hit Billboard's Top LP's chart

In between "Mary had a little lamb" and Shakespeare's "Hamlet" is a wide and wonderful world of spoken words. That world includes presidents and poets, playwrights and players and many of the truly great figures of our time.

The drama has become one of the most important areas of the spoken word catalog. The recording of full-length plays was launched by Decca Records in 1950 with "Death of a Salesman" and was continued in the next few years with "The Lady's

Not for Burning" (1951) and "The Cocktail Party" (1953). Later RCA Victor came up with such full-length dramas-on-disks as "JB" and now Columbia, having recorded "Strange Interlude," has blueprinted a recording project to include all of Eugene O'Neill's works. In the past year, Columbia also has come up with disk versions of such Broadway dramas as "Who's Afraid of Virginia Woolf" and "The Subject Was Roses." Victor has taken the spoken word one step further by releasing an album of the dialog from the film "Beckett," starring Richard Burton and Peter O'Toole.

And now Caedmon, with 21 plays by Shakespeare in its catalog through its subsidiary firm, the Shakespeare Recording Society, is launching the Theatre Recording Society, a line that will include plays from Euripides to such modern day playwrights as Tennessee Williams. Already set in the Theatre Recording

Society's line-up are "The Glass Menagerie," "Medea," "Uncle Vanya," "Caesar and Cleopatra," "The Master Builder" and "She Stoops to Conquer." The Theatre Recording Society sets will include a "production portfolio" that will feature photographs and text to give the theater buff a well-rounded view of the recorded play.

On the straight reading end, Decca, through a tie with Good Housekeeping Magazine, has James Mason reading "Oliver Twist," Raymond Massey reading from Alfred Lord Tennyson, as well as sets by Maurice Evans and Basil Rathbone.

The recording reading range covers the quick and the dead—John Barrymore, Albert Camus, T. S. Eliot and James Baldwin—to cite a few examples that show how far the industry has progressed from Edison's cautious and casual "Mary had a little lamb."

For Jazz Buffs Only

If you're looking for a hard-to-get jazz record in the Los Angeles area, Sam's Jazz Shops is your best bet. It's the only chain in the LA area selling a complete jazz catalog.

The four-store chain is owned by Jack Lewerke, Ralph Kaffel and George Hocutt, with Hocutt handling all buying. Lewerke operates Merit Distributors and is a partner in California Records with both handling a majority of independent jazz labels.

The Sam's chain promotes entirely through FM radio where the jazz audience is loyal and attentive. The owners know that when they advertise a special on KBCA-FM, their stores in Los Angeles, on West Adams and Venice boulevards and in

Compton the newly opened Pacoima locations will feel a surge of traffic.

The prices offered are discounted and sometimes include one free with the purchase of a particular album. The stores also stock r&b singles and do a healthy turnover in this product.

Product is stacked in bins by artist and musical style. Customers bring the jacket to the main counter where the audition disk is played over top-quality stereo systems.

Sam's hires jazz fans as employees and the banter between customer and employee reveals a conglomeration of opinions and sales pitches.

Since its feature is catalog, Sam's goes out of its way to

secure difficult to obtain merchandise. This is the image strived for and it has been successful for the owners who took over the chain when it was in bankruptcy several months ago and have made it a thriving endeavor; the only one of its kind in Los Angeles.

The chain has just opened a central warehouse on record row to feed material to all locations. All inventory is kept at the warehouse and merchandise is allocated to the stores in 30-day quantities.

Since initiating a listener's phone service in August, which relates new releases and promotions through taped messages, the chain has expanded the service to include listings of artist appearances and upcoming concerts. Members of the staff tape the messages which are regularly brought up to date.

Disneyland/Vista Sees Bright Outlook for Children's Disks

By ELIOT TIEGEL

The past and present are rosy; the future looks brighter than ever. That succinctly sums up the children's record field at the Disneyland/Vista headquarters in Burbank, Calif. Business for the \$1.98 Vista label is up 34 per cent, and for the \$3.98 storyteller Disneyland line it's up 60 per cent, relates music division president Jimmy Johnson.

"Our business this fall will be twice what we anticipated," he said. In other words, the kiddie field "is booming."

What is the reason for this healthy state of affairs in this specialty field? "I guess it's because our long campaign to educate the dealers about the value of children's records has produced sound results," Johnson explained.

"People have discovered there is no gamble in the kiddie field." Johnson feels that when the major labels got out of the field, some of the dealers became skeptical of the children's disk, but they have since learned that kiddie material doesn't go out of style.

Johnson estimates that Disney products dominate 50 per cent of all dealer's children's disks. "The competition has to scratch around for material. We have the tremendous edge in that Walt produces three or four TV shows which we automatically add to the catalog," he said.

Disney also reissues many of its blockbusters on a regular basis, which helps account for healthy sales. The company keeps a product off the market for about seven years after it's been released, which gives it a

whole new crop of kids to sell to when reissue time comes around. The next major reissued package, Johnson said, would be "Cinderella," set for next summer. It will be the third go-around for the unfortunate lady.

Other heavyweights for Disney are "Pinocchio," "Snow White," "Peter Pan" and "Lady and the Tramp." Foreign sales for these products have also taken a healthy bounce upward. In France, for example, 25,000 copies of "Snow White" were moved at about \$4.

Johnson says the children's field is indeed expanding internationally. Royalties from Japan hit five figures, he said, and the label is distributed in Spain, England, Germany, Holland, Australia, Canada, New Zealand, South Africa, Brazil, Argentina, Peru and Mexico, for example.

The principal merchandising tool which the company has found successful is an enlarged rack which sells to distributors for \$10. There are about 3,000 in use in the U. S. and they help the Disney salesman easily count merchandise sold, so there is hardly any problem in restocking titles.

Johnson estimates there are 90 packages in the \$1.98 line and 26 in the \$3.98 line being sold. "We have yet to delete anything," he notes. There is the possibility that when the number hits 100 in the low-priced line, Johnson may hold the catalog at the amount. But otherwise, the leading children's line is elated with business and overjoyed that Christmas looms around the corner.

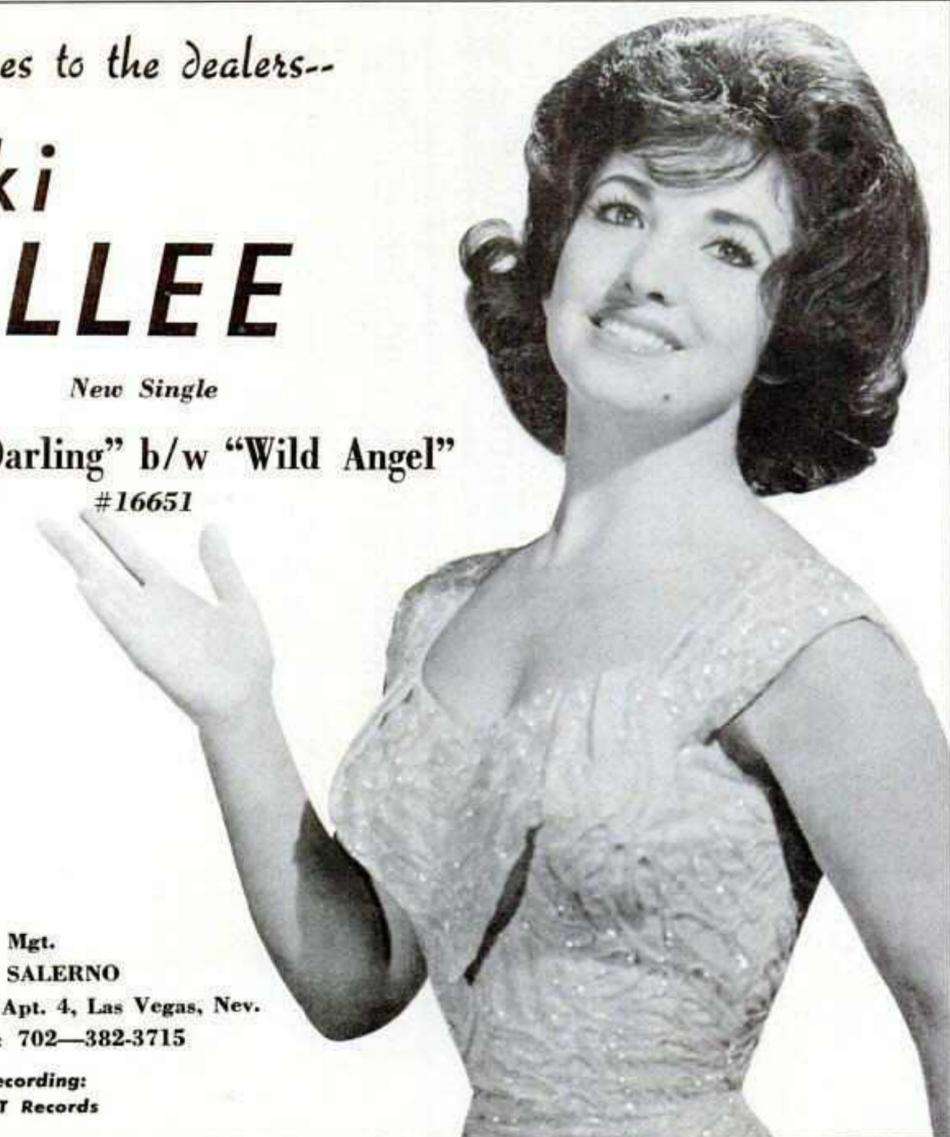
Best wishes to the dealers--

Vicki SALLEE

New Single

"Jimmy Darling" b/w "Wild Angel"

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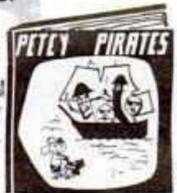
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Our thanks to the Dealers



Retailers' Fall Record Buying Guide

CHILDREN'S

CAMDEN

DR. SEUSS PRESENTS, "HORTON HATCHES THE EGG"—Marvin Miller, Narr. CAL 1051, CAS 1051
JACK AND THE BEANSTALK, ETC.—Sharl Lewis. CAL 1052, CAS 1052
THE HECTOR HEATHCOTE SHOW—Original TV Soundtrack. CAL 1053, CAS 1053
WALT DISNEY'S "JOHNNY APPLESEED," "PECOS BILL"—Dennis Day, Roy Rogers, Sons of Pioneers. Cal 1054, CAS 1054 (c)
I LIKE HOLIDAYS—Tom Glazer, CAL 1055, CAS 1055
HARDTACK (HE'S FINE OLD ENGINE)—Railroad Songs. Cal 1056, CAS 1056

COLUMBIA

LET'S HAVE A PUPPET SHOW—Paul and Marry Ritts. HL 9547
GALLOPING ON MY DINOSAUR—Larry Thor. HL 9548
THE "I DON'T WANT TO GO TO BED" RECORD—Jim Dukas and Kay Lande. HL 9549

DISNEYLAND

TREASURE ISLAND—Various Artists. DQ 1251
GOOFY'S T.V. SPEC—(Various). DQ 1252
HANSEL & GRETEL—(Various). DQ 1253
GREAT COMPOSERS, VOL. II—(Various). DQ 1254
SO DEAR TO MY HEART—(Various). DQ 1255
SONGS FROM "MARY POPPINS"—(Various). DQ 1256
SOUNDS OF HAUNTED HOUSES—(Various). DQ 1257
LEGEND OF LOBO (OLD YELLER)—(Various). DQ 1258
LITTLE ENGINE THAT COULD—(Various). DQ 1259
MARY POPPINS (STORYTELLER)—(Various). ST 3922
FOLK LULLABIES—Burl Ives. ST 3924
IT'S A SMALL WORLD—(Various). ST 3925
PETER AND THE WOLF—(Various). ST 3926
JOHNNY APPLESEED—(Various). DQ 1260
LET'S HAVE A PARADE—(Various). DQ 1261
EMILE AND THE DETECTIVES—(Various). DQ 1262

GOLDEN

JACK AND THE BEANSTALK—00163
THE GINGERBREAD MAN—00164
RUMPLESTILTSKIN—00165
LITTLE RED HEN—00166
NUMBERS (10 STORY SONGS)—00167
NIGHT BEFORE CHRISTMAS—00168
PEBBLES FLINTSTONE—EP 749
GILBERT & SULLIVAN—EP 751
SNOW WHITE & THE SEVEN DWARFS—EP 757
BUNNY RABBIT RECORD—EP 761
ABC MOTHER GOOSE—LP 109
ROMPER ROOM OFFICIAL RECORD—LP 119
HOW LOVELY IS CHRISTMAS—LP 121
MY FAIR LADY SONGS—LP 122
HEY THERE, IT'S YOGI BEAR—LP 124
CAPTAIN KANGAROO'S MERRY CHRISTMAS—LP 126
MOTHER GOOSE TO BEATLE BEAT—LP 127
A CHILD'S INTRO. TO GROWN UPS—LP 128
DANCE DISCOTHEQUE—LP 133
THUMBELINA (TOM THUMB)—729
LAVENDER'S BLUE (POLLY WOLLY DOODLE)—747
MY FAVORITE MARTIAN—764
BRAHMS LULLABY (TWINKLE, TWINKLE)—767
HOW TO TELL TIME—773
ROMPER ROOM DO BEE DANCE—774
MY FAIR LADY—775
ASTRO BOY—776
CAPTAIN KANGAROO—777

HEIDI

LITTLE SUSU—235:1
KUTIE KOPTER—235:2
PETEY & THE PIRATES—235:3

KAPP

MARCHING ALONG TOGETHER—Do-Re-Mi Children's Chorus. KL 1367-KS 1367

MILLER INT'L

BEST KNOWN CHILDREN'S SONGS—Kiddieland Singers. 22900 M-S

MERCURY

STORY OF ABE LINCOLN & GEORGE WASHINGTON—SLP 112
GENERAL CUSTER (GERONIMO)—SLP 113
LEGEND OF SLEEPY HOLLOW (TELL TALE HEART)—SLP 114
THE ASTRONAUT (FLIGHT OF FRIENDSHIP) NO. 7—SLP 115

MGM

GOLDLOCKS & THE THREE BEARS; UGLY DUCKLING—Bremontown Musicians. CHI 512, CHS 512
ALADDIN'S LAMP; ALI BABA—CH 511, CHS 511
GULLIVER'S TRAVELS; ROBIN HOOD—CH 513, CHS 513
PIED PIPER; SHOEMAKER & ELF; FISHERMAN & WIFE—CH 514, CHS 514
PRINCE & PAUPER; IVANHOE—CH 515, CHS 515
FLIPPER'S NEW ADVENTURE—CH 516, CHS 516

RIC

PETER & PENELOPE POOF HAVE A PARTY—M 1005, ST 1005

SPOKEN ARTS

GULLIVER'S TRAVELS—Read by Denis Johnston. SA 856

UNITED ARTISTS

PETER AND THE WOLF—11039
THE STORY OF BACH—11048
TINA THE BALLERINA—11038
RIP VAN WINKLE—11034

VOCALION

STORIES AND SONGS ABOUT AMERICA'S PIONEERS—VL 3730
LET'S VISIT FRANCE AND ITALY—VL 3731
STORIES AND SONGS OF GREAT COMPOSERS—VL 3732
LET'S LISTEN TO—AND SING AMERICA'S FOLK SONGS—VL 3733
LET'S VISIT THE FORESTS—VL 3734
THE ADVENTURES OF LITTLE ORLEY—VL 3737
SONGS AND STORIES ABOUT AMERICA'S HEROES, PEOPLE AND PLACES—Frank Luther. VL 3738

WARNER BROS.

AMERICA'S CHILDREN—Children of America—M-S 1570

CHRISTMAS

CAPITOL

THE BEACH BOYS—Christmas Album. T 2164, ST 2164
A MERRY CHRISTMAS—Al Martino. T 2165, ST 2165
IT'S CHRISTMAS TIME—Hank Thompson and the Brazos Valley Boys. T 2154, ST 2154
THE JOYFUL SEASON—Jo Stafford. T 2166, ST 2166
CHRISTMAS IN NORWAY—Olav Werner and the Soelvguttene. T 10377
"ROUND" THE WORLD CHRISTMAS—(Various). T 10379
THE FAVORITE SONGS OF CHRISTMAS—(Various). T 2176, ST 2176
THE BELLS OF CHRISTMAS; THE BELLS OF CHRISTMAS CHIME AGAIN—Eddie Dunstetter. Y2T 2177
NOW IS THE CAROLING SEASON; THE SOUNDS OF CHRISTMAS—Fred Waring and the Pennsylvanians. Y2T 2178

COLUMBIA

A CHRISTMAS FESTIVAL—Philadelphia Orch. (Ormandy). ML 6039, MS 6639
CHRISTMAS GREETINGS—Jerry Vale. CL 2225, CS 9025
FRANKIE YANKOVIC'S CHRISTMAS PARTY—CL 2253, CS 9053
HOLLY JOLLY CHRISTMAS—The Quinto Sisters. CL 2254, CS 9054
SOMETHING WARM FOR CHRISTMAS—Tony Bennett. CL 2263, CS 9063
HOME FOR THE HOLIDAYS—Steve Lawrence and Eydie Gorme. CL 2262, CS 9062
RUDOLPH THE RED-NOSED REINDEER—Gene Autry and Rosemary Clooney. HL 9550

CONSTELLATION

THE CHRISTMAS STORY—Angelic Gospel Singers, etc. SS 106

DECCA

BLUE CHRISTMAS—Ernest Tubbs. DL 4518, DL 74518
THAT CHRISTMAS FEELING—Bing Crosby. DL 78781
CANCIONES NAVIDENAS Y DANZAS DE PUERTO RICO—(Various). DL 4570
MERRY CHRISTMAS—Brenda Lee. DL 4583, DL 74583
IT'S CHRISTMAS TIME AGAIN—Jimmie Davis. DL 4587, DL 74587

EPIC

ORGAN MUSIC FOR CHRISTMAS—Eddie Layton at the Hammond Organ. LN 24118, BN 26118
A VERY MERRY CHRISTMAS—Bobby Vinton. LN 24122, BN 26122
HOW LOVELY IS CHRISTMAS—Bing Crosby. LP 121
CAPTAIN KANGAROO'S MERRY CHRISTMAS—LP 126
MERRY CHRISTMAS—HAPPY LITTLE NEW YEAR—772 (78 r.p.m.-45 r.p.m.)
THE NIGHT BEFORE CHRISTMAS—00168

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HOLLYWOOD

MERRY CHRISTMAS, BABY—Charles Brown, Lowell Fulson and others. 501

KAPP

THE JACK JONES CHRISTMAS ALBUM—Jack Jones. KL 1388, KS 3399
HERE COMES SANTA CLAUS—KL 1154, KS 3037
RING THE BELLS ON CHRISTMAS DAY—KL 1155, KS 3038
SILENT NIGHT—John Gart (Organ). KL 1161, KS 3045
CHRISTMAS TIME—Roger Williams. KL 1164, KS 3048
DO-RE-MI—Children's Chorus. KL 1177, KS 3177
DO-RE-MI-FA-SOL-LA—Children's Chorus. KL 1234, KS 2234
MORE DO-RE-MI—Children's Chorus. KL 1311, KS 3311
ON TOP OF SPAGHETTI—Tom Glazer and Children's Chorus. KL 1331, KS 3331
DECK THE HALLS—Medallion Orch. and Chorus. KL 1350, KS 3350
THE DO-RI-MI KIDS (HOOTENANNY)—KL 1360, KS 3360
MARCHING ALONG TOGETHER—Children's Chorus. KL 1367, KS 3367

DO YOU HEAR WHAT I HEAR—Christmas Songs. KL 1368, KS 3368
CHRISTMAS TIME—The Pete King Chorale—KL 1214, KS 3214
FRERE JACQUES (ALOUETTE)—Martine Havet and the Fleur de Lis Singers. KL 1249, KS 3249

LIBERTY

CHRISTMAS WITH THE CHIPMUNKS, VOL. I—LRP 3256, ST 7256
CHRISTMAS WITH THE CHIPMUNKS, VOL. II—LRP 3334, LST 7334
MERRY CHRISTMAS IN CAROLS—Robert Rheims. LP 6006, ST 7706
WE WISH YOU A MERRY CHRISTMAS—Robert Rheims. LP 6008, ST 7708
FOR THE WHOLE FAMILY AT CHRISTMAS—Robert Rheims. LP 6010, ST 7710
MERRY CHRISTMAS IN CAROLS—Robert Rheims. EP 4501

LONDON

CHRISTMAS WITH RONNIE ALDRICH—Two Pianos and London Festival Orch. LL 3383, SP 44051
THE STORY OF JESUS—Soloists and Kingsway Orch. (Smart). LL 3336, PS 336
THE PARABLES IN SONG—Eamonn Andrews and Cliff Adams Singers. LL 3349, PS 349
A SWEDISH-AMERICAN CHRISTMAS—The Major Singers. TW 91355, SW 99355

MGM

CHRISTMAS ON THE HIGH SEAS—Freddy. E 4249, SE 4249

PREMIER

THE GOLDEN VOICES SING AT CHRISTMAS—X 13
CHRISTMAS ORGAN AND CHIMES—Jesse Crawford. X 12
CHRISTMAS, COUNTRY STYLE—Slim Boyd Rangehands. X 11
A THOUSAND STRINGS AT CHRISTMAS—Al Goodman Orch. X 9
THE LITTLE DRUMMER BOY—X 8
CHIPMUNK CHRISTMAS SONG—X 6
RUDOLPH THE RED-NOSED REINDEER—X 4
ORGAN AND CHIMES—Jesse Crawford. X 3
HANDEL'S MESSIAH—Hallelujah Chorus. X 1

REGINA

BELLS OF FREEDOM—R-RS 316

REPRISE

THE 12 SONGS OF CHRISTMAS—Bing Crosby, Frank Sinatra and Fred Waring and His Pennsylvanians. F-FS 2022

REQUEST

CHRISTMAS AT ST. GEORGE'S—Five Brass Soloists. 10063

RIC

A QUIET CHRISTMAS WITH PAT O'BRIEN—M 1009, ST 1009

SQUIRE

CAROLING AT CHRISTMAS—The Burke Family Singers. SQ 33005 (S)

STARDAY

YOU ALL COME—COMPANY'S COMIN'—(Various Artists). 307

WARNER BROS.

CHRISTMAS WITH THE EVERLY BROTHERS—W-WS 1483
I WISH YOU A MERRY CHRISTMAS—Bing Crosby. W-WS 1484
THE BEST LOVED CHRISTMAS PIANO CONCERTOS—George Greeley. W-WS 1560
THIS IS CHRISTMAS—The Alfred Burt Carols. W-WS 1566

CLASSICAL

ANGEL

MONTEVERDI: The Coronation of Poppea; Royal Philharmonic (Pritchard). BL 3644, SBL 3644
FRANCO CORRELLI: Sings Great Religious Songs and Arias. 36208, S 36208
FOUR OVERTURES FOR FIDELIO: Philharmonic (Klemperer). 36209, S 36209
MARIA CALLAS: Sings Verdi Arias. 36221, S 36221
SAINT-SAENS: Samson and Delilah (Highlights); Paris Conservatoire Orch. (Georges Pretre). 36210, S 36210
HEINRICH SCHUTZ: The Christmas Oratorio; The Windsbach Boys' Choir. 36211, S 36211
GREAT RECORDINGS OF THE CENTURY Operatic Arias and Songs; Luisa Tetrazzine, soprano. COLJ 136
VERDI: Requiem Mass; Philharmonia Chorus (Wilhelm Fittz); Philharmonia Orch. (Giulini). B 3649, SB 3649
HUMPERDINCK: Hansel and Gretel; Vienna Philharmonic Orch. (Cluytens). BL 3648, SBL 3648
WAGNER: The Flying Dutchman (Highlights); Orch. and Chorus of the German State Opera, Berlin (Franz Konwitschny). 36213, S 36213
BRITTEN: Four Sea Interludes, Opus 33A (From "Peter Grimes"), Etc. 36215, S 36215
MOZART: Symphony No. 31 in D Major and No. 34 in C Major; Philharmonia Orch. (Otto Klemperer). 36216, S 36216
DEBUSSY: Jeux-Poeme Danse: Images for Orchestra; The Paris Conservatoire Orch. (Andre Cluytens). 36212, S 36212
GREAT RECORDINGS OF THE CENTURY: The Young Gigli. COLH 146 Domenico Scarlatti Sonatas, Vol. II. COLH 304

MARIA CALLAS IN PARIS: Great Arias From French Operas; Paris Conservatoire Orch. (Georges Pretre). 36147, S 36147
BIZET: Carmen; The Paris Opera Orch. (Georges Pretre); Maria Callas, Nicolai Gedda, Massard and Guiot. CLX 3650, SCLX 3650
ROUSSEL: The Spider's Feast; Paris Conservatoire Orch. (Cluytens). 36225, S 36225
HAYDN: Six Flute Quartets. Opus 5. 36226, S 36226
PROKOFIEV: Symphony No. 5, Opus 100; The Philharmonia Orch. (Paul Kletzki). 36277, S 36277
MOZART: Violin Concerto No. 1 in B Flat, K.207; Violin Concerto No. 2 in D Major, K.211 (Yehudi Menuhin and the Bath Festival Orch.). 36231, S 36231
BEETHOVEN: Sonata No.1 in F Minor, Opus. No. 1; Sonata No. 2 in A Major, Opus No. 2. Artur Schnabel. COLH 51
BEETHOVEN: Sonata No. 3 in C Major, Opus No. 2, No. 3; Sonata No. 4 in E Flat Major, Opus No. 7; Artur Schnabel. COLJ 52
BEETHOVEN: Variations in E Flat Minor, Opus 35; Variations in F Major, Opus 34, etc.; Artur Schnabel. COLH 65
WAGNER: Lohengrin; The Vienna Philharmonic Orch. (Rudolf Kempt). Y 58 3641

CAPITOL

MUSIC FROM GREAT ITALIAN MOTION PICTURES: Pino Clavi and Orch. P 8608, SP 8608

COMMAND

JOHANN SEBASTIAN BACH: Virgil Fox at the Organ. CC 11022 SD, CC 33-11022
PIANO POPS PROMENADE: Leonid Hambro and Jascha Zayde. CC 11023 SD, CC 33-11023
BEETHOVEN: Symphony No. 1 in C Major, Opus 21; No. 2 in D Major, Opus 36; Pittsburgh Symphony Orch. (Steinberg). CC 11024 SD, CC 33-11024
VIRGIL FOX PLAYS THE ORGAN: Wagner, Vierne, Bach, etc. CC 11025, CC 33-11025

COLUMBIA MASTERWORKS

RACHMANINOFF: Concerto No. 2 in C Minor for Piano and Orchestra. Opus 18 and 43; New York Philharmonic (Bernstein). ML 6034, MS 6634
PROKOFIEV: Concerto No. 1 in D Major for Violin and Orchestra; Philadelphia Orch. (Stern and Ormandy). ML 6035, MS 6635
AN ANDRE WATTS RECITAL: Haydn, Liszt, Debussy, Chopin. ML 6036, MS 6636
SAMUEL BARBER: Concerto for Piano and Orchestra; Cleveland Orch. Browning and Szell; WILLIAM SCHUMANN: Song of Orpheus (Cello and Orchestra); Cleveland Orch. (Szell). ML 6038, MS 6638
BARTOK: Sonata for Two Pianos and Percussion; DEBUSSY: En Blanc et Noir-Six Epigraphes Antiques. ML 6041, MS 6641
VERDI: Requiem; Philadelphia Orch. (Ormandy). M2L 307, M2S 707
MAHLER: Symphony No. 2 in C Minor; New York Philharmonic (Bernstein). M2L 295, M2S 695
STRAVINSKY CONDUCTS A PROGRAM OF HIS CHORAL MUSIC: CBC Symphony; Festival Singers of Toronto (Iseler). ML 6047, MS 6647
STRAVINSKY CONDUCTS BALLET MUSIC: CBC, CBS and Cleveland Orch. ML 6049, MS 6649
STRAVINSKY CONDUCTS FAVORITE SHORT PIECES: CBC Symphony; Columbia Symphony. ML 6048, MS 6648
MUSIC OF ARNOLD SCHOENBERG, VOL. III: CBC, CBS and Cleveland Orch. (Craft). M2L 309, M2S 709
STRAVINSKY: Rake's Progress; Royal Philharmonic. M3L 310, M3S 710
BERNSTEIN: Fancy Free, Facsimile, Three Dances From "On the Town"; New York Philharmonic (Bernstein). ML 6077, MS 6677
STRAUSS: Till Eulenspiegel, Salome's Dance, Der Rosenkavalier Suite; Philadelphia Orch. (Ormandy). ML 6078, MS 6678
BELOVED CHORUSES, VOL. II: Mormon Tabernacle Choir; Philadelphia Orch. (Ormandy). ML 6079, MS 6679
MENDELSSOHN: Concertos for Two Pianos; Philadelphia Orch. (Ormandy). ML 6081, MS 6681
HAYDN: Three Organ Concertos; Columbia Symphony (Rozsnyai). ML 6082, MS 6682
MOZART: Two Piano Concertos; Budapest Quartet (Borszowski). ML 6083, MS 6683
VERDI: Arias (Richard Tucker). ML 6068, MS 6668

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BEETHOVEN: Complete Piano Sonatas (Kempff). KL 42-51
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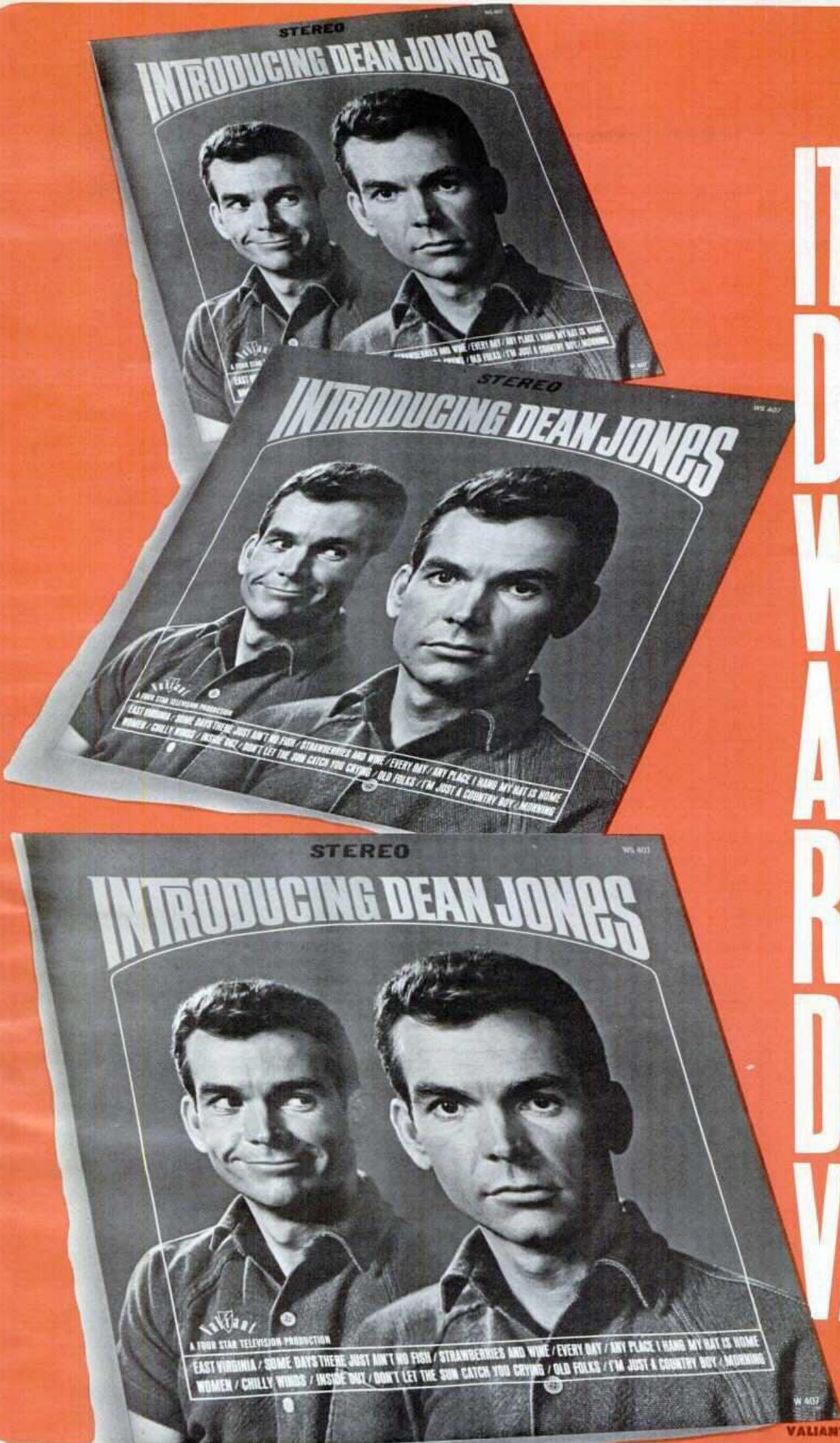
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ROULETTE

