FTC Rules Protect Record Dealers

By MILDRED HALL

(Continued on page 3)

MOA Parley Draws 1,200

By NICK BIBO

(Continued on page 93)

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-Anthony Fiedler album one of the top sellers in Red Seal history. The full-scale effort will consist of a three-provided drive embracing radio promotion, consumer ads, and a special contest.

(Continued on page 10)

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 Rackell at a special press conference to be held at Universal City Studios here Oct. 13.

Rackell 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 $1,000,000.00. The term of the agreement is

(Continued on page 10)

Dot Record Club Has 'Guarantee'

By ELLIOT TIEGEL

Hollywood—"The Record Club That Guarantees Customer Satisfaction" is being introduced by Dot Nov. 1. In revealing its 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 renounced 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 circumstances 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 will 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 order 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 delayed with albums not wanted or receiving merchandise after the customer has terminated his contract—would be eliminated, hence the slogan "Guaranteed Customer Satisfaction."

The club's introductory offer will be six free LPs 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 good record-seller activity experience," emphasized Wood.

In 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
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. Heilicher, who has long been an advocate of voluntary compliance among radio dealers, said that the rules will be "enforced with a light touch, and that the industry will continue to prosper, that the interests of the customer will be safeguarded, and that the interests of the radio industry will be protected."

We agree with Heilicher. The public should note that although ARMADA opposed the idea of a rule for used cars, the industry has come to accept the idea as a necessary step. The rules will be enforced with a light touch, and the industry will continue to prosper, that the interests of the customer will be safeguarded, and that the interests of the radio industry will be protected.

The Chicago workshop sponsored by ARMADA should be a model for the industry. It has been very successful in bringing together all segments of the industry to discuss and resolve the issues that face the industry.

Also present will be the spirit of the late Harry Schwartz, pioneer broadcaster, who saw in the FTC the best chance for an ethical industry.
An exciting collection of new album releases added to the best-selling Columbia Records holiday catalog.

The World's Greatest Catalog

Perennial Columbia Records best sellers
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!
It's a Big, Big, Big 3 Season

NEW YORK—The Big 3 (Robbins-Finney-Miller) and its subsidiary Hastings Music fame are in full swing this season. Firms are currently active in six key areas: TV, pop singles, albums, foreign exploitation, film and radio.

On the TV front, the publishing house has come up with the Shirley MacLaine edition of its new season's series: "Flipper," "The Big Three," "Twelve O'clock High," "Peyton Place," "Valentine's Day," and "Six Days and Seven Nights." It's a "6 Day-A-Week" program for the Bottom of the Sea.

"Flipper" was written by Horace C. Hall, and is in the Feist firm; "UNCLE" is by Jerry Goldsmith and is in the Hastings firm; "Twelve O'clock High," also in Hastings, is by Domenech-Frontiere; "Peyton Place," by Franz Waxman and Paul Francis Webster, is in the Robbins firm; "Valentine's Day" is by Frank Dunphy and Don mechanic; "Six Days and Seven Nights," as usual, is written by Lens Photographic, which was written by Lynn Mushroom.

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

In a recent survey of album activity, Robbins, Finney and Miller have reported that the ABC LP's have been selling LP's cut by major disk artists.

The Big 3 also is stepping up development of the potential of the Big 3 LP's through its foreign affiliates it is pressing into sales of the stereo product. Recently, "Softly As I Leave You" was derived from the film "The Cat" and recorded by Ray Conniff and the Boys. "The Cat" has been grossed out by One the Roses Died," which has been recorded by Clifford on United Artists, was developed from another Italian ballad, also a "D'Amore" theme. The firm will have still another likely candidate in the new Domenico-Frontiere film, "Sofia Grande," which just won first prize at the Naples Big 3 MGM production, "The Americanization of Emily." The "Emily" song is a direct set to swing with recordings by David Ross (MGM), Marty Gold (Columbia), Françoise McDougall (Liberty) and Cleonoff (Mercury).

On the concert front, Lasker is promoting the Andrea Previn and Dory Lang duet tour song from the forthcoming MGM release "The World," which is set to roll with appearances by Pat Boone (Dot), Cannonball Adderley (Caldor), Andre Previn (Columbia), D'Arcy D'Amore (Tower), Duane Eddy (Philadelphia), and Bobby Darrin (Cirrus)

On the municipal front, the firm has released "Stars on the Water," a collection of methods and new areas of promotion and distribution to suit sub-urban municipalities to the Center market. To promote its TV shows, the Big 3 is printing sheets titled "A TV Musical Theme," which contains information about each particular show.

In Hong Kong, the major

problem is bootlegged records flooding the area from Formosa, Japan. In a few months time, the local government did nothing about the pirated phonograph, and as a counterfeited mer- chandise, which is finding many items besides records. The counterfeited records could be in more than 10% of the phonograph players they 10 times, one dealer told us.

It's a Big, Big, Big 3 Season

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

HOLLYWOOD—Japanese music fans favor American product, reports Jay Lasker. Vee Jay's executive vice-president, home to Japan last month. The executive, who was caught in two typhoon in 1965, said that the English product has made no headway in Japan.

Vee Jay is sharpening its guns to do "seven hundred thousand exchanges of business" in the Orient over the next five years.

Stereo albums are the main record product bought by the Japanese, but there is no noticeable trend in the albums where the kids frequent coffee houses which offer recorded entertainment.

There are some coffee houses with jazz levels, offering top jazz, classical and popular records. As far as Lasker could ascertain, the English product is down, and classical and love songs have large sales.

The biggest home-grown editors are the film soundtracks items, and there have been themes from a James Bond film and the old "East of Eden" pictures.

In Hong Kong, the major

Correction

NEW YORK—Due to a typographical error, ABC-Paramount Records has been incorrectly identified in the Oct. 3 issue of Billboard. The firm is ABC-Paramount Records (APR) Pancooma (BMI). The correct identification of the Goldmark last week was stated Clark, at ABC-Paramount Records presidency, managed two of the firms.

Clark said that the two firms will continue to operate as independent entities. They added that "additional announcements of other catalogs, the development of writers for radio TV and Broadway shows, and of, of course, expansion in the record field.

Nathan Appointed by MGM-Verve Records

NEW YORK—John E. Nathan has been appointed European representative for MGM-Verve Records by Gene Moretti, director of international music. 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 sales managers of the various licenses, as well as European trade papers, radio and TV. He will work closely with MGM-Verve artists already in Europe. In addition, Nathan will act as liaison between films and MGM Rec- cords as the facilties of the MGM picture exchanges throughout the Continent.

Dolly's Song

Suit Filed

U.S. Branches

European Office

Andre de Veyde, Bl. 15 Rue des Etoiles, Paris 19

Brazilian Office

040 Praca do Comercio, Teatro Carioca, Rio de Janeiro, Brazil

Argentina Office

438 Corrientes, Buenos Aires

Latin American Office

1111 24th St., N.W., Washington, D.C.

Canadian Office

1976 Bay St., Toronto, Ont.

U.S. Outsell in Japan: Jay Lasker

HOLLYWOOD—Japanese music fans favor American product, reports Jay Lasker. Vee Jay's executive vice-president, home to Japan last month. The executive, who was caught in two typhoon in 1965, said that the English product has made no headway in Japan.

Vee Jay is sharpening its guns to do "seven hundred thousand exchanges of business" in the Orient over the next five years.

Stereo albums are the main record product bought by the Japanese, but there is no noticeable trend in the albums where the kids frequent coffee houses which offer recorded entertainment.

There are some coffee houses with jazz levels, offering top jazz, classical and popular records. As far as Lasker could ascertain, the English product is down, and classical and love songs have large sales.

The biggest home-grown editors are the film soundtracks items, and there have been themes from a James Bond film and the old "East of Eden" pictures.

In Hong Kong, the major

Correction

NEW YORK—Due to a typographical error, ABC-Para- Paramount Records has been incorrectly identified in the Oct. 3 issue of Billboard. The firm is ABC-Paramount Records (APR) Pancooma (BMI). The correct identification of the Goldmark last week was stated Clark, at ABC-Paramount Records presidency, managed two of the firms.

Clark said that the two firms will continue to operate as independent entities. They added that "additional announcements of other catalogs, the development of writers for radio TV and Broadway shows, and of, of course, expansion in the record field.

Nathan Appointed by MGM-Verve Records

NEW YORK—John E. Nathan has been appointed European representative for MGM-Verve Records by Gene Moretti, director of interna- tional music. 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 sales managers of the various licenses, as well as European trade papers, radio and TV. He will work closely with MGM-Verve artists already in Europe. In addition, Nathan will act as liaison between films and MGM Rec- cords as the facilties of the MGM picture exchanges throughout the Continent.

Dolly's Song

Suit Filed

U.S. Branches

European Office

Andre de Veyde, Bl. 15 Rue des Etoiles, Paris 19

Brazilian Office

040 Praca do Comercio, Teatro Carioca, Rio de Janeiro, Brazil

Argentina Office

438 Corrientes, Buenos Aires

Latin American Office

1111 24th St., N.W., Washington, D.C.

Canadian Office

1976 Bay St., Toronto, Ont.
The first Liza Minnelli album!

No one deserves to sing so brilliantly in a debut album.
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 for 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 for a 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, allowing the manufacturer to show up at the marketplace, in terms of better sales in higher brackets. No matter how you look at it—volumes are declining, but higher quality models are selling toward the higher quality (and higher priced) goods.

WB-Reprise Target: Teen Mart

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

The quote is from merchandising executive Fred Friedman, who states the days of a company offering LP's in the piano, Latin, folk, etc., are broad representation is wanted.

"We feel companies like ours can't afford the luxury of indulging in products of this year. They've just been the value."

Instead of shooting for wide market merchandize, WB-Reprise has been gaining its releases to hit the young audience which Friedman says is new 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. Pitney, 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 Dee Dee, The Freddies, the Rutles, Brian Wilson and the Beach Boys, and Tina Turner on WB, and the Blenders, 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 album 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 concert trend (bossa nova, twist, surfing, beat, italian, ragtime, r&b, spoken word, classics and show 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.

Dot Records Sets Up a New Foreign Licensee Network

HOLLYWOOD — Dot Records has completed its new foreign license network built on the concept of independent companies working closely in re-releasing material and interchanging product. Through arrangements worked out by the company's International Director Len Bailey, the Dot logo will now appear throughout the world on products distributed by separate companies.

Dot's new licensees include:

- **Australia**: Vogue S.A., Belvedere, Prince, E. Wood, Vogue, P.E.P., Froster, Deutsche Vogue GmbH.
- **Spain**: M.I.F., Firmenswalt, Switzerland, and Molotol, Turkey.

Dot recently formed low-priced Hamilton line will be distributed through Pye's budget label in England, Goldin Geinas and Vanguard in France, Germany, Belgium and Holland. Bailey also noted that selected Dot recordings will be heard through these subsidiary lines.

"The Far East," Bailey said, "will be an effort to create a strong network throughout Asia. There would be a concentrated effort for an interchange of singles within the Dot family and a network organization. The Philippines will press singles and LP's for the Far East. Other products cannot be imported here, Bailey explained.

**Other Noteworthy News**

**Hot Dean LP**

HOLLYWOOD — Reprise is encountering single sales for D e a n Martin's "Everybody Loves Somebody" LP. The album covering the million-selling single, "Everybody Loves Somebody," said its 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 he will sign some of his artists (Howling Wolf, Lightnin' Hopkins, Watchtower Sam, among others) 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, a specier arranged for the release of the firm's first single by Clarence Hayes.

**Pate Records**

NEW YORK — Johnny Pate, who recently joined ABC-Paramount's Decca artists and repertoire division of the firm, has been asked to join Jack Koenig's company, the last record company's first date with the McCartney label, which he had signed to the label. Next session will be a recording of the Impressions, an album, and the judges, a new group.

**Blumberg Is Named By Hodge Firm**

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

The veteran record executive this week started his new position as an advertising manager of Music Business, a post he held for seven months. Prior to the appointment, he was advertising manager 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.
LEIBER® STOLLER® GOLDNER
PRESENT

THE
JELLY BEANS

"BABY BE MINE"
RED BIRD 10-011
FIRST HIT
"I WANNA LOVE HIM SO BAD"
WRITTEN BY JEFF BARRY, ELLIE GREENWICH AND STEVE VENET
PRODUCED BY STEVE VENET AND JEFF BARRY

&

THE
SHANGRI-LA

"LEADER OF THE PACK"
RED BIRD 10-014
FIRST HIT
"REMEMBER (WALKING IN THE SAND)"
WRITTEN BY GEORGE MORTON, ELLIE GREENWICH AND JEFF BARRY
PRODUCED BY SHADOW MORTON AND JEFF BARRY

BROKEN NATIONALLY BY
THAT FANTASTIC GIANT OF
PROMOTION, HOWARD BEDNO
ALLSTATE DIST. CO., CHICAGO
PAUL GLASS, PRES.

CONGRATULATIONS
MUSIC OPERATORS OF AMERICA

RED BIRD
1619 B'WAY
NEW YORK, N. Y.
212 LT 1-3420
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, aimed 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 "inventors of phonograph method of teaching languages" (form was issued in 1883), contends it is establishing an entirely new 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.

The tape versions can be used on all 3%-inch home equipment, mono, two-track stereo, or four-track. On quarter-track machines, the student is permitted to select the student to record with the taped disc. The lesson is carried on all tracks and four, leaving tracks two and three available for other lessons.

The student is able to record his pronunciation of the words immediately at the point of instruction. When the exercise is played back, the student is able to analyze his basic grasp of the foreign words with the instructor's pronunciation. Thus, the student is able to hear how his progress is in progress pronunciation.

This, according to Cortina, according to Cortina president Robert Lyness, is the first tape to be used in a home 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 of a five-track record is priced at $4.98. A specially designed single disc with attached sample booklet will be free for every 12 albums ordered.

U.S. Outsells U.K.

Laster, because the sound were thin. These illicit LPs were being sold for 60 cents in American currency, the local disc buyers have become accustomed to paying $1.50, so there is a profit in teaching the people to regularly pay $5 for a legitimate album.

Like the Hong Kong market, is not a large singles market. This is unfortunate, cites Laster, because the local population of Hong Kong is 1/4 million people, 50 per cent of whom are under 16.

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 fear that they harmed dealer sales but that they had become an important segment of the industry. He now says that he would probably be forced to enter 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 their catalog products in the local store. "We're more concerned with giving our artists the exposure than with the profit the club will make," Wood insisted.

The president re-emphasized that he has always favored the dealer, he knew their problem 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 already works on club orders in addition, but Wood feels that exclusive club orders handled in conjunction with Dot's present 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 multiplier follow-up mailing launching the club nationally.

Would the Dot Club consider handling other companies if in interest were displayed? "We'll see," Wood's FTC 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 airplay treatment. In addition, Victor is pulling out two tracks from the album—the "Aida Duet" and the "Beethoven Cha-Cha-Cha"—and is making it into a single for disk jockey use only.

Victor has hired in with Cavi- lier 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 Cavi- lier. A motorcycle, 1,500 other prizes are the lure. Content is aimed at building dealer traffic. Victor's ad campaign is strongly centered on the college market, while still covering other consumer bases. It will blanket college newspapers with Sher- man-Fiedler ads during this month, as well as using space in Playboy, Campus Cricket, and the New Yorker through November.

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

Billboard, October 17, 1964
EPIC DELIVERS THE FIRST CHRISTMAS GIFT OF THE YEAR

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

NOW AVAILABLE TO DEALERS THIS SPECIAL BOBBY VINTON FLOOR MERCHANDISER
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 service to colleges and universities for the booking of its campus programs. According to N. Kalcheim, head of the agency’s personal appearances department, college entertain-ent needs are diverse and rate custom tailoring both as to tone and talent. For this reason,” Kalcheim added, “William Morris has remained flexible in its college bookings and is manned, unlike any other agency, to cater directly to the requirements of the entire range of the educational spectrum, be it folk, jazz, folk and bohemia or ballet, Bach and ‘Beyond the Fringe.’

In the past, the agency maintains separate divisions within the college framework under Kalcheim’s direction to service this specialized market. The division of Special Attractions and a Special Pop Music Division, Klaus Kalcheim said, working with Steve Labor (East) and Iris Okun (West), the latter division: ‘At least once a year,’ Kal- cheim explains, ‘we are always planning the concert and special activities in which the campus and special attraction fields visit every major college market, from coast to coast, all over the country. In addition, we host an annual convention of the International Association of College Sport and University Managers, both of which are held in New York. In the past, the agency’s artists attend these meetings at which the firm presents its program for the coming season. Kalcheim also empha-sizes the importance of on-campus meetings by agents with officers of student unions, frater-nities and sororities, clubs and alumni groups, college officials, students and visiting artists to the university. Okun, who oversees the college and university division, has met with 300 college presidents this fall alone. Kalcheim explained: ‘This rapport with our clients is an important way to control the entertainment budgets is a day-to-day operation requiring con-stant communication. We also at-tend the national and regional meetings of the Campus Activities Board and student organizations with regularity to get the pulse of the marketplace firsthand. This year, we intend to step up our university programs even more.’ As an illustration of steady contact with the college market, Brant-Goodrick, who wrote the attendance of the agency’s talent re-presentatives Joy Jacobs and Roy Scholten, (Continued on page 4)".

Outdated—Theme Gets Battering 'A Loverly War' Like Big Bertha

NEW YORK—"Oh What a Loverly War," the British import, which opened on Broadway Sept. 30, 1960, starring David Garrick and Ferry Raffety, is an un-theatrical musical entertainment. Although the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexcelled, the songs and the libretto are unexc...

The tenor of the famous Blackwood Brothers Quartet interprets this fine collection of hymns. "The Angels Must Have Cried," "Only One Touch," "Welcome to Glory Land," "My Wonderful God" and 8 others. Dynagroove.


Gospel music's finest exponents singing together for the first time. "Sweet Jesus," "It Rained," "I Was There When the Spirit Came," "Every Time I Feel the Spirit" and 8 others. Dynagroove.

4 New Sacred Music Albums for the fall season from RCA Victor

The Wonderful World of Records
RHYTHM & BLUES

R&B D.J. Roundup

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

National Breakouts are those records registering sales in a significant manner and have been classed as new hit records.

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

In addition to jockey reports of records that are making their first appearance in the local top 15, the local breakout records to watch based on initial action in each market and the top-uppers.

**Jerry Thomas**
Downtown Fort Worth

**First Appearance in Local Top 15**
I CAN'T SEEM TO WATCH IT—Bobby Brown, Constellation

**Breakouts**
DON'T TRY TO FIGHT THE MOUNTAIN—Johnny Moss, Atlanta

**Records to Watch**

**AIMS**
**SASD**
SIMON & PETERSON

**First Appearance in Local Top 15**
I CAME FROM THE BOICE COUNTY—Deborah, Atlantic

**Breakouts**
DON'T TRY TO FIGHT THE MOUNTAIN—Johnny Moss, Atlanta

**Records to Watch**

**BRUCE SMITH**
**SASD**
SIMON & PETERSON

**First Appearance in Local Top 15**
I CAME FROM THE BOICE COUNTY—Deborah, Atlantic

**Breakouts**
DON'T TRY TO FIGHT THE MOUNTAIN—Johnny Moss, Atlanta

**Records to Watch**

**Bainbridge**
**SASD**
SIMON & PETERSON

**First Appearance in Local Top 15**
I CAME FROM THE BOICE COUNTY—Deborah, Atlantic

**Breakouts**
DON'T TRY TO FIGHT THE MOUNTAIN—Johnny Moss, Atlanta

**Records to Watch**

**FRED KEVIN**
**SASD**
SIMON & PETERSON

**First Appearance in Local Top 15**
I CAME FROM THE BOICE COUNTY—Deborah, Atlantic

**Breakouts**
DON'T TRY TO FIGHT THE MOUNTAIN—Johnny Moss, Atlanta

**Records to Watch**

**Wm. Morris Believes in College Try**

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, it was announced that another Rocking meeting in Raleigh, N.C., the Morris representatives participated in talent buying discussions on group purchasing and efficient talent booking. 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 experienced agencies.

Letters of inquiry dealing with format, budgets, booking promotion and other programming problems have been sent by the agency even when William Morris clients are not involved. Regular mailings to theatrical decision makers on campus are standard operating procedure but as is the issuance of special agency information bulletins to keep buyers advised of trends of shows. Appearances of William Morris client-artists are also handled with advertising, publicity and exploitation tools from the agency's promotional department which operates with the public relations personnel for the performers. The Concert and Special Attractions Division has a geographical assignment of management under Kenneth Hassel, William Morris, New York, with special assistants in California, Pennsylvania, West Virginia, Kentucky, Ohio and Indiana and Marshall Rentzick, the West, Alaska and Hawaii. Agents in the Pop Music Division serving college needs under Tom Brantley in New York; Ken Leber, Willy Amos, Larry Spellman, Jacques and Larry Kurzaa in New York; Sid Epperson and Bob Effrich in Chicago; Al Alwell and Kresky handled by Okun in Beverly Hills.

