ARMADA Bd. Would Seek Needed Change

CHICAGO—ARMADA, at its board meeting at the Edgewater Beach Hotel here Thursday (22), stated that, after having postponed, if necessary, the Federal Trade Commission for amendments to the FTC trade practice rules, the distributors trade organization stated it would make the best of the rules as presently issued, but would regard these as a beginning rather than a final product. Areas of dissatisfaction had to do with the non-issuing of rules covering transshipping, selling below cost, regulation of cutouts, etc.

The ARMADA board appointed several committees. These included a trade practices committee, the function of which is to promote compliance with the FTC rules and to serve as a liaison with FTC representatives, as needed. The committee, it was carefully spelled out by the ARMADA board, is not to be considered as a policing group; but any complaints regarding trade practices will be referred to this committee.

Committee Members

Members of the trade practice committee include Joe Cohen, Essex Distributors, New York; Suchak Salzmann, M-S Dist., Chicago; Henry Nathanson, General Dist., Baltimore; John Sigel, Monument Records, Hendersonville, Tenn. Also on the committee are the following ex-officio members: Bob Chalton, ARMADA vice-president; Milt Salstone, Oakland Calif., distributor; Arnie Helfrich, ARMADA president and Minneapols distributor; Earl Kinner, ARMADA attorney and Washington station representative, and Gerald Jones, ARMADA executive secretary.

Because of the condition of the record industry and the mass-media war going on, the ARMADA board decided upon a greater distribution of responsibility within the ARMADA. Therefore, in addition to above

Crash Kills Roush; Song Is Prophetic

By ELTON WHISENHUNT

KENTON, Ohio—

By Stanley Friedman, Special to Billboard-

BLITZEN RUSSELL, driver of a semi-trailer truck, was killed early Friday morning (23) when his 18-wheeler ran off a highway and crashed into the back of an18-wheeler was carrying Joy Records who is in critical condition with a broken neck, and the following members of the Cavaliers: Buddy Cray, driver; Jerry Graham, drums, and Phil Truino, bass.

Witnesses said that Roush fell asleep at the wheel. The group

CBS Records Opens A Division in Israel

NEW YORK—CBS Records continues its global expansion this week with the opening of a branch in Israel. Gobard Lieberson, president of Columbia Records, will officially open the newly formed CBS Records (Israel) Ltd., 75% percent subsidiary, near Tel Aviv on October 30, 1967. The opening ceremony will mark the completion of the construction of a new record manufacturing plant in the Middle East.

It will serve not only the growing Israeli record market but also the rapidly expanding markets of the newly formed African nations.

Lieberson expects the Israeli division of CBS Records to play a role in the development of Israeli recording artists as well as providing a vast source of repertoire from Columbia Records U.S.A., and CBS Records affiliates throughout the world.

(Continued on page 8)

Dean’s C&W Show to Pull Top Names

NASHVILLE—An exceptionally powerful line-up of artists is being set for the Jimmy Dean TV program which salutes Country Music Week (first week in November), by producer Julio B. Benedetto and his associate, Tom Egan. Thus far set for the show, which will be taped at the Ryman Auditorium here Oct. 29 and shown over the ABC-TV network Thursday, Oct. 30.

Johnny Tillotson is well on his way to adding overseas laurels to his Stateside success. His just recently returned from a SRO tour of South America, is presently in Ireland and storms England November 2. His current world-wide MGM hit single is “She Understands Me” K-1223. (Advertisement)

(Continued on page 8)

Epstein Diversifies; Becomes a Producer

LONDON—Brian Epstein has startled the rock world here with the news that, behind locked doors, he has already joined the ranks of Britain’s young independent producers.

Epstein, the most successful manager in show business, has leased the disk to EMI and has set up a separate deal with British Decca to record independently one of his own groups for them.

His first production is by Kery Storm and the Hurricanes, the group with which Ringo Starr drummed for three years prior to joining the Beatles. The Hurricanes’ record will be issued here on Parlophone (the Beatles’ label) Nov. 27, it features “America,” from “West Side Story.”

Epstein will not manage Storm, that job goes to promoter Arthur Howes, who is the Kinks’ agent and Epstein’s co-promoter on British tours of the Beatles and Gerry and the Pacemakers.

Epstein has inked a deal with Decca whereby he records his latest group, the Rustiks, himself, leasing the tapes exclusively to Decca. The diskery has already issued the outfit’s first record, to small sales reaction.

(Continued on page 8)

Pushes Aid for Williams’ Film

NASHVILLE—Mrs. Jo Walker, executive director of the Country Music Association, last week called for all-out support of the CMA-sponsored premiere showings of MGM’s Hank Williams’ biopic, “Your Cheatin’ Heart” in Montgomery, Ala. (Nov. 4) and Nashville (Nov. 6).

Proceeds of these two premieres will go to CMA’s building fund.

First eight seats are being sold at $5 per person. CMA bought the premiere performances for both showings, and will net $4 per ticket sold.

Mrs. Walker stressed the importance to CMA that both Montgomery and the Nashville events be sold out. She called on all sections of the industry to rally to the CMA cause by helping to make this a financial success.

Is Vee-Jay in the album business?...the decision is yours

(Continued on page 8)

Record Industry Terms

FTC Rules Too General

By NICK BIRO and RAY BRACK

CHICAGO—Record executives attending the biggest all-industry meeting ever sponsored by ARMADA — at the Edge-

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(Continued on page 8)

Is Vee-Jay in the album business?...the decision is yours

(Continued on page 8)
NOW AVAILABLE
NEW ELVIS ALBUM

ELVIS ROUSTABOUT
A HAL WALLIS PRODUCTION

LPM/LSP-2999
RCA VICTOR

ELVIS SINGS 11 GREAT SONGS
IN THE ORIGINAL SOUNDTRACK RECORDING
FROM THE HAL WALLIS-PARAMOUNT PICTURE "ROUSTABOUT"

RCA VICTOR
The most trusted name in sound
Reprise Offering Repertory Theater Series to Retailers

BY ELIOT TIEGEL

HOLLYWOOD—The highly praised yet Herbert Aeckle unveils\nReprise Musical Repertory Theater Series will be released to a retailer at a...\nnecting to the magazine chain which boasted an 18 million circula-\nIn talking of the project, which took six months to design and cost $150,000 to produce, Aeckle says the magazine's impact is seen in the number of major artists signed, the logistical problems involved in produc-\nning recording sessions to fit in with performers' schedules and times. Availability, the selec-\ntion of the correct shows based on that part of the market, and the correct tunes for each artists, \nSinatra, who personally be-\ncause: 'I was...is approved by Miss Dolores Mafioso as musical\ndirector for the project. Sessions were held in New York, Hollywood, and Japan to com-\ntelephone, the Mary Kaye Trio, Louis Prima and Johnny \nfor a $4,500 to $5,350 tag is the same pricing offered in the mail-order campaign. The four albums are "Guys and Dolls," "Make Love, Not War," "Kiss Me Kate" and "South Pacific," with the artist roster including: Tony Ben-\nDean Martin, Jo Stafford, the Mcguire Sisters, Sonny Davis, Dinah Shore, Debbie Reynolds, Clark Densil, Alfon Sherman, the Lo's, Kelly Smith, Rose-\nmary Clooney, the Mary Kaye Trio, Louis Prima and Johnny \nOstin estimates the package during this Christmas season to give the label its first million-dollar project backing its $1 million advertising budget.