FAVORITE WEDDING POLKAS AND WALTZES—Kenny Bass. (S) R 25268
LET'S GO BOBO—Willie Bobo. (S) R 25272
DRUMS, DRUMS, DRUMS—Olatunji. (S) R 25274
BACK WITH BASIE—Count Basie. (S) R 52113
HANGIN' OUT—Joe Cuba. (S) LP 1112
MUCHO PUENTE—Tito Puente. (S) LP 1115
THE GETZ AGE—Stan Getz. LP 2258 (Mono only)
REMINISCING—Johnny Smith. (S) LP 2259
MY FAIR LADY GOES LATIN—Tito Puente. (S) R 25276
POLYNESIAN RENDEZVOUS—Daphne Walker and George Tumahai. (S) R 25279
MY FAIR LADY—MY WAY—Johnny Richards. (S) R 52114
EL LATINO—Terry Gibbs. (S) RP 2260
GUAJIRA Y GUAGUANCO—Ray Barretto. (S) LP 1114
ECHANDO PA'LANTE—Eddie Palmieri. (S) LP 113

SMASH

GRITS AND SOUL—James Brown. SRS 67057, MGS 27057

SPOKEN WORD

GRANDE AIRS FRANCAIS I—SA 214
GRANDE AIRS FRANCAIS II—SA 215
BRENDAN MULHAIRE AND HIS CEILI BAND—SA 216

SUE

SWEETS FOR THE SWEET—Harry (Sweets) Edison. SM 1030, ST 1030
YOURS TRULY—Jack and Julie. SM 1029, ST 1029

UNITED ARTISTS

AN AMERICAN MUSICAL PANORAMA—Pittsburgh Pops Orch. 3384, 6384
MADE IN ROME—Riz Ortolani. 3360, 6360
THE PEOPLE'S CHOICE—Ferrante and Teicher. 3385, 6385
TUFF GUITARS—Al Caiola. 3389, 6389
A HARD DAY'S NIGHT—George Martin. 3383, 6383
50 FABULOUS WALTZES—Leroy Holmes and His Orch. 3395, 6395
50 FABULOUS BANJO FAVORITES—The Banjo Rhythm Band. 3398, 6398
MORE AMOR—Tito Rodriguez. 3400, 6400
VAYA MEANS GO!—The LaPlaye Sextet. 3401, 6401

VEE JAY

THE MANGO JONES DANCE ALBUM—VJLP 1106

VERVE

WARM WAVE—Cal Tjader. V 8585, V 6 8585
THE CAT—Jimmy Smith. V 8587, V 6 8587
IT'S ALL RIGHT—Wynton Kelly. V 8588 V 6 8588
BASIE LAND—Count Basie. V 8597 V 6 8597
THE INDIVIDUALISM OF GIL EVANS. V 8555, V 6 8555

WORLD PACIFIC-PACIFIC JAZZ

McCanna—Les McCann. PJ 84
SO DANCO SAMBA—Clare Fischer. WP 1830
STRETCHIN' OUT—Jazz Crusaders. PJ 83
DOBBO COUNTRY—Tut Taylor. WP 1829
FOR DJANGO—Joe Pass. PJ 85
RAGAS AND TALAS—Ravi Shankar. WP 1431
IF YOU WANT THIS LOVE—Sonny Knight. Aura 3001

INTERNATIONAL

COLUMBIA

MY FAIR LADY—Original Brazilian Cast. M 60079, S 9056
MY FAIR LADY—Original Spanish Cast. WL 155
MY FAIR LADY—Original Hebrew Cast. OL 8050
MY FAIR LADY—Original Italian Cast. OL 8060, OS 2660
ENAMORADO: FROM MEXICO WITH LOVE—Enrique Guzman. 5127
LA SONORA SANTANERA—Mexico's Leading Bands. EX 5128
POR TI APRENDI A QUERER—Javier Solis. EX 5128
LA HUELLA DE MIS BESOS—Chelo Silva. EX 5129
LOS PANCHOS Y LAS CANCIONES DE CARLOS GARDEL—EX 5130
PINTURA DE AMOR—Margarita Padilla. EX 5131
YVES MONTAND'S PARIS—CL 2234, CS 9034

FONTANA

THE VOICE OF GREECE, Nana Mouskouri. SRF 67529, MGF 27529

KAPP

HAWAII KAI—The Waikikis. KL 1366, KS 3366

MONUMENT

OCIDENTAL MUSIC—Sami Jourdak. MLP 8025

PHILIPS

DOMINICAN NUNS OF FICHERMONT—Gregorian Chants. PCC 212, PCC 612
SONGS AND DANCES OF GREECE—(Various). PCC 213, PCC 613
TREASURE OF GERMAN STUDENT SONGS—(Various)—PHM 200-152, PHS 600-152

REQUEST

LET'S BE MERRY IN SALZBURG—8050
GERMAN FOLK SONGS—8054
LITTLE SINGERS OF TOKYO—8055
GERMAN FOLK SONGS OF TODAY AND YESTERDAY—8056
FRANK RICHIE: THE SINGING ULSTERMAN—8057

IT'S HERE!



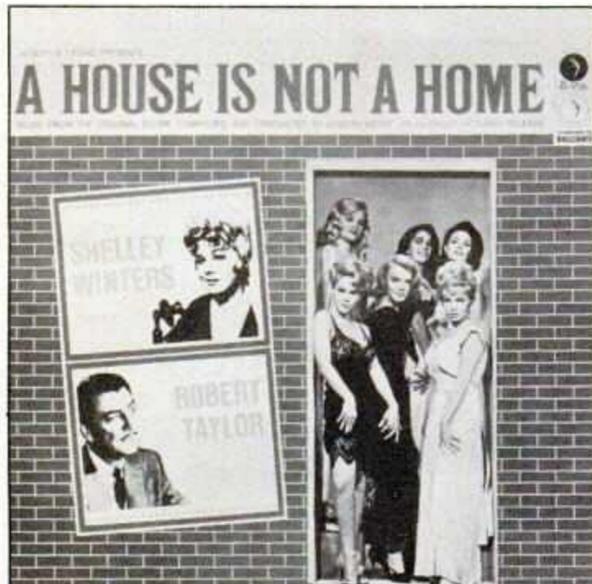
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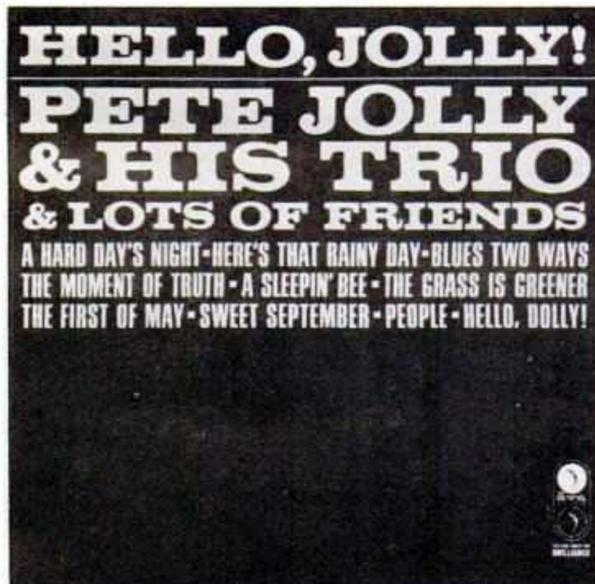
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40 FAVORITE GERMAN MELODIES—10068
GUITARS OF PORTUGAL—10070
DUBLIN DANCE DATE—10071

ROULETTE

DI MARA SISTERS—Italian Songs Mama Never Taught Me. (S) R 25365
RAY BUDSILEK—Polish Songs Mama Never Taught Me. (S) R 25366
PATSY ABBOTT—Yiddish Songs Mama Never Taught Me. (S) R 25267
VARIOUS ARTISTS—Spanish Songs Mama Never Taught Me. (S) LP 1111
MIQUELITO VALDES—Mexico Yo Te Canto. (S) LP 1110
DAPHNE WALKER-GEORGE TUMAHAI—Polynesian Rendezvous. (S) R 25279

SPOKEN WORD

SONGS FROM SHAKESPEARE PLAYS—Christopher Casson. SA 900

UNITED ARTISTS

MADE IN ROME—Riz Ortolani. 3360, S 6360

VEE JAY

POPULAR FOLK MUSIC OF BELGIUM AND HOLLAND—VJLP 5411
NATIONAL ATHENS OF THE WORLD—VJLP 6412

JAZZ

ABC-PARAMOUNT

THIS IS RAGTIME NOW—Hank Jones. ABC 496
BEATLEJAZZ—Bob Hammer Band. ABC 497, ABCS 497

ARGO

AHMAD JAMAL—Naked City Theme. 733, S 733
RAMSEY LEWIS—At the Bohemian Taverns. 741, S 741
JAMES MOODY—Comin' on Strong. 740, S 740
GENE SHAW—Carnival Sketches. 743, S 743
SAHIB SHIHAB—Summer Dawn. 742, S 742
SONNY STITT-BENNY GREEN—My Main Man. 744, S 744
THE THREE SOULS—Dangerous Dan Express. 4036, S 4036

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NIRVANA—Herbie Mann and Bill Evans Trio. 1426
THE TWO SIDES OF JACK WILSON—1427
PHILLY JOE JONES AND ELVIN JONES—1428
COLLABORATION—Modern Jazz Quartet With Laurinda Almeida. 1429

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ANNIVERSARY ALBUM—Modern Jazz Series. BLP 1001
THE SIDEWINDER—Lee Morgan. BKP 4157, BST 84157
A CHIP OFF THE OLD BLOCK—Stanley Turrentine. BLP 4150, BST 84150
A SWINGIN' AFFAIR—Dexter Gordon. BLP 4163, BST 84163
OUT TO LUNCH—Eric Dolphy. BLP 4163, BST 84163
BREAKING POINT—Freddie Hubbard. BLP 4172, BST 84172
JUDGEMENT—Andrew Hill. BLP 4159, BST 84159
NIGHT DREAMER—Wayne Shorter. BLP 4173, BST 85173

CAPITOL

THE JAZZ STORY—(Various Versions). WEO 2109
MY FAIR LADY—Shelly Manne. T 2134, ST 2134

COLPIX

ART BLAKEY AND JAZZ MESSENGERS—Selections From "Golden Boy." CP 478, SCP 478
SONNY STITT—Roaring Down Broadway. CP 479, SCP 479

COLUMBIA

JAZZ JOURNEY—Orchestra U.S.A. (John Lewis). CS 9047, CL 2247
FROM VIENNA WITH JAZZ—Fredrick Guida and Orch. CL 2251, CS 9051
ORIGINAL SOUND OF THE TWENTIES—(Various Versions). C3L 35
THE SOUND OF IPANEMA—Paul Winter and Carlos Lyra. CL 2272, CS 9072
MR. BROADWAY—Dave Brubeck. CL 2275, CS 9075

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ALEXANDRIA THE GREAT—Lorez Alexandria. A 62
TODAY AND TOMORROW—McCoy Tyner. A 63
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CRESCENT—John Coltrane. A 66
GREAT SCOTT!—Shirley Scott. A 67
THE DEFINITIVE JAZZ SCENE—(Various). A 99

KAPP

KENNY BALL—Dixieland for the Jet Set. KL 3129, KS 3392

MERCURY

ROLAND KIRK—Gifts and Messages. MG 20939, SR 60939
OSCAR PETERSON—Trio Plus One Clark Terry. MG 20951, SR 60951
SARAH VAUGHAN—Viva Vaughan. MG 20941, SR 60941

MONUMENT

SAID I TO SHOSTAKOVITCH—Tupper Saussy. SLP 18027, MLP 8027
BOOTS RANDOLPH PLAYS 12 MONSTROUS HITS. SLP 18029, MLP 8029

PHILIPS

DIZZY GILLESPIE—Dizzy Goes Hollywood. PHM 200-123, PHS 600123
GEORGE RIEDEL—Jazz Ballet (Orch.). PHM 200-140, PHS 600-140

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THE NEW BOSS—George Benson With the Jack McDuff Quartet. 7310
BLACK PEARLS—John Coltrane. 7316
SOUL CALL—Kenny Burrell. 7315
BLUES SHOUT—Eddie Davis and Shirley Scott. 1069
SOULFUL DRUMS—Joe Dukes and Jack McDuff Quartet. 7324
COOKIN' TOGETHER—Red Holloway and Jack McDuff. 7325
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SAXOPHONE COLLOSSUS—Sonny Rollins. 7326
BIGGEST SOUL HITS—Gene Ammons. 7306
OUTWARD BOUND—Eric Dolphy. 7311

RCA VICTOR

STOMPS AND JOYS—Jelly Roll Morton, LPV 508

REGINA

JAZZ PORTRAIT OF JACK LaFORGE—R-RS 314

ROULETTE

SARAH VAUGHAN—Sweet 'n' Sassy. SR 52112
COUNT BASIE—Back With Basie. SR 52113
STAN GETZ—The Getz Age. LP 2258 (Roost)
JOHNNY SMITH—Reminiscing. SLP 2259 (Roost)
JOHNNY RICHARDS—My Fair Lady—My Way. SR 52114
BY JUPITER AND GIRL CRAZY—Jackie Cain and Roy Kral. (S) 25278

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THE MANY FACES OF ART FARMER—M-S 521

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CLEO LAINE-JOHNNY DANKWORTH—Shakespeare and All That Jazz! SRF 67531, MGF 27531
MILES DAVIS-ART BLAKEY AND JAZZ MESSENGERS—Jazz On Screen. SRF 67532, MGF 27532

SUE

COLD TURKEY—Roy Bryant. 1032, ST 1032
JOAN SHAW IN PERSON—1031, SP 1031
SPEAK YOUR PIECE—Joe Thomas and Bill Elliot. 1025, ST 1025
LIKE DIXIE BUT . . .!—Dick Vance. 1024, ST 1024
SO FAR AWAY—Hank Jacobs. 1023

ORIGINAL CAST AND SOUNDTRACK

AVA

HOUSE IS NOT A HOME—A 50 ST
THE TROUBLEMAKERS—A 49 ST

CAPITOL

BEN FRANKLIN IN PARIS—Original Cast. VAS 2191, SVAS 2191
GOLDEN BOY—Original Cast. VAS 2124, SVAS 2124

COLPIX

LILITH—CP 520, SCP 520 ST

COLUMBIA

MY FAIR LADY—Soundtrack. KCL 8000, KCS 2600
MY FAIR LADY—Original Spanish Cast. WL 155
MY FAIR LADY—Original Hebrew Cast. OL 8050
MY FAIR LADY—Original Italian Cast. OL 8060, OS 2660
MY FAIR LADY—Original Brazilian Cast. 60079-M, 9056-S

DECCA

THE MUNSTERS—DL 4588, DL 74588
THE LIVELY SET—DL 9119, DL 79119

DISNEYLAND-VISTA

MARY POPPIN—Soundtrack. BV 4026, S 4026
LIVING DESERT AND VANISHING PRAIRIE—BV 3326 ST
PAJAMA PARTY—Annette and Dorothy Lamour. BV 3325 ST

JAY-GEE

THE CANDIDATE—5029 ST

UNITED ARTISTS

TOPKAPI—4118, 5118 ST
GOLDFINGER—4117, 5117

POLKAS

CAPITOL

FINNISH POLKAS AND JENKKAS—T 10380

JAY-JAY

LIT' L WALLY, VOL. I—LP 1078, LP 5078

MUSICOR

HAPPY MUSIC FOR HAPPY PEOPLE—Al Soyka. 2027, 3027
WINE AND DANCE THE POLKA—Whitey Bernard. 2028, 3028
POLKA TROPICALE—Al Soyka. 2029, 3029
POLKA STEPS—Whitey Bernard. 2030, 3030
POLKAS CANADIAN STYLE—Wally Mack. 2031, 3031
BUGGY RIDE—Al Soyka. 2032, 3032
LAWN PARTY POLKAS—Al Soyka. 2033, 3033
MODERN POLISH POLKAS (SONGS)—Ray Budzilek. 2034, 3034
BRIGHT STAR POLKA—Al Soyka. 2035, 3035
JANEK (COMEDY) POLKAS—J. Lewandowski. 2036, 3036
POLKARAMA—Joe Rock. 2037, 3037

SPIRITUALS

COLUMBIA

THE CHURCH'S ONE FOUNDATION—Marc Stewart Simpson. CL 2238, CS 9038

CUMBERLAND

GOSPEL TIME—Dave Rich. SRC 69513, MGC 29513

CONSTELLATION

ANGELIC GOSPEL SINGERS—Scripture Series, Book 4. SS 103
DAVIS SISTERS—Scripture Series, Book 3. SS 102
DIXIE HUMMINGBIRDS—Scripture in Song Series, Book 1. SS 100
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THE CHRISTMAS STORY—Angelic Gospel Singers, Davis Sisters, Harmonizing Four, Brother Rodney. SS 106

JAMIE
SISTER OF SOUL—Barbara Lynn. JLT 70-3626 (ST-M)

KAPP
HOW GREAT THOU ART, PRECIOUS LORD—Shirley Verrett. KL 1394, KS 3394

MGM
ALL TIME HYMN FAVORITES—Oshmond Brothers. E 4235, SE 4235

RCA VICTOR
SILVER SAXOPHONES PLAY THE GOLDEN HYMNS—Darol Rice. LPM 2929, LSP 2929
DORIS AKERS AND STATESMEN QUARTET—LPM 2936, LSP 2936
BLACKWOOD BROS. QUARTET AND BILL SHAW—LPM 2938, LSP 2938

ROULETTE
SING OUT-MAHALIA JACKSON—LP 502

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DAVE RICH—Gospel Time. SRC 69513, MGC 29513

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GOSPEL SONGS FROM DIXIE—Southland Trio. 287
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THE SOUL OF CHARLES TAYLOR—VJLP 5062
THE SOUL OF THE ARGO SISTERS—VJLP 5063
THE SOUL OF THE GOSPEL HARMONETTES—VJLP 5064
THE SOUL OF THE THOMPSON COMMUNITY SINGERS—VJLP 5065
WONDERFUL MEMORIES—Family Prayer Book. VJLP 5066
COME CLOSER TO GOD—VJLP 5061

SPOKEN WORD

DISNEYLAND-VISTA
STORIES ABOUT SIR ISAAC NEWTON—Prof. Julius Sumner Miller. DQ 1264

EPIC
GODFREY CAMBRIDGE—Ready or Not. FLM 13101

SPOKEN ARTS
THE COMEDY OF ERRORS—Folio Theater Players. SA 888
CYMBELINE—Folio Theater Players. SA 889
RICHARD II—Folio Theater Players. SA 890
LOVE IN SHAKESPEARE—E. Martin Browne and Henzie Raeburn. SA 901
"LOLITA" AND POEMS—Vladimir Nabokov. SA 902
DR. LOUIS FINKELSTEIN, "WISDOM FOR OUR DAY"—SA 903

DOT
HOW TO PLAY THE BANJO—Eddie Peabody. SW 363

LIBERTY
GUNFIGHT AT THE OK CORRAL—Walter Brennan. LRP 3372, LST 7372

RIC RECORDS
PAT O'BRIEN—M 1003

WARNER BROS.
TERRY THOMAS DISCOVERS AMERICA—W-WS 1558
POITIER MEETS PLATO—Sidney Poitier. W-WS 1561

TEEN FAVORITES

ABC-PARAMOUNT
HEY GIRL DON'T BOTHER ME—The Tams. ABC 499

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DO WAH DIDDY—Manfred Mann. 13015, 16015

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UNDER THE BOARDWALK—The Drifters. 8099
SATURDAY NIGHT AT THE UPTOWN—The Drifters. 8101

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JUST BE TRUE—Gene Chandler. LP 1423
ACES THREE—Clanton, Ford, Smith and Clowns. CS 7
THE FIVE ECHOES, THE BLUENOTES, THE FIVE CHANCES. CS 5
THE FLAMINGOS, VOL III—Collectors Showcase. CS 3
THE MOONGLOWS, VOL. II. Collectors Showcase. CS 2
THE SHEPPERDS, VOL. IV—Collectors Showcase. CS 4

EPIC
TONIGHT YOU BELONG TO ME—George Maharis. LN 24111, BN 26111
BUDDY GRECO IN PERSON ON STAGE—LN 24116, BN 26116

HI RECORDS
JUMPIN' GENE SIMMONS—HL 12018
ACE CANNON PLAYS SHOW TUNES—SHL 32019
BILL BLACK'S COMBO GOES BIG BAND—SHL 32020
HOLD IT, HERE'S WILLIE MITCHELL—SHL 32021

Laurie
RADIO GOOD GUYS, VOL. II—LP 2026
GERRY AND FACEMAKERS—LP 2027

MERCURY
THIS BITTER EARTH—Brook Benton. MG 20934, SR 60934
GOLDEN OLDIE'S FOR TODAY'S TEENS—David Carroll. MG 20935, SR 60935
GIRL TALK—Lesley Gore, MG 20943, SR 60943
GO LITTLE HONDA, The Hondells, MG 20940, SR 60940

MUSICOR
IT HURTS TO BE IN LOVE—Gene Pitney. 2019, 3019

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HAIL, HAIL THE GANG'S ALL HERE—Frank (88) Malone. 22700 M&S

PHILIPS
THE BEST OF JIMMY CLANTON—PHM 200-154, PHS 600-154
DISCOTHEQUE DANCE PARTY—The Panics. PHM 200-159, PHS 600-159

RCA VICTOR
SAM COOKE AT THE COPA—LPM 2970, LSP 2970
SMALL WONDER—Rita Pavone. LPM 2996, LSP 2996

RED BIRD
PEOPLE SAY—The Dixie Cups. 20-100

ROULETTE
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SCEPTER
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UNITED ARTISTS
I CAN'T STOP LOVING YOU—Bobby Goldsboro. 3381, 6381
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VOCALS

ABC-PARAMOUNT
GERMAN DRINKING SONG—Chorus. ABC 487
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THE FRENCH SONG—Lucille Starr. LP 107, 107, SP 107

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MAKE WAY FOR JEAN DU SHON—4039, S 4039
COMPOSER'S CHOICE—Johnny Nash. 4038, S 4038

ASCOT
THE WINTER OF MY DISCONTENT—Morgana King. 13014, 16014
FIESTA!—Jorge Renan. 13016, 16016

CAPITOL
SHE CRIED—The Lettermen. T 2142, ST 2142
MORE FOUR FRESHMEN—T 2168, ST 2168
HOW TO SUCCEED IN LOVE—The Four Preps. T 2169, ST 2169
ONE STEP MORE—The Good Time Singers. T 2170, ST 2170

THE GALLANTS—My Fair Lady. T 2134, ST 2134
KISMET—Gordon MacRae, Dorothy Kirsten, Wagner Chorale. W 2022, SW 2022
LISA! LISA!—Liza Minelli—T 2174, ST 2174
TENNESSEE ERNIE FORD SINGS—Best Loved Hymns. TBL 2183, STBL 2183
THE "HAWAII CALLS" ALBUM—Webley Edwards. RCL 2182, STCL 2182
LOVIN' IS LIVIN'—Marian Montgomery. T 2185, ST 2185
THE GATEWAY TRIO—T 2184, ST 2184
LIGHTHEARTED AND BLUE—Jean Shepard. T 2187, ST 2187
THE DEFINITIVE PIAF—Edith Piaf. TBL 2193
JACK ELLIOTT—Hanukkah. T 2167, ST 2167

COLPIX
JOHN DAVIDSON—CP 485, SCP 485

COLUMBIA
THE BALLADS OF BROADWAY—Johnny Mathis. CL 2223, CS 0923
PRESIDENTIAL CAMPAIGN SONGS: SING ALONG WITH MILLARD FILLIMORE—CL 2260
EVERYTHING I HAVE IS YOURS—Freddie Scott. CL 2258, CS 9058
ARETHA SINGS: BUT BEAUTIFUL—CL 2259, CS 9059
INVISIBLE TEARS—Ray Conniff and Singers. CL 2264, CS 9064

SONGS OF THE SOUTH—Norman Luboff Choir. CS 9045
WONDERFUL, WONDERFUL—Johnny Mathis. CS 9046
OPENING TONIGHT!—Robert Goulet. CL 2240, CS 9040
WITH A SMILE AND A SONG—Doris Day. CL 2266, CS 9066
DISCOVERY—Charles Lloyd Quartet. CL 2267, CS 9067
STANDING OVATION: JERRY VALE AT CARNEGIE HALL—CL 2273, CS 9073
RHYTHMS OF BROADWAY—Johnny Mathis. CL 2224, CS 9024
THE WAYFARING STRANGER—Burl Ives. CS 9041
ANDY WILLIAMS SINGS GREAT SONGS FROM MY FAIR LADY—CL 2205, CS 9005

COMMAND
AL-DI-LA—Ray Charles Singers. 33-870, 870 SD

CONSTELLATION
A BUCKET OF BLUES—John Lee Hooker, T-Bone Walker, etc. CS 6
TAKE THIS HAMMER—Jimmy Witherspoon, Groove Holmes. LP 1422

CRESCENDO
TEAR DOWN THE WALLS—Joe and Eddie. GNP 2005

DOT
SONGS FROM STEVE ALLEN SHOW—DLP 3587
FAT BOONE: BOSS BEAT—DLP 3394
LIBERACE AT THE AMERICANA, VOL. I—DLP 3395
LIBERACE AT THE AMERICANA, VOL. II—DLP 3396
DICK CONTINO: ON STAGE—DLP 3602
PAT BOONE: BLEST BE THE TIE THAT BINDS US—3601, 25601
PAT BOONE—PETE KING ORCH. 3606, 25606
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JANA LOUISE—(Untitled). 3598, 25598
CARMEL QUINN: WONDERFUL WORLD OF MY DREAMS—3610, 25610

ELEKTRA
PATHS OF VICTORY—Hamilton Camp. EKL 278, EKS 7278
THE JUDY COLLINS CONCERT—EKL 280
THE FOLK BOX—Bikel, Brand, Collins, The Dillards, etc. EKL BOX 4
THEO BIKEL—Yiddish Theater and Folk Songs. EKL 281
THE IRON MUSE—British Industrial Songs and Ballads. EKL 279

EPIC
BOBBY VINTON'S GREATEST HITS—LN 24098, BN 26098
TONIGHT YOU BELONG TO ME—George Maharis. LN 24111, BN 26111
BUDDY GRECO IN PERSON ON STAGE—LN 24116, BN 26116
THE HONEY DREAMERS-OUTER WEST—LN 24100, BN 26100
CLIFF RICHARD IN SPAIN—LN 24115, BN 26115
DAVE CLARK FIVE-AMERICAN TOUR—LN 24117, BN 26117
ANDY STEWART—Tunes of Glory. LF 18031, BF 19031

FONTANA
INTRODUCING DARIO MARENO—SRF 67530, MGF 27530

HAMILTON
DECK OF CARDS—Wink Martindale. 128-12128
WOLVERTON MOUNTAIN BOYS—Arthur Smith. Cast. 134-12134
SINCERELY—Mae Wiseman. 130-12130

HICKORY
BREAD AND BUTTER—The Newbeats. LP 120

LIBERTY
THE JOHNNY BURNETTE STORY—LRP 3389, LST 7389
BREAKIN' IT UP ON BEATLES TOUR—Jackie DeShannon. LRP 3389, LST 7389
DISCOVERY, VOL. II—Vikki Carr. LRP 3383, LST 7383
THIS IS THE GIRL THAT IS NANCY AMES—LRP 3369, LST 7369
INVISIBLE TEARS—The Johnny Mann Singers. LRP 3387, LST 7387
HELLO GALLAHADS—LRP 3371, 7371
ORIGINAL RHYTHM AND BLUES HITS, VOL. I—LRP 3381
JULIE LONDON IN PERSON—LRP 3375, LST 7375

MGM
RAY PETERSON'S BEST—E 4250, SE 4245
A NEW KIND OF CONNIE—Connie Francis, E 4253, SE 4253
THE VERY BEST OF THE RAY CHARLES SINGERS—E 4257, SE 4257
CHRISTMAS ON THE HIGH SEAS—Freddy. E 4249, SE 4249
JONI SINGS THE GERSHWINS—Joni James. E 4255, SE 4255
BEYOND THE REEF—Joni James. E 4263, SE 4263
THE HANK WILLIAMS STORY—Harve Presnell. E 4266, SE 4266
THE HANK WILLIAMS STORY—E 4267-4, SE 4267-4

MERCURY
THIS IS LOVE—Johnny Mathis. MG 20942, SR 60942
THE NEARNESS OF YOU—Patti Page. MG 20952, SR 60952
10TH ANNIVERSARY ALBUM—The Platters. MG 20933, SR 60933
SONGS OF INSPIRATION—Harry Simeone. MG 20945, SR 60945
THE AMAZING TIMI YURO—MG 20963, SR 60963

MILLER INT'L
I HEAR AMERICA SINGING—Hollywood Sound Stage Chorus. 22600 M-S

MONUMENT
THEIR FIRST ALBUM—The Kim Sisters. SLP 18022, MLP 8022
EARLY ORBISON—Roy Orbison. SLP 18023, MLP 8023

MORE GREAT HITS—Roy Orbison. SLP 18024, MLP 8024

MUSICOR
GENE: ITALIANO—Gene Pitney. 2015, 3015
HELLO DOLLY POLKA—Al Soyka. 2016, 3016

PHILIPS
GOLDEN HITS OF 1964—Teresa Brewer—PHM 200-147, PHS 600-147

PREMIER
THE GOLDEN VOICES SING AT CHRISTMAS—X 13
CHRISTMAS COUNTRY STYLE—Slim Boyd Rangehands. X 11
THE LITTLE DRUMMER BOY—X 8
CHIPMUNK CHRISTMAS SONG—The Woodchucks X 6
RUDOLPH THE RED-NOSED REINDEER—X 4