New Talent Agency

NEW YORK—Al Kashia, record producer, has formed the Talent Artists Corporation in partnership with the firm of Harriet Wasser and Sid Weintraub. The firm will present pop concert tours, the first of which is scheduled for Town Hall here, Oct. 17. Performers will be in a 10-city tour and are booked as the "Taste of Honey" tour, and Jackie Vernon.

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

Wm. Morris Believes in College Try

**Continued from page 12**
WE'VE HIT THE TOP

twice!!

#1 Single In America!

Manfred Mann / Do Wah Diddy Diddy! / ASCOT 2157

#1 Album In America!

The Beatles / A Hard Day's Night / ORIGINAL MOTION PICTURE SOUND TRACK

The Beatles / A Hard Day's Night / stereophonic UKS 5365

and more of the same to come

ON THE ONE TO WATCH

United Artists
Les Koenig: Toch Giant Composer But Underrated

HOLLYWOOD—Ernst Toch, 76-year-old Pulitzer Award-winning composer and Contemporary Records artist, died Thursday (1) following abdominal surgery, was one of the most underappreciated 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 across the country, all stating Toch was a great composer, albeit an undervalued 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 "dry and retiring" by Koenig, who did not know and respect him, Toch won the Pulitzer Prize in 1956 for his Symphony Number Three, introduced by the Pittsburgh Symphony in 1955. His critical success was followed by other orchestral music in 1956. 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 André Previn and a quartet for piano and strings playing Opus 64. His other Contemporary works include "Quartet in D Flat Major," "String Quartet Opus 70 and String Trio Opus 11" and the quartet Opus 28 and Opus 74.

Born in Austria, he was awarded the Austrian Cross of Honor for science and art in 1953 and the Academy of Music for composition four times in succession. Toch came to Los Angeles in 1936 when the Nazi threat began. His first major work was Carnegie Hall appearance last season, and was included in London's 'Age of Be Cool' double LP release in November. Giaour'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.

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 tap 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 November a major 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 Lieber- son, Columbia president.

CLASSICAL MUSIC

Angel Launches Drive on Full Opera Catalog

By ELIO 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 records is being offered in a campaign labeled "Angel Invites You to the Opera With the Greatest Stakes on Record." Featured among the new releases in the October program are Verdi's "Requiem," starring Enrico Schioppa and Christa Ludwig, Nicolai Gedda and Nicolai Ghiaurov.

Among the major properties offered are "Maritza" Callas Sings Verdi's Arias" and "Franco Corelli Sings Great Religious Songs and Arias," and Monteverdi's "Coronation Mass," which is the first opera ever composed. Available in this promotion will be the names of such artists as De Los Angeles, Di Stefano, Freni, Nilsson, Gobbi, Chiovelli, Klemperer, Von Karajan, Gobbi, Prez and Beecham.

"Our opera campaign is geared toward the concentration on operas 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 of major baseball teams' scouts. The record industry's opera recording activities take place in Europe, but "EMI can now offer to the world which operas is being sung," explained Dunn to discover the performing promoters. With new stars arising from Europe, "EMI can open opportunities which are being sung," explained Dunn to discover the performing promoters. With new stars arising from Europe, "EMI can open opportunities which are being sung," explained Dunn.

This talent hunting process has produced Mirella Freni, Regine Crespin, Schwarzkopf, Callas, Corelli, Ghiaurov 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 Debutantes is that the audience for opera is continually growing. Opera today is a major league baseball team. "It's the world's best," Dunn said. "The conservatories are pouring students into the business." Angel will promote the opera product through coast-to-coast ads in High Fidelity, Hi Fi Stereo Review, Atlantic, Harper's, FM and Pine Arts, FM Magazine, Opera News, The Reporter, Saturday Review, Black and White, Saturday Review and The New York Times Sunday Magazine. Advertising will also be available on the local level.

RICHARD STARKS

BILBOARD, October 17, 1964

CLASSICAL MUSIC

DGG's PIANIST WILHELM KAMPFF makes his U.S. debut in two Carnegie Hall recitals, Tuesday and Thursday (13-15). Label expects Kampff's sale in this area 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 Ghiaurov. Miss Horne won Carnegie Hall appearance last season, and will be included in London's "Age of Bel Canto" double LP release in November. Giaour'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.
TONY BENNETT'S CURRENT COAST-TO-COAST CHAMPION BEST SELLER ON COLUMBIA RECORDS™ "WHO CAN I TURN TO" 4-43141

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

Tony
Connie Francis—Don’t Ever Leave Me (Tito, BMI) (2:40) — We have something more than a summer love. (Mena, BMI) (2:19) — First side has powerful beat coupled with dual-tracked vocal. Flip also a big arrangement but less emphasis on beat. Tender rendering.

MGM 1287


MCA 1384


The Newbeats—Everything’s Alright (Acuff-Rose, BMI) (2:10) — Everything is all right...great swing. Well-supported by deep-throated group. A sure-shot chart entry. Flip: "Pink Dally Roe" (Acuff-Rose, BMI) (1:52).

Hickory 1282

Dixie Cups—You Should Have Seen the Man (Trio, BMI) (2:29) — Powerful commercial entry! Great dance number with hip performances by gals. Hit-grooved all the way! Flip: "No True Love" (Trio, BMI) (2:13).

Red Bird 50-112

Bobby Freeman—S.W.-L.M. (Taracerec, BMI) (2:51) — A great swingy, rollicking vocal supported by deep-throated group and never lets up. Define chart butcher! Flip: "That Old Little Heartbreaker Me" (Tararerec, BMI) (2:40).

Autumn 5

Johnny Tillotson—She Understands Me (Gold-Blue Sea, BMI) (2:13) — A great swingy, rollicking vocal supported by deep-throated group and never lets up. Define chart butcher! Flip: "That Old Little Heartbreaker Me" (Tararerec, BMI) (2:40).

MGM 13284


Mercury 1248

Harold Better—Do Anything You Wanna (Parts-Music, BMI) (2:00) — Teen beat with impression-type sound. Flip: "Forget." (Trio, BMI) (2:00).

The Larks—The Jerk (Cash Songs, BMI) (2:30) — Teen beat with impression-type sound. Flip: "Forget." (Trio, BMI) (2:00).

The Larks—The Jerk (Cash Songs, BMI) (2:30) — Teen beat with impression-type sound. Flip: "Forget." (Trio, BMI) (2:00).

LYNNE SMITH—The Wedding (Rajah, BMI) (2:15) — Turn Around Look at Me (American, BMI) (2:15). REPRISE 023

Areos—Face of Life (April, ASCAP) (2:29) — Some of These Days (Vogue, ASCAP) (2:07). MERCURY 7230

The Freebirds—Beach Boy (Mercury, BMI) (2:08). EPIC 9725

Rog Goodwin—Of Human Bondage (Silver, BMI) (2:39). MGM 13284

Country & Western

Glenn Campbell—Summertime Winter, Spring and Fall (Mercury, BMI) (2:20) — Hearbeats Can Be Fun (Columbia, BMI) (2:07). CAPITOL 527

Walter Mack—Blue Moon (Vogue, BMI) (2:15) — Silver in an original chart recording. DECCA 31648

Charlie Walker—Close All the Empty Windows (Blue, BMI) (2:30) — IF I COULD WRITE A BOOK (Columbia, BMI) (2:25).

MIRKL RIGONE—Slow Hard Way (Gallo, BMI) (2:15).


Artie Van—My Feet (English, BMI) (2:34). SMITH 188

Freddie Van—He Was the Fire With Vows (Voc, BMI) (2:27).

CHARLIE MILLER—WATCH OUT (Columbia, BMI) (2:18).

Rhythm & Blues


CANNIBAL—Oh! Wow (Screen Gems-Columbia, BMI) (2:31) — I need a thing woman (Popular, ASCAP) (2:31).

Lee Dorsey—Yes He’s My Man (English, BMI) (2:34).

Tina Turner—(What’s Going On) In the World (Fusion, BMI) (2:05).

Luna 1012

Little Joe—Roll With a Whip (Columbia, BMI) (2:50).

Yulando 1605

DIANA ROSS & THE SUPREMES—Reach Out (Vanguard, BMI) (2:43), FEDERAL 13225.


Artie Van—My Feet (English, BMI) (2:34). SMITH 188

CHARLIE MILLER—WATCH OUT (Columbia, BMI) (2:18).

Rhythm & Blues


CANNIBAL—Oh! Wow (Screen Gems-Columbia, BMI) (2:31) — I need a thing woman (Popular, ASCAP) (2:31).

Lee Dorsey—Yes He’s My Man (English, BMI) (2:34).

Tina Turner—(What’s Going On) In the World (Fusion, BMI) (2:05).

Luna 1012

Little Joe—Roll With a Whip (Columbia, BMI) (2:50).

Yulando 1605

DIANA ROSS & THE SUPREMES—Reach Out (Vanguard, BMI) (2:43), FEDERAL 13225.


Artie Van—My Feet (English, BMI) (2:34). SMITH 188

CHARLIE MILLER—WATCH OUT (Columbia, BMI) (2:18).

Rhythm & Blues


CANNIBAL—Oh! Wow (Screen Gems-Columbia, BMI) (2:31) — I need a thing woman (Popular, ASCAP) (2:31).

Lee Dorsey—Yes He’s My Man (English, BMI) (2:34).

Tina Turner—(What’s Going On) In the World (Fusion, BMI) (2:05).

Luna 1012

Little Joe—Roll With a Whip (Columbia, BMI) (2:50).

Yulando 1605

DIANA ROSS & THE SUPREMES—Reach Out (Vanguard, BMI) (2:43), FEDERAL 13225.


Artie Van—My Feet (English, BMI) (2:34). SMITH 188

CHARLIE MILLER—WATCH OUT (Columbia, BMI) (2:18).
Climbing To The Top!

The Bachelors

I WOULDN'T TRADE YOU FOR THE WORLD

Included in this great new LP...

#9683

Stereo PS933

I WOULDN'T TRADE YOU FOR THE WORLD • RAMBLIN' • PUT YOUR ARMS AROUND ME, HONEY • MIDNIGHT AND MORN

PAGAN LOVE SONG • HE'S GOT THE WHOLE WORLD IN HIS HANDS • I'LL BE WITH YOU IN APPLE BLOSSOM TIME

THE LITTLE WHITE CLOSET THAT CRIES • WAYNE • TEN PRETTY GIRLS • WITH THESE HANDS • WILDERNESS
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Week Ending October 17, 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pearly Shells</strong></td>
<td>Artie Schuff &amp; Strings</td>
<td>6</td>
</tr>
<tr>
<td><strong>Is It True</strong></td>
<td>Ray Conniff</td>
<td>1</td>
</tr>
<tr>
<td><strong>I Wouldn't Trade You for the World</strong></td>
<td>Stockard, Louis</td>
<td>4</td>
</tr>
<tr>
<td><strong>I Had a Talk with My Man</strong></td>
<td>Mitzi Collier</td>
<td>3</td>
</tr>
<tr>
<td><strong>Wendy</strong></td>
<td>The Beatles</td>
<td>4</td>
</tr>
<tr>
<td><strong>Beach Girl</strong></td>
<td>Frank Sinatra</td>
<td>4</td>
</tr>
<tr>
<td><strong>Ask Me</strong></td>
<td>Danny Thomas</td>
<td>2</td>
</tr>
<tr>
<td><strong>Jump Back</strong></td>
<td>Kenny Rogers</td>
<td>2</td>
</tr>
<tr>
<td><strong>Little Queenie</strong></td>
<td>The Pop Stars</td>
<td>1</td>
</tr>
</tbody>
</table>

**HOT 100—A TO Z—(Publisher-Licensee)**

**BUBBLING UNDER THE HOT 100**

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
COLUMBIA RECORDS PROUDLY INTRODUCES
RANDY SPARKS
‘JULIE KNOWS’ 4-43138
**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 (2) 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 discussing the background of his songs. Each program will have 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," "Stokian," "A Worried Man," and "On Top of Spaghetti," which became a big pop hit last year through the label as recorded by Glazer.

**KBTR Bows New Format**

**DENVER**—Denver was introduced to the new contemporary music of KBTR several weeks ago. The 5,000 watt featured "middle road" pop music prior to the change.

Accompanying the new sound is a new dynasty line-up and a 24-hour-a-day broadcasting schedule. The line-up is as follows: The Breakfast Club: Johnny Michael, large market-sized show, 6-9 a.m.; the breakfast show, 9 a.m. to 11 a.m.; the morning show, 11 a.m. to 3 p.m.; and the afternoon show, 3 p.m. to 6 p.m.

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

"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 are national because of our exchange of sales information with our distributors. I act as the anchor man.

One of Epics' strengths is its track record in discovering and developing new talent. Along with his boss Len Levy the label has developed such talents as the Dave Clark Five, Bobby Vinton, the Village Stompers, Rolf Harris, Goofy Cambridge and others.

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

**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 is "the real thing," with Paul Benevinit, "The New England Newsman" (a former KDKA, Pittsburgh, newsmen). Both are phone-discussion programs. WEEI has also recently begun a two-hour Saturday morning show called "WEEI cake," Tom Russell, and in June introduced WEEI listeners to his nightly 'WEEI over-the-air show.

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

WEEI's vice-president and general manager is Donald J. Trageres, and Domingo Quin, former program manager of KDKA, 610, New York, is program manager.

**JOINS CBS' DIMENSION**

**NEW YORK**—Ike Pappas, former newson, joins the Dimension Unit of CBS News as a writer-reporter. He will be assigned to three Dimension programs, "Headlines," "Follow Up" and "At Your Leisure." Pappas' dramatic on-the-spot reports from the Robert F. Kennedy assassination of Lee Harvey Oswald was a major part of the top-selling album, "Four Days That Shocked the World."

**GAVEL AWARD PRESENTATIONS—Harold C. Lund, Group 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 Frank Blackstone and president James M. Houston. The station received the citation of merit for a series of programs, "Your 60-Second Counsel."**

**WWE Head Good Listener**

**THOMAS P. CHISMAN**

**NORFOLK—Music is a serious business with Thomas P. Chisman, program and general manager of WVEC-AM, WVEC-TV, Norfolk-Hampton. Chisman personally selects 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 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 program is left up to the station.

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 prepared 1,000-watt presence is a "blue chip" local advertisers with long tenure.

Chisman also has his own ideas of what makes a hit. He has been known to turn down lucrative spots if he feels what he is extreme hard sell. To make the sound consistent, his advertising message must also fit into the musical theme. Thus, the sound is thrown into distortion.

"If I was listening to all the records I have received during a day I'm not listening for a station president, he just smiles and says, 'I'm the relaxing part of my day is when I can listen to our music on my desk and listen to music. Few radio station operators can say that they are in the good goop, old stand-in, standard, and show-off stations and albums being made available each week. All you have to do is take the time to listen.'"
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
Contribution Editor

Mr. Jones and Mr. Smith are talking radio. Mr. Jones is the advertising manager of a large department store, Mr. Smith is a salesperson for a particularly popular station. Mr. Jones is saying: "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 kids, but the adults too. Our listener breakdown on audience composition shows that from 6 a.m. to 6 p.m. over half of our listeners are 31 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 kids' music. It's the wrong setting for my commercials. Creates a teenage 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 rated sales? I don't single records bought exclusively by teenagers?

Smith: Yes, to your first question. No, to your second. There is 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 the Byrds' "Turn, Turn, Turn." Some of these records like these get heavy play at our station.

J.: Yes, but most of these pop records sound so silly and childish even a kid in a trailer.

S.: Perhaps some of them do. There have always been a lot of silly popular songs. I can remember "K-K-K-Kodachrome," "Casino," "Davie Crockett," and "Three Little Fishes" and "Hot Slat 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—even a kid in a trailer.

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 research 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 our station are pretty horrible. When my daughter has her station tuned in at home, I either have to leave the room or else tell her to tune it in to a better program in her bedroom.

S.: I'm sure that, Mr. Smith, that you don't buy those records to your store even. The teenagers buy a lot of things that you wouldn't believe.

J.: I'm like hairspray and eye liner.

S.: Yes, and clothes and shoes and you name it. These teens and twenty customers pay more attention to advertising. They're more responsive. They want to know what's new. They've accepted the idea that advertising is a part of their computer music. They're ready to accept new merchandising ideas from you.

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

POP—5 Years Ago
October 19, 1959
1. Mack the Knife, B. B. King, Atco
2. The Head Is My Shoulder by P. Anka, ABC-Paramount
3. Mr. Blue, Florence and The Machine
4. A Man Without Love, Imperial
5. (ED) I Kissed You, Everly Brothers, Atco
6. Spring, Frank, Capital
7. Louisiana Lulu, Williams, ABC
8. Please Do, RCA Victor
9. My Heart to You, RCA
10. Three Little Fishes, Mercury
11. Sleep Well, Malone, RCA
12. God Bless Us, Vince Taylor, Bell
13. I Want You, Les Paul, Decca
14. Broken Hearted Baloney, S. Vaughn, Mercury

POP—10 Years Ago
October 17, 1954
1. Hey, There, R. Crenshaw, Columbia
2. I Wouldn't Have You, E. Tubb, RCA Victor
3. Brother, Brother, Brother, R. Crenshaw, Columbia
4. I've Heard That Song Before, R. Crenshaw, Columbia
5. What's New, P. Orson, Mercury
6. In a Moment of Weakness, Peggy Lee, Columbia
7. I'll Say It's Spring, Kris Kristofferson, Columbia
8. All or Nothing at All, The Everly Brothers, Atco
9. (ED) I Kissed You, Everly Brothers, Atco
10. Talking Clean, Yuma, RCA

RHYTHM & BLUES—Five Years Ago
October 19, 1959
You Better Know It, J. Wilson, Brunswick
Peanuts & Pickles, Atta
Sea Of Love, B. B. King
I Love You, N. Simone, Bell

POP STANDARDS
Not too far out in either direction, the following singles, selected from the current Hit 100, are the most popular midweek records of the week. Rank order here is based on relative Hit 100 positions.

This Week Last Week
1. YOU'VE GOT A FRIEND, King, Capitol
2. MY BELIEF, Smoke, Decca
3. SING ME A SONG, Sharon, RCA Victor
4. COMIN' THRU THE RAIN, Maysa, Decca
5. IDA, B. Womack, ABC-Paramount
6. Day By Day, Jones, Decca
7. Let There Be Peace on Earth, Donní Egan, ABC-Paramount
8. Love Me Tender, Shadows, C. Decca
9. I FEEL THE SAME, Steve, ABC-Paramount
10. ONE PLEASURE, Ray Charles, ABC-Paramount

POPMUSIC: The Beatles, Bruce, RCA Victor

EBF Offers Format Aid
NEW YORK — Enterprise Broadcast Formats, a newly formed company, is offering a new program service for radio stations and advertisers.

An arm of Newspaper Enter prise, Inc., Enterprise's newspaper service feature, the company will provide programs featuring magazine-length articles in the fields of diet, gardening, interior decorat ing, beauty, travel, health care, sewing, exercise, agriculture and recreation.

The EBF program range in length from one to four and a half hours. Each program will be exclusive to one station in a market.

Richard Johnson, manager of WMCAs

'Commentary'

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

WMCA President R. Peter Street, who controls a station's editorial programs, was recently named chairman of the New York State Democratic Campaign Committee and will be available to deliver WMCA editorials until after the November election.

NEA's special projects division, has explained that programs are currently based on the station's own rate card. National and regional advertisers will be eligible to use the programs exclusively for use in the markets that it serves.

Management will be handled by Armstrong Associates, Inc. Enterprise's advertising agency.

Sol Rubinstein, formerly editor in chief of the management, has moved to a position as editorial director of technical sales.

Sol Rubinstein

· Continued from page 24

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

Richard Johnson, the series, is currently handling all the promotion colleagues on matters of working with radio stations.

"No promotion man can expect to get his records placed on the air at the right time and in the right places," he stressed.

He emphasized that promotion people must "couple their successes with a public relations department in dealing with the radio station.

"One point the promotion man has become a salesmen as opposed to a delivery boy.

BILBOARDS, October 17, 1964

26

all artists! all labels!

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


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

broadcasters!

CHRIStMAS ALBUMS?

www.americanradiohistory.com
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

HERE ARE THE HONEYCOMBS SINGING HAVE I THE RIGHT AND OTHER HITS

DELICIOUS TOGETHER • BETTY EVERETT & JERRY BUTLER

LITTLE RICHARD IS BACK AND THERE'S A WHOLE LOTTA SHAKIN' GON' ON!

THE BEATLES vs. THE FOUR SEASONS

THE INTERNATIONAL BATTLE OF THE CENTURY • VJ-1099

YOU BE THE JUDGE AND JURY!