Big Bucking

The release will be backed by considerable advertising and merchandising aids plus strong radio play concentration. Some of the marketing work was done by a direc-\ntor who worked on the project, has been searching for merchandising potential from the LP's for single releases. When the series was first \nannounced as being sold through magazine chains, Ostin received many calls from dealers, he said, asking why the mer-\nchandising wasn't successful with them. Ostin explained the company's idea of develop-\ning new sales avenues through the magazine chain which boasted an 18 million circula-\n
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Rice on C&W-Oriented Gospel

HOLLYWOOD — Things have been happening in the world of sweet-sounding, well-flavored gospel music. While this form of Southern gospel music continues to be strong in the church and on country radio, a number of labels and record producers are experimenting with new and different styles.

One of the most prominent of these is the recently established Columbia Records Country and Gospel Division, headed by Don Pierce and Mike Litman. Pierce, who has been with Columbia Records since 1954, has been a major force in the country music field for many years.

Pierce recently spoke with Billboard about the new division’s plans and objectives. He explained that Columbia’s entry into the gospel market was prompted by a desire to offer listeners a wider variety of musical styles.

"The idea behind the new division is to provide a comprehensive range of gospel music that will appeal to both long-time gospel fans and new listeners," said Pierce. "We want to offer a mix of traditional and contemporary gospel, as well as gospel that is influenced by other musical styles, such as R&B and soul." 

Pierce added that Columbia’s gospel division will focus on recording artists who are willing to explore and experiment with their music. He emphasized the importance of creativity and innovation in the gospel music industry.

"We want to create a space where gospel artists can push their boundaries and explore new musical territories," said Pierce. "We believe that this approach will help to modernize gospel music and make it more relevant to a younger generation of listeners." 

Pierce also discussed the challenges of promoting gospel music, which is often seen as a niche market. He noted that Columbia is committed to providing adequate promotion and marketing support to ensure the success of its gospel artists.

"We understand that gospel music requires a different promotional strategy compared to other genres," said Pierce. "But we are committed to giving our artists the tools and resources they need to reach their target audience and achieve success." 

Overall, the new Columbia Gospel Division appears to be a promising development for the gospel music industry, with a clear focus on innovation and creativity. It remains to be seen how well the division will be received by both fans and critics, but there is certainly a lot of excitement and anticipation surrounding its launch.

Beatles Going Public!

NOT YET, SAYS EPSTEIN

HOLLYWOOD — "Nothing has been set yet regarding the Beatles forming a public corporation," said John Lennon’s manager, Billboard exclusively last week.

"They’re not ready to talk about the quartet forming their own company," Epstein said. "They have too much business with the public, "was an interesting idea" but that it was premature.

Epstein went on to say that there’s no idea of forming a company in America.

But would the entertainers set up a company in Britain? "I wouldn’t want to say," Epstein said. "If that’s the way, we’ll be appearing on the Buffet show in London for the taping, he said.

On another matter, George Martin, of CBS, said he was not in favor of the new Columbia Labels, revealed Epstein would not produce and promote the Christ’s debut European tour starting Jan. 15.

 Epstein recently in London and the Beatles were not clear on what the "entertainers" means, and will work with American artists.

Would he be doing the same thing for other American acts? I know there is no rule," Epstein said. "I really admire, "we have to talk about," said Epstein will be being for the production, with the London Palladium and he hopes to have a concert hall in the year. Epstein said he preferred to present the British Pub Group.

Golden Distrib

NEW YORK — Golden Records, a subsidiary of Arista Records and a part of the company’s library, has been appointed the new distributor for the Gospel music label, Columbia Records. The appointment was made by Co-CE Golden Records chairman, Mike Litman, and Columbia Records president, Don Pierce.

Golden Distrib is responsible for the distribution of Columbia Records’ Gospel music releases, including albums by artists such as Mahalia Jackson, Aretha Franklin, and Gladys Knight.

The appointment of Golden Distrib is a significant development for the Gospel music industry, as Columbia Records has long been a major force in the genre.

"Golden Distrib is the perfect partner for us," said Pierce. "They have a strong track record in the Gospel market and we believe they will be able to help us to reach new audiences with our Gospel releases." 

Overall, the appointment of Golden Distrib is an exciting development for Columbia Records and their Gospel music releases. It is a clear indication of the company’s commitment to promoting and developing Gospel music as a viable and lucrative genre.
Connie Francis

does it again with two great new sides

Don't Ever Leave Me

Produced by
JEFF BARRY and ELLIE GREENWICH

on MGM Records K-13287

We Have Something More (Than a Summer Love)

Arranged & conducted by
BERT KEYES

Produced by
MICKEY GENTILE

MGM RECORDS is a division of METRO-GOLDWYN-MAYER, INC.
Atlantic and Atco Launching New Program on Album Sales

NEW YORK — Atlantic and Atco Records have launched a new album sales program which includes a means of simplifying the discount structure of their LP's for dealers by designating the specific dealer costs of each series of albums.

The album sales program sets dealers' costs at $2.10 for $3.98 albums, $2.63 for $4.98 albums, and $3.15 for $5.98 albums. The Atlantic and Atco programs are effective immediately and will continue through Dec. 31 on all new releases and the entire Atlantic and Atco LP catalogs.

Five new Atlantic albums were announced with the program and an Aco album release is scheduled during the next two weeks. Qualifying dealers can purchase these albums from their distributors with 30-50-60 day terms. Both labels will make their usual accommodations for rack jobbers.

Atlantic is kicking off the album sales program with a distributor-dealer co-op advertising program which will be handled throughout the country. Special attention is being given to in-store displays and the D Hayward system has been supplied to distributors and the necessary materials have been equipped with presentation kits.

Among the artists in the Atlantic release are the Bill Evans Trio, Herbie Mann, the popular jazz quartet with LaRindo Almeida, Philly Joe Jones and Elvin Jones of the West Coast jazz pianist Jack Wilson. There also will be an all-star package of recent record hits.