RCA VICTOR
THE WORST IS YET TO COME—Stan Worth. LPM 2939, LSP 2939
FESS PARKER SINGS ABOUT DANIEL BOONE, DAVY CROCKETT, ABE LINCOLN—LPM 2973, LSP 2973

REGINA
YOU GOTTA GO, GO, GO WITH FRANCIS FAYE—R-RS 315

REPRISE
IT MIGHT AS WELL BE SPRING—Frank Sinatra and Count Basie. F-FS 1012
DREAM WITH DEAN—Dean Martin. R-RS 6123
BROADWAY—RIGHT NOW!—Eddie Cano. R-RS 6124
THE LATIN ALBUM—Trini Lopez. R-RS 6125
CALIFORNIA SUITE—Sammy Davis Jr. R-RS 6126
THE MIKE ST. SHAW TRIO—R-RS 6128
EVERYBODY LOVES SOMEBODY—Dean Martin—R-RS 6130
SAMMY DAVIS JR. SINGS THE BIG ONES FOR YOUNG LOVERS—R-RS 6131
THE N.S.V.L.P.'S—Lee Hazlewood—R-RS 6133
LIVE—AT BASIN ST. EAST—Trini Lopez. R-RS 6134
GEORGE AND TEDDY AND THE CONDORS, IN PERSON FROM CIRO'S LE DISC—R-RS 6135
COME RAY'N COME CHARLES—The Allan Davies Singers. R-RS 6136
TO YOU ... FOREVER—Fred Waring and His Pennsylvanians. R-RS 6137

RIC
ALEX ZANETIS WRITES AND SINGS THE STORY OF THE OIL FIELD—M-1001, ST-1001
HOW MANY SEAS MUST A WHITE DOVE SAIL—Linda Mason. M-1005, ST-1005
FUN, FUN, FUN—The Catalinas. M-1006, ST-1006
THE FOUR AMIGOS AT THE HUNGRY "I"—M-1007, ST-1007
SOUL CITY—Roosevelt City. M-1008, ST-1008
THIS HEART OF MINE—Jimmy Roselli. M-1008, ST-1008
A RARE "LIVE" RECORDING OF BILLIE HOLIDAY—M-2001
THE ONE AND ONLY LEE WILEY—M-2002, ST-2002

ROULETTE
DINAH WASHINGTON—(S) R-25269
WHAT'S NEW—The New Group. (S) R-25270
SONGS BY ACADEMY WINNER JAMES VAN HEUSEN—Pearl Bailey. (S) R-25271
SWEET 'N' SASSY—Sarah Vaughan. (S) R-52112
LOVE SONGS FROM A COP—Joe E. Ross. (S) R-25280

SCEPTER
THE SOUL OF BIG MAYBELLE—S 522

TICO
THE BEST OF GILBERTO MONROIG—LP 1117

UNITED ARTISTS
WITH YOU IN MIND—Danny Williams. 3380, 6380
WORLD'S GREATEST LOVE SONGS—Jan Peerce. 3374, 6374
SONGS OF WORLD WAR I—The Four Lads. 3399, 6399
THE YOUNGFOLK—3402, 6402

VALIANT
INTRODUCING DEAN JONES—W-WS 407

VEE JAY
ROCKS IN MY BED—Georgia Carr. VJLP 1105
NIGHT TIME IS THE RIGHT TIME—Bill Marx. VJLP 1108
SWEETS FOR THE SWEET TASTE OF LOVE—VJLP 1104
BUBBLES—John Bubbles. VJLP 1109
LITTLE RICHARD IS BACK AND THERE'S A WHOLE LOTTA SHAKIN' GOIN' ON—VJLP 1107
DON AND ALLEYNE COLE (LIVE) IN PERSON AT THE WHISKY A GO GO—Tollie. 56001
ALBERTO CORTEZ WELCOME TO LA DISCOTHEQUE. Tollie 65002

VERVE
ELLA FITZGERALD SINGS JEROME KERN—V 4060, V 6-4060
VERVE'S CHOICE: THE BEST OF ELLA FITZGERALD—V 4063, V 6-4063
GETZ AU GO GO—S. Getz and A. Gilberto. V 8600, V 6-8600

WAND
THE GREATEST SING THEIR SOUL FAVORITES—(Various). W 660

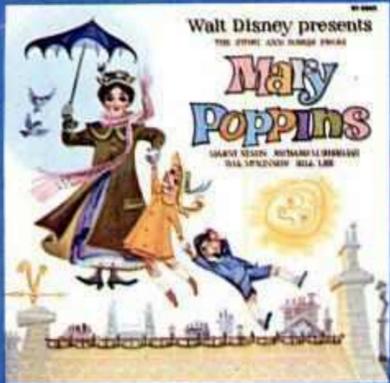
WARNER BROS.
THE BOOK OF THE BLUES, VOL. I—Richard (Groove) Holmes. W-WS 1553
THE VERY BEST OF THE EVERLY BROTHERS—W-WS 1554
PETER, PAUL AND MARY IN CONCERT—2W-2WS
MY FAIR LADY—The Kirby Stone Four—W-WS 1556
AUTUMN NOCTURNE—Buddy Cole. W-WS 1557
CHARGE—The Routers. W-WS 1559
THE LIVIN' END—Barbara McNair. W-WS 1570
FARMER JOHN—The Premiers. W-WS 1565

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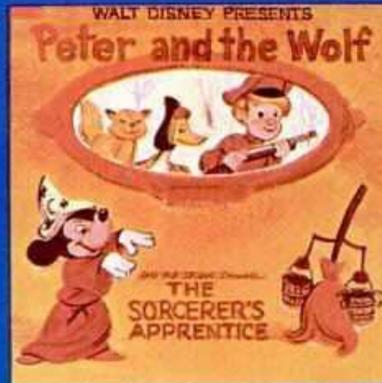
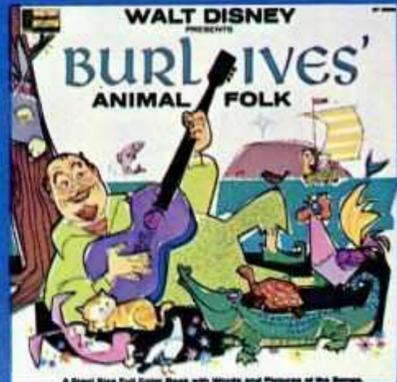
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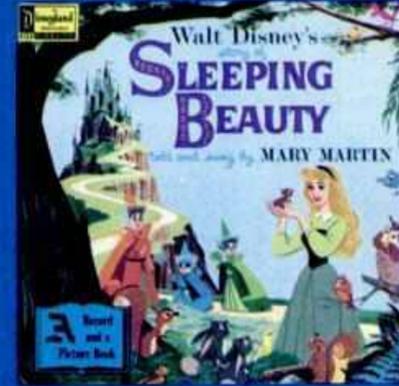
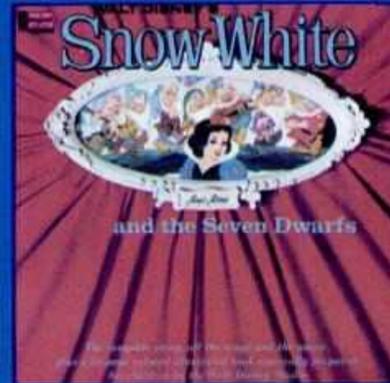
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And "Sorcerer's Apprentice". Two of the most popular classics for children with accompanying book of outstanding art.

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The complete story and songs from the beloved Walt Disney motion picture.



SLEEPING BEAUTY (Mary Martin) ST-3911
Complete story and songs from the animated colorama.

26 CHILDREN'S ALL-TIME FAVORITES

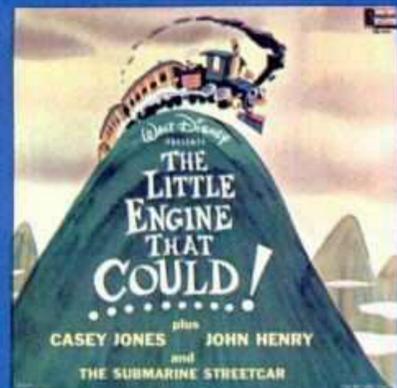
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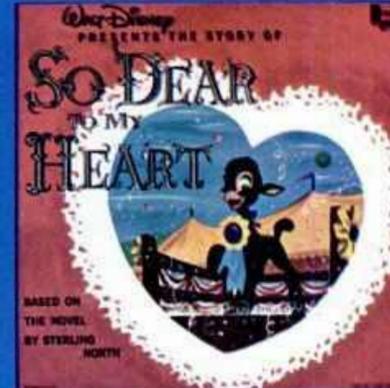
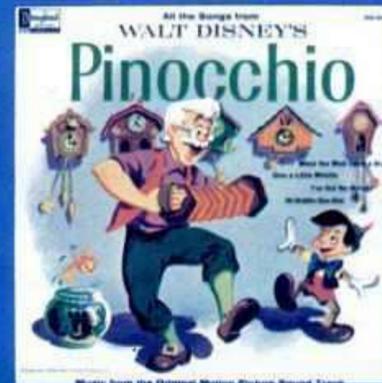
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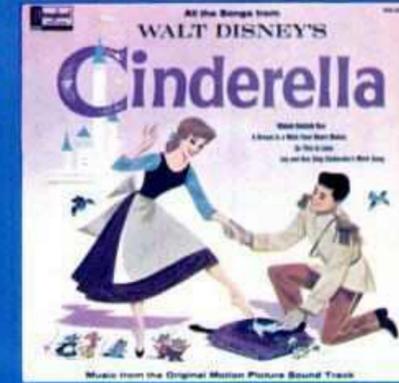
LITTLE ENGINE THAT COULD. DQ-1259
The ever popular story of the brave little engine plus a delightful new story of a streetcar that gets off the track, THE SUBMARINE STREETCAR.

PINOCCHIO DQ-1202
The original sound track of the classic Walt Disney picture.



SO DEAR TO MY HEART DQ-1255
The delightful story of the little boy and his champion lamb is told with all the songs from the movie.

CINDERELLA DQ-1207
Original sound track. Song hits to charm the entire family.



PLUS - THREE LITTLE PIGS • MOTHER GOOSE • ACTING OUT THE A.B.Cs • THE SWORD IN THE STONE • MICKEY AND THE BEANSTALK • TREASURE ISLAND • ROBIN HOOD • GOLDILOCKS AND THE THREE BEARS •

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Paul M. Bruun, Publisher, Miami Beach Reporter.

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COUNTRY MUSIC



THE ABOVE SHOT was taken backstage at the Coliseum, Houston, Oct. 1, where E. H. Rankin's country music package played a one-nighter, Rankin's first Houston promotion. Left to right seated: Billy Deaton, Jean Shepard, Johnny Tillotson, Grandpa Jones, George Hamilton IV. Standing: Bill Bailey, Eddie Steward, Webb Pierce, James O'Gwynn, Gene Myers, Pete Hunter, Slick Norris and Glenn Barber. George Jones was on stage at the time the picture was taken; Bob Wills had already left for the night, and someone grabbed Roger Miller just as the photo was taken. Barber and O'Gwynn were backstage visitors. Bailey, Steward, Myers and Hunter, deejays at KIKK, Houston, emceed the Coliseum proceedings, which pulled a full house.

COUNTRY MUSIC CORNER

By BILL SACHS

Hank Thompson and His Brazos Valley Boys played the Texas State Fair at Dallas Saturday and Sunday (10-11), and return there Oct. 14-17, and again Oct. 22-25. Following their fair appearance Oct. 25, they play a one-nighter on the same date at Dewey Groom's Longhorn Ranch in Dallas. Further routing takes them to the NCO Club, Lockborn AFB, Columbus, Ohio, Oct. 28; Auditorium, Boothwyn, Pa., 30; Jack Wilsch's Arena, Providence, 31; Elks Club Danbury, Conn., Nov. 1; Wagon Wheel, New Braunfels, Tex., 6; Panther Hall, Fort Worth, 7; Decatur, Ill., 12; Flint, Mich., 13; Grand Rapids, Mich., 14; Saginaw, Mich., 14; Rockford, Ill., 17; Madison, Wis., 18; Muskegon, Mich., 19; Lansing, Mich., 21; South Bend, Ind., 22; New Mexico Junior Rodeo, Albuquerque, N. M., 27, and Riverside Ballroom, Phoenix, Ariz., 23.

Bill Blough, who is deejaying four hours of country music a day over Station WMRO, Aurora, Ill., is doubling as leader of his own band in the Illinois territory. The combo was recently reorganized, Bill says. . . . Last Saturday's (10)

COUNTRY DJ OF THE WEEK



WSM Radio's "Mr. D.J. U.S.A." Oct. 16 will be Les Severs of WAAT Radio, Trenton, N. J. Severs has been with the station two years. His "Hometown Frolic Show" is heard two hours a day, seven days a week.

c&w layout at the Coliseum, Charlotte, N. C., featured Johnny Cash and the Tennessee Three, Hank Williams Jr., June Carter, the Statler Brothers, the McCormick Brothers, and special guest Tex Ritter. . . . Darnell Miller was in Nashville recently for his first appearance on WSM's "Grand Ole Opry," where he introduced his new Challenge Records release, "Sold the Farm," which Darnell says is showing strength in the South and Midwest. While in Music City, Miller made the rounds of the local deejays to plug his new platter, and also appeared as guest on "The Bobby Lord Show" on WSM-TV.

Horace Logan, formerly for many years with KWKH, Shreveport, La., and one of the originators of "Louisiana Hayride," long a feature on that station, is now involved in sales at KPCN, Dallas. He also does an air shift five days a week, and a remote every Saturday night just before the "Big D Jamboree" show in Dallas, which is carried on KPCN. . . . Roy Acuff and His Smokey Mountain Boys are routed through Canada, Massachusetts, New York State and Connecticut for the Oct. 16-25 period. . . . Flatt and Scruggs do their bluegrassing at Elgin, Ga., Oct. 15, and Gadsden, Ala., on the 16th. . . . Sonny James shows his wares at Lynchburg, Va., Oct. 16; Gloversville, N. Y., 17; Corning, N. Y., 18, and Indianapolis, 25.

Del Wood's new Mercury album, "Roll Out the Piano," slated for release this week, is loaded with country tunes, including such winners as "Walking the Floor," "Blue Moon of Kentucky" and "Alone With You. Del, along with Charlie Louvin, George Hamilton IV and Sonny James, just have finished video-taping another seg for the Flatt and Scruggs Pet Milk show, now seen in 57 markets. . . . Chuck Glaser is passing out cheroots on the arrival of a son, Bruce Allen, presented to him by his wife Beth Sept. 27. This gives the Glasers a line-up of three boys and two girls. . . . James O'Gwynn hopped into Texarkana, Tex., recently, where he had the honor of performing before nearly 50,000 people, including President Lyndon B. Johnson, who was there to dedicate a memorial in honor of the late President John F. Kennedy.

Diane Dee, of Myrtle Beach, S. C., was in Nashville last week to cut a session for Ka\$h Records at the Columbia studios under the guidance of Clyde Beavers. Her



DEEJAYS REPORTING enthusiastically on JOHNNY WRIGHT's new Decca release 31679 . . . "DON'T GIVE UP THE SHIP" c/w "GUITAR LESSONS" . . . has the hit sound! (Advertisement)

initial release, "He's Gonna Ask Me Tonight" b.w. "How Can Anything Be So Wonderful," is due out in a few days. . . . United Artists' Kathy Dee appears at the Orangeburg, S. C., Fair, Oct. 13-16, and then goes into Florida for a week. Last Friday (9) Kathy was in Saginaw, Mich., for an appearance on the Kenny Roberts TV show and to tape the first in a new Sunday night jamboree series to be emceed by the yodelin' Roberts.

Jimmy Key, head man of Key Talent, Nashville, is currently on a two-week promotion tour of the Midwest, West and Southwest, where he'll beat the drums on Jimmy Newman's new release, "You're Still On My Mind" b.w. "Sue Mae San," Billy Walker's "Cross the Brazos at Waco," Dave Dudley's "Mad," David Price's "Lonely Corner," George Kent's "Bad Juice," Buddy Meredith's "Sugarland, U. S. A." b.w. "We Let Love Go to Sleep," and Jimmy Martin's new one, "Guitar-Pickin' Present." . . . Tony Douglas has been making one-nighters in his native Texas in recent weeks, booked by Talent Unlimited, Waco, Tex. Tony's first album has just been released on the Sims label.

Burrell Sets Up Own Rep Firm

HOLLYWOOD—Bob Burrell, former BMI executive, has formed his own music publisher's representative firm here. First companies signed are Davon/In, owned by Dave Hubert and Lowery Music, Atlanta firm. Burrell is seeking a maximum of four firms. His office is in the Sunset Tower Building, Sunset and Vine streets.

CKY Opry Show

TORONTO—CKY in Winnipeg is continuing its policy of bringing name record artists to town in shows. Sept. 22 it had a show starring Roy Orbison, backed by local talent. Upcoming is a "Grand Ole Opry" show featuring Hank Snow, Kitty Wells and Wilf Carter, and on Nov. 30 it's country music again with the Johnny Cash show, spotlighting Tex Ritter and Hank Williams Jr.

Centimes Debut

ARLINGTON, Va. — Frank Grist, head of Franc Records, is debuting a new label, Centimes, in November. First release will feature singer Kelly Springfield, not related to Dusty.

North Star C&W Show On 18 Minn. Stations

MINNEAPOLIS—Edward C. Fari, president of North Star Syndicated Productions, Inc., announces that his company is presenting an all-live country-western and folk music show on 18 Minnesota radio stations. First airing was made Sept. 28.

The show, billed as "Hootenanny Jamboree," originates from the stage of the Flame Cafe here, long-time user of country and western entertainment, and is broadcast daily, Monday through Saturday, from 1 to 3 p.m. KTCR is the Twin Cities outlet for the show.

Other stations on the network are KWLM, Willmar; KDMA, Montevideo; KYSM, Mankato; KQAQ, Austin; KAOH, Duluth-Superior; KMHL, Marshall; WHLB, Virginia; WMFG, Hibbing; KWOA, Worthington; WAVL, St. Cloud; KLIZ, Brainerd; KPRM, Park Rapids; KDUZ, Hutchinson;

Manuel Benefit Grosses \$5,932

MEMPHIS — The "Country Music Spectacular," staged here at 3 p.m. and 8 p.m. Oct. 4 to benefit the widow and two small children of Dean Manuel, grossed \$5,932.75.

Tom Cash, of Johnny Cash Enterprises, Inc., Nashville, and Clarence Selman, Nashville songwriter, said there was 1,900 paid attendances at the matinee and 1,553 at the night show. Tom Cash and Selman organized the show, at which some two dozen acts performed.

Manuel, pianist and road manager for country singer star Jim Reeves, and Reeves were killed July 31 near Nashville in a plane crash.

Eddie Matherly Heart Victim

WASHINGTON — Eddie Matherly, well-known c&w disk jockey, died of an apparent heart attack here early Sunday, Oct. 4. He was 38.

Matherly, general manager of Station WKCW in nearby Warrenton, Va., was stricken at a Washington motel where he and his wife Ella were spending the night after he had emceed a show at the Washington Coliseum.

Surviving besides his widow are two daughters, age 15 and 4.

Pamper Expands

GOODLETTSVILLE, Tenn. — J. Hal Smith, general manager of Pamper Music, Inc., with headquarters here, announces that his firm has added an r&b department to its existing pop and c&w division. The new department is headed by Ray Pennington, who moves here from Hamilton, Ohio, where he was program director at Station WCNW. Pennington is also a writer for Pamper Music. He has had considerable experience in the music field, having been a producer and engineer at King Records, Cincinnati, for several years.

KXGO, Fargo - Moorhead; KXRA, Alexandria; KAGE, Winona; and CFOB, International Falls and Fort Frances, Ont.

Talent line-up includes Riley Cooper, producer; Hiram Higsby, emcee; Leon Boulanger and his western swing band; the Westlanders, Marvis Thompson, Betty Lee, Lois Dru, Ralph Bebeau and the Briars. In addition to regular performers, a different name guest star is featured each week.

MARV JENKINS

JUST KEEPS ON BREAKIN' IT UP (His New Reprise LP Is 1964's Jazz Classic!)



If You Haven't Heard It Yet, Today's Your Chance to Be Among the Last to Hear MARV JENKINS AT THE RUBAIYAT ROOM featuring Donald Wesley Dean...drums

GO DIG ME A HOLE

BILLY HENSON

NR 226

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AL HIRT and the BOSTON POPS ORCH. (Arthur Fiedler, cond.) play PAVANNE BUGLER'S HOLIDAY TRUMPETER'S LULLABY from new RCA Victor album "POPS" GOES THE TRUMPET

Picked all around the country Find Out What's Happening by THE SPIDELLS C-1122 Monza-RIC (Distributed internationally by RIC) AND STILL MORE PICKS:

WJMO, WABQ, Cleveland
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Also Buddy Covington, KNUZ, Houston. Billboard HOT PROGRAMMING SPECIAL — Cash Box BEST BET—Record World FOUR STAR PICK—Music Business DISCOVERY PICK—Variety TOP SINGLES OF THE WEEK.

"Find Out What's Happening." Call your RIC Distributor NOW

SEND US YOUR TAPE... We do the rest! ALL SPEEDS, ALL QUANTITIES, MASTERS, NICKEL STAMPERS, ATTRACTIVE LABELS, PRESSINGS. PROMPT AND RELIABLE. SONGCRAFT 1650 Broadway N. Y. C. 19

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*Our best wishes for
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WE HOPE YOU ENJOY OUR NEWEST RELEASES:



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Adult

Programming—COME TO MY BEDSIDE,
MY DARLIN'

b/w

MULESKINNER

Album—MORE BIG FOLK HITS

M.O.A.X.

means Music Operators Are excited*

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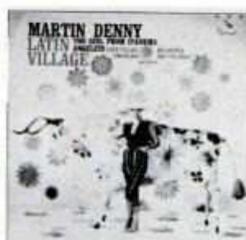
NEW RELEASES:



INVISIBLE TEARS
JOHNNY MANN SINGERS
LST 4-7387



THE CHIPMUNKS SING THE BEATLES HITS
LST 4-7388



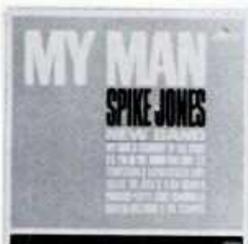
LATIN VILLAGE
MARTIN DENNY
LST 4-7378



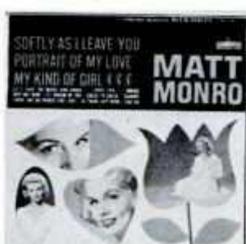
THE END OF THE WORLD
JULIE LONDON
LST 4-7300



SHANGRI-LA
VIC DANA
DOLTON BST 4-8028



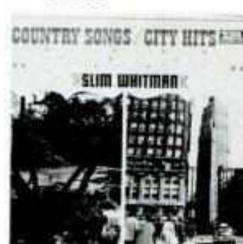
MY MAN
SPIKE JONES
LST 4-7370



SOFTLY AS I LEAVE YOU
MATT MONRO
LST 4-7240



SPOTLIGHT ON BUD & TRAVIS
LST 4-7138



COUNTRY SONGS/CITY HITS
SLIM WHITMAN
IMPERIAL LP 4-12268



FATS DOMINO SWINGS
IMPERIAL LP 4-12091

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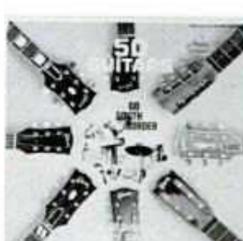
DISCOVERY!
MISS VIKKI CARR
LST 4-7354



WASHINGTON SQUARE
SPIKE JONES
LST 4-7338



A TASTE OF HONEY
MARTIN DENNY
LST 4-7237



50 GUITARS GO SOUTH OF THE BORDER
LSS 4-14005



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WITH THE COUNTRY JOCKEYS

By **BILL SACHS**

Kyle Gay, formerly with KCKN, Kansas City, Kan., has shifted to KPCN, Dallas, as music director. He holds down the 3 to 6:30 p.m. time slot on the station and puts in his spare time working nitery dates in the Dallas sector. . . . KPCN news director Ed Mil-

ton will be on leave from the station for two weeks starting Nov. 29. Ed will be married that night and then fly to Rio with his bride for a two-week honeymoon. . . . B-W Music, Box 337, Wooster, Ohio, has available deejay copies of Phil Beasley's new release, "These Blues Are Real" b.w. "Itchin' to Love You." A line to B-W on your station letterhead will fetch you a copy.

Joe Poovey, record revolver at KPCN, Dallas, recently taped a segment for the new Billy Gray TV-er at the WFAA studios in Dallas. The show was presented from a deejay angle, with turntables set up on which Poovey and Gray spun each other's records. Poovey also previewed his new Sims release of "The Late and Great Me." . . . Skeeter Dodd recently made the move from WRDS, South Charleston, W. Va., to WWDS, Everett, Pa., where he's holding down the morning hours as well as the 2 to 4 p.m. slot. Skeeter says he is getting fair record service but asks that artists and diskeries note his change of address. "I will play records by new artists," typewrites Dodd. "However, we are running new country records with a 'spare-the-talk' presentation. This is a working idea." Shorty King is WWDS PD and station manager.

Al Lynch, after four years as c&w music director at KSBK-Radio, Naha, Okinawa, has returned to the U. S. and has settled in Albuquerque, N. M. His mailing address is 3410 Crest, S. E., Apt. A., Albuquerque. . . . Tommy Doe, after several years on the West Coast, has returned to the Tidewater area of Virginia to join the staff of WTID, Newport News, Va. Tommy is hosting his own program each afternoon on the all-country outlet, while doubling in the station's commercial department. While on the Coast, Dee hosted a country music TV show in Bakersfield, Calif., for three years, and did extensive work in the Los Angeles area. . . . Deejays missed in the mailing of the new Bill Anderson release on Decca, "Three A.M." b.w. "In Case You Ever Change Your Mind," may obtain a copy by writing on their

K-BER Resumes Country Shows

SAN ANTONIO — After a summer layoff, Station K-BER returned to Municipal Auditorium here Oct. 4 with a "Grand Ole Opry" show, comprising Webb Pierce, George Jones, Jean Shepard, Grandpa Jones, George Hamilton IV, Roger Miller plus guest stars Bob Wills and the Texas Playboys.

This week K-BER starts the ball rolling on its third anniversary show to be celebrated at the Auditorium Nov. 15, featuring, among others, Buck Owens, Skeeter Davis, Jimmy Dickens and Slim Whitman.

Strickland's First On Arlingwood

JACKSONVILLE, Fla. — Country singer Jimmy Strickland, formerly heard on the Davco label, has just had his initial release for Jim Atkins' Arlingwood Records, with headquarters here.

The platter, coupling "Gonna Buy Me a Record That Cries" and the old standard, "I Care No More," is reported getting good response in Florida and Georgia.

Strickland is in his fourth year with his own TV show, which originates here and goes out over six Florida stations, with the same sponsor—Cope-land Sausage.

station letterhead to **Hubert Long**, Moss-Rose Publications, 806 16th Avenue, South, Nashville.

"Well, my retirement has come to skidding stop, and it's back to work for ole Daddy Roberts," writes **Marty Roberts** from Normal, Ill. "I'm going to try the free-lance route, starting with WIOK-Radio, Bloomington, Ill. I'll be doing an early-morn crack, 5:30 to 6:30, and, old buddy, it'll be a country music show. If it works out, I'll try adding another station, my goal being three radio stations. The show, which kicked

off Oct. 5, will be on my own baby to produce, do and sell." . . . Jockeys needing a copy of **Gene Woods'** new release, "Good Morning, World," are asked to write on their station letterhead to Chart Records, Inc., 905 16th Avenue, S., Nashville.

Red Wilcox, who spins the country wax from 9 p.m. to 1 a.m., Monday through Friday on WEEL, Fairfax, Va., writes: "In a recent issue, you carried an item saying that WWDC, Washington, loaned us their satellite studio so that we could go back on the air after our

big fire. That they did! We are most grateful, as it enabled us to get right back on the air. Our main problem now is lack of spinning material. We can use all kinds, with the exception of children's, rock 'n' roll and classical. The fire destroyed every single record, tape, promo and everything else we had." . . . Country deejays are invited to write to **Howard Vokes**, P.O. Box 1203, New Kensington, Pa., for a copy of his Starday waxing, "The Miner." Howard can also tip you off on how to obtain other deejay samples.