THE BEATLES vs. THE FOUR SEASONS • DX-30

GOLDEN HITS OF THE FOUR SEASONS • VJ-1065

JIMMY REED AT SOUL CITY • VJ-1095

SOPHISTICATED LADIES... • VJ-1081
THE RADIO RESPONSE RATINGS of stations and individual air personal- 
ities. The ratings are based on surveys of local and national record 
promotion personnel, distributors, disc jockeys, radio-operators, 
popularity polls, etc. These ratings is the group of these people, 
to strive to achieve the singles and albums played on the air. The ratings reflect the popularity of the artists and the 
products and services advertised on radio stations.

Rook Jaeger and 33d rock-air

THE GLOSSARY:

RESPONSE: a term used to describe the audience's reaction to a broadcast. It includes the percentage of listeners who tune in for the entire show, as well as the percentage who tune in for any part of the show.

CONSERVATIVE: a term used to describe the ideological leanings of a radio program. It indicates the political orientation of the program's content.

CLASSICAL: a term used to describe a radio format that plays classical music exclusively.

WTTG: a television station in Washington, D.C.

CONSERVATIVE: a term used to describe the ideological leanings of a radio program. It indicates the political orientation of the program's content.

WNET: a television station in New York City.

The task of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WABC: a radio station in New York City.

KMOZ: a radio station in Omaha, Nebraska.

The tank of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WJZ: a radio station in Baltimore, Maryland.

WABC: a radio station in New York City.

The task of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

KMOZ: a radio station in Omaha, Nebraska.

KMOZ: a radio station in Omaha, Nebraska.

The tank of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WABC: a radio station in New York City.

The task of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WABC: a radio station in New York City.

The tank of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WABC: a radio station in New York City.

The task of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.

WABC: a radio station in New York City.

The tank of the promotion manager is to create and shape the sound of the station, as well as the image of the artists themselves. This includes selecting songs for airplay, creating promotional campaigns, and developing strategies to attract listeners. The manager must work closely with other departments, such as programming and sales, to ensure that all aspects of the station's output work together effectively.
Visit us at the MOA

Booth #102, 103 and 104 on the Exhibitors Floor
(Register at our booth for drawing to be held Wednesday and Thursday evenings in the Starlite Room)

Starlite Room
RCA Victor Hospitality Suite
Refreshments and dancing every evening.

RCA Victor
The most trusted name in sound

www.americanradiohistory.com
ANOTHER IN THE UNBROKEN CHAIN OF HITS FOR

LESLEY GORE

"HEY NOW"

FROM LESLEY'S NEW HIT ALBUM "GIRL TALK"

Mercury Records

www.americanradiohistory.com
**ARGENTINA**

This Lust

1 SANTIAGO QUIERDO—Del Real (Elga)
2 SERGIO DUNIQUE—Si no te quieras ir (Colla)
3 AMARU—Cupido (Colla)
4 HUMBERTO RODRIGUEZ—Si te lo pierdes (Colla)
5 CARMEN CARBONI—En mi casa (Colla)
6 TAPAHERN—En libertad (Colla)
7 ALL MY LOVING (Parlophone)-Los Ed. Int. (Decca)
8 REY DE LOS PAREDONES—La canción (Colla)
9 RODOLFO DURANGO—En mi casa (Colla)
10 TAPAHERN—En libertad (Colla)
11 EL CONGO—En mi casa (Colla)
12 VIVIO—En mi casa (Colla)

**AUSTRALIA**

( Courtesy Music Maker, Sydney)

This Last Week
1 HAVE I THE RIGHT—Wendy Matthews (CBS)
2 I SHOULDN'T HAVE KNOWN (CBS)-Elizabeth Frazer (CBS)
3 PRETTY WOMAN—Rowland S Howard (CBS)
4 MILLIONLIPS—Don Stringer (W. G. & C.)-Columbia
5 DO WO WO WO WO (CBS)-Philippa Tozer (Tess)-Southern
6 5 (RCA)
7 4 (RCA)
8 WILLIAM TELL OVERTURE—Sands, the Incorporated (RCA)
9 SUCH A NIGHT—Live (CBS)
10 KISSIN' COUSINS—Elvis (CBS)
11 8 (CBS)
12 HOLD ME-P. J. Proby (CBS)
13 FRENCH SONG—Lucille Starr (CBS)
14 CONSTANTLY—Cliff Richard (CBS)

15 THE WORLD I USED TO KNOW—Rolf Harris (Festival)-Alberts

**BRITAIN**

( Courtesy New Musical Express, London)

This Last Week
1 I'M IN TO SOMETHING GOOD—The Beatles (Parlophone)
2 6 (Parlophone)
3 WHERE THE HEART IS—Billy Fury (Parlophone)
4 2 (Parlophone)
5 I'M IN LOVE WITH RITA—Billy Fury (Parlophone)
6 1 (Parlophone)
7 THE WEDDING—Julie London (Parlophone)
8 7 (Parlophone)
9 TOGETHER—P. J. Proby (Parlophone)
10 CRYING—Melvyn Three (Parlophone)-CBS
11 9 (Parlophone)
12 HAVE I THE RIGHT—Frankie Ford (Parlophone)

**FRANCE (WALLOON) BELGIUM**

This Last Week
1 A HARD DAYS NIGHT—Beatles (Parlophone)
2 2 (Parlophone)
3 3 (Parlophone)
4 ALL MY LOVING—Beatles (Parlophone)
5 VAARALUETTE—Beatles (Parlophone)
6 LONG TALL SALLY—Beatles (Parlophone)
7 MY ROY LOLLIPOPS—Milles (Beau)
8 CAN'T BUY ME LOVE—Beatles (Parlophone)
9 TILL I CRY—100% Sound (Parlophone)
10 SWING A BLUE JEANS (HMV)—Swinging Blue Jeans (HMV)
11 9 (Parlophone)
12 8 (Parlophone)

**FINLAND**

(Courtesy Musiikki e Dishi, Helsinki)

This Last Week
1 I DINOKCIO DA TE—Giancarlo Marroni (RCA)
2 1 (RCA)
3 IL PROBLEMA PIU IMPORTANTE—Adriano Celentano (CBS)
4 5 (CBS)-Beatles (Parlophone)
5 LA MIA PIERA—Rita (CBS)
6 TIL ARIELLE—Daisy (CBS)
7 THE DOOMSDAY SONG—Peter and Gordon (CBS)
8 6 (CBS)-Beatles (Parlophone)
9 I LOVELY BECAUSE—Beatles (Parlophone)
10 MY VIENNA—Rita (CBS)

**ITALY**

(Courtesy Musiikki e Dishi, Milano)

This Last Week
1 UNA ROTONDINA DEL MARE—M成立于 (Decca)
2 BESSANNO BORGO—Ennio Morricone (CBS)
3 10 (CBS)
4 9 (CBS)-Beatles (Parlophone)
5 8 (CBS)-Beatles (Parlophone)
6 7 (CBS)-Beatles (Parlophone)
7 6 (CBS)-Beatles (Parlophone)
8 5 (CBS)-Beatles (Parlophone)
9 4 (CBS)-Beatles (Parlophone)
10 3 (CBS)-Beatles (Parlophone)

**JAPAN**

( Courtesy Chuo Jichubutsu, Tokyo)

This Last Week
1 NAKAYAMA SOUKO—Masahiko Matsuoka (CBS)
2 2 (CBS)
3 KUNO SHOKUNIN—Shigeharu Imaizumi (CBS)
4 3 (CBS)-Beatles (Parlophone)
5 4 (CBS)-Beatles (Parlophone)
6 5 (CBS)-Beatles (Parlophone)
7 6 (CBS)-Beatles (Parlophone)
8 7 (CBS)-Beatles (Parlophone)
9 8 (CBS)-Beatles (Parlophone)
10 9 (CBS)-Beatles (Parlophone)

**MALAYSIA**

This Last Week
1 A HARD DAYS NIGHT—The Beatles (Parlophone)
2 DO WO WO WO (CBS)
3 THE CRYING GAME—Beatles (Parlophone)
4 SUCH A NIGHT—Elvis (CBS)
5 5 (CBS)
6 4 (CBS)-Beatles (Parlophone)
7 3 (CBS)-Beatles (Parlophone)
8 2 (CBS)-Beatles (Parlophone)
9 1 (CBS)-Beatles (Parlophone)

**MEXICO**

( Courtesy Americanas, Mexico City)

This Last Week
1 DON'T BARTER—Buddy Holly (Parlophone)
2 2 (Parlophone)
3 3 (Parlophone)
4 4 (Parlophone)
5 5 (Parlophone)
6 6 (Parlophone)
7 7 (Parlophone)
8 8 (Parlophone)
9 9 (Parlophone)
10 10 (Parlophone)

**NORWAY**

( Courtesy Verden Gam, Oslo)

This Last Week
1 I DINOKCIO DA TE—Giancarlo Marroni (RCA)
2 IL PROBLEMA PIU IMPORTANT—Adriano Celentano (CBS)
3 I' PIU TI AMO—Alain Delon (CBS)
4 LA MIA PIERA—Rita (CBS)
5 TIL ARIELLE—Daisy (CBS)
6 THE DOOMSDAY SONG—Peter and Gordon (CBS)
7 I LOVELY BECAUSE—Beatles (Parlophone)
8 MY VIENNA—Rita (CBS)
9 I DINOKCIO DA TE—Giancarlo Marroni (RCA)
10 I DINOKCIO DA TE—Giancarlo Marroni (RCA)

**PERU**

( Courtesy El Per Mah, Lima)

This Last Week
1 SAW HE HANDING THERE THE Beatles (Parlophone)
2 2 (Parlophone)
3 KOLOE KOUTA—Mahina Stutter and Masako Komuro (CBS)
4 3 (CBS)-Beatles (Parlophone)
5 4 (CBS)-Beatles (Parlophone)
6 5 (CBS)-Beatles (Parlophone)
7 6 (CBS)-Beatles (Parlophone)
8 7 (CBS)-Beatles (Parlophone)
9 8 (CBS)-Beatles (Parlophone)
10 9 (CBS)-Beatles (Parlophone)

**SWITZERLAND**

( Courtesy Jourplus, Zurich)

This Last Week
1 BARRA AZUL (Let's Go) — Apolo Versus—Brahms
2 2 (CBS)
3 3 (CBS)
4 4 (CBS)
5 5 (CBS)
6 6 (CBS)
7 7 (CBS)
8 8 (CBS)
9 9 (CBS)
10 10 (CBS)

**SINGAPORE**

This Last Week
1 NOBODY KNOW—Paul Revere (CBS)
2 2 (CBS)
3 SLEEPING IN MY CAR—Beatles (Parlophone)
4 4 (Parlophone)
5 5 (Parlophone)
6 6 (Parlophone)
7 7 (Parlophone)
8 8 (Parlophone)
9 9 (Parlophone)
10 10 (Parlophone)

**SWITZERLAND**

( Courtesy Jourplus, Zurich)

This Last Week
1 LIEBESKUMMER LIEHTN—Hans Fehr (Motonem)
2 2 (Motonem)
3 3 (Motonem)
4 4 (Motonem)
5 5 (Motonem)
6 6 (Motonem)
7 7 (Motonem)
8 8 (Motonem)
9 9 (Motonem)
10 10 (Motonem)
BY POPULAR DEMAND
ANOTHER SMASH HIT
FROM THE ALBUM

THE NEWBEATS
EVERYTHING’S ALRIGHT

BY LARRY HENLEY
STICKIN’ UP
FOR MY BABY
c/w
MY REASON FOR LIVING
HICKORY 1272

BY DEAN & MARK
WHEN I STOP
DREAMING
HICKORY 1249

BREAD AND BUTTER • BYE BYE, LOVE • THE SHOOPO SHOOOP SONG (IT’S IN HIS KISS)
THERE OUGHTA BE A LAW (ABOUT THE STUFF I SAW) • SO PINK • PINK DALLY RUE
EVERYTHING’S ALRIGHT • A PATENT ON LOVE • I'M BLUE (BYE GOING-GONG SONG)
TOUGH LITTLE BOY • THOU SHALT NOT STEAL • AIN'T THAT LOVIN' YOU BABY

HICKORY LP—120
A Computer Named Gussie
Turns Salesman!

October 13—It just goes to show, you never know until you ask. Some people think that
business involves a lot of guesswork and
all that—I mean, I can't always understand
what they're saying. But I guess they really help
some people—but for some people they just
mean trouble. Lord, Nora Schneider in Detroit,
for instance, a man fell into the river and I
ever want to see them do anything distribute—hard to find.

So one day Nora sends her son, Raiken, out to
ask a question: "Do they have any more than 30 cartons
of Dolent Records?" Compared to the way
Nora usually answers, this was peanuts, and
...I guess I'm old-fashioned. We just don't think
they do a lot of it. It isn't enough. Anyway, he
asked for immediate delivery. This was
October 19th. The 30 cartons were delivered
October 21st, pretty good! The 30 cartons were
delivered October 20th, 21st, 22nd, 23rd (skip
the 24th as that was a Sunday), and he got
60 cartons on October 24th. Nora phoned (collect) on
the phone and put a plug in Gussie.

Funny part was it was a memo. He never
returned the phone message. It just goes to show you
that there are some customers who have something
wonderful to sell or do well.

G30 Fifth Ave.
New York 20, New York

P.S. One of those 30 cartons was
GOLDEN BOOK ADS
RECORD/30:
60000. Here's a
picture of it.
Order it now and
reap the rewards,
through business.

A Computer Named Gussie
Turns Salesman!

October 13—It just goes to show, you never know until you ask. Some people think that
business involves a lot of guesswork and
all that—I mean, I can't always understand
what they're saying. But I guess they really help
some people—but for some people they just
mean trouble. Lord, Nora Schneider in Detroit,
for instance, a man fell into the river and I
ever want to see them do anything distribute—hard to find.

So one day Nora sends her son, Raiken, out to
ask a question: "Do they have any more than 30 cartons
of Dolent Records?" Compared to the way
Nora usually answers, this was peanuts, and
...I guess I'm old-fashioned. We just don't think
they do a lot of it. It isn't enough. Anyway, he
asked for immediate delivery. This was
October 19th. The 30 cartons were delivered
October 21st, pretty good! The 30 cartons were delivered
October 20th, 21st, 22nd, 23rd (skip
the 24th as that was a Sunday), and he got
60 cartons on October 24th. Nora phoned (collect) on
the phone and put a plug in Gussie.

Funny part was it was a memo. He never
returned the phone message. It just goes to show you
that there are some customers who have something
wonderful to sell or do well.

G30 Fifth Ave.
New York 20, New York

P.S. One of those 30 cartons was
GOLDEN BOOK ADS
RECORD/30:
60000. Here's a
picture of it.
Order it now and
reap the rewards,
through business.

3 Keys to Growing Sales!

I had a talk with my man, Mitty Collier—Guess 1907

Something you got
RAMSEY LEWIS TRIO—Argo 5481

Then you can tell me goodbye
JOHNNY NASH—Argo 5447

CHESS
producing corp. Chicago 16, Ill.

SEE ALBUM REVIEWS ON BACK COVER

when answering ads...
SAY YOU SAW IT IN BILLBOARD

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

SEPTEMBER 30—It just goes to show, you never know
until you ask. Some people think that
business involves a lot of guesswork and
all that—I mean, I can't always understand
what they're saying. But I guess they really help
some people—but for some people they just
mean trouble. Lord, Nora Schneider in Detroit,
for instance, a man fell into the river and I
never want to see them do anything distribute—hard to find.

So one day Nora sends her son, Raiken, out to
ask a question: "Do they have any more than 30 cartons
of Dolent Records?" Compared to the way
Nora usually answers, this was peanuts, and
...I guess I'm old-fashioned. We just don't think
they do a lot of it. It isn't enough. Anyway, he
asked for immediate delivery. This was
October 19th. The 30 cartons were delivered
October 21st, pretty good! The 30 cartons were delivered
October 20th, 21st, 22nd, 23rd (skip
the 24th as that was a Sunday), and he got
60 cartons on October 24th. Nora phoned (collect) on
the phone and put a plug in Gussie.

Funny part was it was a memo. He never
returned the phone message. It just goes to show you
that there are some customers who have something
wonderful to sell or do well.

G30 Fifth Ave.
New York 20, New York

P.S. One of those 30 cartons was
GOLDEN BOOK ADS
RECORD/30:
60000. Here's a
picture of it.
Order it now and
reap the rewards,
through business.

3 Keys to Growing Sales!

I had a talk with my man, Mitty Collier—Guess 1907

Something you got
RAMSEY LEWIS TRIO—Argo 5481

Then you can tell me goodbye
JOHNNY NASH—Argo 5447

CHESS
producing corp. Chicago 16, Ill.

SEE ALBUM REVIEWS ON BACK COVER

when answering ads...
SAY YOU SAW IT IN BILLBOARD

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

SEPTEMBER 30—It just goes to show, you never know
until you ask. Some people think that
business involves a lot of guesswork and
all that—I mean, I can't always understand
what they're saying. But I guess they really help
some people—but for some people they just
mean trouble. Lord, Nora Schneider in Detroit,
for instance, a man fell into the river and I
never want to see them do anything distribute—hard to find.

So one day Nora sends her son, Raiken, out to
ask a question: "Do they have any more than 30 cartons
of Dolent Records?" Compared to the way
Nora usually answers, this was peanuts, and
...I guess I'm old-fashioned. We just don't think
they do a lot of it. It isn't enough. Anyway, he
asked for immediate delivery. This was
October 19th. The 30 cartons were delivered
October 21st, pretty good! The 30 cartons were delivered
October 20th, 21st, 22nd, 23rd (skip
the 24th as that was a Sunday), and he got
60 cartons on October 24th. Nora phoned (collect) on
the phone and put a plug in Gussie.

Funny part was it was a memo. He never
returned the phone message. It just goes to show you
that there are some customers who have something
wonderful to sell or do well.

G30 Fifth Ave.
New York 20, New York

P.S. One of those 30 cartons was
GOLDEN BOOK ADS
RECORD/30:
60000. Here's a
picture of it.
Order it now and
reap the rewards,
through business.

3 Keys to Growing Sales!

I had a talk with my man, Mitty Collier—Guess 1907

Something you got
RAMSEY LEWIS TRIO—Argo 5481

Then you can tell me goodbye
JOHNNY NASH—Argo 5447

CHESS
producing corp. Chicago 16, Ill.

SEE ALBUM REVIEWS ON BACK COVER

when answering ads...
SAY YOU SAW IT IN BILLBOARD

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER

BILLY JOE WEAVER
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

Another Billboard Editorial Service
the sound of Ray Conniff...

Newest LP Release

RAY CONNIFF

INVISIBLE

TEARS

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.

October 17, 1964 • RECORD RETAILING TODAY • BILLBOARD
### Billboard's Annual Survey of Record Retailers
1963 Calendar Year

#### Where Records Are Retailed

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record Store</td>
<td>36.7%</td>
</tr>
<tr>
<td>Music Store (sheet music)</td>
<td>26.5%</td>
</tr>
<tr>
<td>Appliance Store</td>
<td>15.7%</td>
</tr>
<tr>
<td>Department Store (including discount stores)</td>
<td>8%</td>
</tr>
<tr>
<td>Books, Cards, Gifts and Stationery</td>
<td>4.9%</td>
</tr>
<tr>
<td>Hi Fi Store</td>
<td>4.0%</td>
</tr>
<tr>
<td>Camera Store</td>
<td>2.1%</td>
</tr>
<tr>
<td>Other</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

#### Non-Record Products Sold by Dealers

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

#### 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.

### The Help Situation

<table>
<thead>
<tr>
<th>FULL-TIME CLERKS</th>
<th>PART-TIME CLERKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>49.8%</td>
</tr>
<tr>
<td>Two</td>
<td>26.9%</td>
</tr>
<tr>
<td>Three</td>
<td>11.7%</td>
</tr>
<tr>
<td>Four</td>
<td>3.1%</td>
</tr>
<tr>
<td>Five or more</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

Highest number of full-time clerks reported was seven. Nearly 7 per cent of the dealers employ no clerks.