Goldblatt Tabs Morris As Executive

CHICAGO — Goldblatt Brothers, the city's biggest record selling powerhouse, has named Jerry T. Morris, a 20-year record industry veteran, to the newly created post of buyer of records and books.

The appointment emphasizes the importance of the book department within Goldblatt, which is placing a greater emphasis on the family market and in-store broadcasting.

Morris and previous record buyers, which have no previous appeals to Goldblatt, and he is making no secret of the fact that he believes is he in the process of developing a concept of a "reach merchandising," which will enable him to become the dominant force in European Common Market music business.

As Goldblatt's potential competitors are aware, he is not a stranger to the field, having produced an LP series, "Twist-Time in the Star Club at Hamburg," with which has brought out "Jerry Lewis at the Star Club," and Polydor various singles with the Star Club artists.

The Star Club label and repertory will be handled worldwide by music publisher Hans R. Berlehrer.

Capitol Names Hawaii Distrib

HOLLYWOOD — Capitol Records has named Don McDermott, Surfside Hawaii as distributors for its line in Hawaii. Capitol had been handled in the Hawaiian market in the past decade by Eylton Brothers.

LIEBERSON IS GIVEN AWARD

NEW YORK — Goddard Lieber- son Records president, was cited for the "Maker of the Microphone" award here this week. The Columbia University graduate, grandson of the inventor of the microphone, the disc record and television, was named Goddard Lieberson by his own label. Norman A. Adler, Columbia Records' executive vice-president, accepted the award on Lieberson's behalf.

PYE JOINS FIGHT AGAINST RPM, COMMITTEE FORMED

LONDON — After several months of speculation, Pye has come out strongly against the government's proposal for suspected record companies to form a new "fair trade" committee to deal with the issue of record piracy.

Mr. Lewis, EMI managing director, Len Wood, Philips managing director Leslie Gould and Pye managing director all have become members of a committee set up by the phonographic industry to deal with RPM.

Twenty-five of the industry leaders met in London recently under the chairmanship of Sir Edward Lewis to appoint the committee and to formally announce that the industry as a whole would fight the proposals for a new committee to deal with the supposed piracy issue.

Counsel has been appointed to represent the industry before the Reprise Court Price.

Other Noteworthy News

Tower Masters

HOLLYWOOD — Still searching for a final bid, Tower Records is releasing four newly purchased masters, three by English artists. These singles are "Chillums" by Gis Jenkins, "Questions I Can't Answer" by the Beatles, "Grades and High Fever," by Linda Richman, and "Brown Heel" by Mike Rabin. The last three disks are the English products.

Mills Record, Book Project


The modern jazz album plus one covering traditional jazz will be offered for sale sometime next month. The project will be distributed through the traditional jazz marketing chain.

He started in the record field with All-State Distributing, New Jersey. As he is the only one to hold the post of record department, Morris will reside in Chicago.

Buddy Kaye Back

NEW YORK — Buddy Kaye, head of the Buddy Music Company, returned here Thursday (32) after a three-week European trip to set up publishing firms in France, the Benelux countries and Scandinavia.

Mogull Purchase

NEW YORK — Ian Mogoll, Ltd., has bought the foreign rights to "San Francisco De Assis" from the firm of Zeller. The song was registered in Spanish by Tino Lompo on Reprise. Rita Pavone will record the song in both Italian and Spanish. A record deal has been closed with Jerry Wallace singing the song in both English and Spanish.

Lawful Formed

CHICAGO — Reuben Lawrence and Tony Galagano, co-owners of Reuben's Recorders, have formed Lawful Musie Publishing Company in association with Frank La Vere. Lawyer wrote "Pretty," "Have You Ever Heard a Song That You Liked?

The new firm, in addition to acquiring copyrights, will sign new talent and secure reissued tapes and masters. La Vere is ad director.

New LP's by Duke, Keely

HOLLYWOOD — Reprise artists Duke Ellington and Keely Smith have two new LP's due out on their labels. Ellington's new disc, "Piano Jazz," features the best of his jazz versions of the song from Dionne Warwick's "My Girl" and Miss Smith's album is "The Leonard-McCartney Songbook," featuring an interpretation of the Beatles' songs and two Beatles singles.

Two other new LP's are Dean Martin's "Dean Is Still 0pe," covering his latest hit single, and an in-person taping of the satirical review, "The Committee," recorded in New York. A debut LP by the Kinks, British rock group, will appear in two weeks.

BRENDALEE LEE, right, Decca Rec- orders artist, takes time out from promotion work on her "It's Too True" disk to visit by Lynda-Bird Johnson during the recent whistle-stopping tour through Nashville.

BILBOARD, October 31, 1964
Following his "Always Together" hit, another smash single with the golden Martino touch!

AL MARTINO

WE COULD b/w SUNRISE TO SUNRISE

His seventh consecutive chart hit in a row!
Record Industry Terms
FTC Rules Too General
* Continued from page 1

On the subject of manufacturers' responsibility, manufacturers present disagreed with Earl Kintner, who felt that manufacturers had considerable responsibility in policing the actions of distributors.

Jimmy Martin, pioneer Chicago distributor, queried the panel of experts as to problems arising if a distributor sets up separate corporations. The panel stated that such a device cannot be allowed to facilitate record purchases at a distributor's price. At the meeting there was considerable discussion over which constituted racket jobbing. ARMADA executives stated that resale of goods was a factor, although the government claimed other factors are involved.

* Continued from page 3

Reprise Repertory

* Continued from page 3

covered the sales results fell below expectations. Ostin said the idea for theater productions was not carried further in the future and that the release of the material during the holiday season would be the topper on the company's best year in its three-and-one-half-year existence.

onance of these problems, Reilly said.

Reilly stressed that the FTC does not want to engage in the "free enterprise does not control the lion to cut a competitor's throat," he pointed out. Reilly also noted that the present is a time of great marketing change calling for mutual cooperation.

The panel of experts at the Trade Practices Workshop included John Benton and Eugene Baker, FTCC attorneys; Earl Kintner, ARMADA attorney and Washington representative; March Olson, Kintner assistant; Bob Chatton, ARMADA executive and Oakland, Calif., distributor.

"Not a Utopia"
Anon Heilicher, ARMADA president, pointed out that "the rules were a beginning, not a utopia; we have them and we must comply."

PROMOTERS BUY BRITISH
2 Promoters Eye British Artists for 1965 Bookings

LONDON — Two major foreign promoters are in London seeking British talent for their 1965 shows. Ken Brodzic, arrived from Australia and set up operations from an office within the Grade Organization; about the same time Jim Stodel, executive director of African Consolidated Theaters flew in from Johannesburg.