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HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 10/17/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	2	I DON'T CARE Buck Owens, Capitol 5240	8
2	1	I GUESS I'M CRAZY Jim Reeves, RCA Victor 8383	15
3	3	CHUG-A-LUG Roger Miller, Smash 1926	5
4	7	DON'T BE ANGRY Stonewall Jackson, Columbia 43076	9
5	5	I DON'T LOVE YOU ANYMORE Charlie Louvin, Capitol 5173	18
6	14	ONCE A DAY Connie Smith, RCA Victor 8416	4
7	15	THE RACE IS ON George Jones, United Artists 751	4
8	4	THE BALLAD OF IRA HAYES Johnny Cash, Columbia 43058	15
9	10	PLEASE TALK TO MY HEART Ray Price, Columbia 43086	7
10	11	HERE COMES MY BABY Dottie West, RCA Victor 8374	9
11	16	MR. AND MRS. USED TO BE Ernest Tubb & Loretta Lynn, Decca 31643	13
12	9	FORT WORTH, DALLAS OR HOUSTON George Hamilton IV, RCA Victor 8392	8
13	13	DERN YA Ruby Wright, RIC 126-64	7
14	20	GIVE ME 40 ACRES (To Turn This Rig Around) Willis Brothers, Starday 681	7
15	8	DANG ME Roger Miller, Smash 1881	20
16	6	PASSWORD Kitty Wells, Decca 31622	21
17	17	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Hickory 1265	18
18	39	CROSS THE BRAZOS AT WACO Billy Walker, Columbia 43120	2
19	41	MAD Dave Dudley, Mercury 72308	2
20	18	SAM HILL Claude King, Columbia 43083	10
21	22	FINALLY Kitty Wells & Webb Pierce, Decca 31663	4
22	12	BAD NEWS Johnny Cash, Columbia 43058	13
23	24	FORBIDDEN STREET Carl Butler & Pearl, Columbia 43102	4
24	19	MEMORY #1 Webb Pierce, Decca 31617	21
25	23	SECOND FIDDLE (To an Old Guitar) Jean Shepard, Capitol 5169	21

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
26	21	THE COWBOY IN THE CONTINENTAL SUIT Marty Robbins, Columbia 43049	18
27	29	IN THE MIDDLE OF A MEMORY Carl Belew, RCA Victor 8406	4
28	26	CHIT AKINS, MAKE ME A STAR Don Bowman, RCA Victor 8384	13
29	25	ME Bill Anderson, Decca 31630	13
30	46	GO CAT GO Norma Jean, RCA Victor 8433	2
31	28	WORKIN' IT OUT Lester Flatt & Earl Scruggs & the Foggy Mountain Boys, Columbia 43080	10
32	37	THEN I'LL STOP LOVING YOU Browns, RCA Victor 8348	23
33	34	MOTHER-IN-LAW Jim Nesbitt, Chart 1100	4
34	38	I'LL GO DOWN SWINGING Porter Wagoner, RCA Victor 8432	2
35	35	ASK MARIE Sonny James, Capitol 5197	11
36	33	ONE IF FOR HIM, TWO IF FOR ME David Houston, Epic 9690	15
37	50	HOW THE OTHER HALF LIVES Johnny & Jonie Mosby, Columbia 43100	2
38	44	MY FRIEND ON THE RIGHT Faron Young, Mercury 72313	3
39	31	JUST BETWEEN THE TWO OF US Merle Haggard & Bonnie Owens, Tally 181	6
40	30	TAKE MY RING OFF YOUR FINGER Carl Smith, Columbia 43033	18
41	27	STRONGER THAN DIRT Glenn Barber, Starday 676	8
42	42	TEARS AND ROSES George Morgan, Columbia 43098	4
43	43	LOVE LOOKS GOOD ON YOU David Houston, Epic 9720	2
44	49	DON'T LET HER KNOW Buck Owens, Capitol 5240	2
45	—	TH' WIFE John D. Loudermilk, RCA Victor 8389	3
46	48	TALKING TO THE NIGHT LIGHTS Del Reeves, Columbia 43044	11
47	—	STOP ME Bill Phillips, Decca 31648	1
48	32	THE NESTER Lefty Frizzell, Columbia 43051	11
49	45	LET ME GET CLOSE TO YOU Skeeter Davis, RCA Victor 8397	4
50	—	LONELY GIRL Carl Smith, Columbia 43124	1

HOT COUNTRY ALBUMS

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	THE BEST OF JIM REEVES RCA Victor LPM 2890 (M); LSP 2890 (S)	11
2	3	TOGETHER AGAIN/MY HEART SKIPS A BEAT Buck Owens & His Buckeroos, Capitol T 2135 (M); ST 2135 (S)	7
3	4	LOVE LIFE Ray Price, Columbia CL 2189 (M); CS 8989 (S)	7
4	6	DANG ME/CHUG-A-LUG Roger Miller, Smash MGS 27049 (M); SR5 67049 (S)	11
5	2	I WALK THE LINE Johnny Cash, Columbia CL 2190 (M); CS 8990 (S)	15
6	7	BEST OF BUCK OWENS Capitol T 2105 (M); ST 2105 (S)	15
7	5	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	20
8	9	GEORGE JONES SINGS LIKE THE DICKENS! United Artists UAL 3364 (M); UAS 6364 (S)	4
9	8	R. F. D. Marty Robbins, Columbia CL 2220 (M); CS 9020 (S)	7
10	12	COUNTRY DANCE FAVORITES Faron Young, Mercury MG 20931 (M); SR 60931 (S)	3

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
11	10	PORTER WAGONER—IN PERSON RCA Victor LPM 2840 (M); LSP 2840 (S)	18
12	11	TRAVELIN' WITH DAVE DUDLEY Mercury MG 20927 (M); SR 60927 (S)	6
13	13	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	41
14	14	THANKS A LOT Ernest Tubb, Decca DL 4514 (M); DL 74514 (S)	11
15	17	MORE HANK SNOW SOUVENIRS RCA Victor LPM 2812 (M); LSP 2812 (S)	26
16	18	THERE STANDS THE GLASS Carl Smith, Columbia CL 2173 (M); CS 8973 (S)	16
17	—	SONGS OF TRAGEDY Hank Snow, RCA Victor LPM 2901 (M); LSP 2901 (S)	1
18	—	THE WORLD OF A COUNTRY BOY Johnny Sea, Phillips PHM 200-139 (M); PHS 600-139 (S)	1
19	20	SLIPPIN' AROUND George Morgan & Marion Worth, Columbia CL 2197 (M); CS 8997 (S)	4
20	15	GOLDEN COUNTRY HITS Hank Thompson, Capitol T 2089 (M); ST 2089 (S)	11

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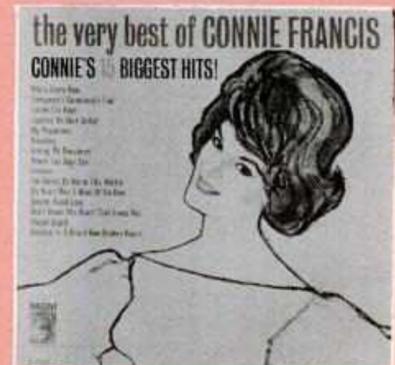
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THE TYMES
"HERE SHE COMES"
 b/w
"MALIBU"
 P 924


NEW ALBUM RELEASES

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

ART	HI
TOMMY GRIFFIN'S Rock N' Rhythm Organ; LLP 2003	BILL BLACK'S Combo Goes Big Band; HL 12020, SHL 32020 ACE CANNON'S Plays the Great Show Tunes; HL 12019, SHL 32019 WILLIE MITCHELL—Hold It!!!; HL 12021, SHL 32021
AUDIO FIDELITY	IMPULSE
ORIGINAL CAST—Folies Bergere; APLP 2135, AFSD 6135 VARIOUS ARTISTS—Jet Set Discotheque Vol. 1; DFM 3039, DFS 7039 VARIOUS ARTISTS—Jet Set Discotheque Vol. 2; DFM 3040, DFS 7040 VARIOUS ARTISTS—Jet Set Discotheque Vol. 3; DFM 3041, DFS 7041	VARIOUS ARTISTS—My Fair Lady Loves Jazz; A 72, AS 72
BLUE STAR	JAZZOLGY
THE TALISMEN—A Treasury of American Railroad Songs and Ballads; MS 6363	DANNY ALVIN & HIS KINGS OF DIXIELAND—Basin Street Jazz; J-8
CAPITOL	L'OISEAU-LYRE
THE BEACH BOYS—Beach Boys Concert; TAO 2198, STAO 2198	PROKOFIEV: Quintet in G Minor for Oboe, Clarinet & Violin—Melos Ensemble of London; OL 267, SOL 267 HELEN WATTS RECITAL; OL 268, SOL 268 PALESTRINA: Mass—Choir of the Carmelite Priory of London (McCarthy); OL 269, SOL 269
DAS ALTE WERK	LONDON
BACH: Six Brandenburg Concerti; Chamber Orch. (Richter); MD 1001/2 BACH: Christmas Oratorio—Munich Bach Choir, Chamber Orch. (Richter); LXT 2003/5 BACH: St. Matthews Passion—Choir of the Dutch Bach Guild, Orch. of The Hague (van der Horst) LT 6598/601 BACH: Musical Offering—Sextet Alma Musica; AWT 9401C BACH: Sonata for Unaccompanied Flute in A Minor—(Rampel) flute; AWT 9402C BACH: Third Part of "Clavier Ubung"—German Organ Mass (Heitmann); AWT 9405C HAYDN: Conc. for Organ & Orch. in C Major—Amsterdam Chamber Orch. (van der Horst); AWT 9404C BACH: Prelude & Fugue in C Minor—de Klerk & Piet Kee playing the organ in St. Johannis Church in Luneberg; AWT 9406C, SAWT 9406B BACH: Art of the Fugue—Pro Arte Chamber Orch. (Redel); AWT 9407C/2 VARIOUS COMPOSERS—Albert de Klerk, Organ—Organ Recital; AWT 9409C, SAWT 9409B STAMITZ, C: Quintet in E Flat Major—Netherlands Radio Baroque Ensemble (Boekel); AWT 9410C BACH: Harpsichord Conc. in D Major—The Leonhardt Consort (Leonhardt) AWT 9411C, SAWT 9411B BUXTEHUDE: Prelude & Figure in F Major—(de Klerk) AWT 9412C, SAWT 9412B	ERIC ROGERS CHORALE & ORCH.—The Glory of Christmas SP 44027 CHARLES SMART (Organ)—Christmas Organ & Chimes; PS 189, LL 3145 WILL GLAHE ORCH. WITH CHILDREN'S CHOIR—Christmas Greetings From Germany; PS 146, TW 91223 GERMAN CHRISTMAS SING-ALONG—Chorus & Orch. (Jakus); SW 99018, TW 91251 HANDEL: Messiah—London Symphony Chorus & Orch. (Boult); OSA 1329, A 4357 GREAT SACRED SONGS—London Philharmonic Orch. (Boult); OS 25038, 5335 CHORISTERS OF ELY CATHEDRAL & THE RENAISSANCE SINGERS—Music for the Feast of Christmas; OS 25118, 5524 CHOIR OF KING'S COLLEGE CHAPEL, CAMBRIDGE—A Festival of Lessons & Carols; OS 25119, 5523 BRITTEN: A Ceremony of Carols—Choristers of Canterbury Cathedral (Campbell); OS 25271, 5634 LEONTYNE PRICE—A Christmas Offering; OS 25280, 5644 CHOIR OF KING'S COLLEGE, CAMBRIDGE—A Procession With Carols on Advent Sunday; OS 25285, 5651 HONEGGER: A Christmas Cantata; Symphony for Strings—L'Orchestra de la Suisse Romande (Ansermet); OS 25320, 5686 HANDEL: Messiah—London Symphony Orch. & Chorus (Boult); OS 25703, 5703 HANDEL: Messiah Choruses—London Symphony Chorus & Orch. (Boult); OS 25711, 5711 JOAN SUTHERLAND—Messiah Excerpts—London Symphony Orch. & Chorus; OS 25712, 5712 CHOIR OF KING'S COLLEGE, CAMBRIDGE (Willcocks)—On Christmas Night; OS 25735, 5735 CHOIR OF THE MONKS OF THE ABBEY OF SOLESMES—Georgian Chant; 5217 BRITTEN: Ceremony of Carols—Copenhagen Boys Choir, New Symphony Orch.; CM 9140 CORELLI: Concerto Grosso No. 8 in G Minor Stuttgart Chamber Orch. (Munchinger) CS 6206, CM 9275 HANDEL: Messiah, complete—London Philharmonic Choir, London Philharmonic Orch. (Boult); BA 43002
DEUTSCHE GRAMMOPHON	MGM
BEETHOVEN: Piano Sonatas No. 29 in B Flat Major, No. 30 in E Major—Wilhelm Kempff; SLPM 138944 BEETHOVEN: Piano Sonatas No. 31 in A Flat Major, Op. 110/No. 32 in C Minor, Op. 111—Wilhelm Kempff; SLM 138945 BRAHMS: 3 Intermezzi Op. 117, Op. 118, Op. 119—Wilhelm Kempff; SLPM 138903 BRAHMS: Zigeunerlieder Op. 103—Grace Dumbry; SLPM 138889 MAHLER: Kindertotenlieder—Berliner Philharmoniker (Bohn); SLPM 138879 SCHUMANN: Rheinische Symphonie, Manfred Overture Op. 115—Berliner Philharmoniker (Kubelik) SLPM 138908 STRAUSS: Die Frau Ohne Schatten—Various Artists; 138911/14 TSCHAIKOWSKY: Symphony No. 6 in B. Minor, Op. 74—Berliner Philharmoniker (Von Karajan); SLPM 138921	CONNIE FRANCIS—A New Kind of Connie; E 4253, SE 4253
DECCA	NONESUCH
ORIGINAL CAST—The Lively Set; DL 9119, DL 79119 VARIOUS ARTISTS—The Best of Barbershop—25 Years of Winners; DXB 180 VARIOUS ARTISTS—1964 International Barbershop Chorus Winners; DL 4513, DL 74513 VARIOUS ARTISTS—Top Ten Barbershop Quartets of 1964; DL 4512, DL 74512	THE CANBY SINGERS—O Great Mystery (Unaccompanied Choral Music of the 16th & 17th Centuries); H-1026, H-71026 PURCELL: Sonata for Trumpet & Strings—Soloists & Rhennish Chamber Orch. of Cologne (Kehr); H 1027, H 71027 MOZART: Concerto for Two Pianos & Orch. in E Flat Major—Orch. of the Association of the Concerts Lamoureux (Chorafas) H 1028, H 71028 BACH: Cantata No. 140/Cantata No. 57—Chorus of the Conservatory of Saarbrucken, Chamber Orch. of the Sarre; H 1029, H 71029 IBERT: Concertino Da Camera, Pickering, conductor; H 1030, H 71030
ELECTRA	PEACOCK
THEODORE BIKEL—Yiddish Theatre & Folk Songs; EKL 281, EKS 7281 HAMILTON CAMP—Paths of Victory; EKL 278, EKS 7278 WOODY GUTHRIE—The Woody Guthrie Library of Congress Recordings; EKL 271/272 TOM PAXTON—Ramblin' Boy; EKL 277, EKS 7277 VARIOUS ARTISTS—The Folk Box; EKL—Box (4 LP's)	REVEREND ROBERT BALLINGER—Swing Down Chariot; PLP 119 REVEREND CLEOPHUS ROBINSON—Remember Me; PLP 120
EPIC	PURCHASE
THE BACK PORCH MAJORITY—ZEP 78837/38	LYNDON B. JOHNSON & BARRY M. GOLDWATER—The Basic Issues; 54101
FOLKWAYS	SHAKESPEARE RECORDING
THE McGEE BROTHERS & ARTHUR SMITH—Old Timers of the Grand Ole Opry; FA 2379 VARIOUS ARTISTS—The Friends of Old Time Music; FA 2390 STEVE ADISS—400 Years of Folk Music; FA 2404 VARIOUS ARTISTS—Galax Va.—Old Time Fiddler's Convention; FA 2404 PETE SEEGER—Broadsides; FA 2456 BARBARA DALE Sings the Blues; FA 2471 Violin Works of IGOR STRAVINSKY; FM 3356 MIKE HURLEY: First Songs; FG 3581 SONGS & DANCES OF NETAL; FE 4101 VARIOUS ARTISTS—Songs of Aboriginal Australia & Torres Strait; FE 4102 PETE SEEGER—Songs of Struggle & Protest; FH 5233 ELLA JENKINS—Counting Games & Rhythms for the Little Ones; FC 7056 KHAMIS EL FINO—Music for the Classical Oud; FW 8761 SHAKESPEARE—Othello; FL 9618 VARIOUS ARTISTS—Woman-Wm. Shakespeare; FL 9650 JAMES JOYCE'S Ulysses; FL 9814	VARIOUS ARTISTS—Shakespeare: Henry the IV, Part One; SRS-S-217
GHB	SIENA
KID MARTYN NEW ORLEANS RAGTIME BAND—City of a Million Dreams; GHB 10	JAMES CARONE: WJCM 1002, WJCS 1002
	VEE JAY
	JOHN W. BUBBLES—"Bubbles" (John W. That Is); VJ 1109
	MERCURY-WING
	RICHARD HAYMAN—Songs of Wonderful Girls; MGW 12285, SRW 16285 EDDIE HEYWOOD—Breezin' Along With the Breeze; MGR 12287, SRW 16287 LITTLE RICHARD KING OF THE GOSPEL SINGERS—It's Real; MGR 12288, SRW 16288 BILL KENNY—Bill Kenny Sings the Golden Hits of the Ink Spots; MGR 12286, SRW 16286 BRAHMS—Symphony No. 2; Antal Dorati With Minneapolis Symphony; MGW 14052, SRW 18052 VERDI—Overtures; Antal Dorati With London Symphony; MGW 15053, SRW 18053 Scandinavian Twilight Concert; Van Otterloo With Hague Philharmonica; MGW 14051, SRW 18051 BEETHOVEN—Symphony No. 9; Igor Markevich With Lamoureux Orchestra; MGW 14050, SRW 18050

NEWS OF THE WORLD

CHICAGO

Don't be surprised if you get a stuffed kangaroo in the mail—a stuffed kangaroo, that is. Fran Dina, manager of the Panics, is sending them out to promote the group's record, "The Kangaroo." Bill O'Brien, Philips promotion director here, has his, replete with boxing gloves and shorts, sitting in his reception room. . . . Millicent Browne, vocalist spotlighted in the Playboy Penthouse, is a refreshingly disciplined singer, product of the Houston-Dallas TV and radio scene, with a degree in music from Texas Southern University. . . . The veteran promotion team of Barney Fields and Irwin Barg has split. Barney is going it alone and can be reached at his office in his Wilmette home.

Dizzie Gillespie, Philips recording artist, opens at the London House Oct. 20 for three weeks. . . . Louis Armstrong and His All-Stars did a one-nighter at McCormick Place Friday (2). . . . Jeanne Bennett, of Buck Ram fame, is managing Anita McKune, new guitarist and thrush at Fritzell's. . . . DeeJay Jim Reese was named program director at WBEE, the city's oldest Negro-oriented radio station. The former DuSable graduate has done radio work in Alabama and Virginia. . . . Capitol Records is moving to a new location on Touhy Ave. near Niles, Ill., Nov. 1.

RCA recording artist Dick Schory, one of the few such cats still making his home in the Windy City, is introducing his first single, "Boinggg," which he also wrote and published. Schory recently returned from a Midwestern promotion trip and starts his fall concert tour Oct. 23. He'll play to colleges in Nebraska, Oklahoma, Kansas, Missouri, Arkansas, Louisiana and Texas, concluding Dec. 13. . . . This reporter was honored at being voted second vice-president of the local National Academy of Recording Arts & Sciences Chapter to replace Mike Simpson who moved to the Coast. **NICK BIRO**

PHILADELPHIA

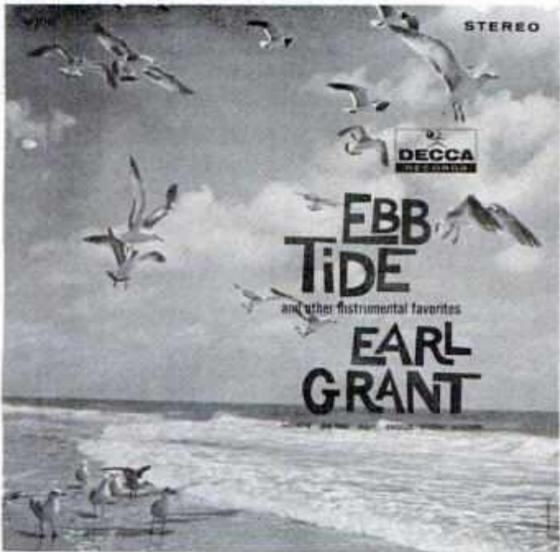
Jaw, Inc., organized here for the manufacture and distribution of records, phonographs and other musical equipment. . . . Ferko String Band, veteran of the New Year's Mummies Parade and a favorite on records, has incorporated itself. . . . Entre Records Company has changed its corporate name to Artic Record Company, and is located at 919 No. Broad Street. . . . American Artists, local talent booking agency, closed an exclusive pact with the Holiday and Congress motel chains to furnish them with musical acts and cocktail units. . . . West Chester Music Center leased a 4,500 square-foot store for a branch in the Cheltenham Shopping Center bordering the city and making for the largest music store in any shopping center in this area. . . . Wincote Distributing Corporation set up shop here to engage in virtually all branches of show business, including the manufacture and distribution of records and music publishing. . . . Universal Record Distributing Corporation, handling Dot and other independent labels, moved to temporary quarters a few doors away after a fire gutted its headquarters at 919 N. Broad Street with damages more than *(Continued on page 86)*

EARL



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NEW ALBUM



DL-74165

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ALBUMS**



DL-74506



DL-74454

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NEWS OF THE WORLD

• Continued from page 84

\$100,000. . . . **Nick Petrella**, one of the leading record dealers in the South Philadelphia section of the city, is moving to new and larger quarters at Broad and Synder Avenue in that area. . . . Shop talk here has it that Mercury Records is giving up local distributor Raymond Rosen & Company to open its own branch here.

Ron-Del Record Corporation, which pushes its Ron-Del label at the discount marts, has opened a local office for the first time with **Ephraim Hoffman** in charge of the Park Towne Place quarters. . . . It was a girl at Einstein Medical Center here for the **Dave Chacklers**. He's head of San-Dee Records and promoter of the vocal group, the **Stylettes**. . . . **Larry Cohen**, promotion chief at Marnel Record Distributors, indie distributing firm, will act as assistant to producer **Vince Scarza** for the "Mark of Jazz" show presented by **Sid Marks** on WHYY-TV, educational channel. . . . Penn Fruit, food supermarket chain which handles record racks, broke the album price barrier with a record sale scaling the albums at 59 cents—stereos at 79 cents, for the lowest prices ever in these parts. . . . A discounting record palace opens shop within the shadow of Gimbel Brothers and S. Klein in the Northeast section of the city— attracting attention with a weekend opening special of 5,000 stereo LP's at 59 cents each, plus a giveaway of Columbia promotional records to the first 1,200 customers. . . . **Joan Proctor**, who used to sing with **Steve Gibson** and the **Red Caps** before going solo, rejoined the group at the Latin Casino here. . . . It's a honeymoon in Bermuda for **Eleanor R. Dipietro**, exec secretary at Columbia Records branch, and **Jim Dean**, WHAT-FM announcer.

MAURIE H. ORODENKER

BOSTON

Robert Goulet is a triple-threat man as far as the Hub is concerned. He opened **Blinstrub's Village** for the new season and is at the **Paramount Theater** with **Sandra Dee** and **Andy Williams** in "I'd Rather Be Rich," and at the **Keith Memorial** in "Honeymoon Hotel," with **Robert Morse** and **Nancy Kwan**. . . . The **Five Minnets**, who brought the **Surry** (England) sound to the U. S., have made a record here at **Milt Yukas' Ace Recording studio**. One side is "Together" and the flip side "Secret of Love." They were bought practically sight unseen by **Caesar Tamagno** of the big Framingham night club **Monticello**. He is now their producer in the U. S. Word is that **RCA Victor**, which doesn't have any longhairs in its stable, has approached them on a record deal. . . . The song, "Boston, Dear Old Boston," for which **Dr. Fred Farnum** of Boston wrote the music and his son, **Don**, a college professor wrote the words, has been published by the Bos-

ton Music Company and is now on sale. . . . **Capitol Records** here reports that albums of "Ben Franklin in Paris," which opened here last week, are beginning to show lots of action. . . . The big pre-Broadway season has started in the Hub. Next on the list is "Bajour," due at the **Shubert** for a three-week run. . . . The "Ben Franklin" musical, now in its second week, is almost a sellout. . . . The **Boston Symphony Orchestra** may help the traffic jam to its concerts when it starts a new series **Wednesday evenings**. The open rehearsal plan, now in full swing, has helped some, but there are still many more who want seats for the top orchestra's concerts.

CAMERON DEWAR

RIO DE JANEIRO

All labels are recording for next year's Rio's Fourth Centenary Carnival. **Philips** has four LP's, **Musidisc** five, **Copacabana** three and **Carevelle**—winner of last year—is preparing two. . . . Popular music expert **Ary Vasconcellos** is having his new book "Panorama of Brazilian Popular Music," released this week. The two volumes cover the **Archaic Period (1900-1928)**, the so-called **Golden Era (1928-1946)** and the **Modern Era (1946-1964)**. . . . Singer **Agostinho Dos Santos** signed with **Philips**. . . . Lyricist and singer **Ray Gilbert** flew to New York after a month in Rio. Ray is going to write English lyrics for **Tom Jobim's** songs. Jobim is moving with his wife and children to California this month. . . . Brazilian musician **Djalma Ferreira** and **Laurindo Almeida** will open at the **Thunderbird**, in Las Vegas in November. . . . Bossa nova singer **Nara Leao** finished her first LP for **Philips**. Disk was supervised by a&r man **Armando Pittigliani**. . . . The "Italian Line" (**Pavone, Ficenco, Solo, Paoli**, etc.) and "The British Line" (**Beatles, Rolling Stones, Dave Clark Five**, etc.) continue to dominate the sales of compacts and LP's this month. Brazilian best sellers are **Jorge Ben, Joao and Astrud Gilberto, Tom Jobim, Nara Leao, Elizete Cardoso, Ed Lincoln, Walter Wanderley, Os Cariocas** and **Trio Tamba**. . . . French new wave singer **Francoise Hardy** was presented at Rio TV and night clubs. The lass had a mild reception by public and critics.

SYLVIO TULLIO CARDOSO

SYDNEY

Motown artist **Bobby Breen** currently is at the **Menzies Hotel**. His current record is "Here Comes That Heartache" and "You're Just Like You." . . . Australian Record Company's next release of singles includes **Jack Jones** with his Kapp single "Where Love Has Gone," **Dion Di Muci's** revival of the **Chuck Berry** hit "Johnny B Goode" on **CBS**, **Bobby Vinton's** new Epic single "Clinging Vine," "Yet I Know," by **Steve Lawrence** on **CBS** will almost certainly follow suit here and the **Everly Brothers** with their new **Warner Bros.** single "Ring Around My Rose."

EMI's **Bill Robertson** reports that **London Records** have made a single deal with **Joed Records** for release of the **David Box** disk "Little Summer Girl," which is already receiving air exposure via import pressings. . . . **Roy Orbison's** Monument waxing of "Pretty Woman" is out on **London**. A c&w singer **Slim Dusty** has "The Ace of Hearts" on local **Columbia**. . . . The

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

IS IT TRUE

Brenda Lee, Decca 31690

★ REGIONAL BREAKOUTS

These new records, not yet on **Billboard's Hot 100**, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

MY LOVE FORGIVE ME (Amore, Scusami) . . .

Robert Goulet, Columbia 43131 (Gil, BMI) (New York)

WHAT GOOD AM I WITHOUT YOU . . .

Marvin Gaye & Kim Weston, Tamla 54104 (Jobete, BMI) (Detroit)

DO ANYTHING YOU WANNA . . .

Harold Betters, Gateway 747 (Waygate, ASCAP) (Pittsburgh)

ONCE A DAY . . .

Connie Smith, RCA Victor 8416 (Moss Rose, BMI) (Atlanta)

GALE WINDS . . .

Egyptian Combo, Norman 549 (Gil-Cajun, BMI) (San Francisco)

THAT'S HOW STRONG MY LOVE IS . . .

O. V. Wright with the Keys, Goldwax 106 (Rise, BMI) (New Orleans)

OH NO NOT MY BABY . . .

Maxine Brown, Wand 162 (Screen Gems-Columbia BMI) (Atlanta)

GET MY HANDS ON SOME LOVIN' . . .

Artistics, Okeh 7193 (Jobete, BMI) (Baltimore)

MAYBE THE LAST TIME . . .

James Brown, Smash 1919 (Try Me, BMI) (Pittsburgh)

MY ADORABLE ONE . . .

Joe Simon, Vee Jay 609 (Duane, BMI) (Atlanta)

MGM film "Looking for Love" will open the end of September. **EMI** will assist in the promotion with the release of the **Connie Francis** album of the same name.

Aztec Services and Stadiums, Ltd., the latter the promoters of the **Beatle** tour in Australia, will bring in English disk star **Billy J. Kramer**.

Radio station **2CH, Sydney**, is getting in on the current folk singing boom with a new program "Folkways." Hosting the program is **Tony Geary**. . . . Sydney held its first Folk Festival, with representation from all states. Folk music is now at its peak "down under" and all record companies are cashing in on the boom by releasing disks from their respective catalogs.

Hilary Melick, manager of the record division of **Astor Electronics, Melbourne**, reports that his company will release the album "It's the Searchers" to coincide with their Australian tour during late September. . . . First three **Red Bird** singles have hit the market by the **Rock Aways, the Dixie Cups** and the **Shangri-las**. . . . British stage and TV star **Max Bygraves** will tour Australia next year at a fee of £4,750 a week. **Bygraves** will also visit **New Zealand** and **South Africa**.

GEORGE HILDER

HONG KONG

Liberty Records will release world-wide, the recordings by **Hong Kong's** top group, the **Fabulous Echoes**, according to **Echoes' manager, Mrs. Frances da Silva Kirk**. The **Echoes**, who record here for **Mrs. Kirk's** own **Diamond** label are currently preparing for their first visit to the U. S. They are due to leave here first for their debut on the **Hollywood Palace TV** show. Then will perform at the **Thunderbird Hotel** in Las Vegas. Their U. S. contract is for 16 weeks. **Henry Miller** of **Liberty Records** is handling all the U. S. bookings.

The group, which consists of four Filipinos, a Scotsman and a Ceylonese lead singer, have done very well in nightclubs throughout Southeast Asia. They have appeared with many big name performers including **Bobby Rydell, Bobby Vee, Jo Ann Campbell, the Ventures, Patti Page, and Louis Armstrong**. . . . **Bobby Rydell** made his second appearance in **Hong Kong** Oct. 6 and 7 for the **Diamond Music Company**. The show's sponsors will turn

over net proceeds to the **Community Relief Trust Funds** for the victims of typhoon "Ruby" which last week devastated **Hong Kong**. **CARL MYATT**

HOLLAND

Artone's **John Vis** reports strong activity on the **ABC-Paramount** lines (**Ray Charles, Fats Domino** and the **Impressions**), and the **Impulse** line received a strong sales impulse because this year's **Edison** in the **Jazz** category was awarded to **Coleman Hawkin's** album "Today and Now." In the classical field, new material has been released from the **Westminster** catalog. . . . **RCA** label chief **Casper Koelman** discovered the Dutch beat group, **Johnny Kendall** and the **Heralds**, who made an international hit for **RCA**, "St. James Infirmary." . . . The tragic plane accident of **Jim Reeves** has caused deep emotion among the amateurs of country and western music. . . . **Elvis Presley**, after 10 years of successes, is still a top artist in **Holland**. The great demand for his records proves that. . . . Latest success scored by **CBS**, concerns the release of the so-called "Standardwerke Der Musik" series, consisting of 18 "10" LP's. . . . **Andy Williams Shows** will start on Dutch TV in November. . . . **Mahalia Jackson** has been the subject of regular broadcast on Dutch TV. . . . Dutch **AVRO Radio** will broadcast a program of **Pete Seeger** Oct. 1. . . . Dutch **KRO Radio** broadcast a program of **Kenny Rankin**, also recorded during his recent visit to our country.

The Hungarian soprano **Janka Bekas** and the Polish **Bozena Kinasz-Mikolsja** have won the first place at the **International Vocalists Contest** in 's-Hertogenbosch, **Holland**. **Mary Hayward** from **England** won the second prize. There were 74 competitors from 20 countries.

Merel Laseur presented the following artists at the **Grand Gala du Disque** Popular in the **Concertgebouw, Amsterdam**, on Saturday (3).

Lia Dorana and **Jasperina de Jong** (both **Edison** winners), **Trea Dobbs, Geert and Hermien Timmerman, Rob de Nijs**, (**Edison** winner), **Peter Nero, Josephine Baker, Dusty Springfield, Nina and Frederik**, the Austrian soprano **Rita Streich**, the German **Sisters Jacob**, the South American **Los Indios Tabajaros**, the Spanish singer **Nino de Murcia**, the Austrian **Udo Jurgens**, the German singer **Rene Carol, Adamo** (**Edison**

winner), **Gerry** and the **Pacemakers**, the **Swingle Singers, Jones** (**Edison** winner), **Gitte and Rex Gildo**. The **Werner Muller Orchestra** (35 members) will accompany the artists, and **Willem O. Duys**, organizer of the **Grand Gala**, will present the **Edison** awards. The **Grand Gala du Disque** Classic were in the **Concertgebouw, Amsterdam**, and played with the **Concertgebouw Orchestra**, conducted by **Bernard Haitink**. Also performing were pianist **Claudio Arrau**, the French soprano **Regina Crespin** and the Russian bass **Boris Christoff**. The state's secretary of **Education, Arts & Sciences, Dr. L. J. M. van de Laar**, will present the **Edisons** to classical winners.