### How Old Are Record Buyers?

<table>
<thead>
<tr>
<th>SINGLES</th>
<th>AGE GROUP</th>
<th>LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.5%</td>
<td>13 and under</td>
<td>6%</td>
</tr>
<tr>
<td>52%</td>
<td>14-20</td>
<td>26.4%</td>
</tr>
<tr>
<td>18.3%</td>
<td>21-30</td>
<td>34.4%</td>
</tr>
<tr>
<td>11.2%</td>
<td>Over 31</td>
<td>33.2%</td>
</tr>
</tbody>
</table>

Some 12.7 per cent of the dealers specialize in a particular type of music. The following breakdown applies to this group:

<table>
<thead>
<tr>
<th>Classical</th>
<th>16.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original cast and soundtrack</td>
<td>15.0%</td>
</tr>
<tr>
<td>Pop</td>
<td>14.6%</td>
</tr>
<tr>
<td>Jazz</td>
<td>13.3%</td>
</tr>
<tr>
<td>Folk</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

### Specialization

<table>
<thead>
<tr>
<th>SINGLES</th>
<th>AGE GROUP</th>
<th>LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chains and Discount Houses</td>
<td>20.9%</td>
<td></td>
</tr>
<tr>
<td>Price Cutting</td>
<td>13.5%</td>
<td></td>
</tr>
<tr>
<td>Rack Jobbers</td>
<td>10.5%</td>
<td></td>
</tr>
<tr>
<td>Record Clubs</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>Loss Leaders</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Inconsistent Pricing</td>
<td>3.6%</td>
<td></td>
</tr>
<tr>
<td>Slow Delivery of New Product</td>
<td>3.2%</td>
<td></td>
</tr>
</tbody>
</table>

### Most Effective Sales Stimulants

<table>
<thead>
<tr>
<th>SINGLES</th>
<th>AGE GROUP</th>
<th>LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Sales</td>
<td>17.1%</td>
<td></td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>12.4%</td>
<td></td>
</tr>
<tr>
<td>Newspaper Ads</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>Record Clubs</td>
<td>11.1%</td>
<td></td>
</tr>
<tr>
<td>Coupons or Sales Checks for Free Merchandise</td>
<td>8.2%</td>
<td></td>
</tr>
<tr>
<td>Window Displays</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td>Inside Store Displays</td>
<td>7.3%</td>
<td></td>
</tr>
<tr>
<td>Direct Mailings</td>
<td>5.2%</td>
<td></td>
</tr>
<tr>
<td>Free Records</td>
<td>4.7%</td>
<td></td>
</tr>
</tbody>
</table>

### What Dealers Consider Their Most Pressing Problems

<table>
<thead>
<tr>
<th>SINGLES</th>
<th>AGE GROUP</th>
<th>LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chains and Discount Houses</td>
<td>20.9%</td>
<td></td>
</tr>
<tr>
<td>Price Discrimination</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Low Profit</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Duplication of Mono and Stereo Inventory</td>
<td>1.2%</td>
<td></td>
</tr>
<tr>
<td>Distribution</td>
<td>1.1%</td>
<td></td>
</tr>
<tr>
<td>Junk Product</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>Buying Problems</td>
<td>1.0%</td>
<td></td>
</tr>
<tr>
<td>Plunder</td>
<td>1.0%</td>
<td></td>
</tr>
</tbody>
</table>

### Where Dealers Buy Records

<table>
<thead>
<tr>
<th>SINGLES</th>
<th>AGE GROUP</th>
<th>LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributors</td>
<td>47.4%</td>
<td></td>
</tr>
<tr>
<td>One-Stops</td>
<td>47.1%</td>
<td></td>
</tr>
<tr>
<td>Rack Jobbers</td>
<td>5.5%</td>
<td></td>
</tr>
<tr>
<td>Distributors</td>
<td>75.7%</td>
<td></td>
</tr>
<tr>
<td>One-Stops</td>
<td>20.1%</td>
<td></td>
</tr>
<tr>
<td>Rack Jobbers</td>
<td>4.2%</td>
<td></td>
</tr>
</tbody>
</table>
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 impressive 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 glories 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 $21.5 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 $112,098,414 in 1962.

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

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 chain 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 after "Supermarket" specialties, 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 use its 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 radio station KFWB, 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 visits, allowing customers the chance to talk with 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 locations' opening during the week of 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 its downtown location, Wallichs is preparing for the Nov. 1 opening of their new 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 radio tag displays. When artists are appearing at any of the major night clubs, they appear at Wallichs for a set of the newest release describing that artist's music.
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

THE FAVORITE SONGS OF CHRISTMAS
(Ruth Martin & Al Martino)
ST-2177 - Your price: $2.53
T-2177 - Your price: $2.02

THE CHRISTMAS STORY
(Tennessee Ernie Ford & Roger Wagner Chorale)
ST-1964 - Your price: $2.53
T-1964 - Your price: $2.02

THE CHRISTMAS SONG
(Nat King Cole)
SW-1957 - Your price: $2.53
W-1957 - Your price: $2.53

A MERRY CHRISTMAS
(Guy Lombardo and His Royal Canadians)
SKAO-1433 - Your price: $2.53
KAO-1433 - Your price: $2.02

THE JOYFUL SEASON
(Jo Stafford)
ST-2166 - Your price: $2.53
T-2166 - Your price: $2.02

THE STAR CAROL
(Jermaine Jackson Orchestra)
DW-798 - Your price: $3.03
W-798 - Your price: $2.53

IT'S CHRISTMAS TIME
(Hank Thompson and the Brazos Valley Boys)
ST-2154 - Your price: $2.53
T-2154 - Your price: $2.02

THE BEACH BOYS' CHRISTMAS ALBUM
(The Beach Boys)
ST-2164 - Your price: $2.53
T-2164 - Your price: $2.02

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

PLUS THESE BEST-SELLING CATALOG ITEMS!

THE BELL SONGS
(Enid Dunstedter)
ST-1071 - Your price: $2.53
T-1071 - Your price: $2.02

A MERRY CHRISTMAS
(Tennessee Ernie Ford)
ST-1446 - Your price: $2.02
T-1446 - Your price: $2.02

THE BELL SONGS
(Hank Thompson)
ST-1965 - Your price: $2.53
T-1965 - Your price: $2.02

A MERRY CHRISTMAS
(Fred Waring & The Pennsylvanians)
ST-1963 - Your price: $2.53
T-1963 - Your price: $2.02

THE BELL OF CHRISTMAS
(Carol Rae)
ST-1792 - Your price: $2.53
T-1792 - Your price: $2.02

IT CAME UPON A MIDNIGHT CLEAR
(Roger Wagner Chorale & Symphony of London)
ST-1444 - Your price: $2.53
T-1444 - Your price: $2.02

THE MEANING OF CHRISTMAS
(Fred Waring & The Pennsylvanians)
ST-1610 - Your price: $2.53
T-1610 - Your price: $2.02

THE STAR CAROL
(Jermaine Jackson Orchestra)
DW-798 - Your price: $3.03
W-798 - Your price: $2.53

THE CHRISTMAS SONGS
(Nat King Cole)
SW-1957 - Your price: $2.53
W-1957 - Your price: $2.53

A MERRY CHRISTMAS
(Guy Lombardo and His Royal Canadians)
SKAO-1433 - Your price: $2.53
KAO-1433 - Your price: $2.02

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

THE CHRISTMAS SONGS
(Ruth Martin & Al Martino)
ST-2177 - Your price: $2.53
T-2177 - Your price: $2.02

THE CHRISTMAS STORY
(Tennessee Ernie Ford & Roger Wagner Chorale)
ST-1964 - Your price: $2.53
T-1964 - Your price: $2.02

CHRISTMAS IN ZITHERLAND
(Russ Welches) ST-1792 - Your price: $2.53
T-1792 - Your price: $2.02

IT CAME UPON A MIDNIGHT CLEAR
(Roger Wagner Chorale & Symphony of London)
ST-1444 - Your price: $2.53
T-1444 - Your price: $2.02

THE MEANING OF CHRISTMAS
(Fred Waring & The Pennsylvanians)
ST-1610 - Your price: $2.53
T-1610 - Your price: $2.02

NOW IS THE CAROLING SEASON
(Fred Waring & The Pennsylvanians)
ST-698 - Your price: $2.53
T-698 - Your price: $2.02

Copyrighted material
**REPORT FROM CALIFORNIA**

**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 a 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-TVs 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 co-operating in a weekend promotion to provide necessary party information to people using their outdoor grills, patio 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 winner’s homes.

KGIL 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 promotions. KGIL buys time on KMPX, KRLA and KGLO.

The chain is a successful Magnavox dealer for package goods and carries all the major component lines for the more technically minded.

KGIL stresses knowledgeable sales personnel in all departments, for Johnson believes communication between sales man 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.

**List Price On All Products**

Thearess 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 hand instrument fields. The store also maintains its own electronic service department, explains record buyer Eugene Bauer.

A high promotional organization, 78-year-old Thearess maintains list price on all products. Bauer said, “Rather than selling like a discount house, we are constantly promoting.”

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

Thearess uses a steady radio advertising plan, with spots on KOGO-AM-FM, KDEO and KSON co-operated with manufacturers. The store uses radio for promotional advertising and the San Diego Tribune and Union for sales and clearances.

Bauer estimates record business is split 40 per cent pop and 60 per cent classical. The store is located in downtown San Diego where many thearess have season tickets to run promotions. “We also like to schedule artists for personal appearances whenever possible,” Bauer added.

**Completeness Is Key To Success**

Al Spaulding, owner of Westchester and Ingledew Music, 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 cutoffs convince. He has control of every item 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 for many years. He is the first to call for local music plays. 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 discourses merchandise from 20 to 30 per cent off but no more, he says.

If a store offers 40 to 50 per cent off, it is to be centrally located and able to advertise to mass audiences through news outlets. Being in the suburbs of Westchester and Ingledew, 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 displays because the products are not placed in the stalls, on the wall and in his window.

The success of Westchester Music and now Ingledew 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 merchandiser movres. Stocking everything from the crop, White Front’s record department offers a 27 per cent discount according to Charlie Simms, record buyer.

Merchandise is purchased from rock jockey, one-stop and distributor contacts, with the store’s own fleet of trucks moving product from the 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 stereo. Supermarket carts are provided customers who self-service select products.

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 anticipate 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 important.

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 admire past the record and phonograph departments and are prone to browse nearby shop.

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

Records and then sheet music account for the biggest traffic stream. White Front does not sell pre-recorded tapes because it feels tape is “an exclusive field which is most successful in a component house.”

Thearess 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 manufacturers.
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.
REPORT FROM NEW YORK

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 impresario 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 think something sounds 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 dense population island actually 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 store operations have opened record shops in their suburban outlets, with prices similar to those in their downtown stores.

Classical Music Lover Heads Korvette Record Operation

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 distribution. "That," remembers Rothfeld, "was a sort of postgraduate 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, in that department.

Today, six years later, Rothfeld supervises the buying and 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 real difference," said David Rothfeld, merchandising manager for records, books and audio equipment.

"The difference—" 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, Inc. As Korvette’s mad 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 receive from the manufacturer when it comes to helping the dealer simplify his ever-present stock catalog problem.

Korvette’s expansion pattern is now organized and channelized. Every store, including those scheduled to open in the future, has a record and audio equipment department, overseen by Rothfeld and his staff of experts. Six new stores are scheduled to open before the end of the year. Two will be in St. Louis, the others in Santa Isabel, Douglas, 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 specialists—salesmen who know their jazz, the classics and folk music.

"Naturally, we 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 he’s 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 Heinz & 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 stores. We can dial any one of our 34 stores and departments at any time—and we keep in constant 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 $180,213,726 in 1961 to close to $472 million in 1964. Its average net earnings over the past four years has been approximately $8 million per year.

Conclusion: "Know-how" pays off.

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

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

You may think that the Korvette operation is just another discount store. Nothing could be further from the truth. It's a store that is truly dedicated to the promotion of good music and the sale of quality merchandise. The Korvette name is synonymous with quality and value, and the Korvette staff is dedicated to providing the best possible service to their customers.

The Korvette name is known throughout the country, and the Korvette operation is expanding rapidly. It's a store that is truly dedicated to the promotion of good music and the sale of quality merchandise. The Korvette name is synonymous with quality and value, and the Korvette staff is dedicated to providing the best possible service to their customers.
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 service 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 salesman."

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

Gene Brigati's Temperament Suited to Liberty Operation

Listening to Gene Brigati talk you can easily see how 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 country-side, 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 andfield in New York and closed its doors.

Brigati, a quiet spoke 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 Everyday find our staff of experienced salesmen and saleswomen willing 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!"
THE BEST OF CHET ATKINS
Chet's greatest hits from the past, like "Yankee Doodle Dixie." "Main Street Breakdown," "Country Gentleman," "Mahogany" and "Blue Ocean Echo." LPM/LSP-2887 (e)

THE BEST OF SAM COOKE
Sam serves up a plentiful diet of hits sure to sell like hot cakes. Winners like "You Send Me," "Having A Party," "Chain Gang," 12 in all. LPM/LSP-2885

THE BEST OF FLOYD CRAMER
Floyd's big hits in one great album, such as "Lost Date," "Love," "S:])ton's Doll," "Undone Melody," "Your Last Goodbye." LPM/LSP-2888

THE BEST OF MARIO LANZA
A great singer and the songs that made him a legend: "Be My Love," "Because You're Mine," "Serenade" from "The Student Prince," others. LPM/LSP-2889 (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 "Halari" from the movies. LPM/LSP-2893

THE BEST OF THE LIMELITERS

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." LPM/LSP-2890

RCA VICTOR
The most trusted name in sound

Copyrighted material
GIA'S GOT A BIG HIT!!

"PICK OF THE WEEK"
Billboard

"BEST BET AWARD"
—Cash Box—

"WINNER—
BATTLE OF SOUND"
WABB in Mobile, Ala.

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)

Copyrighted material www.americanradiohistory.com
**PRIMA RECORDS**

**MAGNAGROOVE RECORDS**

**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 duty from the Mary Poppins score is handled at smart tempo. It's a skilful, entertaining effort when the film plays your glee..."

—Ed Hall, 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**

**Fastest Growing Label In The Industry!!**

**U. S. DISTRIBUTORS:**

<table>
<thead>
<tr>
<th>American Distributors</th>
<th>Cleveland, Ohio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benart Distributing Co.</td>
<td>Cleveland, Ohio</td>
</tr>
<tr>
<td>Big States Records Dist.</td>
<td>Dallas, Texas</td>
</tr>
<tr>
<td>Best Record Dist., Inc.</td>
<td>Buffalo, N. Y.</td>
</tr>
<tr>
<td>Crown Dist.</td>
<td>Denver, Colo.</td>
</tr>
<tr>
<td>Disc City One Stop, West Seattle, Wash.</td>
<td></td>
</tr>
<tr>
<td>Downtown Record Dist. Co.</td>
<td>Memphis, Tenn.</td>
</tr>
<tr>
<td>Fenway Dist.</td>
<td>Pittsburgh, Pa.</td>
</tr>
<tr>
<td>Jather Dist. Co.</td>
<td>Minneapolis, Minn.</td>
</tr>
<tr>
<td>Keystone Dist.</td>
<td>East Hartford, Conn.</td>
</tr>
<tr>
<td>Marnel Distributing Co.</td>
<td>Baltimore, Md.</td>
</tr>
<tr>
<td>Modern Record Dist.</td>
<td>Los Angeles, Calif.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Music Craft Dist.</th>
<th>Of Hawaii, Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olympia Dist. Corp.</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>Phil's One Stop Records</td>
<td></td>
</tr>
<tr>
<td>Leonard Smith, Inc.</td>
<td>Albany, N. Y.</td>
</tr>
<tr>
<td>Southland Record Dist.</td>
<td>Cp, Atlanta, Ga.</td>
</tr>
<tr>
<td>Superior Record Dist. Corp.</td>
<td></td>
</tr>
<tr>
<td>Topps Record Dist. Co., Inc.</td>
<td>Miami, Fla.</td>
</tr>
<tr>
<td>Tri-State Service Co., Inc.</td>
<td>Ft. Wayne, Ind.</td>
</tr>
<tr>
<td>United Distributors</td>
<td>Chicago, Ill.</td>
</tr>
</tbody>
</table>

**FOREIGN DISTRIBUTORS:**

<table>
<thead>
<tr>
<th>Artone Gramophone N. V.</th>
<th>Holland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgios Orphanidis</td>
<td>Greece</td>
</tr>
<tr>
<td>Les Editions Louis Gaste</td>
<td>France</td>
</tr>
<tr>
<td>Peak Records</td>
<td>New Zealand</td>
</tr>
<tr>
<td>R &amp; B Discs</td>
<td>England</td>
</tr>
<tr>
<td>Sonet Grammofon AB</td>
<td>Sweden</td>
</tr>
<tr>
<td>W &amp; G Record Processing Co.</td>
<td>Pty., Ltd.</td>
</tr>
</tbody>
</table>

**OR CONTACT US DIRECT:** 279 E. Warm Springs Road, Las Vegas, Nevada • Area Code 702—736-2046
From Ukulele Strings to Church Organs

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 surplus items. Consequently, the customer list continues 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 Kiesig & Brauning, 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 43rd 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. Griffen, Victor Herbert, Leopfller, 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 Schuman, 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.

Frustrated Tenor Makes Grade as Schirmer's Buyer

John Hope Higgins, the buyer-manager at G. Schirmer's, New York, is known in the record trade as Jack Higgins or Professor Higgins, a throwback from the "My Fair Lady" days. But few know that "Professor Higgins" 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 hepcats 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—be 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.

BILBOARD • RECORD RETAILING TODAY • October 17, 1964
By NICK BIRRO

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 10th biggest 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 it shows 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, it is expected 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 are not.

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. Ahmar, Constellation Record head and a long-time Niagra expert, calls it the "No. 1 r&b market." Chicago does equally well with jazz, but is considered a poor market for c&ly.

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 WYON, a "softer" pop station in WIND, and a host of good, middle-of-the-road album stations covering just about every spectrum of music.

Records Bruno Miller and it once had Dick Blondi—though Ron Wiley and Art Roberts who replaced Blondi on WLS have equalized and at times even surpassed the old king's ratings.

The city is equally well rounded in its market pattern. Kenneth Mayers of Mercury Records describes it as a "trable market," not dominated by any one design or treatment of the business such as racks, one-stop or discount stores.

The city is 100 per cent discount market, though not a razzle-dazzle one in the full sense of the word.

It is the home of Sear, Roebuck and Montgomery Ward, perhaps two of the most dominant factors in the record retail market here. It also has three Kovette 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 turn and balance 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 secondly on the city's marketing pattern and its effect on the movement of records across the country in retailasar.

Perhaps it's an unfair generalization, but for record people, Chicago is pretty much a tops-to-three 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 defined with by WLS. WIND will play pop hits, but in the words of one promotion man, "they stay away from the screamers."

Andy 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, and WBBM, the semi-classical, conservatite format and now is regarded as a middle-of-the-road pop station. An afternoon show by Chuck Benson (on 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. WMAO 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 WYAF, with its kingdom devoted Daddy D'O Dayle, and WCFL, with its all-night man Sid McCoy. Some smaller stations are occasional factors and some of the big regions 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, carried 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 stock it with thickness and thin. A lot of stores didn't have the financial resources to weather the drought. We're lucky we did," Andersen said.

"And 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 almost anything 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 in a day or two at the most," Andersen points out.

The 20-year retail record retailing veteran notes that in the past eight-to-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 piffle 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 the carries the Newcomb line) account for 6-14 per cent of his total volume, while square dance, educational and folk records 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, but specializes 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 Interlochen, 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 Wind- sor, 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 re- called 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!

PLUS:

FLOOR MERCHANDISER
CATALOG/MAILER & PROMOTIONAL PRICES

www.americanradiohistory.com
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 possibility 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 bars or organs with equal ease; what's more, they enjoy it," Shahin says.

Discount Records has a library of 50,000 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 well shelved. The various categories are marked with attractive plastic cards, listed in large white print.

Stock is divided into natural 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.

Inclued 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 audition records for customers. An expensive m-f-l 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 Candido line with Shakespearean 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.

Merchandising is the key phase in Discount Records' philosophy. Note the large, plastic category cards used on display racks in the store.

Discount Records boasts of having the largest selection of imported records in Chicago—a total of 20,000 albums, 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.

Dave Shahin, Discount Records' Chicago branch manager, auditions an album for a customer. The store has an elaborate m-f-l rig used for this purpose.
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 77 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 10½" 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—Fostexide 4V #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, 15½" high and 9½" deep. Each speaker enclosure: 15⅛" wide, 15½" high and 4½" 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. SLACLE, 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 MARTERIE, Vinnie BELL, VITIN AVILES, The Original Sound Track... "PANIC BUTTON", ...and the famous 51 series.
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
LAP-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
LAP-3386/LST-7386

ORIGINAL COUNTRY HITS #3
LAP-3382

HERE AND NOW!
Bob Florence • LRP-3380/LST-7380

WALK, DON'T RUN Vol. 2
The Ventures • Dolton 8LP-2031/8ST-8031

LIBERTY RECORDS
REPORT FROM CHICAGO (Continued)

(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 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 business 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 most and best in modern merchandising techniques.

A giant enclosed house 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 automatic, Snaps, 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 records into two groups. 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 promotions 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 else,” 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- shools have sold phonographs which play seven-inch 33 and 45 r.p.m. discs. We don’t, however, have adequate merchandise for the machines,” he notes.

Schaps sells a lot of 45 r.p.m. children’s records are available, but these are the extremely low-priced discs at about 29 cents each 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 discs 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 earphones 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 system has since been copyrighted and is sold through Schaps’ firm, Rec-Ord-Aid, Inc. Schaps feels the system enables him to keep his merchandise current and at the lowest price, not overstock or understock, and in effect, buy right.

To begin with—no records are in the display bin—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’s how, 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 sales and plans) and contain such miscellaneous information as: label number, cost, list price, artist, title, distributor, date released, minimums, 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 is able to do it by discounts and mass merchandisers.