Stodel has run into serious complications. Soon after his arrival, he was contacted by Harry Francis, secretary of the British Musicians Union, who told him that members of the Musicians' Union — and in Britain it's almost a closed shop — would not be able to accept bookings in South Africa because of its apartheid policies.

Francis has instructed the Searchers, the Hollies and the Shadows, the Hollies, the Rolling Stones and the Rolling Stones to return to South Africa for 1965 shows; all plans for the 1965 season have been postponed.

"The situation is complicated," said one of the things planned doing was to negotiate some deals for South Africa for 1965 shows and the Shadows, following their triumphant visit to that country early last year.

But Francis has warned him, "Cliff can go, but he has nothing to do with us, but we would hire the Shadows who have joined the union since their trip to South Africa last year."

Brodzic has reported to the board with far less difficulties. He has set up, with Brian Epstein, an Australian spring tour for Cilla Black, and possibly Gerry and the Pacemakers; and he is also seeking some of the groups to whom the British team that has South Africa has been closed.

ASCAP to Host Ch'trer Membr's

NEW YORK — The American Society of Composers, Authors and Publishers will hold a luncheon meeting for members of ASCAP at the Drake Hotel here Oct. 27. Mel Beattie, ASCAP's board of directors will host veterans who have been with the Society since 1891.

Among the charter members who will appear at the lunch will be Will Dilron, Leo Edwards, George Gross, Harold Ornstein, and others. The Society also plans to present a token of esteem to the man who has been ASCAP in its formative stage.

CBS Records Opens A Division in Israel
* Continued from page 1

Simon Schmidt, managing director of the Israeli company, will be on hand with Liebenroth for the opening. In attendance will be Mrs. Lieben- roth, President of Cahn, Mrs. Zina Francesco, Harvey Schein, vice-president of Cahn, Cahn, decked out, vice-president of Euro

ARMADA Bd. Would Seek Needed Change
* Continued from page 1

A finance committee was also formed. Those on the committee include Jimmy Schwartz, ARMADA treasurer, Schwartz Bros., Washington; Harry Levin, of Cadet Distributor, Detroit, and Al Zink, of Alliance, Newark, N.J.

UA Presents LP Program On W. Coast

LOS ANGELES — United Artists "for a while," a 27-album program, was presented to Los Angeles, San Francisco and Seattle dealers at a three-day West Coast meeting last week.

Present at the Los Angeles meeting were Si Mael, UA vice-president; Lloyd Leibel, UA director of creative services, and Joe Berger, UA national sales manager for albums. The dealers were also shown a preview of "Goldfinger," the third James Bond motion picture.

Purist Bows LP Series

NEW YORK — Purist Recs, headed by Elliott Weisler, has released a 12-album series of word music by the Knighthood Strings, Strings.

"The Knight'sounds" is created by 32 violins, six violas, six cello, two string bass, plus sections of rhythm, reeds and brass, and the custom arrangements of Neville Locke and Reg Owen.

The songs are all standards, performed in a tempo to suit the mood theme of the particular album. All of the albums are available in stereo.

JImmy Dean
* Continued from page 1

Nov. 5 at 10-11 p.m., are Eddy Arnold, Ernest Tubbs, Lester Flatt and Earl Scruggs, the Foreman-Max, Pearl, the Stoney Mountain Cloggers and others.

At times, it was speculated that Tennessee Gov. Frank Clement was to participate in the Dean program's honoring of country music week.

Dean reportedly was booked into the Louisiana State Fair at Shreveport, La., Oct. 24 and 25. He played to record-breaking audiences.

FROM THE DISK JOCKEYS OF AMERICA . . .
AND YOUR PROMOTION MAN, ERNIE FARRELL

mazel tov!

P.S. "DON'T SHUT ME OUT" IS A SMASH!
This is a paid apolitical announcement sponsored by the Reprise Committee to Create Pre-Christmas Traffic in 1964!
EXPERIENCES TO REMEMBER

East German 'Curtain' Lifts for U. S. Troupe—But With Hitches

By FRANK LUPPINO

NEW YORK—If you are an established entertainer and want some new showcase circumstances, not to mention a few bizarre events along the way, then you should play behind the Iron Curtain in East Germany, the New York Times has learned.

A date was set for behind the Iron Curtain—in Rostock, East Germany. Payment would be $75 per cent in U. S. dollars, 25 cents for every hundred dollars to be spent by the performers before leaving the country.

Taking a three-hour ferry ride from Goerlitz in Denmark, the group had to put up with bad weather and wet clothes. They were not permitted to leave the ship until they had been inspected by security men in East Germany who were not permitted to leave the ship until they had been inspected by security men in East Germany where they were met by security men. Some of the group, including the concert director,2 were allowed to go home. The show was closed.

The concert began at 8 p.m. and was attended by a large bomber factory "auditorium" filled by smokers, and sardine-like people. One of the group didn't understand English, they were too recep- tive at this show and all but one of the audience didn't understand English. They were too recep- tive at the show and the overflow was 11 p.m. He said that 80 per cent of those attend- ing were between the ages of 20-25. The remainder were older. Few children were seen.

Dickman said that pay- ment for the date compared favorably with France and Sweden. The only problem came with overnight accommodations in an isolated hotel on a beach path by soldiers. There was no hot water, chairs were under the mattress, instead of a separate seat, and breakfast was served by employees who wore sakos and ersatz coffee.

Dickman's expectation would fill a gap that has become popular in the 1960s. It is a stimulating experience and advises others about hard work and performance quality. American music is performed.

Greco Poised
And Polished
Entertainer

Buddy Greco has come a long way since his "Hey Looka There Ain't She Pretty." He stands as a polished performer with exciting new weight and current engagement at New York's M.G.M. show.

Although Buddy may be con- sidered from the Sinatra, Martin and Davis mold, he has achieved a distinct sound and delivery.

He is just as much at home with a love song, dramatic bal- let, and for the first time, the swingers. Hard work and many years of "working saloons," as Buddy likes to call it, has earned him personal recognition.

New York PRESS BOX SCORE

"GOLDEN BOY"

"Golden Boy," a musicalization of Clifford Odets' play by Odets and William Gibson, with a score by Charles Strouse (music) and Lee Adams (lyrics) and starring Sammy Davis, opened at the Majestic Theater, New York, Oct. 26, to mixed, leaning towards favorable, notices. Scope Records has the original cast album rights and E. M. Morris (ASCAP) is publishing the score.

Following is a breakdown of the New York press' critical approach:

TIMES: "The theatrical form of 'Golden Boy' as a musical is as crisp as a new shirt and as stylish as a new suit." SCORE: "He (Davis) can, of course, do marvelous things with songs like 'Night Song' and 'Can't See Us Yet.'"