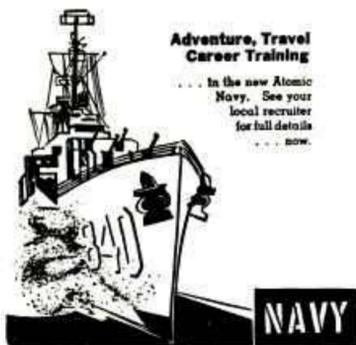
The **Dave Brubeck Quartet** performed at the **Concertgebouw** Oct. 9. . . . Artone introduced a first release from **ABC-Paramount's Westminster** catalog. No less than 135 items from the "Collectors Series" are available, as of now. **VOOGD**

DUBLIN

Dickie Rock's "From the Candy Store on the Corner" is the first show band single to be produced by **Bill O'Donovan, Eamonn Andrews Studios, Ltd.** . . . **Eileen Donaghy** awarded a **Silver Disk** as the first Irish traditional singer to notch 250,000 world-wide sales. . . . **Freddie** and the **Dreamers** and the **Lorne Gibson Trio** guested in **Telefis Eireann's** "The Showband Show." . . . **Ronnie Drew** and **Dubliners'** first trans-atlantic LP continues to sell briskly, aided by group's frequent radio and television spots. . . . **Dominic Behan** saw a preview of his special half-hour program at **Telefis Eireann** before returning to **London**, following his third tour since "Liverpool Lou" hit the chart. . . . **Cliff Richard** will play **Dublin's Adelphi** later this month. . . . **Honeycombs** completed a short tour for **Paul Russell, Ltd.** With them was co-manager **Ken Howard**, one of the writers of "Have I the Right?" . . . **Johnnie Ray** began an eight-day ballroom tour. . . . Decca issued **Val Doonican's** "Walk Tall."

Bachelors' first show since their success in **Britain** and **U. S.** a record-breaker. . . . Venue was the huge **Arcadia Ballroom, Bray**. . . . **Joe Dolan** and the **Drifters**, whose "The Answer to Everything" is on the chart, are first country show band to reach the best sellers. . . . Irish jazz scene has seldom been quieter,

KEN STEWART



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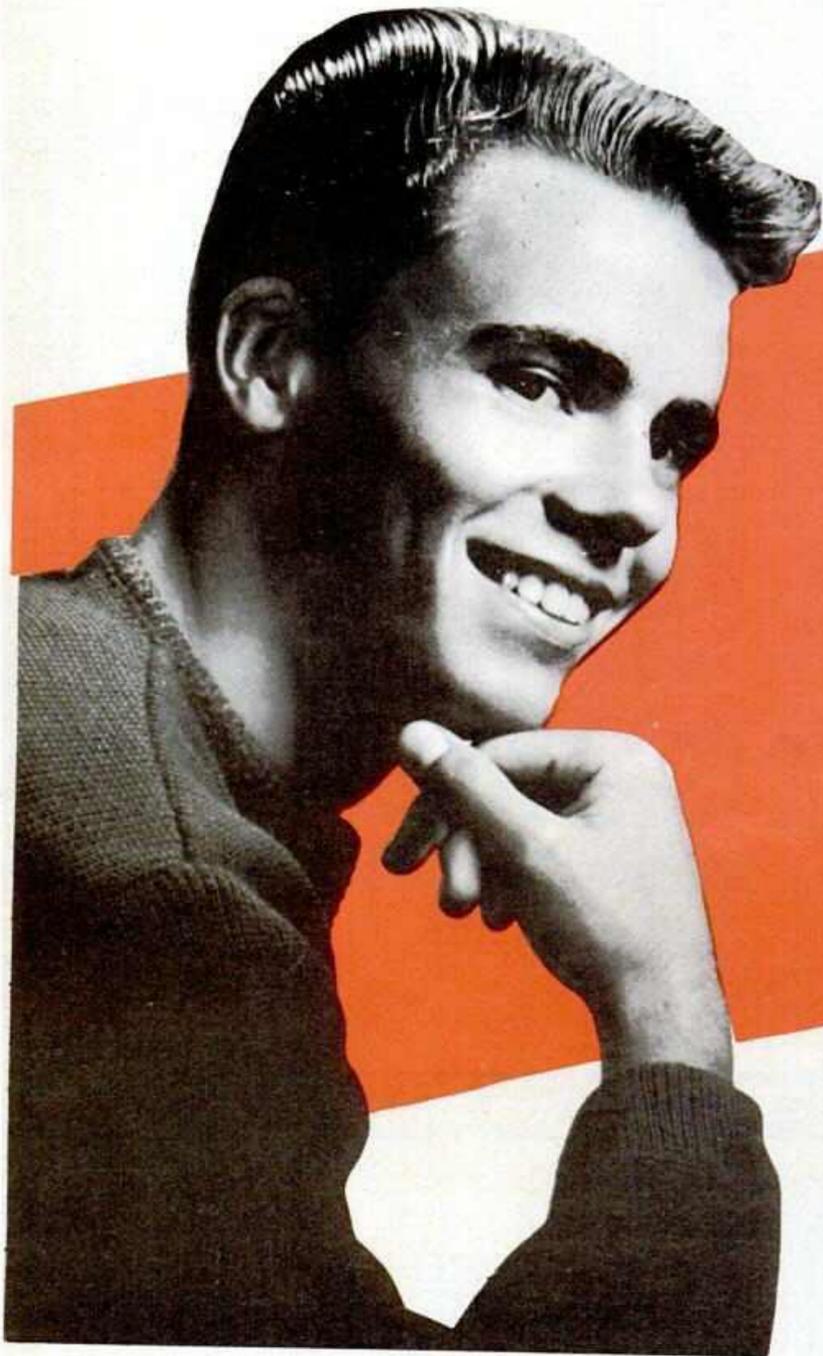
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Delmonico Adds 4 Consoles to Line; Include 23-In. TV



DELMONICO CTV-60X6UHF



DELMONICO JB-60



DELMONICO 72X6



DELMONICO 36X4

Disk Intermix In All Models

NEW YORK — Delmonico International, division of Thompson Starrett Company, has added four new consoles to its 1965 line—each with four-speed automatic intermix stereo changers, automatic shut-off, AM-FM-FM multiplex radios, and one model with a 23-inch TV.

The line comes in Mediterranean styling of inlaid walnut veneers and oiled walnut finishes. Among the features being emphasized by Delmonico are: full-range tone control, stereo balance control, AFC position, vernier slide illuminated tuning, auxiliary tape input and output connections, remote speaker terminals, Ferrite antenna for AM and a built-in antenna for FM.

One model (JB-60) features a full-size built-in bar with a light triggered by sliding doors. Model 36X4 has four speakers—two 6-inch rounds with Whizzer tweeters.

The other three new models have six speakers—two 8-inch rounds and four 3½-inch tweeters.

Model 72X6 is 72 inches wide, the CTV-60X6UHF and JB-60 are 60 inches wide and the 36X4 is 36 inches wide.

Motorola Ships 12-In. TV for Holidays

CHICAGO—Motorola's new 12-inch Cadet TV, being shipped this week in time for holiday buying, features an antenna located up front in the handle where it can be extended even when the set is placed on book shelves or under kitchen cabinets.

The antenna is positioned on top of a side-mounted handle, permitting convenient carrying of the set.

The Cadet is offered in two models. The leader (12BP70) has a manufacturer's list price of \$112.88, the step-up (12BP71) is \$119.95.

Sets Light

The sets are light, weighting about 20 pounds, and have etched circuit wiring. They use a VHF frame grid four-circuit tuner and Golden M solid-state



UHF tuner plus a solid-state silicon power rectifier.

Controls and speaker face forward. Dimensions are 10¾ inches high, 16¾ inches wide and 10¼ inches deep. Cabinets come in clay beige and white for the leader; mandarin orange and white, bristol blue and white, bird yellow and white, and tawny beige and white for the step-up.

The step-up model's features include a personal earphone jack and a lighted UHF-VHF channel indicator.

Admiral Has New Distrib

CHICAGO—Distribution of Admiral electronic products in 11 Mid-Pennsylvania counties is to be handled by the M. A. Hartley Company, Gettysburg, Pa.

Appointment of the new distributor, which has been in business since 1919, was announced last week by B. L. Stahlschmidt, manager of distribution, Admiral Corporation.

General Manager of the distribution firm is Richard S. Harley. Admiral's regional sales manager is V. M. Gardner Jr.

An open house for dealers will be held Oct. 7-8 at the York Valley Inn, York, Pa.

Entertainment Equipt. Taxes Up for Fiscal 1964

WASHINGTON—IRS excise tally for fiscal 1964 shows dip in manufacturers' excise taxes on phonograph records, but gains in other home entertainment equipment, in cabaret and theater attendance, and coin-operated amusement machines, including juke boxes.

On phonograph records, IRS collected \$6,694,000 for the final 1964 fiscal quarter (April-June), and \$25,098,000 for the year, compared with 1963 final

fiscal quarter tax of \$6,819,000 and year, \$27,421,000. Radios, TV sets, phonographs and components category dipped slightly in final fiscal quarter to \$47,215,000 as compared with 1963 final quarter of \$47,305,000, but 1964 fiscal total was \$197,595,000, up from 1963 total of \$184,220,000.

Musical instrument excise was \$4,686,000 for the final fiscal quarter, down from previous year's quarter of \$5,172,000, but fiscal year's total tax on instruments was \$21,748,000, up over 1963 total of \$20,175,000. More people went to cabarets and live theater concerts in fiscal 1964: theater ticket tax was \$47,053,000, substantially up from 1963 fiscal year total of \$42,789,000. Cabaret and roof garden tax for fiscal 1964 was \$41,026,000, up from 1963 fiscal total of \$39,794,000.

Coin-operated amusement devices, including juke boxes, raised final fiscal quarter tax of \$1,529,000, down slightly from previous year's \$1,568,000, but 1964 fiscal total was \$5,215,000, up from 1963 total of \$5,013,000.

All excises represent 10 per cent of manufacturers' sales. Cabaret tax is 10 per cent, and hard-ticket admissions are taxed at 10 per cent on all amounts over \$1. At recent excise tax hearings, prelude to next year's promised overhaul and reduction or elimination of most excise taxes, theater and cabaret people

protested the tax on live performance that was keeping musicians and performers out of work. Spokesmen for the record industry, radio and TV set manufacturers and motion picture people, among others, protested the discriminatory excise.

Norelco Bows New Cordless Recorder

CHICAGO — A cordless, transistorized tape recorder, using tape cartridges and weighing three pounds, was introduced last week by North American Philips Company.

The Norelco Carry-Corder 150 has a single master control that starts, stops, winds and rewinds the tape. A complete outfit includes the recorder, microphone, carrying case, four cartridges (including one demonstration tape) and patch cord.

Each cartridge has a playing time of 60 minutes. The unit operates at 1½ inches per second. Frequency response is from 120-6,000 cps.

The recorder uses five C batteries. A unique battery modulation visual meter incorporated



CARRY-CORDER 150

into the unit shows battery condition during playback and the best modulation level when recording.

Only Has Strings

ST. LOUIS—The St. Louis Music & Supply Company is a distributor for Fender guitar strings, not the Fender guitar line as was reported in error in a previous issue. The company headed by Bernard Kornblum.



RETIRING ZENITH VICE-PRESIDENT Clifford J. Hunt (left) is given farewell handshake by L. C. Truesdell, president of Zenith Sales Corporation, at distributor meeting, during which Mr. and Mrs. Hunt were presented with a round-the-world trip. Hunt, who joined Zenith in 1955, has been involved in home entertainment product merchandising for more than 46 years. His retirement plans: "A lot of golf."

Radio Sales Merchandiser



A GOOD ARGUMENT for radio and phonograph displays is RCA Victor's Super Merchandiser, which comes in three units and provides five tiers of display space. In the clock-radio market, the AM-only unit remains the most popular, but there is a strong trend to combination units with FM. Clock radios now represent 33.7 per cent of all radios sold.

Old, New on View At Canadian Show

MONTREAL—The old and the odd provided the backdrop for the new and modern at the Electronic Industries Association of Canada's Television-Music Show at the Show Mart here (1-6).

Extensive displays of new TV sets, high fidelity and stereo equipment, tape recorders and musical instruments were interrupted here with a tape recorder holding two miles of tape on its pair of two-foot diameter reels and there with a 1932 TV receiver (the first designed in Canada) featuring a nine-inch screen and a red and black picture.

Other vintage equipment displayed: A gold microphone used for the 1939 Royalty tour of Canada, a 1907 gramophone, and the familiar old microphone suspended from springs inside a metal ring.

The displays of new and old equipment were sponsored by Canadian manufacturers, importers and distributors of home entertainment merchandise.

Entertainment was provided by Fran Warren, Denny Vaughan and his orchestra, Michel Louvain, Charles Gauthier, Lucien Hetu, the Lounsbury Sisters and the Dynamettes.

Washington Slates 8th Hi-Fi Music Show February 12-14

WASHINGTON — Washington's eighth High-Fidelity Music Show will be held for the first time at the big Sheraton Park Hotel here Feb. 12-14. The show's director, Teresa S. Rogers, said original earlier dates had been moved up to avoid conflict with an electronics trade convention in Florida. M. Robert Rogers is chairman of the affair, with an advisory committee of Charles Lienau, Gene Rosen and William G. Shrader.

Two floors of one wing of the Sheraton Park have been reserved for what is expected to be the biggest Washington hi-fi show ever. Over 15,000 audio fans streamed through the last show in 1963, Mrs. Rogers said. Per capita, this city is said to be the world's leading high-fidelity market.

Contract offerings will be mailed to exhibitors early in October, immediately after the New York Hi-Fi show.

Bogen Introduces Receiver



BOGEN BROKE THE \$400 PRICE BARRIER for a solid-state stereo receiver with its 60-watt RT6000, introduced at the New York High Fidelity show last week. The unit is priced at \$399.95, placing it in competition with tube models.

Quality-Packaged Phonos Attract Selective Buyers, \$\$

• Continued from page 1

For the first half of this year (the last estimates available), the average factory price of all phonographs sold came to \$99, an increase of about eight percentage points from the first half of 1963. The average console sold at the factory for about \$183, up from \$171 a year earlier. Even portables rose slightly in average value — from \$46 in 1963 to \$48 in 1964.

A further lift can be anticipated during this year's second half. Remember — most of the increase reported so far was accomplished before the introduction of the new models, in which middle and higher ends are given further emphasis.

The increases in average prices can be attributed to many factors. A greater percentage of consoles now include FM-AM and FM stereo. Rise in use of solid-state circuits has been responsible for moderate increases, too. But, for whatever the reason, the public appears to be more selective, and is picking out the better-quality models.

The increase in ratio of consoles to portables may not hold through the year's second half, but the increase in prices probably will. Portable price averages and share-of-market may well rise sharply, particularly during the fourth quarter, when the new higher quality portables, introduced last summer by so many package manufacturers, begin to make an impact.



RCA Names New Outlet

CHICAGO—RCA Victor distribution in the New Orleans area will be handled by McDonald Sales Corporation after Oct. 1.

The new company succeeds Walther Bros. Company, Inc., according to an announcement by Martin F. Bennett, vice-president of distribution and commercial relations for RCA.

John L. McDonald is president and Charles E. McNeill is vice-president of the distribution firm.

McDonald will handle RCA Victor Home Instruments, phonograph records, electron tubes and semi-conductors, batteries, test equipment and parts and accessories.

Christie Named By Sylvania

BATAVIA, N. Y. — Donald M. Christie has been appointed vice-president of operations for the Home and Commercial Electronics Division of Sylvania Electronic Products, Inc.

Christie will head the manu-

Scott Introduces Tuner Kit

CHICAGO — Another in a series of tuner kits was introduced last week by H. H. Scott, Inc. It is model LT-110B FM Multiplex Tuner Kit, featuring a monitor for location of stereo broadcasts.

The kit comes in a special container which serves as a self-contained workbench. It will retail for less than \$140.

To make assembly fool-proof, Scott supplies each kit buyer with a full-color instruction book.

Design features of the tuner include a new extruded front panel, silver-plated tuning section, switchable AGC, and front-panel mounted tape recorder jack.

All critical and difficult sec-

ufacturing facilities which produce the company's home entertainment products. He replaces O. John Hayles, now assistant general manager for the central operation of Sylvania Electronic Systems.

Christie formerly managed Sylvania's Electronic Systems Division plant in Buffalo.



SCOTT LT-110B FM MULTIPLEX TUNER KIT

tions of the tuner are prewired and pretested at the factory to insure proper performance.

Olympic's Sales Head

CHICAGO — Olympic Radio & Television Sales Corporation last week named Kenneth P. Roberts as manager of its Texas sales branch.

According to Morton M. Schwartz, president of Olympic Corporation, Roberts has had extensive experience with electronics firms in the Southwest.

Located in Houston, Olympic's Texas branch is called Olympic Television Southwest, Inc.

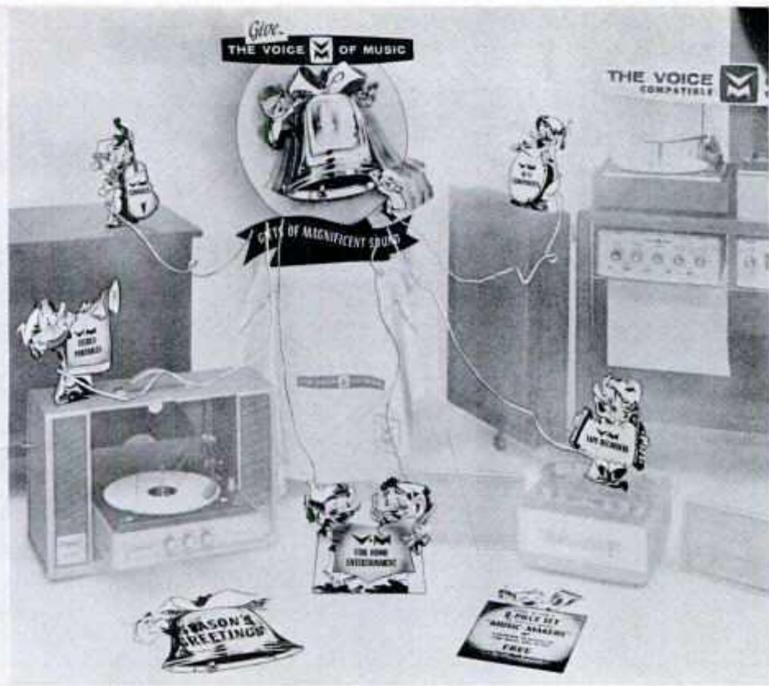
RCA Stereo Console Gallery



CUSTOMERS CAN MAKE IMMEDIATE COMPARISONS between the sound systems of various RCA Victor consoles with firm's stereo gallery. The dealer can switch the sound from console to console, enabling customers to decide on the spot which model is preferred.

BILLBOARD, October 17, 1964

Xmas Display by VM



NEW V.M. POINT-OF-SALE DISPLAY is termed "A Christmas Decorating Kit With a Difference." Full-color elves playing drums, trumpets, accordions and carrying signs promoting V.M. products will arrest Christmas shoppers. Shoppers requesting product demonstrations will be presented unimprinted set of the elves as a holiday good-will-building gesture.

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$301 and \$400

POSITION		BRAND	% OF TOTAL POINTS
This Issue	6/20/64 Issue		
1	1	Magnavox	45.6
2	2	RCA Victor	8.7
2	6	Zenith	8.7
4	3	Fisher	8.4
5	5	Curtis-Mathes	5.7
6	—	Packard-Bell	4.6
7	—	Masterwork	4.1
7	4	Motorola	4.1
9	—	General Electric	3.4
		Others	6.7

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

6/20/64 Issue: All brands represented in current chart.

3/14/64 Issue: Pilot (6).

PHONOS LISTING BETWEEN \$401 and \$500

POSITION		BRAND	% OF TOTAL POINTS
This Issue	6/27/64 Issue		
1	1	Magnavox	49.4
2	4	RCA Victor	15.8
3	2	Fisher	8.1
4	5	Zenith	5.5
4	—	Masterwork	5.5
6	—	Curtis-Mathes	3.9
		Others	11.8

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

6/27/64 Issue: General Electric (3); Motorola (6).

3/28/64 Issue: General Electric (5); Pilot (6).

October 17, 1964, BILLBOARD

Billboard Buyers & Sellers

CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

PUBLISHER AND RECORDING COMPANY wanted for my two latest songs entitled "You Go Your Way" and "Cryin' in the Rain." Contact V. Pantano, General Delivery, St. Louis, Mo.

RECORD SALESMAN, THOROUGHLY experienced in sales to rack jobbers and key retail outlets, seeks position with record company manufacturing budget, \$1.98 or regular priced records. Will travel nationally or sectionally. Presently residing in New York City. Write Box #140, Billboard, 165 West 46 St., New York City. oc31

WANTED: SONG ARTIST, PROMOTER or Publisher for three songs titled "America's Waltz," "Warning" and "Take a Little Chance." Write Alfred B. Rowe, 11335 S. Ada St., Chicago 43, Illinois.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

RAYMAR'S MEMORY LANE

We can supply you with 400 of the greatest oldies but goodies. List upon request! Wholesale only! "Largest selection of other hard-to-get records."

100 Assorted New 45 RPM's, \$9.00 per 100
\$80.00 per 1000 (1 to 2 yrs. old)

WE SPECIALIZE IN CURRENT "TOP 100" 45'S AND LONG PLAY
WE ALSO BUY INVENTORIES OF THE ABOVE.

RAYMAR SALES CO.
170-21 Jamaica Avenue
Jamaica 32, New York
OLympia 8-4012

DEALERS . . . ONE-STOP . . . RACK JOBBERS

Order Your Supply of

Record Preview

BILLBOARD'S GREAT NEW CONSUMER LP MAGAZINE-CATALOG

FROM:

GOLD

959 MAIN STREET

TEL.: TT 2-0427

BUFFALO, N. Y.

Steve Brodie & Leonard Silver

Listed, you will find the labels which we presently distribute:

Labels: ABC-Paramount, Argo, Blue Note, Cadence, Chancellor, Checker, Chess, Colpix, Dooto, Europa, Fax, Fiesta, Hi Fi, Impulse, Marsh, Original Sound, Philips, Prestige, Sahara, Smash, Swan, Thunderbird, Westminster.

NEW 45's, \$8 PER HUNDRED, PLUS added bonus of 20 DJ records free with each hundred. R&B, Western, Pop. Freitas Music Co., 17 S. San Joaquin St., Stockton, Calif. 95202. no7

when answering ads . . .

Say You Saw It in Billboard

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

PRESSING, PLATING

PRESSING

No job too small

CONSULTATION

All questions answered about Recording, Distribution, Printing, Shipping, Music Publishing, etc.

NATIONAL RECORD PROMOTION & PUBLICITY DISTRIBUTION ARRANGED

MORTY WAX PROMOTIONS
1650 Broadway
N.Y., N.Y. 10019
CI 7-2159

AT LAST AN ECONOMICAL WAY TO have your hit record pressed, distributed and promoted. Get our \$1 brochure, "Making a Hit Record." Coin Records, 1900 W. 27th St., Odessa, Tex. no7

PUBLICATIONS & SERVICES

PROGRAMMING IDEAS

Over 125 outstanding contests, comedy, promos, games and ideas are contained in a valuable new book for progressive radio program directors. Now available from RSI (a division of Billboard) for \$5.95 each post-paid.

"PROFESSIONAL PROGRAMMING VOL. 1" by DICK STARR and BOB HARRIS
RSI (Record Source Int'l)
165 West 46 Street
New York, N. Y. 10036

Say You Saw It in Billboard

MUSIC LEAD SHEETS — WE PRINT them for top Hollywood professional writers and publishers. Only \$5 for first fifty copies, including all copywork, etc., plus 1¢ each over 50. Or send for sample and details. Lead lines, 5556 Hollywood Blvd., Hollywood, Calif. 90028. oc17

BUSINESS OPPORTUNITIES

DUE TO LOSS OF ACTIVE PARTNER must sell established sacred record, music and publishing business. Tremendous potential. \$100,000. Terms available. Write Box 144, Billboard, 165 W. 46 St., N.Y.C.

MISCELLANEOUS

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. ch-np

INTERNATIONAL EXCHANGE

ARGENTINA

MICROFON RECORDS

The most aggressive record company in Argentina

Representing

- Audio Fidelity (U. S. A.)
- Durium (Italy)
- Supraphon (Czechoslovakia)

AND NOW!

Cadence — Coral — Brunswick — Everest — Chancellor — Canadian-American — Prestige.

MICROFON ARGENTINA SRL

Lavalle 1759, 5 Piso
Buenos Aires, Argentina

CLASSIFIED RATES

	Per Insertion			
	1/2"	1"	2"	Each Additional Inch
Manufacturer Advertisers	\$9	\$15	\$25	\$9
Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
Distributors (National)	\$9	\$15	\$25	\$9
Situations Wanted for Individuals	\$2	\$5	\$9	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
- All rates are for EACH insertion. PAYMENT MUST BE IN ADVANCE!
- Advertisements 2" or larger are set in boxed style.
- If Box Number is used, follow 10 words for number and address. Box number service charge is 50¢ per insertion.

USE THIS HANDY ORDER FORM

Please insert the following ad for _____ consecutive issues.

Heading: _____ Size: _____

Set regular classified style. Set boxed classified style.

Amount enclosed _____

Copy: _____

Company Name _____ Authorized by _____

Address _____

City _____ State & Zip Code _____

PLEASE ENCLOSE YOUR PAYMENT. WE DO NOT BILL FOR CLASSIFIED ADS.

FOR ADDITIONAL INFORMATION AND/OR ASSISTANCE CONTACT: CLASSIFIED ADVERTISING MANAGER, Billboard, 165 West 46th St., New York City 10036.

ADVERTISING RATES INTERNATIONAL EXCHANGE
Classified: Per line \$1. Minimum 4 lines per insertion.
DISPLAY: Per inch \$14. Minimum 1 inch.

Above prices are for one insertion in one issue. Cash or check with order. Lower rates for 12, 26, 52 insertions in a one-year period.

FOR FURTHER INFORMATION CONTACT: Peter Heine, International Advertising Director, Billboard, 165 West 46th Street, New York City 10036 or Andre de Vekey, European Director, 15 Hanover Square, W. 1, England.

BULK VENDING news

BUILT FOR BUSINESS!

MARK-BEAVER

Bulk Vending Machines
Full of built-in advantages

for longer life
and greater profits.



**VENDOR
MFRS., INC.**

1319 LEWIS STREET
NASHVILLE, TENNESSEE
PHONE: 615 256-4148

(Distributor areas available
throughout the world)

Electric Money Maker

Famous ACME

**ELECTRIC
MACHINE**



Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample \$28.13
2 and up 23.50
Floor Stand 5.00

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum
Vendors, Merchandise, Parts, Globes,
Stamp Vendors, Folders, Cigarette and
Candy Machines, Sanitary Vendors and
Sanitary Merchandise. EVERYTHING THE
OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-2900

**ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS**

No Trinket Relief for Edmonton

EDMONTON, Alta. — Bulk vending operators here failed in their efforts to get tax relief for charm and trinket machines after a city council official described such machines as gambling devices.

Alderman Ethel Wilson said machines which sell trinkets are "the first step in teaching a youngster how to gamble."

Her comment was made at a meeting of the city's bylaws committee which was considering

(Continued on page 94)

Announcing the first and newest NORTHWESTERN



Now ready for immediate delivery. Holds 1,000 individually wrapped FLEER'S DUBBLE BUBBLE TAB GUM, the most popular in bubble gum. Wrappers include comics, fortunes and premium

redemption. Bulk loading. Other products soon available.

Call "HUTCH" Today for further information. No matter what your bulk vending requirements might be—he can help you!

A complete stock of machines, merchandise, parts and supplies is always available.

Write for complete list of prices.

H. B. HUTCHINSON, JR.

1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DR 7-4300

EDITORIAL

Ignorance of Fact

The full significance of the defeat suffered by Edmonton operators last week should not be lost on their counterparts in the U. S. A story elsewhere in this issue describes how Edmonton operators attempted to have trinket machines excluded from a \$50 license fee. They failed.

The example is as good a one as any to show the need for effective legislative representation and the importance to the bulk vending industry of a strong trade association such as National Vendors Association.

The battles fought by NVA during its some dozen years existence are countless and will not be recounted here. But it is safe to say that the bulk industry might well not be here had not the association done its work so well. At least it would not be the bulk industry we know.

When informed of the action north of the border, Don Mitchell, legal counsel of NVA, noted the association did have Canadian members, but not in Edmonton. "If a proper presentation had been made, I know the result would have been different," Mitchell said.

Mitchell attributed most of the legislative abuses suffered by the industry to "ignorance of fact." He observed that too many people automatically assume that outsiders understand the bulk industry. "That this is not so is obvious every time the trade suffers a defeat," Mitchell said. "The proper function of a trade association is to give legislation the facts about its industry."

"As in any field, there can be abuses," Mitchell said. "But by condemning trinket vending as a whole, people take the position that the abuse is the rule—not the exception."

Need anything else be said?

Coin Thefts Plague Kansas Vending Ops

HUTCHINSON, Kan.—With the transient population increasing in Southwest Kansas, vending machine burglaries appear to be likewise on the rise.

Small Kansas towns such as Kingman and Greensburg have reported vending machines looted by men who were assisted by their wives and children. One such family allegedly paid a motel bill in dimes. Incidents of this type have also been reported in Hutchinson.

After arresting one such man who had fled in an old car, Kingman Chief of Police Homer F. Hendricks said, "It was a misdemeanor, and there's no use throwing a guy in jail,

leaving his wife and kids with no one to support them."

"What am I going to do?" Hendricks asked. "These people are like alcoholics. We treat them the same way. We just point them on down the road to the next town. This is a problem society is going to have to deal with."

Authorities said most cars used by the vandals have borne out-of-State license plates.

Northwestern MODEL 60

Try one! You'll quickly agree. It's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.



WIRE, WRITE OR PHONE
FOR COMPLETE DETAILS

**Northwestern
CORPORATION**

2043 Armstrong St. Morris, Ill.
Phone: WHitney 2-1300

Guggenheim Bows Nickel Capsule Mix

NEW YORK — New 5-cent capsule mixes with clear-vue blister packed displays were introduced last week by Karl Guggenheim, Inc., here.

Included are a new novelty assortment at \$5 per bag, a ring assortment at \$4.60 per bag, a joke assortment at \$5, a variety assortment at \$4.25, and a trick assortment at \$5.