In the non-record or home entertainment lines, Schaps’ merchandise is broken down as follows:

Among musical instruments, Schaps carries guitars, drums, banjos, ukuleles and assorted items much 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.

Photographs 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.

October 17, 1966 • RECORD RETAILING TODAY • BILLBOARD
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 somewhere 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 cuts and some hard-to-find records, if a quick call to a single branch 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 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." If you order in a substantial list of charge/send customers, Halle's maintains a mailing list based on phonograph and photo-

Cleveland Retailers Adapt to Changing Record Market

music," but the emphasis is on talk and personalization. Nevertheless, the station is considered important for such artists as Ferrante and Teicher, Peter Nero, Ray Conniff or the Ray Charles Singers.

WRBM, the CBS station, is considered an important album station that lately has been updating its format to appeal to a younger audience. In Mal Bellsair, WRBM 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 some of the more esoteric cuts.

WCFL's Josh Brady has been known to break albums, but mostly the station is known for big-name artists.

Interestingly, Chicago has a strong FM radio picture with many fine outlets competing for the "more sophisticated audience." Far out in front is WPMT, the city's acknowledged fine-arts specialist.

WPMT'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 Shahla, manager of Discount Records, says his advertising on WPMT 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.

If you take most of the one-stop business which is in the book, you can add 30 or 40 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 Mill Saltine (M-S). Other big houses are those run by Lena Gummus, Paul Glass (Albutte) and Seymour Greenbaum and Jack White (Summit). Some half dozen smaller firms round out the picture.

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 three locations, features service personal. One of the most important points of the store is its "can't refuse" return policy. M -S. The store has a particular style in advertising and displays, mostly good, but they're open to criticism and will take most any return. They are not a phonograph or record store, but they have displayed the phonograph and record counter for the past year. They have a wide variety of records and advertise in all local newspapers.

Halle's is a downtown retailer with a full-timephonograph department.

The city has five large rack-jobbing operations: Chicago Drug, owned by the big Handelman chain; Hit Records, Musical Isle, owned in part by Milt Saltine; R & R and Mid-America.

The one-stop chain is dominated by Singer with the national chain followed by the Salvation Army and the American Music Co. (AMC). The Salvation Army is the only one-stop chain in the city. The Salvation Army has a branch on the post office square and another at the Salvation Army Building.

The Salvation Army's main business is in the retailing of phonographs, records, stationery, and other items.

The Salvation Army's main business is in the retailing of phonographs, records, stationery, and other items.

The Salvation Army's main business is in the retailing of phonographs, records, stationery, and other items.

The Salvation Army's main business is in the retailing of phonographs, records, stationery, and other items.
$51,000,000 a day in gift sales!

and this new Mercury Phonograph Gift Promotion is the answer to sales every day, every gift occasion!

- $18,000,000,000 YEARLY IN GIFT SALES! MORE THAN ALL ANNUAL DEPARTMENT STORE SALES!
- XMAS? MOTHERS DAY? FATHERS DAY? THEY ACCOUNT FOR ONLY HALF THE GIFT VOLUME. $9 BILLION YEARLY IS SPENT FOR OTHER GIFT OCCASIONS, 365 DAYS A YEAR!

A complete gift promotion for use all through the year, for every gift event—yours now—ready for back-to-school selling! Mercury’s Personal Portable Phonographs make great gift items . . . particularly great for young people—and there are more youngsters than ever . . . more gift giving events (15,000,000 birthdays every month!)

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.

Send for your FREE copy!

PHONOGRAPH DIVISION, MERCURY RECORD CORP., 35E. WACKER DR., CHICAGO 1, ILLINOIS, PHONE: DE2-5788
IN TUNE WITH THE TIMES

DON'T STRESS RECORDS ONLY

By BENN OLMAN

Stu Glassman, manager of Radio Doctors in 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 LPs and singles, but also in phonographs, tape recorders, pre-recorded 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. "Display 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 good use. Phonograph records still receive primary emphasis. But record players, tape recorders and radios are spotlighted in the windows to lure street traffic.

"We're selling more of everything now. We're moving singles, albums, phonographs and tape recorders in volume we wouldn't think possible a year ago," says Glassman.

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 and accessories.

That's the philosophy of the Decca Distributing Company, and 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 low dealers 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 dealers sell the firm's phonographs to their own customers 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, transactions were cut out for a long time before Decca used them. The company felt that equipment must be financially trouble-free before it gets into the hands of the dealer.

Large chains are kept well stocked with adequate inventories so that the dealer will be able to order in small lots and turn them over quickly. 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, the store, the staff, and the whole operation than 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-end field.

In addition to phonographs, Decca also sells needles, carrying cases, storage albums, racks, cleaning cloths and adaptors.

BILBOARDS - RECORD RETAILING TODAY - October 17, 1964

Copyrighted material
THE ULTIMATE IN A PACKAGED AUDIO COMPONENT SYSTEM

Here are the finest available components, beautifully blended to provide the most handsome, versatile audio system ever designed.

MASTERWORK ® Radios · Phonographs · Tape Recorders
a product of COLUMBIA RECORDS SALES CORP., 799 Seventh Ave., N.Y., N.Y. 10019
In 1964, Almost 1,000,000 Copies of RECORD PREVIEW were put into the hands of America's most-active record consumers

by progressive promotion-minded record retailers

definitely increased LP sales for those dealers

How About YOU?

Record Preview 2798 Ridgedale 165 West 40th Street New York, N. Y. 10018

Please send the coupon concerning Record Preview as checked below:

- Free sample copy of your current No. (Dec. 26, 1963 release)
- Information and advance dress of your current No. (Dec. 26, 1963 release)
- 1965 Record Preview publication dates and prize offerings.
- Survey data about new Record Preview winner for other dealers in 1964.

Company or Store Name
Address
City, State, Zip
Your Name
Your Title

Manufacturer of Record Racks
J. C. BOGGS SPECIALTY CO.
1611 Platte Street
Denver, Colorado

Record Fixtures Are Our Business
Variety of Designs Ideal For Any Need

The hit spoken-word record of the season!
Final chapter of LOLITA and POEMS read by Vladimir Nabokov himself!
ADVERTISED NATIONALLY!

Available through these distributors:
BALTIMORE: Marshall Enterprises, 4805 Niletta Street
BOSTON: Peter M. Fischer, 67 Goodridge Street
CHICAGO: K. O. Asher, 7818 S. Story Ave.
DENVER: Totaly Record Distributing Corp., 477 Park Avenue
LOS ANGELES: Giel, 2847 W. Pico
MONTREAL: London Records of Canada, Ltd., 170 Graveline Road
NEW YORK: Stanley-Lewis Record Dist. Co., 534 West 56th Street
PHILADELPHIA: A & L Dist., 1114 Fairmount Avenue
SAN FRANCISCO: Festival, 161 Turk Street

For further information and catalog of 96 release offers! SPOKEN ARTS, INC.
45 Harrison Street
New Rochelle, New York
This Could Easily Be Your Most Potent Album Selling Tool During the Big Xmas Sales Season!

Almost a Quarter of a Million Copies Already Sold!

This issue will not be put back on press once the big original print order is sold!

It's a Sure Sell-Out! Order Your Needs NOW!

DEALERS—SAVE MONEY by ordering BOTH the October and the December issues NOW. Your quantity for each issue may be combined in computing the per copy price you pay, as noted in the schedule below. No price adjustment will be made for additional orders placed at a later date.

SPECIAL BONUS! This handsome RECORD PREVIEW display is FREE with orders totalling 1,000 or more copies. October and December issues combined. Available through selected independent Record Distributors (see Billboard's 1964-1965 BUYER'S GUIDE) or direct. Use the order form today.
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 handling it themselves. Avery's forte is old 78s with the emphasis on jazz. He also watches LPs stocks out of print and for cutese 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 $60 cent for a 78 and from 75 cents to $1 for an album. Depending upon the demand, LP records are selling for twice the price to the collector varies.

Avery has sold a 78 as high as $35. Early 10-inch albums are starting to increase in value, Avery says. They can sell for $10 and on down.

Avery plans to build his business through mail announcements, word-of-mouth recommendation and advertising in specialty 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 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.

**Spoken Word Disks Have Potential 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-with-music disks aren't subject to the "hit syndrome" of so many 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 potential life and it also has given the impetus for independent record companies.

(Continued on page 68)
EVERYBODY LOVES SOMEBODY
Reprise Album 6130

EVERYBODY LOVES SOMEBODY
Reprise Album 6130

DREAM WITH DEAN
Reprise Album 6123

COMING SOON

DEAN MARTIN
THE DOOR IS STILL OPEN TO MY HEART

DEAN MARTIN
THE DOOR IS STILL OPEN TO MY HEART
Reprise Album 6140

reprise RECORDS
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 Lerweke, Ralph Kaffel and George Hocutt, with Hocutt handling all buying. Lerweke 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.

Jimmie Ward, a key to the success of the store, has saved thousands of albums in the past that he feels are represented poorly on the market. The store also stocks many singles and do a healthy turnover in this product. The store 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.

Since its feature is catalog, Sam's goes out of its way to secure difficult to obtain merchandise. This is the image Stray and it has been successful. Sam's has the entire catalog of the store that when it was in bankruptcy several months ago and has made it a thriving endeavor; the only one of its kind in Los Angeles.

On the record range currently covers the quick and the dead—Joe Jolleen, Albert Grams, T. T. and Jimmy O'Teale. 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 Earlizipped to such modern-day playwrights as Tennessee Williams. Already New set in the Theatre Recording Society's line-up are "The Glass Menagerie," "Medea," "Uncle Vanya," "Czar and Cleopatra," "The Master Builder" and "She Stoops to Conquer." The Theatre Recording Society also includes a production portfolio that will feature photographs and a well-rounded view of the recorded play.

On the straight reading end, Decca, through a tile with Good Housekeeping Magazine, has a James Mason reading "Oliver Twist," Raymond Massey reading from Alfred Lord Tennyson, as well as sets by Maurice Evans and Basil Rathbone.

The recording range covers both the quick and the dead—Joseph Barnmore, Albert Grams, T. T. and Jimmy O'Teale. To cite a few examples that show how far the industry has progressed from Edison's caution and casual "Mary had a little lamb."
The Beach Boys

New Album
The Beach Boys' Christmas Album ST-2164

Current Singles
When I Grow Up (To Be A Man) She Loves Me Too Well #5245
Little Honda • Wendy Don't Back Down • Hushabye #R-5267

Our thanks to the Dealers

Copyrighted material
Marilyn Burroughs
Philips Records' Exciting New Singing Discovery

Current Album

Coming:
The single everyone will be talking about in 15 days
BACH: J. S. FREDERICK J. S.
SONOS TCHAIKOVSKY: M. Y.
WEBER: RITA O.
MOZART: M. R.
RAVEL: S. L.
WINDS. Opera Kuentz E.
VERSAILLES 1, SC 462, 81
VICTROLA 19 (1732..R-1732)
D LINCOLN—CLAY.}
BACH: J. S.
FREDERICK J. S.
SONOS TCHAIKOVSKY: M. Y.
WEBER: RITA O.
MOZART: M. R.
RAVEL: S. L.
WINDS. Opera Kuentz E.
VERSAILLES 1, SC 462, 81
VICTROLA 19 (1732..R-1732)
D LINCOLN—CLAY.
IT'S DEAN JONES WITH HIS NEW AND EXCITING RECORDING DEBUT ON VALIANT

CURRENT VALIANT SINGLES:
Hot In Cleveland...
- "WONDERLAND"—Shelby Flint/6052
Breaking in Detroit...
- "JACK OF ALL HEARTS"—Redcoats/6053
Watch for this one...
- "COWBOY"—Loretta/6054

THE HIT DEAN JONES SINGLE
"STRAWBERRIES AND WINE"
C/W "WOMEN"
RECORD NO. 6057

RECORDS INC.
A SUBSIDIARY OF FOUR STAR TELEVISION
**CAPITOL RECORDS**

**THE LEADER**

The complete line of diamond and replacement phonograph needles. Available in popular pre-packed kits and masts to meet every requirement.

in **PHONOGRAPH ACCESSORIES**

The line of fast shipping phonograph accessories. Attractively packaged. Counter rack and pegboard displays available.

Order through your Re ecstatic Distributor, or write to

**RECOTON CORPORATION**

46-23 Crane St., Long Island City 1, N. Y.

October 17, 1964 — **RECORD RETAILING TODAY** — BILLBOARD

**CAPITOL RECORDS**

**THE LEADER**

1. **Now Introducing**

A COMPLETE LINE OF **RECORDING ACCESSORIES**

- Eye catching display
- Profitably priced
- Pillar proof package

Ask for our new #3733 counter top display containing the following popular items:

- 3 Tape Splitters
- 3 Tape Waxing Kits
- 3 Head Buffers
- 3 Applicator Brushes
- 3 Head Cleaning Fluids
- 3 Lubricant Fluids
- 3 Sets Reel Holders

**The Impulse package for self-service sales**

W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, S. C.
WORLD'S BEST-SELLING CHILDREN'S RECORDS

Disneyland Storytellers

$3.98

Suggested Retail Price

A MAGNIFICENT COMBINATION OF LONG PLAYING RECORDS AND ILLUSTRATED BOOKS

MARY POPPINS
ST-3922
Mary, Julie, Richard Sherman, Del Mackinnon, and Bill Lee recreate the story and songs from the outstanding Walt Disney movie.

ANIMAL FOLK
ST-3920
Walt Disney presents the wonderful world of animals in a delightful collection of folk songs and music.

PETER AND THE WOLF
ST-3925
And "Sorcerer's Apprentice". Two of the most popular classics for children with accompanying book of outstanding art.

SNOW WHITE AND THE SEVEN DWARFS
ST-3906
The complete story and songs from the beloved Walt Disney motion picture.

SLEEPING BEAUTY
ST-3911
(Mary Martin) Complete story and songs from the beloved animated feature.

26 CHILDREN'S ALL-TIME FAVORITES
INCLUDING Bambi, Dumbo, Pinocchio, Cinderella, Alice in Wonderland, Peter Pan, Babes in Toyland, Lady and the Tramp, 101 Dalmations.

90 CHILDREN'S CLASSICS ENTERTAINING·EDUCATIONAL

$1.98

Suggested Retail Price

HANSEL AND GRETEL
DQ-1253
The combination of music from Humperdinck's opera and delightful characters from the popular story.

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-1222
The original sound track of the classic Walt Disney picture.

CINDERELLA
DQ-1207
Original sound track. Song hits to charm the entire family.

PLUS - THREE LITTLE PIGS · MOTHER GOOSE · ACTING OUT THE A.B.C.s · THE SWORD IN THE STONE · MICKEY AND THE BEANSTALK · TREASURE ISLAND · ROBIN HOOD · GOLDILOCKS AND THE THREE BEARS.
"Tremendous message... sound of a commercial hit... voice is exceptionally good... need no gimmick to make it."

Paul M. Bruun, Publisher, Miami Beach Reporter.

Current Smash Release:

"THAT BELL OF FREEDOM" #710

WARDROBE: Beau Gentry
PHOTO: Val Loring
HAIR STYLIST: Ralph Trejo of Russo's
THE ABOVE SHOT was taken backstage at the Coliseum, Houston, Oct. 1, where H. R. Rankin, recently a one-nighter, Rankin’s first Houston promotion. Left to right seated: Bill Deaton, Jean Shepard, Johnny Tillotson, Grandpa Jones, George Hamilton IV, Standing Bill Bailey, Eddie Steward, Webb Pierce, Jim O’Gwynn, Gene Myers, Hill, Historic Mike Harris, Glenn Barber. George Jones was on stage at the time the picture was taken, Bob Willis had already left for the night, and someone grabbed Roger Miller, who was involved with the booking. Barber and O’Gwynn were backstage waiters. Bailey, Steward, Myers and Hunter, die-kitsch, Houston, emceed the Coliseum proceedings, which pulled a full house.

COUNTRY MUSICTON 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 Grooms’ Longhorn Ranch in Dallas. Further touring takes them to the NCO Club, Lockehurst, Calif., Oct. 10, Ohio, Oct. 28; Auditorium, Booth-
way, Pa.; Jake Wilches’ Arena, Providence, Pride, 27; Elks Club Dan-
bury, Conn., Nov. 1; Wagner Wheel, New Brunswick, N.J.; Peak Theatre, West Park, October 17, December 31, University of Illinois, Urbana, and Riverside Ballroom, Phoenix, Ariz.

Bill Boughn, who is doing four hours of country music a day on KXKO, Santa Ana, Calif., is doing as leader of his own band in the Los Angeles area. The combo was recently noticed in San Diego, Bill says. — Last Saturday’s (10)

COUNTRY DJ OF THE WEEK

WSM Radio’s “M. D. J., U.S.A.” Oct. 16 will be ten seconds of WALT’s Radio, Trenton, N. J. Sevits has been with the station two years. His “Houston Follies Show” is heard two hours a day, six days a week.

October 17, 1964, BILLBOARD
THE BROTHERS FOUR

Our best wishes for continued success.

WE HOPE YOU ENJOY OUR NEWEST RELEASES:

Single—LITTLE PLAY SOLDIERS
Adult Programming—COME TO MY BEDSIDE,
MULESKINNER
b/w
MY DARLIN'

Album—MORE BIG FOLK HITS

www.americanradiohistory.com
ABOUT THE ANNOUNCEMENT OF LIBERTY-DOLTON-IMPERIAL LITTLE LP'S — THE COIN-GRABIN'EST LITTLE LP'S EVER!

NEW RELEASES:

INVISIBLE TEARS
JOHNNY MANN SINGERS
LST 4-7367

THE CHIPMUNKS SING THE BEATLES HITS
LST 4-7368

LATIN VILLAGE
MARTIN DENNY
LST 4-7326

THE END OF THE WORLD
MATT MONRO
LST 4-7326

SHANGRI-LA
VIC DAVIE
DOLTON BST 46026

MY MAN
SPIKE JONES
LST 4-7370

SOFTLY AS I LEAVE YOU
MATT MONRO
LST 4-7360

SPOTLIGHT ON ROD & TRAVIS
LST 4-7336

COUNTRY SONGS/CITY HITS
E. M. WHITMAN
IMPERIAL LP 4-12256

FATS DOMINO SWINGS
IMPERIAL LP 4-12091

ALSO CURRENTLY AVAILABLE:

DISCOVERY!
MISS VIKKI CARR
LST 4-7354

WASHINGTON SQUARE
SPIKE JONES
LST 4-7330

A TASTE OF HONEY
MARTIN DENNY
LST 4-7357

IN CURTAIN CD SOUTH OF THE BORDER
LST 4-4005

THE VENTURES PLAY TELSTAR
DOLTON 931 8009

Liberty Entertainment is for everyone!

IMPERIAL... on the go!
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 drive from 3 to 6:30 p.m., time slot on the station as it takes its space in time warpping, nitrate days in the Dallas sector. ... KPCN news director Ed Mil- 

FOUR STAR'S FOUR COUNTRY HITS

MY MEMORIES OF YOU HANK SNOW RCA VICTOR

WHEN IT'S OVER CARL SMITH COLUMBIA

LEAVE A LITTLE PLAY IN THE CHAIN OF LOVE BOB JENNINGS SIMS

13409-63

BOB MORRIS CHALLENGE

D.J. Copies:
FOUR STAR MUSIC CO.
1313 Vine St.
Hollywood 28, California

SMASH HIT ALL OVER!

"BE CAREFUL LITTLE GIRL"

THE FENWYS

K-753

ROULETTE RECORDS
1621 Ewy, N.Y.C.

The Year's First Sleper

RICKI DINO'S

"YOU'LL ALWAYS BE THE ONE I LOVE"

Fox 330

MUSIC DICTIONARY

SERVICE for SONGWRITERS who can't read music. You sing it, we write it down from your tape, book, or in person. Low-cost music scores also available. Write for further details. Restless Music, 110 W. 47 St., N-Y. 060, NYC 36

82

BILLY JOE ROYER

BLUES BOY, KCMN 14977

"Blues Boy" is one of the last of the legendary Chicago blues men. He was a regular on WGN during the early days of radio and has been with KCMN for several years. He is known for his unique style of playing the blues on the guitar.

K-1497

BILLY JOE ROYER

"Blues Boy" is one of the last of the legendary Chicago blues men. He was a regular on WGN during the early days of radio and has been with KCMN for several years. He is known for his unique style of playing the blues on the guitar.

K-1497

BILLY JOE ROYER

"Blues Boy" is one of the last of the legendary Chicago blues men. He was a regular on WGN during the early days of radio and has been with KCMN for several years. He is known for his unique style of playing the blues on the guitar.
THE MOST EXCITING MUSIC OVER ALL IS FROM THE NATION'S NO. 1 RECORDING STAR

CONNIE FRANCIS

current smash single
WE HAVE SOMETHING MORE (THAN A SUMMER LOVE)
b/w
DON'T EVER LEAVE ME
K13287

CONNIE'S HIT ALBUMS

The Very Best Of Connie Francis
E-4167 Mono & Stereo

EXCLUSIVELY ON MGM RECORDS

* Current MGM Film Release
"LOOKING FOR LOVE"

* COPACABANA
New York, Opening November 5th

PERSONAL MANAGEMENT
GEORGE SHECK
161 WEST 54 STREET
NEW YORK, NEW YORK
JU 6-6767

www.americanradiohistory.com
NEW ALBUM

Thanks to the m.O.A.