HERALD TRIBUNE: SCORE — "...a more interesting musical than most." SCORE — "...not to be missed if you love beautiful music and enjoying musicals.

DAILY NEWS: SCORE — "...emerges as a show with exciting dances, wonderfully integrated sets and lighting." SCORE — "...an effective score and a real winner.

POST: SCORE — "'Golden Boy' is, I suppose, what it is meant by an 'audience show,' despite my harsh reservations.

CONCLUSION: "It is when the story fades into the background and the show and dance take over that the musical flames in excitement."

JOURNAL-AMERICAN: SCORE — "But when 'Golden Boy' is good it is simply superb and I think there are enough such moments to make it go."

SCORE — "...a veritable showstopper.

WORLD-TELEGRAM: SHOW — "...the show as a whole lacks cohesion, moves erratically and never adequately defines the tragic conflict in the short, shift life of a music world hero, Joe Longfellow."

SCORE: "Composer Charles Strouse and lyricist Lee Adams have done their best work in the brighter, more plentiful moments.

PEOPLE AND PLACES

By MIKE GROSS

The Dave Clark Five, Epic Records artists from England, arrive in New York Oct. 30 to begin a 54-city tour of 40 cities in the U. S. and Canada. This marks the third visit here for the group, as well as their third appearance on Ed Sullivan's CBS-TV show scheduled for Nov. 1. "Jimmy Records" will handle national dis- tribution of "Kiss and Run," by Bobby Skel on the Soft label, Argo's new LP catalog was designed by Revent artist J. Kirby. "Rene Ferrer" will appear in a concert with Dallas Symphony Orchestra Nov. 2. "Singer Vic Lewis" opens at the Nem Irn, Brooklyn, for a five-week engagement. "Rita Pavone" has written a book titled, "Broken Butterfly," due for publication in December.


VISITORS: The Burlingtons, members of the Burlingtons, will take time out from their engagement at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. The concert will be held at the Genesee Theatre, Buffalo, to visit the group. 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**CLASSICAL MUSIC**

**Toronto Festival Singers To Give New York Concert**

TORONTO — The Toronto Festival Singers head for New York in December for a special concert at Philharmonic Hall with composer Igor Stravinsky and conductor Robert Craft. Stravinsky also will record with them during their New York stay.

The 32-voice choral group has been widely praised by Stravinsky, who came to Toronto to record his "Symphony of Psalms" for Columbia, conducting the Canadian Broadcasting Corporation Symphony Orchestra and the Festival Singers. The choir is also featured with the CBC Symphony in Schonberg's "Survivor From Warsaw," on Columbia. Stravinsky will share the podium with Craft.

Stravinsky's appearance, his only one in New York scheduled for the season, will feature the composer conducting the premiere performance of two of his works. It includes the American premiere of his "Abraham and Isaac," first performed in Israel last August, which Stravinsky presented to the Israeli government as a gift. The work was composed following a trip to Israel.


**Orchestra's Program Subject to Change by Audience's Notice**

SAN ANTONIO—The San Antonio Symphony Orchestra will harness IBM equipment to permit the audience for its Saturday night (31) concert to program that evening's offerings 15 minutes before the concert starts. This "instant request program" marks the first time in concert history that an audience has had the opportunity to select the music to be performed a few minutes prior to the concert.

Members of the audience entering San Antonio's Municipal Auditorium will receive a packet containing 25 IBM punched cards. Each card will carry the name of a composition in the orchestra's current repertoire. Each person attending will be asked to pick one overture, one symphony, and two miscellaneous works. The orchestra will be on stage playing light background music while the audience is making its selections.

**LONDON INKS ZUBIN MEHTA**

NEW YORK — Zubin Mehta, the young Indian conductor of both the Los Angeles Philharmonic and the Montreal Symphony Orchestras, was signed to an exclusive London Records contract. His London disk debut will be with the Vienna Philharmonic.

**Fiedler Behind Batton-of Hirt's Band**

NEW ORLEANS — Arthur Fiedler switched from classical to Dixieland here Wednesday night (21) when he took over as guest conductor of Al Hirt's band at the New Orleans Film, a popular New Orleans theater. The capacity audience Wednesday night included New Orleans Mayor Victor N. Schiro, who presented Fiedler honorary New Orleans citizenship and a key to the city.

**World Artists Set for TSO**

TORONTO — The 43rd season of Toronto Symphony Orchestra subscriber concerts will bring many internationally famous artists to perform with the orchestra in its series of 15 concerts, each of which is repeated on two successive nights. Home of the TSO is Massey Hall, which has been highly praised.

(Continued on page 14)

**BEST SELLING CLASSICAL LP's**

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

This Week

1. **Puccini**—Labbok/Heine; Freri, Gedda, Adami, Sereni, Roma Opera; Schippers: Angel 15-12-15; SFL 3549 (5), BL 3643 (3).

2. **BIZET**—Carmen; Price, Corelli, Merrill, Freri, Vienna Orch., Ovs. (M). RCA Victor 13-12-15; LOS 6164 (5), LD 6164 (4).

3. **CHOPIN**—Waltzes; Rubinstein: RCA Victor LSC 2726 (4), BM 2726 (1).

4. **BERNSTEIN**—Symphony No. 3 (Kaddish); N. Y. Phil. Camerata Singers, Columbus Boys Choir (Bernstein); Columbia 39-5497 (5), M4L 576-9 (5); M4L 234-0 (4).

5. **THE HEIFETZ-MATZIKOVSKY CONCERTS: RCA Victor (3-12-1) LSC 2770 (5), LM 2770 (4).

6. **BEETHOVEN**—Quartets (5) (complete); Budapest Quartet: Columbia M4L 646-6 & M4L 677-13, M4L 254-9 & M5L 277-1.

7. **MARIAS CALLAS SINGS VERDI: Arias; Angel S 36221 (5).

8. **BEETHOVEN**—Symphonies (9) (complete); Berlin Phil. (Karajan): DGG; 18-12-1 SKL 101/8 (5), KL-178 (5).

9. **BEETHOVEN**—Sonatas (5) for Cello and Piano (complete); Rosnapich, Richter: Philips (2-12-9); PH 2-920 (5), BM 246-5 (5).

10. **MUSIORKYS**—Bois, Goldovsky; London, Bobbele Theare: Melik-Fachaya: Columbia (4-12-9) MHS 695 (5), BM 260 (5).


13. **MARIAS CALLAS SINGS ARIAS BY BEETHOVEN, MOZART AND WERF; Paris Conservatoire (Resegone); Ang- el 35 58393 (5).