The capsules come packed 250 per bag. Every item in the mix is shown on the display card. Guggenheim is also introducing new 10-cent assortments in the near future.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c \$14.99
N.W. Deluxe, 1c or 5c Comb. 12.00
N.W. 10-Col. 1c Tab Gum Mach. 18.00
N.W. Model 233, 1c Porc. Con-
verted for 100 ct. B.G. 6.50
Atlas 1c & 5c 100 Ct. Ball Gum 12.00
Mills 1c Tab Gum 12.00
Acorn 8 lb. Globe 19.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red \$.73
Pistachio Nuts, Jumbo Queen, White66
Pistachio Nuts, Large Tulip71
Pistachio Nuts, Vendor's Mix68
Pistachio Nuts, Sheik, Red63
Cashew, Whole82
Cashew, Butts79
Peanuts, Jumbo45
Spanish32
Mixed Nuts57
Baby Chicks35
Rainbow Peanuts32
Bridge Mix36
Boston Baked Beans32
Jelly Beans32
Licorice Gems48
M & M, 500 ct.48
Hershey-ets47

Rain-Bo Gum, 72 ct. \$.32
Malt-ette, 100 ct., per 10035
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.32
Rain-Bo Ball Gum, 100 ct.34
300 lb. minimum prepaid on all Rain-Bo Ball Gum.
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.30
Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY VICTOR'S NEW TOPPER "66"

Now Vends Capsules
LOW, LOW PRICE

\$15.50
ea.

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 5c, 10c or 25c. Also vends 210 and 100 size gum. Machine specially designed to accommodate a new, attractive styrofoam display panel.

NEW CASH BOX. Snap-in cash box makes collections quick and easy. Ends spilled coins. Cash Box optional, 50c ea.

Stamp Folders, Lowest Prices, Write

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN
SALES AND SERVICE CO.**

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGacre 4-6467

**ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS**

VICTOR'S NEW TOPPER "66"

Now Vends Capsules **\$15.50**
LOW, LOW PRICE ea.

The most durable and dependable machine ever built. New and attractive design. Vends "V" capsules at 5c, 10c or 25c. Also vends 210 and 100 size gum. Machine specially designed to accommodate new, attractive styrofoam display panel.

NEW CASH BOX

Snap-in cash box makes collections quick and easy. Ends spilled coins. Cash Box optional, 50c ea.

NEW VICTOR CAPSULES

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

"V" Capsules \$ 4.50 per M (5M Lots)
"V-1" Capsules \$ 8.00 per M (5M Lots)
"V-2" Capsules \$13.50 per M (2M Lots)

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

Painted Scatter Pins \$35.00 M
Trolls with Stone Eyes 38.00 M
DeLuxe Girls and Boys Rings 30.00 M
Fancy Key Holder with 8-Ball 35.00 M
Baboon with moving arms and legs 25.00 M
Styrofoam Display Front (without merchandise) for new Victor
Topper "66." Ea.10

Write, Wire or Phone For Low Quantity Prices

"LEADER IN BULK VENDING FOR 20 YEARS"

LOGAN DISTRIBUTING, INC.

1850 W. Division St., Chicago, Ill. 60622

Area Code 312 — HU 6-4870

when answering ads . .
Say You Saw It in Billboard

Crockett & Boone by Eppy



JAMAICA, N. Y.—Davy Crockett and Daniel Boone will not only be on network TV this fall—they'll be in dime capsule machines around the country, courtesy of Eppy Charms, Inc.

Eppy is producing Crockett and Boone "miniatures" packed in dime capsules with a golden gun. The miniatures are dressed in coon-skin caps.

Display cards include a large reproduction of Crockett and Boone respectively plus mountings of the miniature figures with the golden guns.

The filled capsules are priced \$38 per 1,000, f.o.b. Jamaica.

Retail Survey Shows More Customers, Fewer Stores

NEW YORK—While the nation's population continues to increase rapidly, the proportion of retail stores is declining, according to a recent survey by the Audits and Survey Company.

Retail sales, meanwhile, continue to set new records annually.

In its 11th annual retail distribution sample census, the research group found that there is now one store for every 104 Americans. Last year the store-to-population ratio was one for every 102 persons. The figure was one for 100 persons in 1962 and one per 96 in 1958.

The survey also revealed that food stores no longer hold the lead as the nation's largest retail category. Eating and drinking establishments have taken

over the top spot. American dining and watering spots now number 340,950. Food stores total 339,090.

Totals for other retail categories include: 330,820 automotive outlets, 59,480 drug stores, 93,580 general merchandise outlets, 114,860 furniture-furnishings-appliance stores, 121,180 apparel stores and 104,

710 lumber-hardware-building materials outlets.

"This year's survey shows a trend to fewer but larger stores," said Solomon Dutka, president of the research firm. The drop in the number of food stores can be explained in these terms, he pointed out.

The total number of U. S. retail stores stands at 1,853,530, compared to 1,857,280 last year.

COINMEN IN THE NEWS

Los Angeles Angles

Phil and Frieda Sreden, of Western Vending Machine Service, are looking forward to a Caribbean cruise. While they are away, their son Barry will keep

store. . . . Preston and Esther Coombs are due back from an European trip during which they spent quite a bit of time on the French Riviera. . . . Bob and Phyllis Feldman took their *(Continued on page 94)*

BULK BANTER

Pacific Patter

Ysobel Jenacaro, wife of Victor Jenacaro, bulk vending machine operator in the San Fernando Valley, has found a restaurant in Santa Monica that serves the "real" fish and chips, English style. There is also an old English pub along with a shop that specializes in British goodies. The name of the restaurant is Ye Mucky Duck. . . . Ken Parsons, Los Angeles operator, shopped at Acme Vending for supplies Monday (5). . . . Alphonse Diaz, of Nicaragua, visited Operators Vending to pick up Acorn machines and supplies for his operation in Central America. The machines were fitted with special coin carriers. . . . Les Hardman, of Penny King, stopped off at Operators Vending on his way from Hong Kong to Pittsburgh and Puerto Rico. . . . Rex Beach is a new operator in the Anaheim area and purchased a number of Northwesterns from Acme Vending for the route. . . . *Harry (Continued on page 94)*

Calgary Plans Service Boost

CALGARY, Alta.—Pat Narraway, general manager of Calgary Vending Services, said his company may join forces with the Canadian Automatic Merchandising Association as a means of increasing vending machine services in Calgary.

"Calgary is far behind in getting modern equipment and if we join CAMA we can easily get this equipment from the East," he said.

At present, 65 per cent of Calgary's largest offices are using vending machines.

SEE THESE AT THE SHOW!!

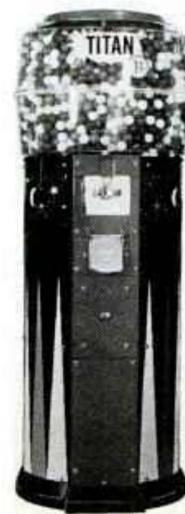
OAK SUITE . . . SHERATON BLACKSTONE HOTEL



FUTURA STAND

Oak's handsomely designed Futura stand brings to vending a unique new method of operation. Providing double-lock safety, including an Ace top lock, it is engineered specifically for the Vista Model machines. Available in automotive chrome finish or baked red epoxy enamel, the Futura stand occupies only a 13x16-inch floor area. Wheel mounted for mobility, it stands 50 inches high. It will accommodate four Vista Model machines; the shipping weight is 21 lbs.

Time payments available on OAK Machines through all distributors.



THE TITAN

It will hold a fortune of goodies . . . two cases of century gum. The coin box is separate for easier access. Designed with its own cast-iron base, the Titan is 40 inches high, and 24 inches in diameter. Shipping weight is 45 lbs. It is available in an attractive satellite motif decal or red embossed aluminum body. It comes packed one to a carton.

Time payments available on OAK Machines through all distributors.



VISTA MODEL 350

It features a glass, wide top globe that is easy to fill and will accept display fronts. It will vend any and all bulk merchandise, and will hold 180 small capsules or 9 lbs. of 210 count gum and charms, including a mounted display front. It stands 15" high, is 7" wide and 7" deep. Shipped two to a carton, shipping weight is approximately 16 lbs.

Time payments available on OAK Machines through all distributors.



THE OAK 350 SERVICE HEAD

You'll really get ahead with this time-saver. It can be dressed in the shop enabling you to service three times as many machines as on-route. Merchandise will not shift; it is kept dust-free and sanitary at all times. The wide top globe provides for easier filling and will accept display fronts. It has its own built-in handle for portability.

Time payments available on OAK Machines through all distributors.

YOU COUNT MORE WITH OAK

AMERICAN NUT
1601 Tremont St.
Boston 20, Mass.
BEST WEST
SPECIALTY CO.
1645 W. Van Buren
Phoenix, Arizona
CALVIN SALES CO.
625 West North Ave.
Baltimore, Maryland
DALE DISTR.
(B.C.) LTD.
1110 Homer St.
Vancouver, B.C., Can.
EAMCO
350 Mulberry St.
Newark, New Jersey

FOUR STATE VENDING CO.
2522 Irving Blvd.
Dallas, Texas
H. B. HUTCHINSON CO.
1784 N. Decatur Rd., N.E.
Atlanta 7, Georgia
JACKSON VENDING
MACHINE SUPPLY
200 Myers Road
Grand Prairie, Texas
JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York
KING & COMPANY
2700 W. Lake St.
Chicago, Illinois

LEX-BOY
DISTRIBUTING CO.
18850 E. Nine Mile Rd.
East Detroit, Michigan
MARK
DISTRIBUTING CO., INC.
254 Chestnut St.
Passaic, New Jersey
MILLER-NEWMARK
3767 East 28th St.
Grand Rapids 8, Mich.
OPERATORS VENDING
650 So. Ave. 21
Los Angeles 31, Calif.

PEN MAR
DISTRIBUTING CO.
P.O. Box 1142
Hagerstown, Maryland
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.
RAKE COIN
MACHINE EXCH.
1214 West Grand
Philadelphia, Pa.
RELIABLE
DISTRIBUTING CO.
5173 So. West 8th St.
Miami, Florida

REMARCO
DISTRIBUTING CO., LTD.
136A Sunrise Avenue
Toronto, Ontario, Canada
RIDGE GUM CORP.
4328 Ridge Road
Cleveland, Ohio
SCHIRO
VENDING SUPPLY
800 North Broad
New Orleans, Louisiana
SOUTHERN
ACORN SALES
Carpenter Airport
Charlotte 8, No. Carolina

GRAFF VENDING
OF CALIFORNIA
5215 East 12th Street
Oakland 1, Calif.
SAMUEL J. PHILLIPS CO.
2950 Washington Ave.
St. Louis, Missouri
TITAN VENDING
SUPPLY CO.
1210 Farnam St.
Omaha, Nebraska
VENDALL COMPANY
1820 East 38th St.
Minneapolis, Minn.



oak MANUFACTURING CO., INC.

650 SOUTH AVENUE 21, LOS ANGELES, CALIFORNIA 90031

MAIL THIS COUPON TODAY

Vend Magazine
2160 Patterson St., Cincinnati, O., 45214

1 year \$7 3 years \$15

Payment enclosed Please bill me
(Foreign rate, one year \$14) 798

Name.....
Address.....
City.....
State, Zip.....
Occupation.....

VICTOR'S

Futuristic Capsules

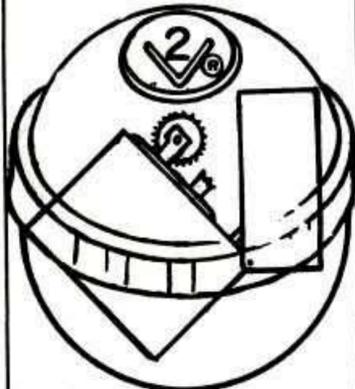
can't be duplicated
Registered U. S. Patent Office.

Victor is always first with the greatest.

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

SAMPLES FREE FOR THE ASKING

Operators and distributors: Ask for quantity discounts on filled or empty capsules.



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



V-1 capsule shown actual size.



V capsule shown actual size.

LOGAN DISTRIBUTING, INC.

1850 West Division Street
Chicago, Illinois 60622
Phone: HU 6-4870

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

COINMEN IN THE NEWS

• Continued from page 93

two children, Sandy and Lori, on a visit to Catalina Island. . . . **Lew and Gussie Feldman** of Acme Vending took in the Los Angeles County Fair in Pomona, Calif., over the weekend.

Bill Fritz of the Paul A. Laymon parts department and **Wayne Guill**, Bakersfield operator, took time off for fishing at Lake Isabella. . . . **Lou Boasberg**, New Orleans Novelty, New Orleans—where else—and his son, **Jack**, who is going to school in Los Angeles, visited **Simon Distributing Company**. . . . **Joe Simon** was in town from Chicago and joined **Jack Simon** and **Herman Bied** on a trip to Oakland for business conferences at Associated Coin Amusement Company with **Henry Leyser** in Oakland. . . . **Fran Mennuri**, Simon Distributing, reports a great deal of interest being shown in the expected arrival of the Round-O-Pool table. . . . **Steve Ames**, 18-year-old son of **Marshall Ames**, Vendart, has reported to the Naval Training station in San Diego. **Marshall Ames** reports that the American Pool tables are most popular with the Los Angeles area operators.

Jim Ballard, son of **Clayton and Garna Ballard** of the Wurlitzer branch, reported Sept. 30 for military training at Fort Ord. . . . The many friends of **Barbara Bartholomew**, wife of **A. J. (Bart) Bartholomew** of the Los Angeles Wurlitzer branch sales force, will regret to hear of the death of her mother in Texas. . . . **Clyde Love**, Nickabob, Visalia, is vacationing on the cool coast. . . . **King Distributing Company**, Rock-Ola distributors, are in the throes of remodeling the front of their building. According to **Nick Carter**, partner in the firm, the project was completed Oct. 1. . . . **Vern Wechsler**, General Amusement Company, Long Beach, was in town Wednesday at the C. A. Robinson Company. . . . **Bud Paar**, who had General Music on West Pico years ago and now operates fishing lodges and hotels deep in Mexico, is in Los Angeles renewing acquaintances along Coin Row. . . . **Hank Tronick** reports that the new Valley pool table, along with United's Polaris, have arrived at the C. A. Robinson Company. **Al Bettelman** of that firm is back from a couple of days in the desert. . . . **William R. Happel**, formerly of Seeburg

Music, is off on an auto trip into the Northwest. **ABBOTT**

Boston Briefs

Life begins at 70 apparently for **Leon Sherter** of Chester Music Company, Newton. While running a music route single-handedly he finds time to take courses on all sorts of subjects that interest him. He goes twice a week to classes on economics, real estate management, investment and other subjects. Says **Leon**, "a fellow's got to keep abreast of things." . . . **Sunspots** are playing havoc with the hobby of Newton operator **Perry Lipson**, whose avocation is ham radio. Seems this is the season when the spots prevent the hams from communicating as freely as they'd like. But "it'll soon clear up," says **Perry**, "and we'll be talking to other enthusiasts all over the world." He has done some fine public service with his hobby. . . . **Dave Baker** of Melo-Tone Vending Company, Inc., Somerville, is a proud dad. His son **Bobby** has just finished his Army training on missiles at Ft. Bliss, Tex., and hopes for a transfer nearer home. He was asked to go to officer training school, but he isn't keen since it would keep him away from civilian life two years longer. He is a graduate of Rensselaer Tech, which helped him to finish at the top of his missile class. . . . **Si Redd** of Redd Distributing Company (Wurlitzer) is back at the helm after a bout with the surgeons. He figures he's good for another 50 years. . . . **Dick Mitchell** of Dick's Records is looking hale and healthy after a hunting expedition in the woods of Maine when seen at the preview of the Animals at the Sheraton Plaza, staged by Music Suppliers for MGM Records. **Dick** says he isn't keen about the latest imports, but allows as how he won't mind them if they draw even half as much as the Beatles. **CAMERON DEWAR**

Denver Doings

Fred Granger, MOA executive director, visited several Denver distributors and operators on his swing back from San Francisco to Chicago. . . . **Ben DeGarmo** has left for a construction job in Greenland. A Chicago visitor who called on **Pete Geritz**, Mountain Distributors here, was **Les Rieck**, Western sales manager for Rock-Ola.

Returning recently from a European jaunt was **Lou Shulman**, retired president of Modern Music Company. . . . **Mrs. Wilbur Beyer**, whose husband is a prominent Fort Collins operator, visited relatives in New York and took in the World's Fair. . . . From Colorado Springs comes news that the routes formerly operated by **Jack Schwab**, Cripple Creek, Colo., were taken over by **Leo Marshall**, Acme Cigarette Service, Colorado Springs.

Johnny Knight, Skyline Music

No Trinket Relief

• Continued from page 92

an application for lower license fees on such machines.

The committee recommended the fee be kept at \$50. **H. G. Walmark**, of the license division, said in a letter that in the opinion of at least one police officer, the machines create an element of chance and are illegal under provisions of the criminal code.

A fee of \$1 was recommended for vending machines that laminate such things as drivers' licenses.

EUROPEAN NEWS BRIEFS

Symbolic Victory

BELGRADE—West Germany has scored a symbolic victory in its unremitting war over German reunification with Communist East Germany — courtesy of a Bonn republic coin machine manufacturer.

The manufacturer is **NSM** of Bingen, and **NSM's** collaborator was none less than **Marshal Tito**, who demonstrated his new **NSM Serenade** console phonograph for **Walter Ulbricht** on **Ulbricht's** recent visit in Belgrade.

NSM gave the juke box to **Tito** as a gift in connection with the demonstration of **NSM** products at the Belgrade trade fair last May. **Tito** was fascinated by the **Serenade** mechanism and had the machine installed in his hunting lodge. He is understood to have urged **Ulbricht** to buy the **NSM** machines for the state-operated **HO** chain of restaurants and bistros.

Scopitone in Sweden

STOCKHOLM — The distribution of **Scopitone** film phonographs is being pressed in Sweden by the distributor, **Curt Andreasson**, the Swedish distributor for **Automatic Canteen Company**.

Scopitone is being promoted as the answer to entertainment in isolated hamlets beyond range of television and too small to support a movie house on daily film changes.

Cornhuskers Meet in Chi

CHICAGO—The fall meeting of the Coin Operated Industries of Nebraska, Inc., will be held Wednesday (14) at the **MOA Convention**. The meeting, the first under the group's new president, **Richard Taylor**, will be held at 8:30 a.m. in Room 103 of the **Sherman House**, according to **Howard Ellis**, group treasurer.

Company, vacationed with his family in California. While there, the **Knights** phoned **Frank Negri**, formerly with **R. F. Jones Company**, Denver, now with **Wurlitzer** in California. Brother **Leo Negri**, incidentally, who is with **Pete Geritz** at the **Denver Rock-Ola** distributorship, has undergone surgery, and is back on his feet.

Mississippi Memos

Lavaughn Johnson, **Johnson Music Company**, Corinth, caught some big ones on a fishing trip to **Pickwick Lake**. . . . **Paul Mauceli**, **Paul's Novelty Company**, Greenville, recently returned from a two-week tour of active duty in the Navy. He's a chief petty officer. . . . **Tommy Lester**, **Lester Music Company**, Greenville, was in Memphis recently to pick up 20 new phonographs.

Pete Manos, **PM Music Company**, Greenville, recently returned from a visit to his native Greece. He visited a brother and other relatives. **Manos** is well versed in history and geography of the area, says the "Cyprus situation is getting worse." . . . **Chester Richardson**, **Richardson Music Company**, Greenville, who put in two-way radio six months ago, says its the greatest thing he ever did—that he should have done it years ago.

WHISENHUNT

Waterball Game

NEUNKIRCHEN, Saar—The **Hansberg Manufacturing Company** is introducing a new **Saar waterball game**.

The game, said to be the first of its type in the world, consists of two pistols — one for each player — shooting a stream of water. A ball is released into the center of the glass-enclosed tank. The two contestants then duel with their pistols, trying to direct the ball behind the opponent's goal by firing jets of water.

The chassis is water-tight, the playing field being covered by a pane of glass. A pump automatically circulates water through each player's pistol.

Bulk Banter

• Continued from page 93

and **Mrs. Burke**, of the **Anaheim** area and recently of **Florida** took time off from their route to visit the **Los Angeles County Fair** and **Catalina Island**. . . . **Lew and Gussie Feldman**, of **Acme Vending**, also visited the **Los Angeles County Fair** on the closing day of the racing meet. . . . **Frank Silverthorn** has seen many changes in the bulk vending business since he entered it 13 years ago.

Rolfe Lobell, of **Leaf Gum** in **Chicago**, was in **Los Angeles** on a business trip. While here, he spent some time with **Lew Feldman** at **Acme Vending**. . . . **Clyde Reed**, of **Yuma**, was at **Acme** shopping for merchandise. . . . **Al Moore**, of **Upland**, was another **Acme** visitor. . . . **Bud Vogan** has completed the construction of a beautiful **Chinese dining room** set for his home in the **San Fernando Valley**. . . . The many friends of **William McKinlock** are extending him congratulations upon his recent marriage. . . . **Jerry Anderson**, **Altadena** operator, was at **Operators** for a supply of **Acorns**. . . . **Preston and Esther Coombs** have returned from a trip to the **French Riviera**. . . . **Ted Werner** is back in town following a service trip that took him almost to **San Jose, Calif.** . . . **Ella Hendrickson**, of **Santa Barbara**, was too busy to shop for supplies at **Acme**. Her daughter was in for the merchandise. . . . **Fred Desatoff**, of **Fred's Vending**, in **Arcadia**, is looking forward to a visit from his son during his leave from the **Air Force**. They all plan a visit to **Las Vegas**.

Los Angeles Angles

Norman Rains is starting a bulk vending route in **Orange County**. His firm will be known as **Rains Vending**. . . . **Sam Mori-waki** has returned from a trip around the world and is firmly convinced "There is no place like **U. S. A.**" . . . **A. E. McAdams** visited with the **Feldmans** at **Acme** on his visit to **Los Angeles** from **Las Vegas**. . . . The many friends of **George Templin** will be happy to know that he is now at his home in **Long Beach** recuperating from surgery which he underwent at the **Pacific Hospital** there. . . . **Oak Manufacturing Company** has purchased new spray painting and baking equipment which is being installed in its new plant. When completed, the new ovens will triple production of finished machines and increase the durability of the finish. . . . **Al Moore**, **Upland**, was at **Acme** for supplies. . . . **Rolfe N. Lobell**, vice-president in charge of sales for **Leaf Gum**, has postponed his visit to **Los Angeles** about a week.

BILLBOARD, October 17, 1964

Northwestern

HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.



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L. C. TOPPER

Designed for 100-count gum.

Hold 1175 balls of 100-count gum.

NOTICE TO OPERATORS

All Toppers can be converted to L. C. Toppers for vending 100-count gum. All that is needed is a new service head assembly.

Write for details, color circular and prices or contact your distributor

PARKWAY MACHINE CO.

715 Ensor St. Baltimore 2, Md.

COIN MACHINE news

Expect 1,200 at MOA's Chicago Convention

Unveil New Games, Juke At Chi Meet

• Continued from page 1

ures, a substantial increase over last year's total of 800, a figure which included all but the hotel staff.

All four juke box manufacturers are represented and one, Rock-Ola, will be showing its new Princess Royale phonograph, slated for national introduction after the show.

Major Diskeries

Some 13 record companies will be showing their lines, including the five majors: Capitol, Columbia, Decca, Mercury and RCA Victor. Last year's conclave drew four diskeries.

In the amusement game category, virtually every major manufacturer will be on hand. Vending firms, assorted suppliers and equipment manufacturers comprise the remainder of exhibitors with the total standing at 58, including 110 booths, compared to last year's figure of 42 firms with 82 booths.

The convention is, in fact, a complete sellout and according to MOA managing director Fred Granger, "not one booth is left on the floor."

Highlight of this conclave—at least from the exhibit standpoint—will be the great amount of new equipment being unveiled.

Trend Reversed

In past years, manufacturers

(Continued on page 98)

Chicago Coin Debuts New Mustang Pin Game at MOA

CHICAGO — A new two-player pin game from Chicago Coin, the Mustang, will be unveiled during the MOA convention.

Designed around a road racing format, the new game boasts three innovations described as unique in the industry.

A "ball-saver" propels the ball back into play unexpectedly at the last instant, just as it appears to be lost.

A six-inch "revolving target," resembling an automobile hub cap, dominates the center of the play area and provides a focal point for action.

And a special "hold-over" feature surrenders one player's score to his opponent, adding suspense to the action and bonus to the superior player.

"Mustang has stimulated a great amount of interest during extensive location tests," reported Ralph Wycoff, company advertising manager.

He said the introduction of Mustang followed in the wake of the very successful Royal Flash, Chicago Coin's most recent two-player pin game.

Additional Mustang features



CHANCES ARE HEAVY THAT MUSIC OPERATORS OF AMERICA'S new president will be elected from the above group of officers and directors, shown here after their election at MOA's 1963 conclave. Only Lou Casola (third from left), out-going president, is ineligible. Seated from left to right: James Tolisano, John Wallace, Casola, Frank Fabiano, Al Denver and Clinton Pierce. Standing: Les Montooth, James Hutzler, Howard Ellis, Ted Nichols, Lou Ptacek and Norman Gefke. William Cannon and Henry Leyser, elected interim vice-presidents early this year, are not shown.

Germans to Attend MOA; Want to Learn—and Sell

COLOGNE — West German coin machine manufacturers will attend the Chicago conventions of Music Operators of America and the National Automatic Merchandising Association not only to learn—but to sell.

German manufacturers will try hard while in the U. S. to

probe the failure of German phonographs to sell in America. They hope to negotiate new sales arrangements, or at least to set up negotiations.

The inability of German manufacturers to sell in the U. S. market in worthwhile volume is easily the worst setback this country's booming phonograph industry has received since its postwar birth.

No Results

German producers have lavished money and effort on the U. S. market, but with meager results. This despite the fact that German product is high quality and that the competitive situation of German economy phonographs is quite similar to that of Volkswagen cars in relation to U. S. autos.

In theory, if Volkswagen cars and German electronics products can be sold in the U. S. market, phonographs can too. Producers are now determined to get the answer on the trip to the MOA and NAMA junket sponsored by Verband der Deutschen Automatenindustrie E.V in co-operation with a German travel agency. The VDAI is the organization of German coin machine producers.

Competitive pressure is increasing on German manufacturers, and they sorely need new export outlets to offset the stagnation on the domestic market. The United States is not only regarded as a potentially large market for German phonographs, but German phonograph sales in the U. S. would be invaluable promotion for German world exports—the "carrying coals to Newcastle" type of promotion. For, obviously, if German juke boxes can be sold in quantity to U. S.

operators, this would be gilt-edged endorsement commanding attention of operators from Patagonia to Timbuktu.

May Ask Help

There is speculation in German trade circles that the ques-

(Continued on page 107)

See Dozen Contenders For MOA Post

By NICK BIRO and RAY BRACK

CHICAGO—With the excitement of a national Presidential election as a backdrop, Music Operators of America members will go to the polls to elect officers of their own this coming Thursday (15), with the new president likely to come from a list of some dozen top contenders.

Unless MOA's nominating committee breaks precedence, the new president is almost certain to be a director and more than likely a member of the association's executive committee.

The nominating committee's official slate will be picked prior to the convention and presented to the membership during the regularly scheduled Thursday morning general meeting.

Nominations From Floor

Nominations may also be made from the floor, but as a matter of practicality, it is highly unlikely that such a candidate would win.

Perhaps the leading contenders today are John A. Wallace, Oak Hill, W. Va., the association's secretary, and James F. Tolisano, St. Petersburg, Fla., secretary.

(Continued on page 101)

European Game Bows At W. Virginia Parley

HUNTINGTON, W. Va. — Water Polo, a novel water pistol game developed in Europe, was introduced for the first time to U. S. operators at last week's West Virginia Music and Vending Association convention here.

The machine was showed by Royal Distributing Company, Cincinnati, exclusive U. S. distributor.

The game is played by two players shooting high-powered

(Continued on page 106)



THE MUSTANG



WATER POLO, European-developed unique water-gun game, receives a trial in the offices of Royal Distributing Company, exclusive U. S. distributor, by Connie Robbins and Jack Pierce.

Operators! First time Offered:
NEW PROFIT OPPORTUNITY
 with the
25¢ coin-operated
JET-AGE CAR WASH



Manufactured for us by John E. Mitchell Company, one of the most respected firms in the nation... known internationally since 1905 for exacting quality and precision techniques of manufacturing. Jet-Age equipment combines the MagiVac vacuum cleaner and the Handyman power car-wash.

Both products have been tried and proved for years. The car-wash is a long-time favorite of major fleet owners. The MagiVac is leader in its field in home and hotel central vacuum systems. Jet-Age Car Wash is recognized as the most dependable on the market. It represents an outstanding new business opportunity for progressive operators.



Jet-Age Car Wash is an All-in-One Package

1. Jet-Age water handling equipment with powerful pressure unit.
2. Special "Surge Accumulator." Exclusive feature eliminates vibration in high-pressure hose, a common annoyance with competitive systems.
3. High-pressure hose with wand and nozzle for utmost simplicity and no-mess usage.
4. Built-in MagiVac D-70 cleaning system (full 70" water lift) with 20' hose and upholstery tool... reaches entire interior easily.
5. Two coin timers for washing and vacuuming (receives 25¢ for washing, 10¢ for vacuuming).
6. Built-in 10¢ coin-operated paper chamois dispenser for polishing glass and chrome.

Jet-Age Car Wash Co.

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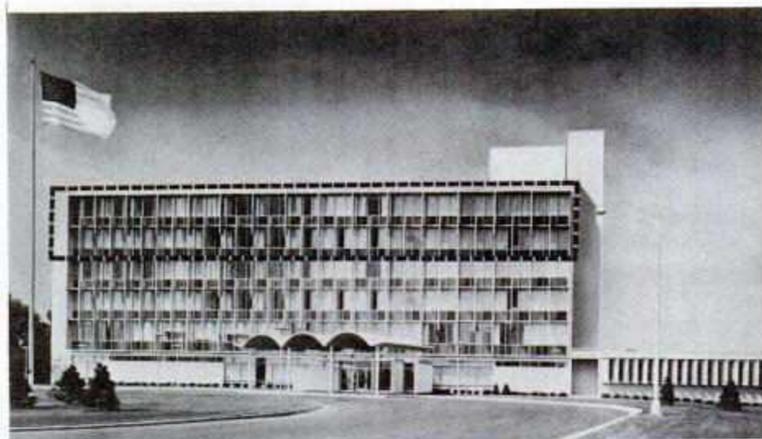
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Gottlieb Memorial Hospital Addition Nearly Finished



TWO-FLOOR ADDITION (indicated by dotted lines) to the Gottlieb Memorial Hospital in Melrose Park, Ill., is rapidly nearing completion. The added two stories, started early this year, are expected to provide space for 225 beds early in 1965. The modern hospital facility was constructed in 1961, receiving financial and organizational impetus from Chicago amusement game manufacturer Dave Gottlieb.

Princess Royal and Kims Charm Rock-Ola Distributors

CHICAGO — Weary Rock-Ola executives brought their new Princess Royal coin-operated phonograph home to Chicago for its first Midwest appearance last Monday (5), capping a two-week tour during which the new machine was displayed to distributors in four major U. S. cities.

The new phonograph made its final major debut to distributors in Toronto on Saturday (10).

Distributors from Illinois, Wisconsin, Iowa, Minnesota, Iowa, Missouri, Kansas, Indiana, Ohio and Kentucky viewed the Princess Royal in Chicago's Water Tower Inn.

The same evening Rock-Ola treated distributors, their associates and wives to the petite charm and big talent of the Kim Sisters, currently appearing at

the Empire Room in the Palmer House.

Escorting the Rock-Ola Princess. Royal on its premiere tour were David Rockola, Jack Barabash, Dave Howle, Lester Reich, George Hinckler and Ed Doris.