BEST SELLING ALBUMS

Recording:
DECCA RECORDS
Mgt. HRS. NORMS
4962 Angelus Vista Boulevard
Los Angeles 43, Calif.
**BCAROUT SINGLES**

**Contd. from page 84**

$100,000... Nick Petrella, one of the leading record dealers in the South Philadelphia section of the city, and larger quarters at Broad and 20th Stree... Shop talk here has it that Mercury Records is giving up local offices... Decca Records & Company to open its own branch there.

Ren-De Records, which pushes its own Del-De label at the discount market level, has a local office for the first time with Ephraim Hoffman in charge at the Plaza Towne... It was a Girl at Elling's Medical Center here for the Dave Chackler. He's head of San-De Records and promoter of the vocal group, the Styllettes... Larry Cohen, promotion chief at Marvel Record Distributors, indie distributing form, will act as assistant to producer Vince Scarra for the "Mark of Jazz" show presented by Sid Marks on WHYY-TV, educational channel... Penn Fruit, food supermarket chain which has established itself in the city, broke the album price barrier with a record sale realistic to the level of 1957's 79 cents, for the lowest prices ever in the supermarket area. ... BU News recording palace opens shop within the shadow of Gimbel Brothers, doing a brisk business in the Northwest section of the city—attentions are focused with a week, opening special of 5,000 stereo LP's at 59 cents each, plus a promotion for the next 10 days a national records to the first 1,200 customers to visit the store, who used to sing with Steve Gibson and the Red Cap band... adding Musica to the group for the Latin Casino here... WCAU a bow to the Bernstein for Eleanor R. Dipietro, exec secretary at Columbia Records branch, and Jim Deon, WHAT-FM announces... MAURIE H. ORODKEN

**BOSTON**

Robert Goulert is a triple-threat man as far as the Hub is concerned. He owns Fras-... strub's Village for the new season and is at the Paramount The... with Summer's Eve... Andy Williams is in "I'd Rather Be Rich" at the Ro... Memorial in "Honeymoon Ho... with Robert Morse and Nancy Walker... to the Min... who brought the Surry (England) band to the U.S. and have made a record here at Milt Yukas' AC Recording studio. One side is "Together" and the flip side "Secret of Love." They were both written by the old Congs and seen by Caesar Tamagno of the big Fishtown night club Mon... they have had long limbs in their stable as they prosed them on a record deal... dropped in here from Old Boston," for which Dr. Fred Farnum of Boston wrote the music for his son, Don, a college professor who wrote the words, has been published by the Boston Music Company and is now on sale... Capitol Records here reports that albums of "Ben Franklin's Air Play," which opened here last week, are being pressed for the... The big pre-Broadway season has started in the Hub. Next on tap is "Bajour," due at the Shubert for a three-week run. The "Ben Franklin" musical, now in its third week, is almost a sellout. ... The Bos... of the beatle tour in Australia, will... English disk king... Radio station 2CH, Sydney, is getting in on the current folk music bandwagon with a group called "Folkways." Hosting the program is Tony Geary, Sydney held its first Folk Fest, with representation from all the world, from Jamaica, its peak "down under" and all record sessions are conducted in the boom by releasing discs from their respective catalogs... Hillary Mezick, manager of the record division of Astra-Electronics, Melbourne, reports that his company will release the album "It's the Searchers" to coincide with their Australian tour during late September... First LP's off the press have hit the market by the Rocking Stones ("Satisfaction") and the Shangri-las... British stage and TV star Max Bygraves... Bygraves... New Zealand artist... SYLIO TULLIO CARDOSO

**SYDNEY**

Motown artist Bobby Brown currently has the waterfront song "Hernando's Hideaway" in the No. 1 spot. ... Jack Jones with his kapp single "Why Baby, Why Baby." ... Tony Orlando & Dawn's revue of the group "Chewy" hit "Johnny & Goode" on CBS, Bobbie Gentry's single "Clinging Vine." ... Y's I'm Not a Stevie Lawrence on CBS will be playing to a low suit here and the Everly Brothers have a new LP out from MGM Bros. single "Ring Around My Heart." ... 

EMT's Bill Robertson reports that London Records have made a six-week schedule for a release of the David Box disc "Little Summer Girl," which is scheduled by A&M Records in... England's Monument waxing "Pretty Woman" is out on London. A c&w singer Slim Dusty has "The Ace of Hearts" on local Columbia. ... The MGM film "Looking for Love" will open the end of September... The Beatles hit "I Saw Her Standing There" and "Gentle Rain"... Aztec Services and Studios, Ltd. was one of the promoters of the Beatles tour in Australia, will bring in English disk king... Radio station 2CH, Sydney, is getting in on the current folk music bandwagon with a group called "Folkways." Hosting the program is Tony Geary, Sydney held its first Folk Fest, with representation from all the world, from Jamaica, its peak "down under" and all record sessions are conducted in the boom by releasing discs from their respective catalogs... Hillary Mezick, manager of the record division of Astra-Electronics, Melbourne, reports that his company will release the album "It's the Searchers" to coincide with their Australian tour during late September... First LP's off the press have hit the market by the Rocking Stones ("Satisfaction") and the Shangri-las... British stage and TV star Max Bygraves... Bygraves... New Zealand artist... SYLIO TULLIO CARDOSO

**HOLAND**

Arron's John Vis reports strong activity on the ABC-Parlament lines (Ray Charles, Fat Freddy, Impression), and the Impulse line received wide support for its release这是因为今年Edison's LP in the Jazz category was awarded new Columbia Hall's album "Today and Now." In the classical field, the first LP to be released from the Westminster catalog, RCA label chief Wally Reisman, has arranged the Dutch beat group, Johnny Kendall and the House of Soul, for 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 stum... Neverland Ranch in Hollywood. The great demand for his records proves... Lassus comparisons. CBS concerns... release of the so-called "10 L.P.'s"... Andy Williams shows "I'm a Believer" at the L.A. Music... Mahalia Jackson has made a guest appearance on the first broadcast on Dutch TV... Dutch AKRO Radio will broadcast a program of Kenny Rankin, also recorded during his recent visit to our country. The Hungarian Trumpetist Bekas and the Polish Bolena Kiminki was... in the first place at the International Vocalist Contest in "Het Hertogdom," Holland. The highest award from England won the second place. The third place was... The contest was... Merle Louder presented the following artists at the Grand Gala du Disque in the Concertgebouw, Amsterdam, on Saturday, 13 October,... Don Sullivan, he has been released... Rene Doran and Jasminja de Four (both Edison winners), Tera Dobbs, George Reis, Hol... Timmerson, Rob de Nijs, Edison winner, has issued new LP's of "Josephine Baker, Dusty Springfield, Nina and Frederik, the American soprano, and the German Sibylla Jacob, the South American soprano, Indian Tabajaros, the Spanish singer Nino de Murga, the Austrian Udo J develop, the German singer Rene Carol, Adamo (Edison

**HOLLAND**

Arron's John Vis reports strong activity on the ABC-Parlament lines (Ray Charles, Fat Freddy, Impression), and the Impulse line received wide support for its release... Bartitsu's secretary, some... Rene Doran and Jasminja de Four (both Edison winners), Tera Dobbs, George Reis, Hol... Timmerson, Rob de Nijs, Edison winner, has issued new LP's of "Josephine Baker, Dusty Springfield, Nina and Frederik, the American soprano, and the German Sibylla Jacob, the South American soprano, Indian Tabajaros, the Spanish singer Nino de Murga, the Austrian Udo J develop, the German singer Rene Carol, Adamo (Edison

**DUBLIN**

Dickie Rock's "From the Carraig to the Corner" is the first side... was awarded a Silver Disc for his one... traditional singer to notch 250...500,000 sales... and the Drommers and the Lorne Gibson Trio guested in Telef... Eireann's from their... Ronnie Drew and Delburner's... "Handful of Gold... Dominic Behan saw a preview of his sequel," Half-hour of the day," at Telef... Richard will play Dublin's Adelphi later this... he completed a short tour for Paul... management we had been... Ron... Doolan's "Walk Tall." 

Bachelors' first show since their... was a record-breaker... Venue was the huge Artists Ballroom, Brux... Delburners, whose "The Answer to Everything" was a debut... the first country show band to reach the... Irish jazz scene has seen its... KEN STEWART
A LEADER IN C&W RECORDS presents another WINNER from

BOBBY BARNETT

MISSMATCH

c/w "MOANIN' THE BLUES"

SIMS 198

AVAILABLE FOR EXTRA SALES IMPACT IN THIS COLOR SLEEVE

soon!

NEW L.P. ALBUM

BOBBY BARNETT

AT THE FAMOUS

CRYSTAL PALACE

EXCLUSIVE MANAGEMENT AND BOOKINGS:

Buena Vista PRODUCTIONS

EARL V. PERRIN, President

207 MAYER-CENTRAL BLDG.
PHOENIX, ARIZONA 85012

NASHVILLE, TENNESSEE

801 17th, AVENUE SOUTH
256-6962 AREA CODE 615

www.americanradiohistory.com
JUMPS INTO THE POP FIELD!

WITH "America's" MOST SENSATIONAL TEEN STAR SINCE 1958!

Jim Boyd

"YOU'LL FIND LOVE'S LIKE THAT"
C/w "LET IT HAPPEN TO ME"

AVAILABLE FOR EXTRA SALES IMPACT IN THIS COLOR SLEEVE

EXCLUSIVE MANAGEMENT AND BOOKINGS:

Buena Vista PRODUCTIONS
EARL V. PERRIN, President
207 MAYER- CENTRAL BLDG.
PHOENIX, ARIZONA 85012

NASHVILLE, TENNESSEE

www.americanradiohistory.com
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 bookshelves or under kitchen cabinets.

Admiral Has New Distrib

CHICAGO—Distribution of Admiral electronic products in 11 Mid-Pennsylvania counties is to be handled by the A. Hartley Company, Gettysburg, Pa. Appointment of the new distributor, which has been in business since 1919, was announced last week by R. Stablerhein, manager of distribution, Admiral Corporation.

General Manager of the distribution firm is Richard S. Hartley, 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.

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 175 inches per second. Frequency response is from 120-6,000 cps.

The recorder uses five C batteries. A unique battery modulation visual meter incorporated October 17, 1964, BILLBOARD

Disk Intermix In All Models

NEW YORK — Delmonico Inversion 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 infield 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 antennas 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 and Whizzer tweeters.

The other three new models have six speakers—two 6-inch rounds and four 3½-inch tweeters.

Model 72X6 is 72 inches wide, the CTY-60XUHF and JB-60 are 60 inches wide and the 36X4 is 36 inches wide.

Only Has Strings

ST. LOUIS—The St. Louis Music & Supply Company is a distributor for Prestige guitar strings, not the Fender guitar line as was reported in error in a previous issue. The company headed by Bernard Kornblum.

Entertainment Equipt.

Taxes Up for Fiscal 1964

WASHINGTON—IRS excises tally for fiscal 1964 shows dip in manufacturers’ excises taxes on phonograph records, but gains in other home entertainment equipment, in cabinet and theater attendances, and coin-operated amusement machines, including juke boxes.

On phonograph records, IRS collected $6,684,000 for the fiscal 1964 fiscal quarter (April-June), and $25,508,000 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 $179,595,000, up from 1963 total of $184,220,000.

Musical instrument excise was $4,686,000 for the final fiscal quarterly, 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.

People went to cabarets and live theater concerts in 1964: theater ticket tax was $47,953,000, substantially up from 1963 fiscal year total of $47,789,000.

Carbons and printed paper tax for fiscal 1964 was $1,026,000, up from 1963 fiscal total of $979,000.

Co-op-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 performances 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.

October 17, 1964, BILLBOARD
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 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 new 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 introduced here with a tape recorder holding two miles of tape in a 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.

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 Sheraton Park Hotel here Feb. 12-14. The show's director, Teresa S. Rogers, said some earlier dates had been moved up to avoid conflicts with an electronics trade conference in Florida. M. Robert Rogers is chairman of the affair, with an advisory committee of Charles Lienau, Gene Rosen and William G. Shridner.

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 radio 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 $299.95, 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 $59, an increase of about eight percentage points from the first half of 1963. The average console sold at the factory for about $135, 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 for the second half, most of the increase reported so far has been accomplished before the introduction of the new models, in which middle and higher ends are rather further emphasized.

The increases in average prices can be attributed to many factors. A greater percentage of components now include FM-AF and FM-FM.

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 will rise sharply, particularly during the fourth quarter, when the new high-quality portables, introduced last summer by so many package manufacturers, begin to make an impact.

A general revitalization of the higher priced portable and table model phonograph market may well be in the cards. The public is becoming convinced that excellent sound can now come from a small box. The availability of the "new" portable could well open up a replacement market in the portable phonograph field.

It's unlikely that high-priced portables will eat into console sales, because the portable and the console appear to enter different types of customers. However, table models and portables from component stereo lines, like components, "compact stereo" (higher priced portables and table models) have "non-furniture appeal" — meaning you can listen to them without having to find a place for them in the living room. Since many of these units are advertised as "component portables" and "component quality portables," their appeal as an alternative to a component system is evident.

Component manufacturers, too, are beginning to see their products as an alternative to a musical instrument, as opposed to the rock 'n roll toy status to which it formerly was relegated. Component makers now in the self-contained portable and "compact" phono business include K.L.H. Pilot, Fisher, Scott, Stereo-Voice and Benjamin Electronic Sound.

The package phonograph manufacturers are responding with "anything you can do I can do better," and the high-quality, high-priced ($200 to $300) portable-compact is creating a new market. Put this on top of the high-end component consoles and you have the makings of a very fine fall and winter phonograph market.

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 Waither Bros. Company, Inc., according to an announcement by Malcolm McDonald, president of distribution and commercial relations for RCA.

John L. McDonald is president and Charles E. McNelly is vice-president of the new firm.

McDonald will handle RCA Victor Home Instruments, phonograph records, electro-tubes and semiconductors, batteries, test equipment and parts and accessories.

Scott Introduces Tuner Kit

CHICAGO — Another in a series of tuner kits was introduced last week by H. E. Scott, Inc. It is model LT-1108 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 extended panel, silver-plated tuning section, switchable A/C, and switched panel mounted tape recorder jack.

All critical and difficult sec-

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

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 Electronics Products, Inc.

Christie will head the manufacturing facilities which produce the company's home entertainment products. He replaces O. John Hayes, now president and general manager for the central operation of Sylvania Electronic Systems.

Christie formerly managed Sylvania's Electronic Systems Division plant in Buffalo.

Customers CAN MAKE IMMEDIATE COMPARISONS between the sound systems of various RCA Victor consoles with this stereo gallery. The dealer can sway the sound from console to console, enabling customers to decide on the spot which model is preferred.

BILBOARDS, October 17, 1964
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 attract Christmas shoppers. Shoppers requesting product demonstrations will be presented unprinted set of the elves as a holiday good-will-building gesture.

PHONOGRAHS, 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 the share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' radios or tape recorders 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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>This Week</th>
<th>Last Week</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Magnavox</td>
<td>45.6</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>RCA Victor</td>
<td>15.8</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>Fisher</td>
<td>8.1</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>4</td>
<td>Zenith</td>
<td>7.7</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>5</td>
<td>Curtis-Martins</td>
<td>5.7</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
<td>Packard-Bell</td>
<td>4.6</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>7</td>
<td>Masterwork</td>
<td>4.1</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>8</td>
<td>Materials</td>
<td>3.1</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>9</td>
<td>General Electric</td>
<td>3.4</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>10</td>
<td>Others</td>
<td>6.7</td>
</tr>
</tbody>
</table>

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 month. These 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 parentheses.

6/26/64 Issue: All brands represented in current chart.
3/14/64 Issue: Pilot (6).

PHONOS LISTING BETWEEN $401 and $500

<table>
<thead>
<tr>
<th>POSITION</th>
<th>This Week</th>
<th>Last Week</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Magnavox</td>
<td>49.4</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>RCA Victor</td>
<td>15.8</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>Fisher</td>
<td>8.1</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>4</td>
<td>Zenith</td>
<td>11.8</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>5</td>
<td>Curtis-Martins</td>
<td>5.5</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>6</td>
<td>Others</td>
<td>11.8</td>
</tr>
</tbody>
</table>

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 month. These 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 parentheses.

6/27/64 Issue: General Electric (3); Materials (6).
3/28/64 Issue: General Electric (5); Pilot (6).

October 17, 1964, BILLBOARD
BULK VENDING news

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.

Adderman 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)

EDITIORIAL

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 $500 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 the National Vendors Association.

"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—never the exception."

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.

Sheriff S.7. Kingman and Greensburg have reported vending machines looted by men who were assisted by their wives and children. One family allegedly paid a motel bill in dimes. Incidents of this type have also been reported in Colorado City.

After arresting one such man who had fled in an old car, Kingman Chief of Police Homer F. Hendricks said, "It's 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 been out-of-State license plates.

VICTOR'S NEW TOPPER "66" Model 60 Vends Capsules LOW, LOW PRICE $15.50 ea.

Now Vends Capsules

The most durable and dependable machine ever built. New and attractive design. Vends "Y" capsules at 5c, 10c or 25¢. Also vends 210 and 100 size gum. Machine specially designed to accommodate new, attractive styrofoam display panel.

NEW CASH BOX


LOGAN'S 10c SPECIALS ASSEMBLED IN "Y" CAPSULES

THANK YOU

LOGAN DISTRIBUTING, INC.

LEADER IN BULK VENDING 20 YEARS

LOGAN DISTRIBUTING, INC.

1850 W. Division St., Chicago, Ill. 60622
Area Code 312—HU 6-4870

BILBOARD, October 17, 1964

(Continued page 94)
JAMAICA, N. Y.—Dave Crockett and Daniel Boone will not only be on network TV this fall—they'll be in dime capsule machines around the county, courtesy of Eppy Chares, Inc.

Eppy is producing Crockett and Boone "miniatures" packed in dime capsules with a golden gun. The miniatures are dressed in costume and cap.

Display cards include a large reproduction of Crockett and Boone respectively plus mountings of the miniature figures with the golden gun. The filled capsules are priced $38 per 1,000, f.o.b. Jamaica.

**BULK BANTER**

Yoebol詹女士, wife of Victor Jenacoro, bulk vending machine operator in the San Fer-

nado Valley, has found a restaurant in Santa Monica that serves the "real" fish and chips, Eng-

lish style. There is also an old English pub along with a shop that specializes in British good-

les. The name of the restaurant is Ye Mucky Duck... Ken Parsons, Los Angeles operator, 

shopped at Arme Vending for supplies Monday... Al-

phonse Diaz, of Nicaragua, visited Operators Vending to pick up Acor without suppliers 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 Panama and Puerto Rico... Rex Beach is a new operator in the Anaheim area 

and purchases Hunter of Northwood from Acmo 

Vending for the route... Harry 

**SEE THESE AT THE SHOW!!**

**OAK SUITE... SHERATON BLACKSTONE HOTEL**

**WHAT IS THIS?**

**FUTURE STAND**

Oak's handsomely designed Future stand brings to vending a new method of op-

eration. Provided double-lock safety, including an Ace top 

lock, it is engineered specifically for the Vista Model ma-

chines. Available in automotive chrome finish or baked red epo-

xy enamel, the Future stand occupies only a 13x16-

inch floor space and weighs 50 pounds. It will accom-

modate four Vista Model machines: the shipping weight is 21 lbs.

Time payments available on OAK Machines throughout 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 approx.

imately 16 lbs.

Time payments available on OAK Machines throughout 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 satel-

lite motif decal or red embossed aluminum body. It comes packed one to a carton.

Time payments available on OAK Machines throughout all distributors.

**THE OAK 250 SERVICE HEAD**

You'll really get ahead with this time-saver. It can be placed in the shop enabling you to 
service three times as many machines on one route. Merchandise will not shift; it is 
designed for sanitation at all times. The wide top globe provides for easy 
filling and will accept display fronts. It has its own built-in handle for 

portability.

Time payments available on OAK Machines throughout all distributors.