14. **BEETHOVEN**— Symphony No. 3; Philharmonia Orch. (M). RCA Victor LSC 2723 (5), LM 2724 (5).

15. **RAVEL**—Bolero; New York Phil. (Bernstein); Columbia MS 6595 (5), M4L 254-7 (5).


17. **STRAUSS**—Symphonie Domestica; Cleveland Orch. (Slezak): Columbia MS 6627 (5), ML 6027 (5).

18. **PUCCINI**—Tosca; Price, Dimitriou, Taddei, Vienna Phil. (Karmen): RCA Victor 12-12-15; LOS 7023 (5), LD 7023 (5).

19. **BACH**—Brandenburg Concerto (6) (complete); Philharmonia Orch. (Kleiber): Angel 15-12-5 S 56271 (5), 3027 (5).

20. **BARBER**—Concerto for Piano and Orchestra, Op. 38; Baltimore Orch. (Salch): Columbia MS 6638 (5), ML 6038 (5).

**RCA Records Concert of Marian Anderson in D.C.**

WASHINGTON—RCA Victor Records has recorded the opening concert of Marian Anderson's Farewell Recital Tour at Constitution Hall here Saturday night (24) and will release, accompanied by a book which includes an article by Vincent Sheehan and photographic highlights of the artist's career.

The recital consisted of selections by Haydn, Handel, Schu- bert, Barber and Britten.

The album is scheduled for January release.

Miss Anderson will make 51 concert appearances on the tour, hitting Atlanta, Boston, Buffalo, Chicago, Montreal, Philadelphia, Cleveland and San Salvador.

The tour winds up Easter Sunday in New York's Carnegie Hall.

**Shaw Chorale Gets Award**

NEW YORK — The Robert Shaw Chorale has been awarded a gold record for its RCA Victor LP, "Christmas Hymns and Carols Volume 1." The award, certified by the Record (Continued on page 14)
NEW! NEW! NEW! NEW! NEW!
THE EVERLY BROTHERS
GONE GONE GONE GONE GONE
IN THE SINGLES-SUCCESS TRADITION OF THE EVERLYS ... AT THEIR GREATEST!

WARNER BROS. RECORDS
program will be shown during the Christmas holidays. The college division of the William Morris agency has prepared a special booklet of "Selected Campus Attractions" for distribution along the campus circuit. Although Jones and his quartet currently playing at the Blue Note, raisin, is a light-weight, 160-pound balconer, Gerhard V. Perrell flew to Los Angeles last week for business meetings with his West Coast talent scouts.


World Artists Set for TSO - Continued from page 10

by the greats for its superb acoustics.

Guest soloists will include pianist Van Cliburn, violinist Nathan Milstein, pianist Emil Gilels, cellist Leonard Rose, violinist Leonid Kogan, pianist Anton Kuerti. Guest conductors will be Seiji Ozawa, who takes over the TSO from Walter Susskind next season, Hungarian Ervin Kertész, who has conducted most of the major opera companies and orchestras in Europe, and Hans Schmidt-Isserstedt, chief conductor of the North German Radio Symphony Orchestra and conductor of the Stockholm Philharmonic.

Radio R&B DJ ROUNDUP - Continued from page 10

The information below is repeated each week by leading R&B disc jockeys throughout the U.S.

NATIONAL BREAKOUTS are those records breaking in one or more regions of the U.S. but not in sufficient number of areas to be classified as major breakouts. (Individual disk jockey reports give those records that are making their first major impact in one or more top 15 areas, plus the breakthrough records to watch based on initial reaction in each market and the Top 15 areas.)

A GLOBAL BREAKOUT is a record that has hit or is expected to hit the Top 15 in at least three major areas in the U.S., Europe, Asia, or Latin America, and may be considered a major impact.
BET ON ROULETTE's "FAIR LADIES"

MY FAIR LADY GOES LATIN—Tito Puente—A completely unique version. The big songs from the big show performed in different Latin American dance rhythms. (S/R-25276).

MY FAIR LADY—MY WAY—Johnny Richards—A big band jazz version—only one of its kind on the market! (S/R-32114).

AND THE NEW NOVEMBER LPs TO....

LOVE SONGS FROM A COP—Joe E. Ross—Star of "Car 54 Where Are You?" in his first singing role. (S/R-25281).

THE RACE RACE—Sandy Baron—A timely salute—will rush the country with laughter. (S/R-25277).


BY JUPITER & GIRL CRAZY—Jackie Cain & Ray Krnl—Swingin' versions of the scores from two all-time Broadway hits. (S/R-25279).

"GET YOU TO THE BANK ON TIME"

EL LATINO!—Terry Gibbs—Vibes—Latin beat—great standards mean sales. (S/R-2260 Roost).

THE RETURN OF BUD POWELL—Bud Powell—Back in the U. S. and greater than ever! (S/R-32113).

POLYNESIAN RENDEZVOUS—Daphne Walker & George Tannen—A musical escape to Paradise. (S/R-25279).

CAROLING AT CHRISTMAS—The Burke Family Singers—The most beautiful Christmas LP of the season. (S/R-33005 Squire).

EVERYTHING'S COMING UP NEW ON ROULETTE
LOU CHRISTIE—HAVE I SINED (West) (B:M, BMI) (2:20)—Highly distinctive sound and arrangement. High register vocal coupled with great dance beat and effective teen lyrics. The little gal should go out of their skulls with this offering. Flip: "Pot of Gold" (West) (B:M, BMI) (2:35).

Cedip 753


MIKE RABIN AND THE DEMONS—HEAD OVER HEELS (Hunter, 200)—Divine sound with pounding beat and moaning vocal. Featured guitar solo adds impact. Flip: "I'm Leaving You" (Lorna) (2:00).

Tower 169

CHIFFONS—WHAT AM I GONNA DO WITH YOU (Epic) (BMI) (2:00)—Haunting melody splendidly delivered. Pop blues with lyrics that pack a punch. Flip: "Strange Strange Feeling" (Bright Tunes, BMI) (2:04). Laurie 3275


Philips 40238

BEACH BOYS—Dance, Dance, Dance (Sea of Tunes, BMI) (1:56)—A smash entry. Expected outdoor sound featuring a tremendous rock-surfing beat and groovy lyrics. Boys have never sounded better. Flip: "The Warmth of the Sun" (Sea of Tunes, BMI) (2:47). Capitol 5306

P. J. PROBY—GET YOURSELF A NEW HAMMER (Hamilton, BMI) (2:30)—Old standards gets rock up-dating featuring high pitched dual vocal wailing by Proby. Existing sound with some wild electric guitarizing on flip. Flip: "Sweet and Tender Romance" (Southern, ASCAP) (2:50). London 9705

LITTLE ANTHONY AND THE IMPERIALS—GOIN' OUT OF MY HEAD (South Mountain, BMI) (2:50)—The boys are coming off a hit. This entry should prove to be a tremendous seller as well. Big sound arrangement and group sings with dramatic impact. Flip: "Make It Easy on Yourself" (South Mountain, BMI) (2:50). DCC 1119

SISTER SPIRITUAL

REVIEWS

GUEST PANELIST OF THE WEEK

KREN DOWE

DI: 3:7 p.m., KUF, Dallas

"BABY DON'T GO" Sonny & Cher Reprise 0309

Each week a program director and/or his staff is invited to strive and help Billboard's Record Panel select Spotlight. When unable to come to the New York office, guest panelists appear and vote via special WATS long-distance speaker-phone hook-up. An opportunity is also given the guest to publicize his own station "Pick of the Week."