Make Sure You See **EPHY**

While You Are Attending the NAMA SHOW

Don't miss the newest and most exciting items you'll ever see. Visit us at the Sheraton Blackstone Hotel, Chicago, Oct. 15, 16, 17.

Rodeo at MOA From Midway

CHICAGO—Midway Manufacturing Company is introducing a unique new center-shot five-ball amusement game during the MOA convention.

Rodeo is the new game's name, and according to Midway president Hank Ross, the new mode of propelling balls into play from the center rather than the side has "attracted a lot of player interest."

"The new principle also makes possible a larger play area," Ross reported. He stressed the fact that location tests have demonstrated Rodeo to be a "fast" game.

Shipping of the new game will begin early in November, Ross disclosed.

Other Midway games slated for MOA display are Flying Turns and Trophy Gun.

more than

60

... seagoing specialties. Come aboard now... earn while you learn a trade of the future.

NAVY

Valley Presents

YOUR GREATEST PROFIT OPPORTUNITY FOR 1964 —DELUXE 6-POCKET AND BUMPER POOL® —The Dependable Tables!

See Your Distributor, or Write Complete Selection Parts—Accessories

VALLEY SALES CO.
 333 Morton St. Bay City, Michigan

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- National Cigarette 111, 11 col. \$165
- DuGrenier Candy Mart, 8 sel. 175
- Avenco Coffee & Choc. 150
- Bally Single Cup #661 795
- Cole Cold Drink, 3 sel. 225
- Rowe S-Col. Pastry 175
- Vendo 210 Milk 325
- Vendo 210 Ice Cream 325
- Stoner 4-Col. Pastry 165

KIDDIE RIDES

- Auto Test \$395
- Bally Bucky 495
- Bally Little Champ 295
- Bally Fire Chief 395
- Bally Hot Rod 395
- Bally Western Express 395
- Bally Speed Boat 375
- Boat Ride 275
- Big Broncho Express 295
- Chuck Wagon 395
- Cow Pony 395
- Champion Horse 395
- Donald Duck 250
- Elsie the Cow 225
- Fire Engine (All Tech) 395
- Highway Patrol 475
- Helicopter 495
- Indian Scout 475
- Junior Jet 175
- Lightning Horse 295
- King's Choo Choo 250
- Meteor Hot Rod 250
- Motorcycle \$295
- Miss America Boat 295
- Model T Ford 375
- Old Smokey 275
- Pony Express 175
- Red Nose Reindeer 225
- Satellite 495
- Space Ship 275
- Sandy Horse 325
- Sitdown Drive Yourself 375
- Scientific Boat 295
- See-Saw Clown 225
- Twin Merry-Go-Round 295
- Toonerville Trolley 295
- Turnpike Auto Test 575
- Tusko Elephant 475
- Bert Lane Lancer Horse 295
- Bert Lane Whirley-bird 495

M. S. GISSER
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CLEVELAND COIN International
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 All Phones Tower 1 6715



HUNTING For Great Buys!!! WE'RE LOADED WITH GUNS

- 2 PISTOL—Chi Coin \$ 45.00
- 1 RIFLE GALLERY 50.00
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- 3 SHARPSHOOTER—Bally 95.00
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- 1 POLAR HUNT 95.00
- 1 CARNIVAL—Un. 95.00
- 3 BIG TOP 125.00
- 1 WILD WEST 125.00
- 14 SHOOTING GALLERY—Reg., Midway 125.00
- 1 PISTOL GALLERY—Midway 145.00
- 1 DAVY CROCKETT 145.00
- 3 TITAN 150.00
- 2 CRUSADER 175.00
- 1 SKY RAIDER 150.00
- 8 VANGUARD 150.00
- 1 CIRCUS 175.00
- 6 HERCULES 195.00
- 1 PLAYLAND 225.00
- 5 LONG RANGE RIFLE 375.00
- 1 WORLD FAIR RIFLE 375.00
- 1 RIOT—Chi Coin 395.00
- 13 CHAMPION RIFLE RANGE—Chi Coin 400.00

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most **Sensational** **money-making feature ever introduced**
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Seeburg's great new play-exciting feature, *Spotlighted Album Award*.
 Now proved—in locations—to earn more money for operators and loca-
 tions than any other phonograph feature ever manufactured. You have to
 see it work to appreciate what it can mean to you. See it on the new
 Seeburg LP Console/480... with thrilling new 3-Way Audio and the
 industry's only complete Income Totalizer.



SPOTLIGHTED ALBUM AWARD*

*Patent Pending

booth 78...MOA show, Sherman House, Chicago



Liberty Bows Little LP Line

By ELIOT TIEGEL
HOLLYWOOD — Liberty is joining the little LP bandwagon, introducing 15 at the MOA convention in Chicago this week. Bob Fead, Liberty's national singles sales manager and pro-

motion director, will display the new products and take orders at the convention.

Don Bohanan, label's marketing director, told Billboard the little LP's would not be sold to consumers. "We feel the little

LP is strictly a promotion vehicle to be used in conjunction with the new juke box models," he said.

The new product will be marketed through Liberty's distributors for sale to one-stops, operators and dealers selling to juke boxes, Bohanan explained. The pricing structure would be the same as Columbia's, Bohanan said.

Liberty is not looking at the little LP as a volume sales item. Product will be ready for shipment at the MOA gathering, with the label shooting for strong sales orders from the one-stop representation. Since the one-stops control approximately 90 per cent of all sales to juke box operators, Liberty will be concentrating on them, Bohanan said.

Responsibility for the little LP line will rest with Fead, according to Bohanan, who will maintain marketing leadership over the product.

The Liberty little LP's will be packaged in four color sleeves with title strips and jackets printed by Billboard. Order pads with black and white illustrations of the covers will be supplied to distributors.

The first package of little LP's will include tracks from the fol-

(Continued on page 104)

See **CHICAGO COIN'S**

3 WINNERS

AT THE M.O.A. SHOW

BOOTHS

66, 67, 68 and 69.

COIN MUSIC OPERATORS — WORK SMARTER NOT HARDER



Are your profits dragging because of "square" equipment? Now's the time to "round" out your line with Tape-Athon Background Music. Easier to sell — one-man installation — far less service — no license or fees — and 120% returned on investment. Like it? See your local distributor for details.

Tape-Athon Corp. 523 S. HINDRY INGLEWOOD, CALIFORNIA

American's "IMPERIAL" Pays . . .

The exciting IMPERIAL attracts more players and more coins because it is designed to work for you, the operator.

Handsome and sturdily constructed, its many new features include Horse-Collar Play Control, Pin Gate Control (even when electricity is off), beautiful, cantilevered scoreboard, brilliant lighting.

Be sure to see the Imperial Shuffleboard and the exciting Classic Pool Table at Booths 5, 6, 7, 8 at the M.O.A.



American
SHUFFLEBOARD CO.
210 Paterson Plank Road
Union City, N.J. • 201 UN 5-6633

Unveil New Games, Juke at Chi Meet

• Continued from page 95

have strayed farther and farther from this practice. This year the trend is reversed.

In addition to Rock-Ola's new juke box, virtually every one of the major amusement game manufacturers will be showing new machines.

Williams is unveiling Whoopee, a four-player pinball game; Touchdown, a football game, and Mini-Golf, a novelty golf putting game. Chicago Coin will introduce its two-player pinball game called Mustang.

New Shuffle

Bally is bowing a new type shuffle alley called All The Way. Herb Jones, Bally vice-president, describes it as based on a completely novel idea having nothing to do with previous shuffle alley principles.

Midway will introduce Rodeo, a five-ball game employing a "completely different method of propelling a ball on the playfield," according to Midway head, Hank Ross.

For the first time in its his-

tory, MOA will be joined by Record One Stop Association (ROSA), with the latter group taking a booth and scheduling a meeting of its own Thursday morning.

Big Factor

The presence of the one-stop organization is considered a substantial factor in the big turnout of record companies for the conclave. In one-stop owners and juke box operators, the companies are talking to 100 per cent of their singles market.

The National Coin Machine Distributors Association is holding a meeting during the show as are Illinois, Nebraska and South Dakota State groups.

Business forums cover a variety of topics affecting the coin machine industry. A separate session will be presented by the record companies.

A special ladies' day program is also planned.

The festivities will wind up with the traditional banquet and floorshow featuring such artists as: Tony Bennett, Joe Williams, the Supremes, the Kim Sisters, Li'l Wally and the Harmony Boys, the Back Porch Majority and Chuck Flamingo.

Runyon Picks Irv Kempner Sales Leader



IRVING KEMPNER

NEW YORK—Irving Kempner has been named general sales manager of Runyon Sales, Rowe-AMI distributorship, with offices here, in Newark, N. J., and in Hartford, Conn.

Kempner, who had been with Runyon for 25 years, had been sales manager for New York City, Westchester County and Connecticut before the appointment.

In his new post, Kempner will be in charge of all phonograph, games and vending machine sales for Runyon's Tri-State area.

Kempner, known in Eastern coin machine circles as "The Kissing Salesman," is married and the father of two sons. He makes his home in Fairlawn, N. J., where he is a member of the Masons, Elks, Odd Fellows, B'Nai Brith, Fairlawn Jewish Center and the ABC Bowling Congress. He is also active in the United Jewish Appeal's Coin Machine Division.

An outstanding athlete, Kempner generally pitches for the New York distributors in their annual game against the operators. His last time out, he held the opposition to 18 scattered hits while winning an 18-14 pitchers' duel.

CHICAGO — Robert J. Ballweber has been named Chicago area representative for United Tool and Engineering Company, a Cincinnati firm manufacturing coin-operated electromechanical amusement rides for children.

Ballweber's sales area, according to Frank D. Wilson, United Tool marketing vice-president, will include Chicago, and all of Cook, Lake and DuPage counties.

Previously vice-president of sales for a Chicago packaging company, Ballweber had been operating his own business in Chicago.

WALL BOX FOR SALE

2 Wurlitzer Boxes, Model S250, \$50.00 each. 1 Rock-Ola Box, Model 1554, with stepper, \$75.00. 25¢ 15-Minute Timers, \$5.00 each. Send 1/2 deposit.

Guerrini's

1211 W. 4th St. Lewistown, Pa.

SLUGGER...

Counter Game

1c, 5c or 10c play. Size: 18"x12"x8". Weight, 25 lbs. Natural wood cabinet. Polished chrome fittings.

\$54.50

f.o.b. Chicago



ELECTRIC SCOREBOARDS

Coin operated for shuffleboards. 15, 21 and/or 50 points. (Horse-collar). Overhead double-faced model on chrome stands complete with coin box.

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OF 1964



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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).

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N. Y. School to Train Coinmen

NEWARK, N. Y.—Operators may find a proposed school for servicemen to be the answer to the trained help shortage. The school is the idea of John Bilotta, local coinman.

Bilotta has convinced the Rochester Business Institute, an

accredited school of higher learning, to establish a branch here as it already has in several other towns in this part of New York State. The branch is already in operation teaching business and technical courses. Dean Thomas Conte is working

out plans for two courses for training servicemen. One course will last 12 weeks. An advanced course will last 24 weeks. Both are scheduled to start in January.

Distributors and operators may sponsor students at the school. "Several coin machine manufacturers have agreed to supply equipment and factory personnel to help get the school rolling," Bilotta said.

In addition to training stu-

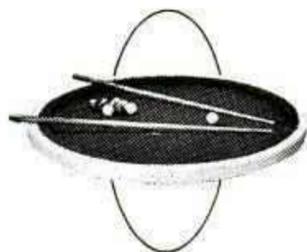
dents to qualify as coin servicemen, the school will also enable students to take other courses that will qualify them for high school certificates. "This is a good way for young people who have dropped out of high school to get specific job training and, at the same time, get high school diplomas," Bilotta said.

Bilotta sees no job shortage for graduates of the school. As a matter of fact, he will hire several himself. Based on the reception the idea of the school has received from manufacturers, other distributors and opera-

tors, Bilotta feels it will turn out a continuing number of graduates that will have jobs waiting for them.

In his own instance, Bilotta's enthusiasm for the project has prompted him to break grounds for a new building which will house a refinishing and refurbishing operation for used equipment. It will have a carpentry-cabinet department, a refinishing department and a completely equipped electronics lab.

(Continued on page 107)



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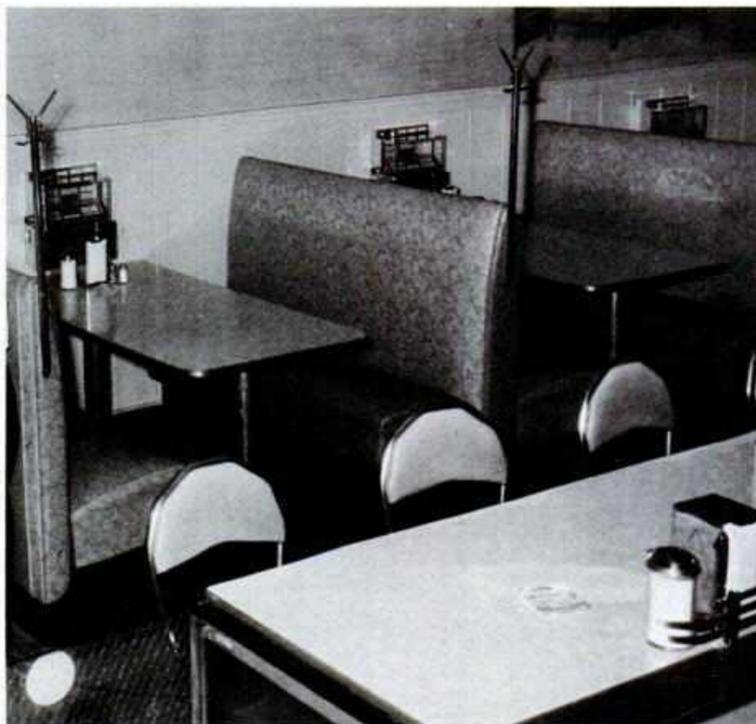
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FRIDAY, OCT. 16, and SATURDAY, OCT. 17**

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SEEBURG'S NEW SPOTLIGHT ALBUM AWARD PHONOGRAPH (LPC-480) and 24 wall-box Consolettes were installed in the China Temple Cafe, one of Ogden, Utah's, leading restaurants. Making the installation was Earl A. Barlow, Weber Music Company, president (left), who reported a 300 per cent increase in collections. Proprietor of the restaurant is Liu Fong (right).

Milwaukee Trio Forms Coin Service Company

MILWAUKEE—A new service organization was launched here recently by a trio long active in the coin machine field. The firm, Gilwood-Reid Company, is owned by Reid Whipple, Woody Johnson and Gilbert Hively.

According to Johnson, the firm was set up to provide round-the-clock equipment repair service to independent coin machine operators in the Milwaukee area.

Gilwood-Reid's facilities are also being offered to local tavern and restaurant owners who op-

erate their own juke boxes and coin-operated coin equipment.

All three of the firm's principals have lengthy coin machine industry backgrounds. Reid Whipple resigned his post recently as assistant service manager for the Wurlitzer Company. Johnson's most recent coin industry connection was as general manager for United, Inc., Wis., and upper Michigan distributor for the Wurlitzer Company, and Hively was service manager for Wisconsin Novelty Company, and the J. & H. Vending Company.

World Wide Hosts 50 Ops

CHICAGO—Some 50 vending operators and servicemen attended the second session of sion of World Wide Distributing Company's two-part vending school here last week.

Emphasis was on the new Seeburg coffee machine, with Leon Kennard and Freeman Woodhul, factory representatives, providing the instruction.

Hosts from World Wide were Irv Ovitz, head of the distributing company's vending division; Frank Gumma and David Gottlieb. Al Gitlitz, Seeburg's regional sales manager in charge of vending, was also on hand.

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and

N.A.M.A.

McCormick Place, Oct. (17-20)

ANOTHER INDUSTRY SERVICE FROM BILLBOARD

See Dozen Contenders for MOA Post

• Continued from page 95

Very close behind are 10 vice-presidents:

Albert S. Denver, Brooklyn
Howard N. Ellis, Omaha
Frank Fabiano, Buchanan, Mich.

Norman Gefke, Sioux Falls, S. D.

James K. Hutzler, Martinsburg, W. Va.

Les Montooth, Peoria, Ill.

Clinton S. Pierce, Brodhead, Wis.

A. L. Ptacek, Manhattan, Kan.

William Cannon, Haddonfield, N. J.

Henry Leyser, Oakland, Calif.
Ted Nichols, Fremont, Neb., sergeant at arms, rounds out the list.

Of the above, all are well qualified—some are known to a greater or lesser degree—but all are strong potentials. Virtually every man has been active in local and State associations and virtually every one is a long-time MOA member and director.

Here is a rundown on each of the candidates — MOA's next president will very likely be one of the following:

JOHN A. (RED) WALLACE — A 31-year veteran of the coin machine industry, Wallace is president and long-time leader of the West Virginia Music and Vending Association, one of the founders of the Virginia operator association and director and former vice-president of MOA. Wallace is a distributor for Rock-Ola and Gold Medal Products in West Virginia, and operates juke boxes, games and cigaret, candy, popcorn and hot and cold drink vending machines throughout five counties in Southern West Virginia. He is gregarious, an outstanding organizer and administrator and possessed of one of the best leadership capabilities in the industry.

JAMES F. TOLISANO — His association goes back to the early years of MOA. A 33-year veteran of the coin machine industry, Tolisano is active in the newly formed Florida Amusement and Music Association, which is currently waging a State tax battle. He serves as an association regional vice-president. Owner of the West Coast Music Company in Clearwater, Tolisano has juke boxes, games, bowlers and pool tables. He formerly operated in Connecticut and was president of that State's association for several years.

WILLIAM CANNON — Twenty years ago Cannon got his start in the coin machine business as an employee of the American Phonograph Company of Philadelphia, later buying into the business. He began operating in 1950 and organized the Cannon Coin Machine Company in 1957. Today Cannon operates phonographs and games in the south New Jersey area, with headquarters in Haddonfield, N. J. A long-time member of MOA, Cannon has been a director since 1959. He has been president of the South Jersey Coin Machine Association since it was formed in 1956 and is president of the New Jersey Council of Coin Machine Operators.

ALBERT DENVER — President of the Music Operators of New York for the last 20 years, Denver is a 30-year veteran of the coin machine industry.

Together with George Miller and the late Sidney Levine, Denver was one of the co-founders of the Music Operators of America in 1944 and has served as that organization's national vice-president since 1946.

Denver was born in Brooklyn in 1900 and is an alumnus of New York University. He had been an insurance broker before entering the music machine operating business in 1933.

Denver is president of the Lincoln Vending Service, a major phonograph and cigaret operation. He also heads the Capitol Corporation, a finance firm.

The Brooklyn operator is active in the United Jewish Appeal's Coin Machine Division and is chairman emeritus of the New York group.

HOWARD ELLIS — In the coin machine business since 1935, Ellis operates games and background music in Western Iowa and Eastern Nebraska. He was president of the Nebraska State association in 1959 and served as secretary-treasurer every other year since the association's inception in 1951. He has also served as secretary-treasurer of the Omaha operator association since it started in 1955. Ellis joined the MOA board in 1952 and was elected vice-president in 1956. He is a member of the board of elders of the Miller Park Presbyterian Church of Omaha, a Shriner and member of the Masonic Lodge and active in Boy Scouts of America.

FRANK FABIANO — Located his first machine in Buchanan, Mich., in 1938. He operated continuously until 1948, when he opened a Rock-Ola distributorship in the area. He returned to his first love in 1962, operating games and phonographs in Buchanan and a large area of south Michigan. Fabiano was elected an MOA vice-president last year after 12 years of membership and nine years of service as an association director. He is currently president of the St. Joseph Operators' Association, an office he has held for the past four years. He is also president of the Detroit Operators' Association.

NORMAN GEFKE — He started in the coin machine business in 1940 and now has on operation covering a 50-mile radius of Sioux Falls. He has held the offices of secretary, vice-president and president of the South Dakota Music and Vending Association, which was organized in 1945, and has been a director of the group from the start. He was a charter MOA member and has been a director for 10 years.

JAMES K. HUTZLER — Currently a director of the West Virginia association, Hutzler served as the group's president, and was a charter member since its inception almost a dozen years ago. He's been in the coin machine business for 24 years. He operates juke boxes, amusement games and cigaret and food vending equipment in Morgan, Jefferson and Berkeley counties in West Virginia.

LES MONTTOOTH — Formerly in the appliance business, Montooth started operating in Joliet, Ill., in 1934 and moved to Peoria in 1938, where he has been ever since. One of the few who operates music only, Montooth is president of the Illinois coin machine association — in fact, founded that group two years ago. He is a long-time member of MOA, a Shriner and a member of the Masonic Lodge.

CLINTON PIERCE — Perhaps more than any other director, Pierce legitimately rates the title of "veteran." He established Pierce Music Company, a retail music store, in 1911, and added Seeburg, Wurlitzer and Link coin-operated pianos in the '20's. In 1932 he brought his wife into

the company as an official partner. The firm started operating juke boxes in the '30's, amusement games and cigaret machines shortly after. Pierce founded the Wisconsin operator association in 1946 and is still its president. He is a charter member of MOA, served as a vice-president for many years, was board chairman from 1960 to 1962 and was re-elected vice-president in 1963.

HENRY LEYSER — He entered the coin machine business in 1962 after his career in radio — he was program director for NBC's former radio affiliate in Shanghai, China — was interrupted by the rise of the Communist regime. He established his firm, Associated Coin Amusements, in Oakland and now operates throughout California. He also has equipment in Greyhound Bus stations throughout 11 Western States. Leyser has been a director of the California State Operators' Association for nine years and is active in various local operator clubs and associations. He joined MOA in 1952.

A. L. PTACEK JR. — He is proprietor of Bird Music Company, Inc., in Manhattan, Kan., started operating in the Jayhawk State back in 1937. He's handled music, games and vending since, interrupted only by service in World War II and today also operates the regional Rock-Ola agency. His machines dot the college town of Manhattan and surrounding high-plains hamlets in a 70-mile radius.

Ptacek has been a member and director of MOA for 12 years and was elected a vice-president last year. He is a long-time member of the Kansas Independent Music Merchants' Association; served as president of the group from 1953 to 1957. He is also a member of the legislative committee of the Kansas Tobacco-Candy Distributors and Vendors, Inc.

TED NICHOLS — In the coin machine business since 1935,

Nichols operates within a 65-mile radius of Fremont, Neb. He handles music, games, cigaret, candy and coffee machines and a little background music. He has been an officer in the Nebraska State association since it was formed and served as president for four terms. Nichols has been an MOA member virtually since its inception and a director for 10 years. He is active in numerous local civic and philanthropic organizations.

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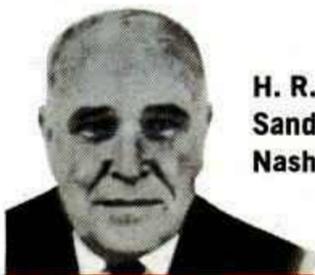
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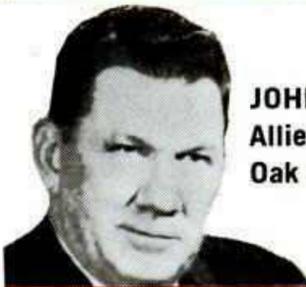
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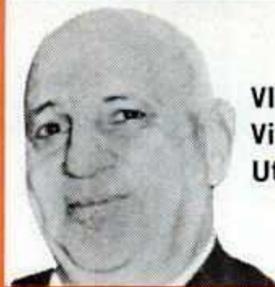
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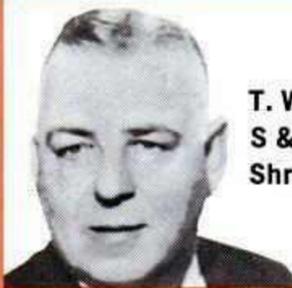
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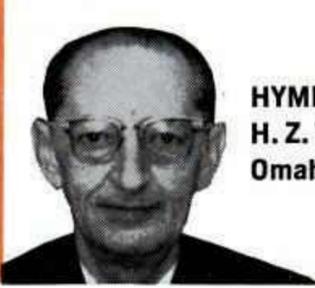
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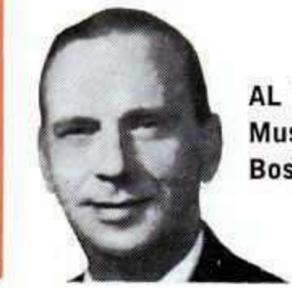
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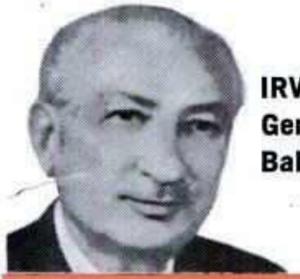
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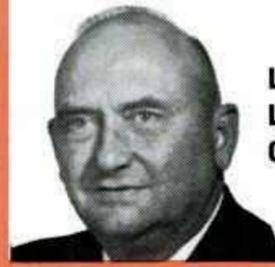
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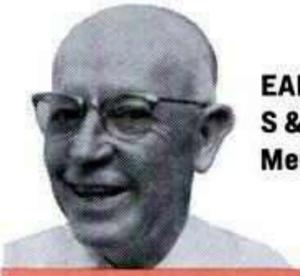
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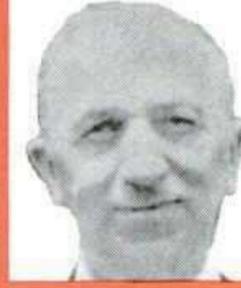


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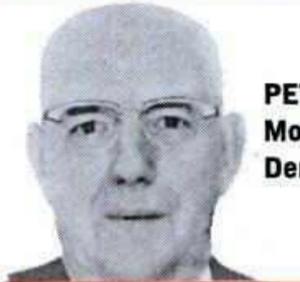


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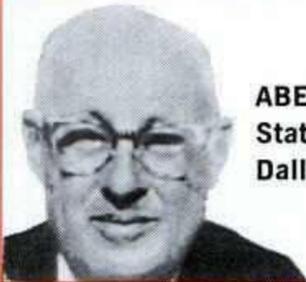
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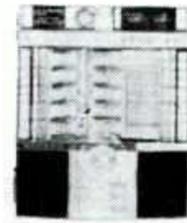
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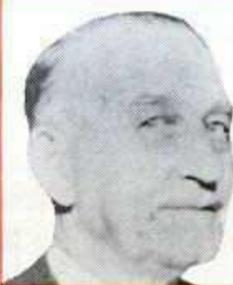
ABE SUSMAN
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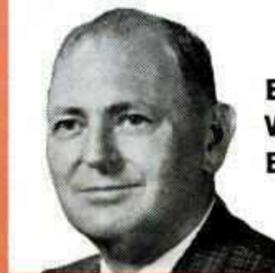
NICK CARTER
Kings Distributing Company
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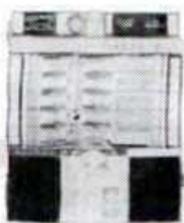
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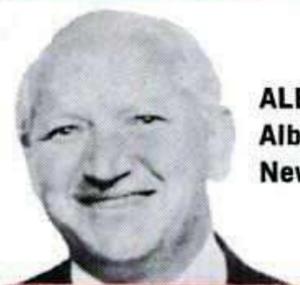
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Coin magazines slide out for loading and an extra set is included for loading at the plant. The units operate on 115 volt, 60-cycle AC current and are 53 inches high, 30 inches wide, and 21 inches deep. Fronts are illuminated and out-of-change lights are provided. The floor model cabinet is of high security welded steel and has Epoxy finish.

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Atlas Music Starts School

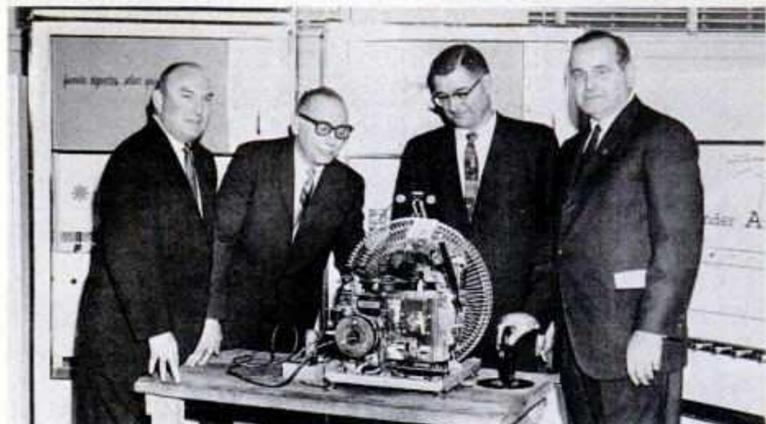
CHICAGO—Forty-two phono operators and servicemen from a three-State area jammed the Atlas Music Company showrooms last Wednesday (30) evening for the first session in the firm's ambitious series of fall and winter service seminars.

Opening night instruction centered upon Rowe-AMI's M-200 phonograph. The group was divided into two classes, one for the operator and serviceman more familiar with the equipment and another for those to whom the machine was new.

Instruction was handled by Rowe AC Manufacturing Company customer servicemen Clifford Bitting and Henry Hoevenaar.

Atlas President Eddie Ginsburg announced that plans call for similar service meetings twice a month through next March.

"We intend to offer instruction in maintenance and repair of old as well as new equipment," Ginsburg declared. "This will give new servicemen an oppor-



FLANKED BY ATLAS OFFICIALS, Clifford L. Bitting, manager of customer services for Rowe AC Manufacturing Company, points out new features of the company's M-200 phonograph mechanism. From left: Stan Levin, Atlas sales manager; Joe Kline, export manager; Bitting, and Eddie Ginsburg, president of Atlas.

tunity to become familiar with older machines."

Typical of trade interest generated by the Atlas maintenance meet was that of Lynn Smith,

Decatur, Ill., coinman, who flew to Chicago for the event.

In addition to Illinois coinmen, Indiana and Wisconsin operators were in attendance.

M.O.A./N.A.M.A. OPERATORS

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OUR SHOWROOMS—
EVERY HOUR ON
THE HOUR



COINMEN IN ADVANCED CLASS receive briefing on new equipment by Rowe AC Manufacturing Company service expert, Henry Hoevenaar. Class was held in one of the Atlas showrooms.



OPERATORS AND SERVICEMEN crowd the offices of Atlas Music Company for first in a fall and winter series of service classes. Many of the coinmen journeyed to the Chicago meeting from Wisconsin and Indiana.

Used Pinballs Ready for Location
\$75.00 each
Sittin' Pretty, Golden Bells, Sunshine, Hi Diver, Double Action, Sweet Sioux, Criss Cross.
\$50.00 each
Belly U.S.A., Waikiki Beach, Miss Universe.
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SHOP MECHANIC
Must have reference and experience. Write or call Dan Stewart Co., 140 East 2nd South, Salt Lake City, Utah. DA 2-2473.

Liberty Little LP's
• Continued from page 98
Coin Liberty little LP's dag lowing albums on Liberty: "Discovery," Vikki Carr; "Invisible Tears," Johnny Mann; "The Chipmunks Sing The Beatle Hits"; "End of the World," Julie London; on Imperial: "Country Songs-City Hits," Slim Whitman and "Fats Domino Sings;" on Dolton: "Telstar" the Ventures and on Premier: "50 Guitars Go South of the Border."