**YOU COUNT MORE WITH OAK**

**AMERICAN NUT**

2616 Tremont St.
Washington, D.C.

The Best Nut for Your Money

5-Lb. (600 ct.) $.95
10-Lb. (1,200 ct.) $1.50
20-Lb. (2,400 ct.) $2.95

25 Lb. Sweet Mix $3.85
35 Lb. Coffee Mix $8.95

**FOUR STATE VENDING CO.**

5051 Indiana Ave., Los Angeles, Calif.

2 Lb. (200 ct.) $.75
5 Lb. (500 ct.) $1.25
10 Lb. (1,000 ct.) $2.50

15 Lb. (1,500 ct.) $4.50
20 Lb. (2,000 ct.) $5.50

**OXFORD DISTRIBUTING CO.**

1307 Main St., Inglewood, Calif.

1 Lb. (300 ct.) $.49
3 Lb. (600 ct.) $1.25
5 Lb. (900 ct.) $2.50

**PER MA DISTRIBUTING CO.**

1310 S. Olive St., Los Angeles, Calif.

1 Lb. (300 ct.) $.50
3 Lb. (600 ct.) $1.50
5 Lb. (900 ct.) $2.50

**HARMS DISTRIBUTING CO., LTD.**

514 S. Michigan Ave., Chicago, Ill.

1 Lb. (300 ct.) $.50
3 Lb. (600 ct.) $1.50
5 Lb. (900 ct.) $2.50

**GRAFY VENDING CO.**

1280 Wilshire Ave., Los Angeles, Calif.

1 Lb. (300 ct.) $.50
3 Lb. (600 ct.) $1.50
5 Lb. (900 ct.) $2.50

**GOLDEN GUN MANUFACTURING CO., INC.**

560 South Avenue 21, Los Angeles, California 90031
COINMEN IN THE NEWS

**Boston Briefs**

Life begins at 70 apparently for the owner of Chester- sian, Newton. While running a music store single-handedly and teaching, he takes courses on all sorts of subjects. He also has a few weeks a week to classes in economics, real estate management, and other subjects. Says, "I am a fellow's got to keep up with things." Many students are playing shows with the band of Newton Men's Club and have received an offer to tour the area with the band. This is the season when the spots don't feel so cold and the sun feels so warm.

**Scopitone in Sweden**

STOCKHOLM — The distribution of Scopitone film phone- graphs in this country is being handled by the distributor, Curt Andersson, of the Stockholm office of Automatic Canteen Company. Scopitone is being promoted as the answer to entertainment in isolated hamlet, using records of music, television and small support to improve movie houses.

**Cornhuskers Meet in Chi**

CHICAGO — The fall meeting of the Cornhusker Distributors of Nebraska, Inc., will be held Wednesday, April 16, at the Chicago Convention. The meeting, the first under the new president, Richard Taylor, will be held at 8 a.m. in Room 103 of the Sherman House, according to Edward Ellis, group treasurer. Company, headquartered with his family in California. While there, he worked for the company of the Mountain Distributors, there was Les Coombs, who is currently the sales manager for Rock-Ola.

Carrying recently from a European jaunt was Lou Shum- man, retired president of Modern Music Company. Mrs. Wil- lard Breyer, whose husband is a prominent Cornhusker Collins, visited relatives in New York and took in the World's Fair. From Chicago, comes news that the routes formerly operated by Jack Schwab, Crip- ple, is now in charge of Rock-Ola in Los Angeles. J. D. Swain, a former Rock-Ola distributor, has returned to his former company.

**No Trinket Relief**

**EUROPEAN NEWS BRIEFS**

**Symbolic Victory**

BELGRADE—West Germany has scored a symbolic victory in its recent reconciliation with Communist East Germany. The Belgrade republic coin machine manufacturer, this is the first of its type in the world, consists of a coin slot with each player—shooting a stream of water into the center of the glass-enclosed tank. The two continuers then shoot into the ball held behind the opponent's glass. The ball that is the winner. The playing field being covered by a glass dome, the ball is automatically circulates water through each player's pistol.

**Waterball Game**

Stockholms—The Hasoberg Manufacturing Company is introducing a new waterball game in Sweden.

The game, said to be the first of its kind in the world, consists of a coin slot with each player—shooting a stream of water into the center of the glass-enclosed tank.

The two continuers then shoot into the ball held behind the opponent's glass. The ball that is the winner. The playing field being covered by a glass dome, the ball is automatically circulates water through each player's pistol.
Expect 1,200 at MOA's Chicago Convention

Unveil New Games, Juke At Chi Meet

CHICAGO — A new two-player, two-nickel pin game, Mustang Pin, 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 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 development.

Additional Mustang features are "two-score targets" and the "pop bumber."

Other current Chicago Coin models to be displayed at the convention are the Majestic bowler and the De Ville shuffle alley. The firm will occupy booths 66 through 69.

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 convention.

Only Louis Casolo (third from left), out-going president, is ineligible. Seated from left to right: James Tolsiano, John Wallace, Casolo, Frank Fabiano, Al Denver and Clinton Pierce.

Standing: Les Montooth, James Hutzler, Howard Ellis, Ted Nichols, Lou Plaske and Norman Grafke. William Cunnan and Henry Leyer, 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 is a result of the fact that German product is high quality and that the competitive situation of German phonograph manufacturers is quite similar to that of Volkswagen cars in relation to U. S. automakers.

In theory, the Volkswagen cars and German electronic products can be sold in the U. S. market, but with meager success. For the fact that German product is high quality and that the competitive situation of German phonograph manufacturers is quite similar to that of Volkswagen cars in relation to U. S. automakers.

In theory, if Volkswagen cars and German electronic products are sold in the U. S. market, they can be sold, but only by the most efficient of German phonograph manufacturers.

No Results

German producers have lavished money and effort on the U. S. market, but with meager success. For the fact that German product is high quality and that the competitive situation of German phonograph manufacturers is quite similar to that of Volkswagen cars in relation to U. S. automakers.

In theory, if Volkswagen cars and German electronic products can be sold in the U. S. market, they can be sold, but only by the most efficient of German phonograph manufacturers.

COLOMBIA — 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.

No Results

German producers have lavished money and effort on the U. S. market, but with meager success. For the fact that German product is high quality and that the competitive situation of German phonograph manufacturers is quite similar to that of Volkswagen cars in relation to U. S. automakers.
Operators! First time Offered: NEW PROFIT OPPORTUNITY with the 25¢ coin-operated JET-AGE CAR WASH

Manufactured for us by John E. Brutel Company, one of the most respected firms in the nation... known internationally since 1935 for exceeding quality and precision techniques of manufacturing. Jet-Age equipment combines its MagLube vacuum cleaner and the manual 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 MagLube 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 vacuum unit.
2. Special "Surge Accumulator" exclusive feature eliminates vibrations in high-pressure hose, a common annoyance with competitive systems.
3. High-pressure hose with wand and nozzle for almost simplicity and no-mess usage.
4. Built-in MagLube D-70 cleaning system (run hot water first) with 20" hose and upholstery tool... reaches entire interior easily.
5. Two coin timers for washing and vacuuming (receiving 25¢ for washing, 15¢ for vacuuming).

Special Jet-Age Car Wash Unit Features
- Year round, day or night operation possible.
- No full-time attendant needed.
- Maintenance and upkeep require only about 30 minutes for every 150 washes.
- Step proof and metered. All you need is the location.
- Takes only 6 sq. ft. of space. Uses 110 volt electricity.
- Good Locations: Gas Stations, Motels and Shopping Centers.

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 sections, started early this year, are expected to provide 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 Kim's Charm Rock-Ola Distributors

CHICAGO — Wappy 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 Wa- ter Tower Inn.

The same evening Rock-Ola treated distributors, their associ- ates and wives to the petite charms and big talent of the Kim Sisters, currently appearing at the Empire Room in the Palmer House.

Rodeo at MOA From Midway

CHICAGO—Midway Manufacturing Company is introducing a unique new center-shot five-ball game during the MOA convention. Rodeo is the new game's name, and according to Midway president Hank Ross, the new mode of proceeding balls into display 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 begins early in November, Ross disclosed.

Other Midway games slated for MOA display are Flying Turtles and Trophy Gun.
Seeburg's great new-play exciting feature, Spotlighted Album Award.*

In the history of the coin phonograph industry; the most sensational money-making feature ever introduced!

Most operators agree that this is the only complete Income Totalizer. See it in action — you'll see it work to appreciate its potential. You have to see it to believe it! See it in action — you'll see it work to appreciate what it can mean to you.

Now provided — in locations to earn more money for operators and locations.

For more information contact your local distributor or Seeburg Corporation, 111 Newbridge Ave., Hollywood, Calif. 90046. Phone 213-786-7800.
Liberty Bows Little LP Line
By ELIOT TIEGEL
HOLLYWOOD — Liberty is joining the Little LP bandwagon, introducing 15 at the MCA convention in Chicago this week. Bob Fead, Liberty's national singles sales manager and promotion director, will display the new products and take orders at the convention.

Don Bobbitt, 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-stop, operators and dealers selling to juke boxes, Bobbitt explained. The pricing structure would be the same as Columbia's, Bobbitt 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-stop control approximately 90% of all sales to juke box operators, Liberty will be concentrating on them, Bobbitt said.

Responsibility for the Little LP line will rest with Fead, according to Bobbitt, who will maintain marketing leadership over the product.

The Liberty Little LP's will be packaged in four color sleeves with labels and jackets printed by Billboard. Order pads will be included, and white Illustration of the covers will be supplied to distributors.

The first package of Little LP's will include tracks from the following:

See CHICAGO COIN'S
3 WINNERS
AT THE M.O.A. SHOW

BOOTHS
66, 67, 68 and 69.

(Continued on page 104)

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.
325 S. HINDRY INGLEWOOD, CALIFORNIA

American's "IMPERIAL" Pays...
The exciting IMPERIAL attracts more players and more coin because it is designed to work for you, the operator.
Handsome and sturdy constructed, its many new features include Horse-Collar Play Control, Pin Gate Control (even when electricity is off), beautiful, stainless steel scoreboard, brilliant lighting.
Be sure to see the Imperial Shuffleboard and the exciting Classic Shuffleboard at Booths 5, 6, 7, 8 at the M.O.A.

Unveil New Games, Juke at Chi Meet

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 Whooppee, 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 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 history, 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-step organization is a substantial factor in the big turnaround of record companies for the concluive. In one-stop owners and juk box operators, the competition was to 100 per cent of their single markets.

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 fashion show. Emcees will be Tony Bennett, Joe Williams, The Supremes, the Kim Sisters, L/F Wally and the Harmony Boys, the Back Porch Majority and Chuck Flamingo.

CHICAGO — Robert J. Ball- per 114,300 sq. ft., which is the new "area representative for United Tool and Engineering Company, a Cincinnati firm manufacturing coin-operated electromechanical amusement rides for children.

Bally's sales area, according to Frank D. Wilson, United Tool marketing vice-president, will include Illinois, and all of Cook, Lake and DuPage counties.

Previously vice-president of sales for a Chicago packaging company, Ball has been operating his own business in Chicago.

IRVING KEMPNER
NEW YORK — Irving Kemp- nner 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, has been sales manager for New York City, Westchester County and Connecticut before the appoint- ment.

In his new post, Kempner will be in charge of all sales, games and vending machine sales for Runyon's Tri-State area.

Kempner, known in the coin machine circles as "The Kissin' Salesman," is married and the father of two sons. He makes his home in Fairlawn, N. J., where he is a member of the Fair Lawn Odd Fellows, B'Nai Brith, Fairlawn Jewish Center and the Civic Club. 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 opera- tors. He held the opposition to 18 scattered hits while winning an 18-14 pitchers' duel.

Runyon Picks Irv Kempner Sales Leader

IRVING KEMPNER
NEW YORK — Irving Kemp- nner 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, has been sales manager for New York City, Westchester County and Connecticut before the appoint- ment.

In his new post, Kempner will be in charge of all sales, games and vending machine sales for Runyon's Tri-State area.

Kempner, known in the coin machine circles as "The Kissin' Salesman," is married and the father of two sons. He makes his home in Fairlawn, N. J., where he is a member of the Fair Lawn Odd Fellows, B'Nai Brith, Fairlawn Jewish Center and the Civic Club. 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 opera- tors. He held the opposition to 18 scattered hits while winning an 18-14 pitchers' duel.

SPECIALS!

BILLIARD SUPPLIES

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!

BILLIARD SUPPLIES

SPECIALS!
OPERATORS...This is for you. Don't miss it!

MOA CONVENTION and TRADE SHOW

OF 1964

SHERMAN HOUSE HOTEL, CHICAGO

Convention Schedule

WEDNESDAY, OCTOBER 14: Registration and regional association meetings in morning. Exhibits open 1:00 p.m. to 5:00 p.m. THURSDAY, OCTOBER 15: Membership meeting and forum programs in morning. Ladies' luncheon 12:30 p.m. Exhibits open 1:00 p.m. to 5:00 p.m. FRIDAY, OCTOBER 16: Forum programs in morning. Exhibits open 1:00 p.m. to 5:00 p.m. Gala Banquet and show 7:00 p.m. to 1:00 a.m. (Terrace Casino, Morrison Hotel).

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

Music Operators of America • 228 N. La Salle Street • Chicago, Illinois 60601
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 students to qualify as coin service men, 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 operators.

Collections Up 300%

SEEBURG’S NEW SPOTLIGHT ALBUM AWARD PHONOGRAPH (LPC-480) and 24 wall-box Consoles 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 Feng (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 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 operate 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., Waukesha, 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 World Wide Distributing Company’s two-part vending school here last week.

Emphasis was on the new Seeburg machine, with Leon Kennard and Freeman Woodhill, factory representatives, providing the instruction.

Hats from World Wide were Irv Ovitz, head of the distributing company’s vending division, Frank Gianna and David Gottlieb, Al Gittis, Seeburg’s regional sales manager in charge of vending, was also on hand.

(Continued on page 107)
See Dozen Contenders for MOA Post

- Continued from page 95

Very close behind are 10 vice-presidents.

Albert S. Denver, Brooklyn, Howard of Effingham, N. J.; John Frank Fabiano, Buchanan, Mich.;


Leo Montooth, Peoria, Ill.; Charles S. Pierce, Brodie, Wash.;

A. L. Piekut, Manhattan, Kan.;

William Cannon, Haddonfield, N. J.;


Of the above, all are well qualified—some are known to the greater or lesser degree—but all are strong candidates. 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 likely to be one of them.

JOHN A. (RED) WALLACE—Uncounted years as a member of the coin machine industry. Wallace is president and long-time leader of the now defunct New England Vending Association, one of the first to emerge, was its first secretary-treasurer and director and former vice-president of MOA. Wallace was also active in the Rock-Ola and Gold Medal Products in West Virginia, and operates a machine business in his native state, candy, popcorn mix and hot and cold food dispensing machines, operating throughout five counties in Southern West Virginia. He is president of the organization and administrator and possesses many of the 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 Pennsylvania Amusement and Music Association, which is currently waging a State tax battle. He serves as an association regional vice-president. Owner of the World Machine Company in Clearwater, Tolisano has joke boxes, games, pinball and pool tables. He formerly operated in Connecticut and was active in the State association for several years.

WILLIAM CANNON—Twenty years ago he started his coin machine business as an employee of the American Phonograph Company of Philadelphia, later buying into the business. Cannon has been operating in 1950 and organized the Cannon Coin Machine Company in 1955. Today Cannon operates thousands of machines and is active in many local organizations. Cannon is a member of the New Jersey Coin Machine Operators Association.

ALBERT DENVER—President of the Music Operators of America for the past 20 years, Denver is a 30-year veteran of the coin machine industry.

Together with George Miller and the late Lou Piekut, 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 1947.

Denver was born in Brooklyn in 1900 and is a member of New York's Andros, which has been an insurance broker before entering the music machine operation. Denver is president of the Lincoln Vending Company, majorEg.795 phenomenoanber Cigar and cigarette operation. He also heads the Capitol Corporation, a fine firm.

The Brooklyn operator is active in the American Union of Amusement Machine Operators and is chairman of the New York group.

HOWARD ELLIS—In the coin machine business since 1919, 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 year since the association's inception in 1951. He has also served as vice-secretary of the Omaha operator association since it started in 1955. Ellis joined the MOA board in 1952 and was elected vice-president of the organization.

FRANK FABIANO—Located in the coin machine business since 1919, Fabiano has offices in Rockford, Ill., and is a member of the board of directors of the Illinois State Music Association. He is president of the Chicago Music Association, an active and highly respected leader in the industry.

NORMAN GEKKE—He started the coin machine business in 1940 and now has an operation covering a 70-mile radius of Sioux Falls. He has held the office 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 Music Association, Hutzler served as the group's president, and was a charter member since its inception almost a dozen years ago. He is owner of a large coin business for 24 years. He operates joke boxes, amusement games and food vending equipment in Morganfield, Kentucky, in nearly all counties in West Virginia.

LES MONTOUTH—Formerly a machine operator in Joliet, Ill., Montouth started operating in Jollett, Ill., in 1934 and moved to his present post where he has been ever since. One of the few who has operated a machine for 50 years, Montouth is one of MOA's national directors. In fact, he is a member of the group since its inception. He is also a member of the Illinois Coin Machine Operators Association. In fact, he has served as a director of the group for many years. He is a charter member of MOA, a chairman and a member of the Masonic Lodge.

CLEMENTE—Perhaps more than any other director, Clementi legitimately rates the title of "the last bookkeeper." He established Pioneer Music Company, a retail music store, in 1911, and added Seeburg, Wurlitzer and Link coin-operated machines in the '20's. In 1922 he brought his wife into the company as an official partner. The firm started operatingjuke boxes in the '30's, amusement machines and cigarette machines shortly after. Piero 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 LEYER—He entered the coin machine business in 1925 and has been active in various local clubs and associations. He joined MOA in 1952.

A. E. Piekut, Jr.—He is proprietor of Bird Music Company, Inc., in Manhattan, Kan., started operating in the Hawkeye State back in 1937. He has a machine, gum and vending since, interrupted only by service in World War II and today also operates the national Rock-Ola agency. His machine do the college town of Manhattan and surrounding high-pull handles in a 70-mile radius.

Piekut 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 1955. 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, cigarette 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 years. Nichols has been an MOA member virtually since his inception and a director for 10 years. He is active in numerous local civic and philanthropic organizations.

LETS GET ACQUAINTED

We're the discount house for all types of coin machine parts and supplies.

Visit us at the M.O.A. Convention . .

Booth #83

D & R Industries, Chicago, 111. 60625

1113 W. Foster Ave. Phone: 857-5552

CHICAGO

WILLIAM L. MILLER

Phone: 4-5009

Detro1

7743 Puritan

St. 2235

MILWAUKEE

610 W. Blomme Rd.

D-372

GRAND RAPIDS, MICH.

1958 8TH

4-5540

MACON, GA.

1545 50TH, ST.

1N 3-0472

Division of EMPIRE COIN MACHINE EXCHANGE, Inc. Cable: EMCOCHAI

Domestic Dist. for: Rock-Ola - United - Williams - Bally

Ballyhoob Bumper Beach Club Big Time Broadway County Bongo

Bally Player Flipper Festival

EMPIRE INTERNATIONAL

Big Dynamic Balance of off-center playfield

Bally Big Day

insures plenty of surprise action, fantastic kicker drives to fulfill scoring target and fascinating "come-close-to-fail-in" repeat-play appeal.

ONE-BALL PLAY-APPEAL insured by fact that played in each game on this double all-balls, hit-every-target strategy. Free-Ball Gate or out-hole, demanding ball-by-ball skill-shooting and minimum flipper-strategy.

DOUBLE FREE-BALL GATES insures not only the full trolley of balls, but also a chance to score Specials and Bonus-Bonuses by shooting balls through Free-Ball Gates.

LAST-INCH AND LAST-BALL suspension insures that all balls must be hit at last chance to score Specials and Bonus-Bonuses by shooting balls through Free-Ball Gates.

For a big profit year, get Bally today.

See your distributor or write BALLY MANUFACTURING COMPANY - 2940 BELMONT AVENUE, CHICAGO 11, ILLINOIS, 60614, U. S. A.

October 17, 1964, BILLBOARD

101

Copyrighted material
You asked us for it! Now here it is!

ROCK-OLA'S NEW COMPACT

Princess

Royal

33⅓-45-7" LP ALBUM, STEREO-MONAURAL PHONOGRAPH

another brilliant star from Rock-Ola! Built in the famous
tradition of quality...to assure maximum dependability...
fewer problems... bigger profits for you! SEE IT SOON!

OPEN HOUSE WEEK OCTOBER 12-17

H. R. SANDERS
Sanders Distributing Co.
Nashville, Tennessee

JOSEPH N. ABRAHAM
Lake City Amuse. Co., Inc.
Cleveland 3, Ohio

Frank, Jack, Tom, Joe, GRECO
Greco Bros. Amuse. Co., Inc.
Glasco, New York

GIL KITT
Empire Coin Mach. Exch.
Chicago 22, Illinois

MICHAEL J. STANLEY
Michael J. Stanley Co.
Mercer Island, Washington

ROMINE C. HOGARD
Tulsa Automatic Music Co.
Tulsa, Oklahoma

JOHN WALLACE
Allied Vending, Inc.
Oak Hill, West Virginia

VIC CONTE
Victor Conte Music Co.
Utica, New York

WALTER WALDMAN
S. L. Stiebel Co.
Louisville, Kentucky

JOE McCORMICK
Musical Sales, Inc.
St. Louis 3, Missouri

JOE ASH
Active Amuse. Machines Co.