MIDDLE ROAD

MATT MONRO—WALK AWAY (Ardmore-Beechwood, BMI) (2:03)—Tender ballad warmly sung to string accompaniment. Tune registers high in British pop charts. Goose-pimple raiser. Flip: "April Fool" (Silm, BMI) (2:34). Liberty 55745


TERI THORNTON—WHERE ARE YOU LOVE? (Flaco, ASCAP) (2:45)—Bossa nova-flavored ballad much in the vein of her initial long "Somewhere in the Night." Flip: "The Secret Life" (April, ASCAP) (2:54). Columbia 43151

Album Reviews on Page 56

RHYTHM & BLUES

PAT THOMAS—I CAN'T WAIT UNTIL I SEE MY BABY'S FACE (Pirturemore, BMI) (2:39)—Imressive vocal on this exciting up-tempo blues. Ga't got the right feel. Flip: "The Last Break" (RCA, BMI) (2:22). Verve 10033

THE TAMS—FIND ANOTHER LOVE (Low-Ah, BMI) (1:50)—Plenty of commercial appeal for r&b and pop sales. Side swings along smoothly with good beat and first-rate sound. Flip: "My Baby Loves Me" (Lowry, BMI) (1:53). General Americans 714

BABY WASHINGTON—TILL NEVER BE OVER FOR ME (Bourne, ASCAP) (2:57)—Loaded with the talent. The galled cant can't be beat when it comes to great r&B singing. Flip: "Move On Drifter" (Sagitar, Music-Mami, BMI) (2:54). Sue 114

CHUCK JACKSON—SINCE I DON'T HAVE YOU (Circles, BMI) (2:37)—Tremendous performance by Jackson on heart-breaker love ballad. Easy dance beat by big orchestra with chorus in close support. A smash with strong potential. Flip: "It Over" (Ludix-Phi Mar Lu, BMI) (2:34). Ward 169


COUNTRY & WESTERN

CHARLIE LOUVIN—LESS AND LESS (Tree, BMI) (2:23)—Scrow and woe are well expressed in this song of lost love. Flip: "I Don't Want It" (Combine, BMI) (2:18). Capitol 2296

CLAUDE GRAY—TOO MANY RIVERS (Combine, BMI) (2:47)—Tenderly smooth reading of lossome sounding tune. Easy beat could interest pop stations too. Flip: "House of Tears (Casa del Llorando)". Columbia 43150

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HOPE YOU UNDERSTAND c/w MY RAMBLIN' BOY

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**HOT 100 - A TO Z**

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**BUBBLING UNDER THE HOT 100**

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</tbody>
</table>

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
Welcome again to the U.S.A.

ROLLING STONES

This is their great new exciting LP

LP features their
NEW HIT SINGLE

TIME IS ON MY SIDE

#9708

An Andrew Loog Oldham production for Impact Sound

London Records

Around And Around; Confessin' The Blues; Empty Heart;
Time Is On My Side; Good Times, Bad Times; It's All Over
Now; 2120 South Michigan Avenue; Under The Boardwalk;
Congratulations; Grown Up Wrong; If You Need Me; Susie Q
Stereo PS 402
Mono LL 3402

RECORDS

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This is another welcome addition to Mantovani's collection, such as "Long Ago and Far Away." "Teardrop," and "Pillow Talk," are among the arrangements which have been especially praised. The band's instrumentation is well-balanced, with solos and ensembles, all the way to the solo trumpet on "Song of the South."
The leading folk singers are exclusive on VANGUARD

JOAN BAEZ / 5
VRS-9180 (Mono) VSD-79160 (Stereo)

IAN AND SYLVIA
Northern Journey
VRS-9154 (Mono) VSD-79154 (Stereo)

BUFFY SAINTE-MARIE
It's My Way!
VRS-9142 (Mono) VSD-79142 (Stereo)

THE GREENBRIAR BOYS
Ragged But Right!
VRS-9169 (Mono) VSD-79169 (Stereo)

JOHN HAMMOND
Big City Blues
VRS-9153 (Mono) VSD-79153 (Stereo)

DOC WATSON
VRS-9152 (Mono) VSD-79152 (Stereo)

JIM KWESKIN AND
THE JUG BAND
VRS-9139 (Mono) VSD-2158 (Stereo)

THE ROOFTOP SINGERS
Good Time!
VRS-9134 (Mono) VSD-79134 (Stereo)

THE WEAVERS
Reunion at Carnegie Hall, 1963
VRS-9130 (Mono) VSD-2150 (Stereo)

THE JOAN BAEZ SONGBOOK
NOW in all fine book and music stores
66 songs Joan Baez made famous
full lyrics—piano and guitar arrangements
historical annotations
68 illustrations in color by Eric Von Schmidt.

Cloth—$5.95 Softbound—$3.95

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FROM ENGLAND

LOW GRADES & HIGH FEVER / AFTER TODAY
LINDA LAINÉ & THE SINNERS Here's the newest and probably hottest sound to come out of England yet. Watch it take off! (108)

FROM ENGLAND

HEAD OVER HEELS / I'M LEAVING YOU
MIKE RABIN & THE DEMONS A newcomer with tremendous talent, Mike has just made his first disk. The sound is strictly wild! (109)

FROM ENGLAND

QUESTIONS I CAN'T ANSWER / THE BEATING OF MY HEART
HEINZ "Questions," released two weeks ago, is already high on the British charts. Looks like Heinz' biggest. (110)

ALL EXCLUSIVELY ON TOWER
A Tribute to COLE PORTER
Composer, Author

Cole Porter's talent in the creation of beautiful and witty songs was recognized as unique throughout the world. His brilliant contributions in the field of musical theatre made him an international legend during his lifetime.