"CORONET" COIN-OPERATED POCKET BILLIARD TABLE

BY NATIONAL OF NEW JERSEY SINCE 1924

WHY SETTLE FOR LESS?? FIRST OF ITS KIND
1) Picture Window Ball Viewer. 2) Decorator Designed: a) For Beauty; b) For Stability; c) Service Free Unit. 3) Practically Free upkeep. 4) Formica with gold anodized aluminum and aqua trim.

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BY NATIONAL OF NEW JERSEY SINCE 1924

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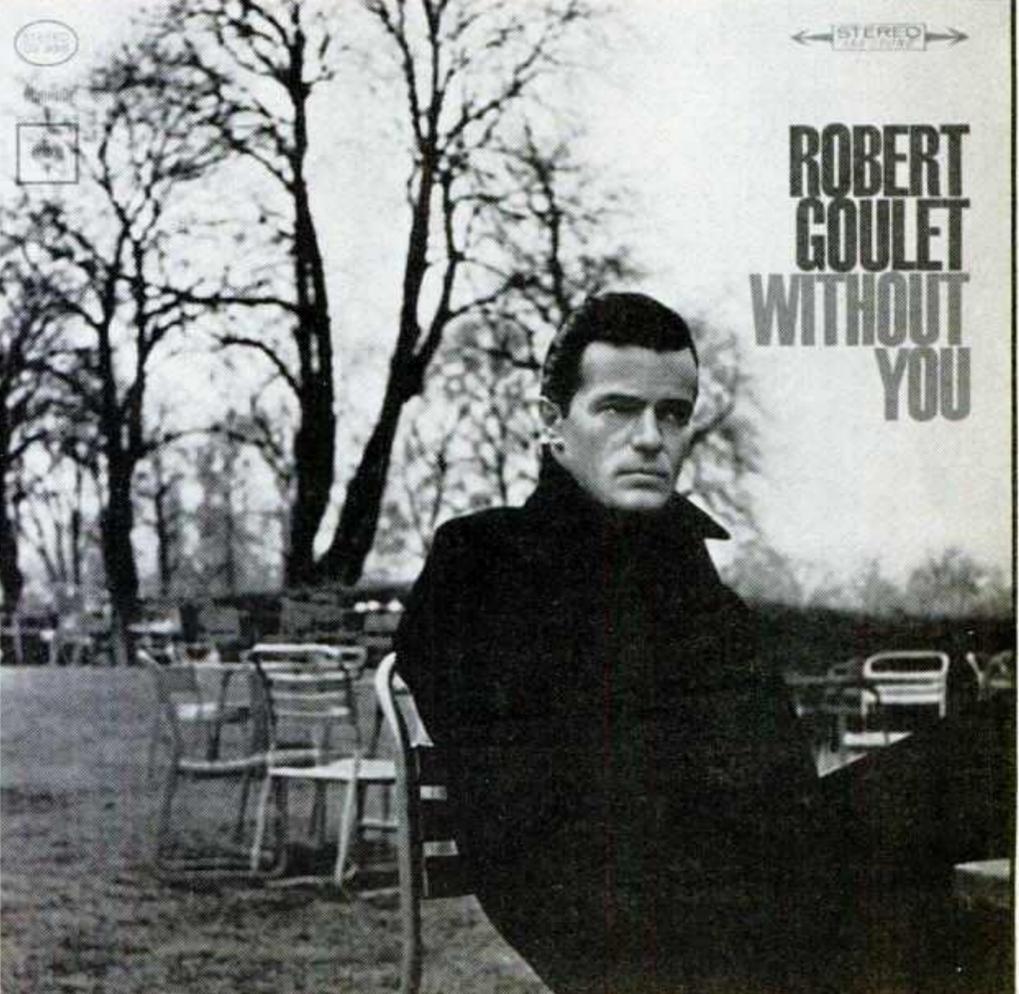
Say You Saw It in **Billboard**

COLUMBIA RECORDS

7-INCH STEREO LITTLE LP'S FOR ADULT MUSIC OPERATOR PROGRAMMING



Stereo Little LP
7-9000

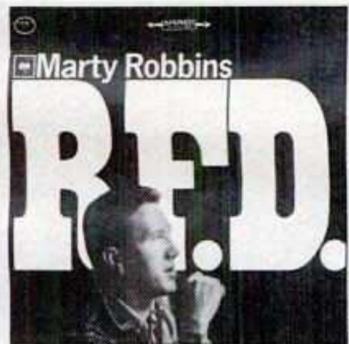


STEREO
ROBERT GOULET
WITHOUT YOU

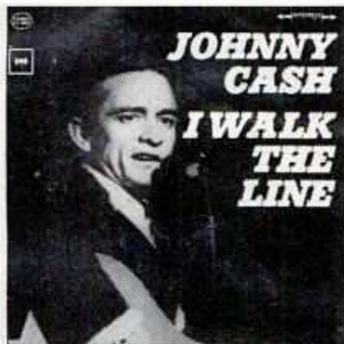
<p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p>	<p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p> <p>I'LL BE SEEING YOU ONCE UPON A TIME — AUTUMN LEAVES ROBERT GOULET Columbia LP Album — Without You</p> <p>DON'T WORRY 'BOUT ME WHAT'S NEW — I'M A FOOL TO WANT YOU</p>
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OPERATOR PACK[®]

PATENT PENDING



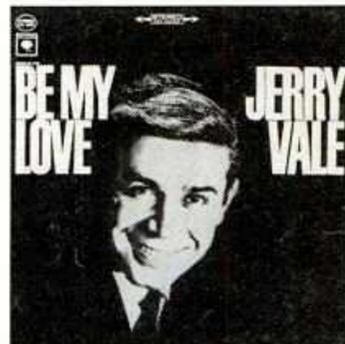
Marty Robbins
R.F.D.
EVERYBODY'S DARLIN' PLUS MINE • SOUTHERN DIXIE FLYER • ONLY A PICTURE STOPS TIME MAKING EXCUSES • RAINBOW • I LIVED A LIFETIME IN A DAY
7-9020



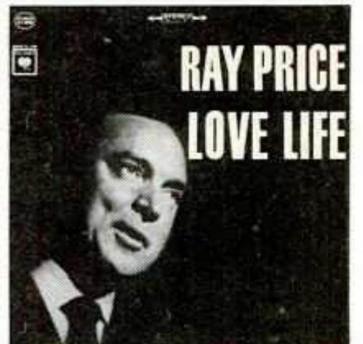
JOHNNY CASH
I WALK THE LINE
I WALK THE LINE • FOLSOM PRISON BLUES • GIVE MY LOVE TO ROSE • WRECK OF THE OLD 97 • BIG RIVER • GOODBYE, LITTLE DARLIN' GOODBYE
7-8990



MORE BIG FOLK HITS
THE BROTHERS FOUR
THE BATTLE OF NEW ORLEANS • PUFF (THE MAGIC DRAGON) • WHERE HAVE ALL THE FLOWERS GONE • DON'T THINK TWICE, IT'S ALL RIGHT • SAN FRANCISCO BAY BLUES • DON'T LET THE RAIN COME DOWN
7-9013



BE MY LOVE
JERRY VALE
BECAUSE • MONA LISA • BECAUSE YOU'RE MINE • BE MY LOVE • WHY DON'T YOU BELIEVE ME • ALL THE WAY
7-8981



RAY PRICE
LOVE LIFE
ALL RIGHT (I'LL SIGN THE PAPERS) • I FALL TO PIECES • I DON'T KNOW WHY (I KEEP LOVING YOU) • A WAY TO FREE MYSELF • YOU'RE STRONGER THAN ME • SAME OLD MEMORIES
7-8989

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Say You Saw It in Billboard

MOA Exhibitors and Booth Numbers

EXHIBITOR	CITY	REPRESENTATIVE	BOOTH NOS.
All-Tech Industries, Inc.	Hialeah, Fla.	David H. Braun	72, 73, 74, 74A
American Shuffleboard Co.	Union City, N. J.	Sol Lipkin	5, 6, 7, 8
Automatic Products Co.	St. Paul, Minn.	Arthur J. Brier	65
Bally Mfg. Co.	Chicago, Ill.	Herb Jones	25, 26, 27, 28, 29, 30, 31
Billboard	Chicago, Ill.	Dick Wilson	Registration 107
Chicago Coin Machine Div.	Chicago, Ill.	Mort Secore	66, 67, 68, 69
Capitol Records Dist. Corp.	Hollywood, Calif.	R. M. Catena	84
Cash Box	Chicago, Ill.	Lee Brooks	Registration 108
Columbia Record Sales Corp.	New York, N. Y.	Eugene J. Weiss	85
D & R Industries	Chicago, Ill.	Richard F. Utanoff	83
Decca Dist. Corp.	New York, N. Y.	Claude Brennan	88
Duncan Sales Co.	Cleveland, Ohio	Joseph Nemesh	1
Dynaball Co.	Skokie, Ill.	S. H. Berger	56
Epic Records	New York, N. Y.	Victor M. Linn	90
Fischer Sales Coin Div.	McHenry, Ill.	R. W. Weikel	60, 61, 62
Great Lakes Games	Elgin, Ill.		48, 49
Jay Jay Polka Record Co.	Chicago, Ill.	Walter Jay	86, 87
Kapp Records, Inc.	New York, N. Y.	Macey Lipman	89
Irving Kaye Co., Inc.	Brooklyn, N. Y.	Irving Kaye	32, 33, 34, 35, 36, 37, 38
Mercury Records	Chicago, Ill.	Kenneth Myers, Morris Diamond	101
Midway Mfg. Co.	Franklin Park, Ill.	Hank Ross	9, 10
Monument Record Corp.	Hendersonville, Tenn.	John Sippel	100
Mike Munves Corp.	New York	Mike Munves	59
Music Business	New York, N. Y.		Registration 110
Music Operators of America	Chicago, Ill.	Fred Granger	80
National Coin Machine Dist. Assn.	Chicago, Ill.		106
National Shuffleboard & Billiard Co.			
Pacific Amusement Co.	East Orange, N. J.	Pat Kotler	15, 16, 17
L. T. Patterson Dist.	Van Nuys, Calif.	Lynn Shubert	42
Protocision Engrg., Inc.	Cincinnati, Ohio	L. T. Patterson	46, 47
Record One-Stop Assn.	Detroit, Mich.	Jerry Stein	70
Rock-Ola Mfg. Corp.	Oceanside, N. Y.		77
Rowe AC Mfg.	Chicago, Ill.	Hugh J. Gorman	81
RCA Victor Record Div.	Whippany, N. J.	J. P. Newlander	76
Record World	New York, N. Y.	Pat Kelleher	102, 103, 104
Rojac Records	New York, N. Y.	Sid Parnes	Registration 109
Round O'Pool, Inc.	Chicago, Ill.		96
Royal Dist., Inc.	Denver, Colo.	Ted Silverman	50
Scientific Amusement Co. Edex Corp.	Cincinnati, Ohio	O. Clinton Shockey	21
The Seeburg Corp.	Palo Alto, Calif.	William G. Nutting	64
Skill Vending Sales	Chicago, Ill.	Stanley W. Jarocki	78
Star Title Strip Co., Inc.	Chicago	Leo J. Fregeau	75A
Sterling Title Strip Co., Inc.	Pittsburgh, Pa.	Norman W. Morgan	91
Tamla-Motown	Newark, N. J.	D. M. Steinberg	71
Tape-Athon Corp.	Detroit, Mich.	Irv Biegel	98
Tennessean Promotions, Inc.	Inglewood, Calif.	David J. Anthony	75
Trans World Airlines	Nashville, Tenn.	F. N. James Jr.	12, 13, 14
U. S. Billiards, Inc.	Chicago, Ill.	Esther Travis	92
United Mfg. Co.	Amityville, N. Y.	Albert Simon	82, 82A
Urban Industries	Chicago, Ill.		22, 23, 24, 39, 40, 41
Valley Sales Co.	Louisville, Ky.		11
Vee Jay Records	Bay City, Mich.	John F. Ryan	18, 19, 20, 43, 44, 45
Waikiki Record Co.	Los Angeles, Calif.	William Siegel	99
Western Trails Amusement Co.	Los Angeles, Calif.	Tommy Kearns	97
Wico Corp.	Chicago, Ill.	Ross B. Sheer	2, 3, 4
White Sands Sales & Bates Industries	Chicago, Ill.	Edward Ruber	63
Williams Electronic Mfg.	Denver, Colo.	Ron Sandlin	57, 58
World Record Dist., Inc.	Chicago, Ill.	Jack H. Mittel	51, 52, 53, 54, 55
The Wurlitzer Co.	Chicago, Ill.	Morris Goldstein	105
	N. Tonawanda, N. Y.	A. D. Palmer	79

European Game at W. Va. Meeting

Continued from page 95

jets of water from opposing sides of a playfield at a small

ping-pong ball. Object is to knock the ball into the other player's goal.

The game is timed and can be set for one, two or three-minute operation. It costs 10 cents to play. The playfield is rectangular with a glass top. Fluorescent lamps provide an unusual lighting effect.

Cost of the game to operators here will be \$540. Paul Himberg and Dick Gilger, Royal executives who showed the game in Huntington, said it has been

undergoing tests in Cincinnati for the past several weeks with very encouraging initial results.

First national showing is scheduled for the forthcoming Music Operators of America conclave in Chicago, October 14-16. Developer of the game is Joe Grasso, Italy.

Mr. Coin Man

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CC Ray Gun	195
CC Variety Roll Down	295
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Gottlieb Liberty Bell	395
Wms. Titan Gun	165
Wms. Hercules Gun	125
Seeburg R	235
Seeburg C	95

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MOA Program

Sherman House, Chicago

WEDNESDAY, OCT. 14

- 8:30 a.m. to 10:00 a.m.—Meetings of Regional Associations: Coin-Operated Industries of Nebraska, Illinois Coin Machine Assn. South Dakota Music Operators & Vending Assn.
- 9:00 a.m. to 5:00 p.m.—Registration Desk Open.
- 9:30 a.m. to 11:00 a.m.—Forum on Diversification. Moderated by J. Harry Snodgrass, with panelists from Rock-Ola, Rowe, Seeburg and Chicago Dynamics.
- 11:15 a.m. to 12:15 p.m.—Forum on Chattel Mortgages and Contracts. Moderated by Albert S. Denver, with panelists J. Harry Snodgrass and Lou Casola.
- 1:00 p.m. to 5:00 p.m.—Exhibits Open (mezzanine).

THURSDAY, OCT. 15

- 9:00 a.m. to 11:00 a.m.—MOA General Membership presided over by President Lou Casola. Nomination and election of officers and board members. Reports from officers and committee chairmen and managing director. Reports on legislation from George Miller, legislative counsel, and Nicholas Allen, MOA attorney from Washington.
- 10:00 a.m. to 5:00 p.m.—Registration Desk Open.
- 11:00 a.m. to 12:00 Noon—ROSA General Membership Meeting. Presided over by President Stanley Stone.
- 12:30 p.m. to 2:00 p.m.—Ladies Luncheon in Merchants & Manufacturers Club of Merchandise Mart, followed by tour of the Mart. Co-chairmen: Mrs. Lou Casola and Mrs. Clinton Pierce.
- 1:00 p.m. to 5:00 p.m.—Exhibits Open (mezzanine).

FRIDAY, OCT. 16

- 9:00 a.m. to 10:30 a.m.—Special presentations by record companies. Some record companies have requested time on the programs. MOA has invited all who wish to participate. They will pick their own subjects.
- 10:00 a.m. to 3:00 p.m.—Registration Desk Open.
- 10:45 a.m. to 12:00 Noon—Forum on Programming moderated by Norman Gefke with panelists Ted Nichols, Irving Perlman, Pat Cohen and representatives of two or more record companies. Note this panel made up of operators, one-stops and record companies.
- 1:00 p.m. to 5:00 p.m.—Exhibits Open (mezzanine).
- 7:00 p.m. to 1:00 a.m.—Gala Banquet and Show, Terrace Casino, Morrison Hotel.

Germans to Attend MOA; Want to Learn and Sell

• Continued from page 95

tion may be put to the U. S. trade about help in introducing German product to the American market.

The VDAI is noteworthy among world trade organizations for its enlightened attitude toward competition with foreign product. The Germans are opposing any increase in import duties on U. S. coin machines, and the VDAI boasts of the harmony prevailing between German and U. S. manufacturers based in Germany.

Some German manufacturers feel it is time reciprocal treatment was extended to German product in the United States, all the more so since U. S. firms now dominate the West German phonograph market.

The VDAI junket will touch base at all major U. S. phonograph manufacturers, affording

ample opportunity for German manufacturers to discuss what is being informally referred to here as "operation helping hand" with their American counterparts.

In this connection, the VDAI is showing sensitivity to forecasts that the U. S. trade this year will increase its penetration of the West German market. U. S. Department of Commerce figures show the shipment of new U. S. phonographs to be running ahead of shipments for the same period last year.

But the VDAI's general manager, Heinz Kummer, says German figures show a decline. According to Kummer's figures, shipments of new U. S. phonographs declined in the first half of 1964 to 2,606, compared with 3,317 in the same period last year.

U. S. Department of Commerce statistics show a general increase in U. S. coin machine exports to all major European countries this year. On the other hand, German equipment is clearly reducing the market for U. S. reconditioned equipment, the export of which has declined substantially.

This is in line with the VDAI's official position that U. S. and German equipment do not directly compete but are aimed at different markets and hence are complementary.

New York School

• Continued from page 100

oratory and he plans to operate the new facilities with graduates of the school.

The course of study is currently being prepared. Those interested in further information may write directly to Dean Conte, Rochester Business and Technical Institute, Newark, N. Y.

October 17, 1964, BILLBOARD

World Wide Remodels

CHICAGO — World Wide Distributing Company, prominent Seeburg outlet here, has remodeled and expanded its facilities to provide operators with an equipment showcase for location owners.

Operators are being encouraged to bring their customers to World Wide showrooms to view the full Seeburg line in an actual installation.

Operators are also being pro-

vided with private offices in which they can consult with their customers.

Irv Ovitz, head of World Wide's vending division, said the installation was made to help operators show equipment off in its proper setting.

Ovitz said the distributing facility is now the nation's largest for vending equipment. New and used equipment of all types is handled.

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Bonus Baseball	League	Select-Play-Delux
Build Up	Line-Up	6-Player Rebound
Cypress B. A.	Mark Six	Select Play
Crystal S. A.	Mars Delux	Super Shuffle
Comet	Mars	Single Rebound
Chief Shuffle	Mercury Delux	Stars
Clipper Delux	Niagara	Super Rebound, 6 Pl.
Capitol Delux	Official	Super Bonus
Comet Delux	Olympic	Sunny
Double Shuffle Alley	Polaris B. A., 16 Ft.	Tropic B. A.
Derby Roll	Pacer S. A.	Tornado B. A.
11th Frame	Playtime	Thunder B. A.
Express	Playmate	Tempest S. A.
Embassy	Pool Alley	Topper S. A.
Fury B. A.	Regal B. A.	Tip Top
4-Way S. A.	Rumpus	Team
Futura B. A.	Regulation	Team Hockey
Frolic	Regatta	Targette
Falcon	Regulation Handicap	Team Shuffle
Flash	Rainbow	Ultra S. A.
5th Inning	Sahara B. A.	Universal Shuffle
5-Way	Sabre B. A.	Tournament
Gypsy S. A.	Shuffle Baseball	Yankee
Holiday B. A., 16 Ft.	Sparky S. A.	Zenith

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ARmitage 6-5005

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PLAYERS TRIGGER JET SPRAYS

Water Polo players control pistol-type grips at either end of handsomely designed game, then shoot high-powered jets of water at a ping-pong ball. Object of game is to get ball into opponent's goal.

FAST FACTS ON WATER POLO

- ✓ Legal everywhere
- ✓ Timer permits operator to set for one, two or three minute play
- ✓ Set for 10c play
- ✓ Beautifully designed cabinet
- ✓ Glass Top
- ✓ Fluorescent lamps create unusual lighting effect



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CONVENTION
BOOTH #21

EXHAUSTIVE LOCATION TESTING PROVES WATER POLO A CONSISTENT GOOD-MONEY EARNER IN ALL TYPES OF LOCATIONS.

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Mr. Ron Pepple
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Northwest Sales Company
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Mr. Bill Sutherland
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Distributorships available in some territories.

See Harold Hoffman or Clint Shockey during M.O.A. Convention, or at the Carriage House, 215 E. Chicago Avenue (WH 3-5000)

For those operators not attending the M.O.A. Convention, call or write:

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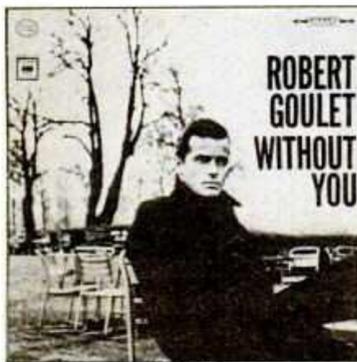


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BOBBY VINTON—A Very Merry ChristmasEpic
Christmas Chopsticks—Christmas in Killarney—Dearest Santa—Three Wise Men, Wise Men Three—White Christmas—Do You Hear What I Hear

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

Happel Named Vendart Prexy



BILL HAPPEL JR.

LOS ANGELES—William R. (Bill) Happel Jr., a prominent veteran of 25 years on the local Coin Row, assumed the post of president and general manager of Vendart Corporation here recently. The firm distributes music machines, amusement games and vending machines.

Happel, a native of Milwaukee, recently resigned his post as sales manager of the Seeburg Distributing Corporation here. Prior to this, he owned and managed Badger Sales Company for approximately 20 years.

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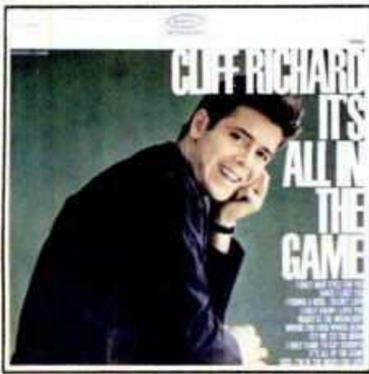
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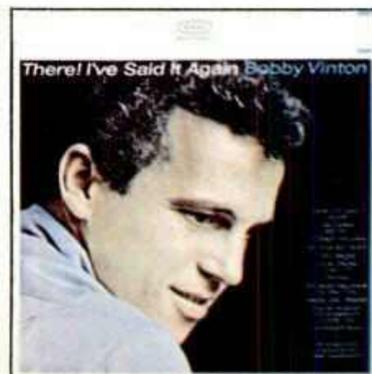
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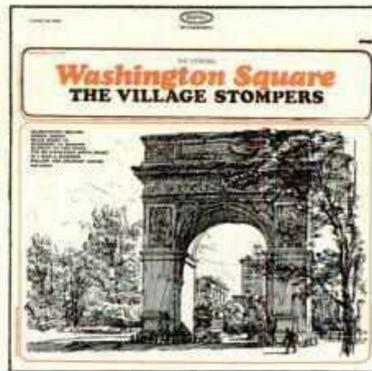
Since I Lost You
Secret Love
I Only Know I Love You
Magic Is the Moonlight
Fly Me to the Moon
I'm in the Mood for Love



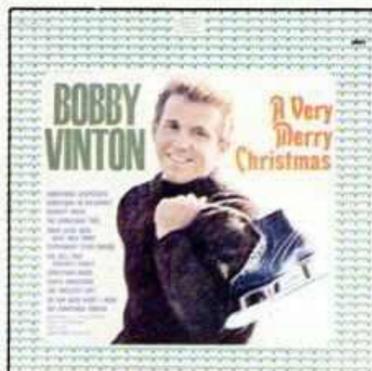
Days of Wine and Roses
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Dreamsville
Baby Elephant Walk
Theme from "Peter Gunn"



Unchained Melody
To Each His Own
My Foolish Heart
I Can Dream, Can't I?
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Green, Green
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Tie Me Kangaroo Down,
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Christmas Chopsticks
Christmas in Killarney
Dearest Santa
Three Wise Men, Wise Men
Three
White Christmas
Do You Hear What I Hear



Baubles, Bangles and Beads
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ALBUM REVIEWS



BILLBOARD SPOTLIGHT PICK

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

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

POP SPOTLIGHT

GLORIOUS GLORIA LYNNE

Everest 5228 (M); 1228 (S)

Gloria Lynne is a singer who has been growing in popularity and stature. She turns in an exciting performance on some great songs as "June Night" and "April in Paris." Fantastic backing by outstanding musicians like Wild Bill Davis on organ, Sam (The Man) Taylor on sax and Jo Jones on drums, to mention a few. A great waxing of a gal who sings with a lot of talent and feeling.



POP CHRISTMAS SPOTLIGHT

THE BEACH BOYS' CHRISTMAS ALBUM

Capitol T 2164 (M); ST 2164 (S)

The teen set knows the Beach Boys from their hit records and they should go for this album of songs for the holidays, some done up with the teen tempo of the day. Little Saint Nick is sample of this. Their vocalizing on "White Christmas" is in excellent taste and style. A fine holiday mixture and ideal for gift giving, especially to the young set.



POP CHRISTMAS SPOTLIGHT

A MERRY CHRISTMAS

Al Martino. Capitol T 2165 (M); ST 2165 (S)

Al Martino should continue his string of hit singles and albums right through the Christmas season with this wonderful album of holiday fare. He never sounded better and this album should make an ideal gift for giving or keeping for one's own listening pleasure.



POP CHRISTMAS SPOTLIGHT

CHRISTMAS WITH THE NORMAN LUBOFF CHOIR

RCA Victor LPM 2941 (M); LSP 2941 (S)

What is finer than a choir to render the majestic carols of Christmas... or to romp through the lighter fare? Hardly anything, and one of the ideal choirs to provide this recorded pleasure is the vocal organization of Norman Luboff. Manny Albam has provided outstanding orchestral arrangements.

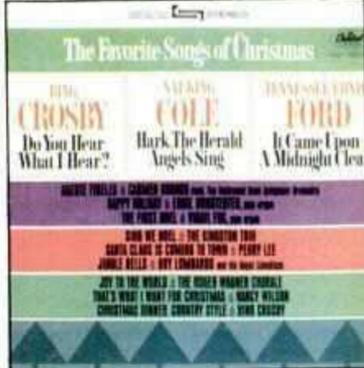


POP CHRISTMAS SPOTLIGHT

THE JOHN GARY CHRISTMAS ALBUM

RCA Victor LPM 2940 (M); LSP 2940 (S)

John Gary sings with a shade of delicacy which adds beauty to his renditions of this collection of holiday music. Gary has an excellent voice and handles it well. "I'll Be Home for Christmas" and "White Christmas" stand out.



POP CHRISTMAS SPOTLIGHT

THE FAVORITE SONGS OF CHRISTMAS

Bing Crosby, Nat King Cole, Tennessee Ernie Ford. Capitol T 2176 (M); ST 2176 (S)

The back liner says it perfectly: "an album in which favorite artists interpret the many moods of Christmas in a variety of warm and wonderful styles." Artists include Bing Crosby, Nancy Wilson, Peggy Lee, Guy Lombardo, The Kingston Trio, Nat King Cole, Ernie Ford and the Roger Wagner Chorale. Truly Christmas in song and music!



LOW PRICE POP CHRISTMAS SPOTLIGHT

THE SOUND OF CHRISTMAS WITH THE THREE SUNS

RCA Camden CAL 633 (M); CAS 633 (e) (S)

A wonderful collection of 20 of the top holiday songs done in the well-known style of the Three Suns, with orchestral backing. From "Silent Night" to "Jingle Bells," the album reflects the sparkle and majesty of the holiday season.

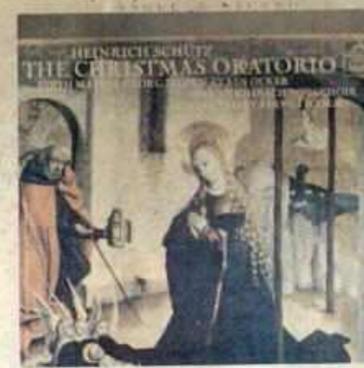


LOW PRICE SACRED CHRISTMAS SPOTLIGHT

CHRISTMAS WITH GEORGE BEVERLY SHEA

RCA Camden CAL 850 (M); CAS 850 (e) (S)

Sacred singer George Beverly Shea sings the songs of Christmas with the dignity to which they are entitled. An album of good value by a well-known performer.

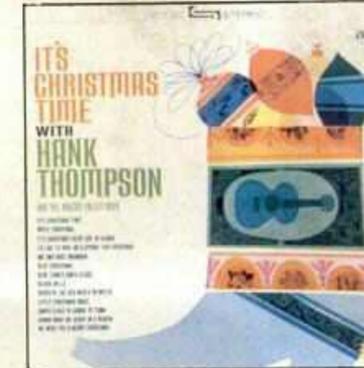


CLASSICAL CHRISTMAS SPOTLIGHT

SCHUTZ: THE CHRISTMAS ORATORIO

Various Artists. Angel 36211 (S)

Heinrich Schutz' Christmas Oratorio is performed in superb manner by the Windsbach Boy's Choir, and outstanding soloists and musicians playing instruments in keeping with the year of the Oratorio's composition, 1664. Hans Thamm masterfully directs the performance.



COUNTRY CHRISTMAS SPOTLIGHT

IT'S CHRISTMAS TIME WITH HANK THOMPSON

Capitol T 2154 (M); ST 2154 (S)

Hank Thompson delivers an excellent Christmas package of song tied attractively and featuring simplicity and sincerity in its contents. Many standards are included plus some new ones composed by Hank for your pleasure.



SACRED SPOTLIGHT

THE BLACKWOOD BROTHERS QUARTET PRESENT THEIR EXCITING TENOR BILL SHAW

RCA Victor LPM 2938 (M); LSP 2938 (S)

This album features Bill Shaw, tenor with the Blackwood Brothers Quartet. He has been with the quartet for 12 years and countless thousands have seen and heard his performances. He is an outstanding artist and his work on six of the selections prove the point. Another fine addition to the albums by this harmonizing group.



COMEDY SPOTLIGHT

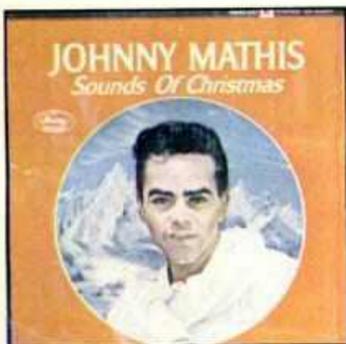
FRACTURED FOLK SONGS

Homer & Jethro. RCA Victor LPM 2954 (M); LSP 2954 (S)

Homer and Jethro cut comedy capers verbally and vocally and their brand of humor has landed them plenty of work doing commercials in their inimitable style. So they have pop exposure and appeal. In addition, they are the darlings of the double "C" set Country and College. Some mighty funny lines and lyrics with some great musical backing. Fun for anyone.

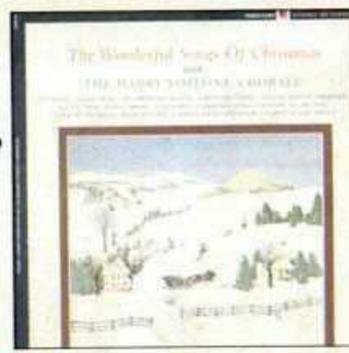
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MG 20837/SR 60837

MERCURY PUTS CHRISTMAS SALES IN THE BAG!



MG 20820/SR 60820



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