T. W. HUGHES
S & H Distributing Co., Inc.
Shreveport, Louisiana

BUD PATTON
Patton Music Company
Modesto, California

HYMIE ZORINSKY
H. Z. Vend. & Sales Co., Inc.
Omaha 2, Nebraska

AL LEVINE
Music & Vending Corp.
Boston, Massachusetts

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELI ROSS</td>
<td>Eli Ross Distributors, Inc. Miami, Florida</td>
</tr>
<tr>
<td>A. L. PTACEK, JR.</td>
<td>Bird Music Distributors, Inc. Manhattan, Kansas</td>
</tr>
<tr>
<td>STRIKE ROTHROCK</td>
<td>Amusement Distrib., Inc. Houston, Texas</td>
</tr>
<tr>
<td>IRV BLUMENFELD</td>
<td>General Vending Sales Corp. Baltimore 1, Maryland</td>
</tr>
<tr>
<td>VIRGIL KIRBY</td>
<td>Ariz. Amuse. &amp; Vending Co. Tucson, Arizona</td>
</tr>
<tr>
<td>LARRY F. LeSTOURGEON</td>
<td>LeSturgeon Distrib. Co. Charlotte 1, North Carolina</td>
</tr>
<tr>
<td>EARL MONTGOMERY</td>
<td>S &amp; M Distributing Co. Memphis 4, Tennessee</td>
</tr>
<tr>
<td>J. D. LAZAR</td>
<td>B. D. Lazar Co. Pittsburgh 19, Pa.</td>
</tr>
<tr>
<td>PETER J. GERITZ</td>
<td>Mountain Distributors Denver, Colorado</td>
</tr>
<tr>
<td>ABE SUSMAN</td>
<td>State Music Distrib., Inc. Dallas, Texas</td>
</tr>
<tr>
<td>NICK CARTER</td>
<td>Kings Distributing Company Los Angeles 6, California</td>
</tr>
<tr>
<td>ROBERT &quot;BOB&quot; NIMS</td>
<td>A.M.A. Distributors, Inc. New Orleans, Louisiana</td>
</tr>
<tr>
<td>H. B. BRINCK</td>
<td>H. B. Brinck Co. Butte, Montana</td>
</tr>
<tr>
<td>E. M. HUDSON</td>
<td>Vending Machine Exchange Bristol, Virginia</td>
</tr>
<tr>
<td>ALBERT CALDERON</td>
<td>Calderon Distrib. Co., Inc. Indianapolis, Indiana</td>
</tr>
<tr>
<td>DAVID STERN</td>
<td>Seacoast Distributors, Inc. Elizabeth, New Jersey</td>
</tr>
<tr>
<td>MORRIS PIHA</td>
<td>Greater Southern Distributing Company Atlanta, Georgia</td>
</tr>
<tr>
<td>ALBERT SIMON</td>
<td>Albert Simon, Inc. New York, New York</td>
</tr>
<tr>
<td>JOE GRILLO</td>
<td>Flower City Distributors, Inc. Rochester 9, New York</td>
</tr>
<tr>
<td>RUBIN A. FRANCO</td>
<td>Franco Distributing Co., Inc. Montgomery, Alabama</td>
</tr>
<tr>
<td>LANEIL AMUSEMENT INC.</td>
<td>151 Rockland Road Town of Mount Royal Montreal 16, Quebec, Canada</td>
</tr>
<tr>
<td>NEW-WAY SALES COMPANY</td>
<td>1257-61 Queen Street, W. Toronto, Ontario, Canada</td>
</tr>
<tr>
<td>WINNIPEG COIN MACHINE CO.</td>
<td>768 Notre Dame Avenue Winnipeg, Manitoba, Canada</td>
</tr>
<tr>
<td>VAN DUSEN BROTHERS</td>
<td>10526 - 123rd Street Edmonton, Alberta, Canada</td>
</tr>
<tr>
<td>(Branches) VAN DUSEN BROTHERS</td>
<td>723 - 10th Avenue, S.W. Calgary, Alberta, Canada</td>
</tr>
<tr>
<td>SELECT MUSIC COMPANY</td>
<td>609 Terminal Avenue Vancouver 4, B.C., Canada</td>
</tr>
</tbody>
</table>

SEE ROCK-OLA
At the MOA Show
October 14, 15, 16
BOOTH No. 81

Watch for OPEN HOUSE announcements at these ROCK-OLA Canadian Distributors:
Bel-Cal Bows New Chang’r

VISALIA, Calif.—A newly designed combination currency and coin changer has been introduced by Bel-Cal Corporation.

VISALIA, Calif.—A newly designed combination currency and coin changer has been introduced by Bel-Cal Corporation.

Atlas Music Starts School

CHICAGO-Forty-two phonograph 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 ambitions series of fall and winter service seminars.

Opening night instruction centered upon Rowe-AMT’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 service men, 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 opportunity 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.

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: Van Levin, Atlas sales manager; Joe Kline, export manager; Bitting, and Eddie Ginsburg, president of Atlas.

M.O.A./N.A.M.A. OPERATORS

VISIT WORLD-WIDE...
The SUPERMARKET of the INDUSTRY!

Largest Selection of New and Used Equipment!

All Your Needs Under One Roof!

- MUSIC - GAMES - VENDING

Visit the Midwest’s Largest Showrooms and Most Complete Parts and Service Facilities.

See any of our staff on the Convention floor.

FREE TRANSPORTATION . . . TO AND FROM OUR SHOWROOMS—EVERY HOUR ON THE HOUR

WORLD WIDE distributors
2730 WEST FULLERTON AVE., CHICAGO 47, ILL.
Everyday 9:30-7:00 CABLE: GAMES—CHICAGO

WANTED Immediately!
SHOP MECHANIC
Must have references and experience. Write or call Mr. Stewart Co., 140 East 2nd South, Salt Lake City, Utah. DA-2473.

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; 4) Practically Free upkeep. 5) Frames with gold anodized aluminum and aqua trim.

DESIGNED & MANUFACTURED TO PRECISE PROFESSIONAL STANDARDS

“EXECUTIVE” HOME POCKET BILLIARD TABLE
BY NATIONAL OF NEW JERSEY SINCE 1924

First—Regulation size table for the home. First—Designed to blend with home decor. First—All solid slate bed with pure wool cloth covered. First—Professional 2¾” balls & accessories.

NATIONAL SHUFFLEBOARD & BILLIARD CO.
31 Main St., E. Orange, N. J. (201) 672-9100

“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; 4) Practically Free upkeep. 5) Frames with gold anodized aluminum and aqua trim.

DESIGNED & MANUFACTURED TO PRECISE PROFESSIONAL STANDARDS

“EXECUTIVE” HOME POCKET BILLIARD TABLE
BY NATIONAL OF NEW JERSEY SINCE 1924

First—Regulation size table for the home. First—Designed to blend with home decor. First—All solid slate bed with pure wool cloth covered. First—Professional 2¾” balls & accessories.

NATIONAL SHUFFLEBOARD & BILLIARD CO.
31 Main St., E. Orange, N. J. (201) 672-9100

“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; 4) Practically Free upkeep. 5) Frames with gold anodized aluminum and aqua trim.

DESIGNED & MANUFACTURED TO PRECISE PROFESSIONAL STANDARDS

“EXECUTIVE” HOME POCKET BILLIARD TABLE
BY NATIONAL OF NEW JERSEY SINCE 1924

First—Regulation size table for the home. First—Designed to blend with home decor. First—All solid slate bed with pure wool cloth covered. First—Professional 2¾” balls & accessories.

NATIONAL SHUFFLEBOARD & BILLIARD CO.
31 Main St., E. Orange, N. J. (201) 672-9100

Booths 15-16-17
SHOW CHICAGO

Copyrighted 1964

We Have All Late Gottlieb Models
New Styles Cabinets!
Quantity Buyers:
Visit Joe Ash
at the
ROCK-OLA MOA BOOTH
or contact:
BISMARK HOTEL,
CHICAGO

ACTIVE AMUSEMENT MACHINES CO.
Festl 9-4492
1101 Pittsburgh Ave., Scranton, Pa.
Exclusive Setting and Rock-Ola Distributors for Central Pa., S. Ill., N. Ill., and Beloiters.

Say You Saw It in Billboard
BILBOARD, October 17, 1964

COIN-

LIBERTY LITTLE LP’s
Continued from page 58
Coin Liberty little LP’s in Now Playing albums on Liberty: “Dis-

We Have All Late Gottlieb Models
New Styles Cabinets!
Quantity Buyers:
Visit Joe Ash
at the
ROCK-OLA MOA BOOTH
or contact:
BISMARK HOTEL,
CHICAGO

ACTIVE AMUSEMENT MACHINES CO.
Festl 9-4492
1101 Pittsburgh Ave., Scranton, Pa.
Exclusive Setting and Rock-Ola Distributors for Central Pa., S. Ill., N. Ill., and Beloiters.

Say You Saw It in Billboard
BILBOARD, October 17, 1964

COIN-

LIBERTY LITTLE LP’s
Continued from page 58
Coin Liberty little LP’s in Now Playing albums on Liberty: “Dis-

We Have All Late Gottlieb Models
New Styles Cabinets!
Quantity Buyers:
Visit Joe Ash
at the
ROCK-OLA MOA BOOTH
or contact:
BISMARK HOTEL,
CHICAGO

ACTIVE AMUSEMENT MACHINES CO.
Festl 9-4492
1101 Pittsburgh Ave., Scranton, Pa.
Exclusive Setting and Rock-Ola Distributors for Central Pa., S. Ill., N. Ill., and Beloiters.

Say You Saw It in Billboard
BILBOARD, October 17, 1964

COIN-
COLUMBIA RECORDS
7-INCH STEREO LITTLE LP'S FOR ADULT MUSIC OPERATOR PROGRAMMING

Announcing Do-it-Yourself “Little LP” Kits - each includes:

- A TRIPLE-FACED MERCHANDISE FOLDER FEATURING FULL-COLOR, 7-INCH ALBUM COVER ON THE FRONT.
- SIX 1½-INCH MINIATURE COLOR COVERS AND TWENTY TITLE STRIPS ON THE REAR FACE FOR USE IN PHONOGRAPHS AND WALLBOXES.
- ALL ELEMENTS PERFORATED FOR QUICK APPLICATION.
- AVAILABLE THROUGH YOUR REGULAR COLUMBIA DISTRIBUTOR.
- ALSO AVAILABLE: 6 CORRESPONDING “STEREO SINGLE” PROGRAMMING KITS.
When Answering Ads . . .
Say You Saw It in Billboard

Mr. Coin Man
You're in business to make money.
Billard is in business to help you.

Weekly dollars and sense information in every area
of your fast-paced industry . . . profit ideas—
current trends and forecasts—legislation affecting
your operation—new machines—new products—new
services—new money-making ideas.

Get tomorrow's news today.
Get it fast.
Get it often. Get Billiard.
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 Division of Power
Moderated by J. Harry Snodgrass, with panelists from Rock-Ola, Rowe, Seeberg 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 Cosola.
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 Cosola. 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—MOA 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 tours of the Mart. Co-chairmen: Mrs. Lou Cosola 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 program. 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 Gelke with panelists Ted Nichols, Irving Perman, 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 10:00 p.m.—Gala Banquet and Show, Terrace Casino, Morrison Hotel.

Germans to Attend MOA; Want to Learn and Sell

World Wide Remodels

CHICAGO—World Wide Distributing Company, prominent Seeburg outlet here, has remodeled and expanded its facilities to provide operators with an equipment showroom 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 provided 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.
TWO PLAYER WATER POLO

An excitingly different amusement game developed in Europe and now available throughout the U. S. by Royal Distributing, Inc., the exclusive national distributor, and other appointed distributors

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 10¢ play
- Beautifully designed cabinet
- Glass Top
- Fluorescent lamps create unusual lighting effect

EXHAUSTIVE LOCATION TESTING PROVES WATER POLO A CONSISTENT GOOD-MONEY EARNER IN ALL TYPES OF LOCATIONS.

OPERATORS... visit the following distributor showrooms. See all-new Two Player WATER POLO game. Play it; then place it on location for continued good profits.

NORTHERN OHIO
Monroe Coin Machine Exchange
2403 Payne Avenue
Cleveland 14, Ohio
Mr. Norm Goldstein
Phone: (216) 781-4400

NEW YORK
Playford Enterprises, Inc.
1010 Surf Avenue
Brooklyn 24, New York
Mr. Alex Elowitz
Phone: (212) 321-2519

OREGON, WASHINGTON AND ALASKA
Northwest Sales Company
3150 Elliott Avenue
Seattle, Washington
Mr. Ron Payne
Phone: (206) 284-8030

FLORIDA AND SOUTHERN GEORGIA
Southern Music Dist. Company
2425 Harbert Street
Jacksonville, Florida
Mr. Bud Shielde
Phone: (305) 516-1604

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)

OKLAHOMA AND TEXAS
Sutherland Dist. Company
Northwest & Lee Streets
Oklahoma City 2, Oklahoma
Mr. Bill Sutherland
Phone: (405) 228-5557

LOS ANGELES, CALIF.
Badger Sales Vending
2809 West Pico Boulevard
Los Angeles 6, California
Mr. Bill Hoppel
Phone: (213) 731-8785

MASS., N. H., MAINE AND CONN.
Redd Dist. Company
70 Coolidge Hill Road
Watertown, Massachusetts
Phone: (517) 926-2250

For those operators not attending the M.O.A. Convention, call or write:

ROYAL DISTRIBUTING, INC.
1210 Glendale-Milford Road
Cincinnati 15, Ohio
Phone: (513) 771-4250
Only Wurlitzer has it! Ten Top Tunes for a half-dollar at the press of a Golden Bar. Consistently proven to produce important increases in profits over phonographs that lack this intriguing feature. Install a Wurlitzer 2800 with this musical bargain in any location and watch the flow of half-dollars that follows.

Ask Your Distributor for Details
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, resigned 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.

Our new Stereo Releases for Music Operators

**SEEBURG LITTLE LP's**

**Pop Vocal**

THE BEATLES—Something New ..........Capitol

I'll Cry Instead—And I Love Her—Slow Down—If I Fear—Tell Me Why—Matchbox

**Pop Instrumental**

PETER NERO—Reflections ..........RCA Victor

This Is All I Ask—Wives and Lovers—She Loves Me—Days of Wine and Roses—Bluesette—The Best Is Yet to Come

WALTER GATES & ORCH.—My Man ...........Swan

I Ain't Got Nobody—A Pretty Girl Is Like a Melody—Am I Blue—Second Hand Rose—I Can't Get Started—My Man

FLOYD CRAMER—The Best of Floyd Cramer

San Antonio Rose—Tricky—Lovesick Blues—Java—(These Are) The Young Years—Flip Flop and Bop

**Country & Western**

HANK SNOW—More Hank Snow

Souvenirs ..........RCA Victor

Stolen Moments—Miller's Cave—Just a Faded Petal From a Beautiful Bouquet—Let Me Go Lover—The Girl Who Invented Kissin'—Tangled Mind

EDDY ARNOLD—Sometimes I'm Happy ..RCA Victor

Sometimes I'm Happy—I've Got a Woman Crazy for Me—She's Funny That Way—Then I'll Be Happy—Smile—Little Bitty Tear—Roamin' Through the Countryside

**International**

BETTY CURTIS—I Successi Di Betty Curtis ..CGD

Wini-Wini—Per Te Non Riesco a Dormire—Canzonetta Romantica—La Casa Piu Bella Del Mondo—Charlat—I Peter Brown

**ROWE-AMI-EPIC LITTLE LP's**

CLIFF RICHARD—It's All in the Game ..........Epic

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

BOBBY HACKETT—Plays the Great Music of Henry Mancini ..........Epic

Days of Wine and Roses—Moon River—Theme From "Mr. Lucky"—Dreamsville—Baby Elephant Walk—Theme From "Peter Gunn"

BOBBY VINTON—There I've Said It Again ..........Epic

Unchained Melody—To Each His Own—My Foolish Heart—I Can Dream, Can't I?—Trying—You're Nobody 'til Somebody Loves You

THE VILLAGE STOMPERS—The Original Washington Square ..........Epic

Green, Green—Walk Right In—Midnight In Moscow—Blowin' in the Wind—Tie Me Kangaroo Down, Sport—If I Had a Hammer

BUDDY GRECO—On Stage ..........Epic

Balboa Bay and Beads—Nobody Knows You When You're Down and Out—Take a Little Walk—The Best Is Yet to Come—Dream—Get Me to the Church on Time

BOBBY VINTON—A Very Merry Christmas ..........Epic


R.F.D.

Marty Robbins 7-8920

I Walk the Line Johnny Cash 7-8860

More Big Folk Hits Brothers Four 7-9013

Be My Love Jerry Vale 7-8811

Love Life Ray Price 7-8989

Speak to Me of Love Ray Conniff 7-8950

More Themes for Young Lovers Percy Faith 7-8975

When Lights Are Low Tony Bennett 7-8975

Call Me Irresponsible Andy Williams 7-9071

The Third Album Barbra Streisand 7-8954

All available through your local one-stop or Columbia Records distributor!
BRING YOU THESE NEW STEREO RELEASES

Six great 7-inch, 33-1/3 albums to bring greater listening pleasure to your locations.

And with each of these Rowe AMI EPIC Stereo Operator Programmer packages you get a full-color, 7-inch album cover, 6 miniature color covers and 20 printed title strips.

Order them from your Epic distributor, one-stop or Rowe AMI distributor. Play them on the Rowe AMI Tropicana...today's outstanding phonograph.

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
Moon River
Theme from "Mr. Lucky"
Dreamsville
Baby Elephant Walk
Theme from "Peter Gunn"

Unchained Melody
To Each His Own
My Foolish Heart
I Can Dream, Can't I?
Trying
You're Nobody 'Til Somebody Loves You

Green, Green
Walk Right In
Midnight in Moscow
Blowin' in the Wind
Tie Me Kangaroo Down, Sport
If I Had a Hammer

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
Nobody Knows You When You're Down and Out
Take a Little Walk
The Best Is Yet to Come
Dreamy
Get Me to the Church on Time
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 under their respective categories.

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 under their respective categories.

BILLBOARD SPOTLIGHT PICK

The list below includes albums that are noteworthy in various significant categories. They are selected on the basis of their potential to become big sellers in their respective areas.

POP SPOTLIGHT

GLORIOUS GLORIA LYNNE
Eastridge 5225 (M); 12305 (S)

Gloria Lynne is a singer who has been coming in products and names. She turns in a stellar performance on "A Rose in Paris." Fanatically backed by outstanding musicians like Bill Davis on organ, Sam (The Man) Taylor on tenor and John Evans on drums, it's a recording that will be enjoyed by those who wish to a lot of talent and feeling.

POP CHRISTMAS SPOTLIGHT

THE BEACH BOYS' CHRISTMAS ALBUM
Capitol T 2164 (M); ST 2164 (S)

This one set known the Beach Boys from their hit records and they should go for this album of songs for the holidays, done with The tenor, baritone, and contrasted with the piano by the same. The vocals are rail, and the style is in festive mood and style. A fine holiday 1o00e and ideal for gift giving, especially to the young set.

POP CHRISTMAS SPOTLIGHT

MERRY CHRISTMAS
Al Martino. Capitol T 2165 (M); ST 2165 (S)

Al Martino should continue his string of singles and albums right through this Christmas season with this wonderful album of holiday fare. He sounds better and this album should make some in the gift department and for their own listening pleasure.

POP CHRISTMAS SPOTLIGHT

CHRISTMAS WITH THE NORMAN LUNSFORD CHOIR
RCA Victor LPM 2941 (M); LSP 2941 (S)

What is finer than a choir to render the majestic classics of Christmas? The answer is, of course, listening through the finest choir in the world, the Norman Lunsford Choir. The choir sings with a perfect blend of its own arrangements.

POP CHRISTMAS SPOTLIGHT

THE JOHN GARY CHRISTMAS ALBUM
RCA Victor LPM 2940 (M); LSP 2940 (S)

John Gary offers a whole host of holiday classics with this collection of holiday music. It is an excellent presentation and well worth your time.

JOHNNY MATHIS

MERCEY PUTS CHRISTMAS SALES IN THE BAG!

MERCURY

MG 20837/9R 60837

This album presents Mr. Mathis' latest recording. It features a collection of Christmas favorites that are sure to bring joy and cheer to your holiday season.

CHRISTMAS WITH THE PLATTERS

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 under their respective categories.

FOREMOST IN FINE RECORDING

DELUXE EDITION

THE ROUNDS MELODY OF A SUMMER NIGHT'S DREAM

LONDON SYMPHONY ORCHESTRA

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 under their respective categories.

FOREMOST IN FINE RECORDING

DELUXE EDITION

THE ROUNDS MELODY OF A SUMMER NIGHT'S DREAM

LONDON SYMPHONY ORCHESTRA

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 under their respective categories.