For more than thirty years Mr. Porter was a distinguished and revered member of the American Society of Composers, Authors and Publishers. The directors of the Society, while sharing the nation's grief at his death, feel sure the continued enjoyment of his great songs throughout the world will remain an everlasting tribute to his memory.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
Stanley Adams, President
4 New Sacred Music Albums for the fall season from RCA Victor


Sacred Music Albums for the fall season from RCA Victor

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.

www.americanradiohistory.com
PHILADELPHIA

It's a daughter for Sid Williams, veteran one-stop record shop operator. Headlinin' are Arlene Finner, daughter of record distributor Harry Finner, who named his Arlen label for her, and Elliott Lipstein, an upscale commercial airline pilot. . . . Box Reicher turned out an album, "If You Know the Lord," featuring a series of sacred songs which he wrote as well as vocalizes. . . . Club Cadillac, the Logan section of the city, becomes the town's newest jazz room. It is being taken over by Art Cirelli who brings in Beauty Green for the opening attraction. . . . Added to the concert roster at the Academy of Music are Ella Fitzgerald, Oct. 25; Peter, Paul and Mary, Oct. 30, and the New Christy Minstrels for Nov. 13. . . . Maestro Bernie Berle reports to the union that he received three bad checks for playing four nights at the Umanicipion Progress Show at Convention Hall — and unless the promoters make good, faces the problem of $2,085 in orchestral and overtime fees for his 15-stop show. Show attracted a about 5,000 persons for the four days. . . . M. David De Paul sets up his own shop for artist management and record production.

MAURICE H. ORODENKER

HOLLYWOOD

Won't translators be surprised if WINS, New York, successfully raids KMPC for one of its top deejays to fill a morning slot? Phones have been buzzing cross-country in the matter. . . . Red Melville's, KJH morning man, has begun live interview-

ING of personalities and telephon-

ing stars to offer birthday greetings.

Sid Kahaner has transferred to the Coast office of Prager & Fenton, CPA's in the record industry, from its New York headquarters. Move is designed to strengthen the firm's Western representation. Kahaner has been with the firm a year, previously working for the Internal Revenue Service 15 years.

Fifth annual music industry golf tourney set for Nov. 6 at the Indian Wells Hotel, Palm Springs. Reservations being handled by Bob Meshky, Sid Goldstein and Dave Jacobs.


New members of the George Shearing quintet for the pianist's Cuckoo Grove date in November are Colin Bailey, drums; Joe Fan, guitar; Haygood Hardy, vibes, and Bob Whitlock, bass. Randy Sparks, founder of Back Forch Majority, facing person-

nel changes in that group similar to the way people started shifting through the New Christy Minstrels during their first year of development. Sparks Ledbetter's club just celebrated its first anniversary. Place is showcase for new talent.

ELIOT TIEGEL

SYDNEY

Festival Records will be hitting the yule market early with a total of 11 EP's and 16 albums. New releases from the Dot line include two EP's by the Jack Halloran Choir, "Silent Night" and "The Little Drum-mer Boy," and Pat Boone's "A Very Merry Christmas," Frederick C. Marks, executive director of Festival Records, reports the sale of Dot Records by his company in Australia has proved a great success and sales of albums and singles making up the spearhead release are enjoying big sales in all States. Singles by Jimmy Rodgers, "The World I Used to Know" and "Sneakelope Green," and Pat Boone's album "The Lord's Prayer" have exceeded all expectations. Marks stated that the summer climaxed by the prior to the Christmas season together with Dot's strong release program should complete his company's plan to establish the Dot image in this country. . . . Tony Sveveon and "A Million Drums" is still holding its place on charts throughout Australia. Probably one of the greatest sleepers this country has seen, the disk was released for 12 weeks before being discovered by a Sydney DJ.

Making big noises on the W & G cash register in South Australia is Johnny Mac with his "Pink Champagne" and a Room of Roses." Enter-

ing the record market, this record is now starting a break-

out into Victoria and could be-

come a national. . . . Dorothy Baker back from her most suc-

cessful English tour is now sched-

uled for immediate recording sessions at W & G. Dorothy resumes her TV work in Melbourne.

American singers Terry Stafford and Jimmy Rodgers made a one-day visit to Sydney recently and have re- signed for Johnny O'Keefe's national TV show, "Sing, Sing, Sing." The Chiffons will be with them, too. The troupe has just completed a successful tour of New Zealand. . . . English vocalist Helani is touring Aus-

tralia, and to coincide with his visit, EMI released the English Columbia single, "Questions I Can't Answer." EMI signed a new instrumental group, Bobby Gold and the Royals. Their first single on the HMV label is a local composition titled "I'll Make You Love Me."

The Australian Record Company has added to its catalog another release of the little 1/4 rpm series "Gems From the Classics." This release, which includes well-known themes and arias from such greats as Pasci, Chopin, Delibes, Franck, Hanendid and Rimsky-Korsakov, will be introduced to the trade with a special release sheet, and the usual full-scale colored display streamer with all eight cover fronts illustrated.

VATICAN CITY

Polythry is blowin' the trump-

et for its trio of Chastain, Rick and Roger because they achieved the rare triumph of an appearance on Radio Vatican by a pop group. They were called upon to sing their number "Ner- gito" to illustrate a discourse by a missionary on Negro life. They have done so in the last thirty days, and their popularity is increasing daily. Their group, "Linda and Aires," includes Linda and Aires. The disk is being released in Rome and has been well accepted by the Vatican official who has heard the disk.

ROME

Everyone seems to be claim-

ing the successors to the Beatles who have done so well for Carish. Deca has the Rolling Stones, CGD is ready with the Animals and Voca del Padre has issued the Dave Clark Five, each country band that has stopped the origins of the Liverpool sound. Only the Liver-

pool crowd seem to be able to sell the original version in Italy. . . . Gene Pitney, here for two TV shows, has come forth with a new Italian disk via Musico-

CGD. Decca is now presenting Terry Stafford in an Italian ver-

sion of "Banquet" and Wayne Newton, whose "Heart" became last year's top-seller when Rita Pavone recorded it in Italian, is now trying on his own with "Ciao, Mia Lucy" for Vee. . . . Counterfeit disks of Gianlu Mi-

found's top selling record in-

order have been seized in various Bergamo stories. . . . It is now definite that "Dream Fair," the Mike Bongiorno show which was the biggest shot in the fall for disk business via TV last year, will return in January.

Show will originate in Rome where most singers live instead of Milan where most of the diskers are located. . . . New singing tour, Cantania, gave up the ghost after four days of its proposed three-week itinerary.

. . . Ricord's Giorgio Gabler will be on the ball as a Socialist candidate for Milan community council along with publisher Moudud and writer Mario Solduti, . . . Pietro Garin and Sandro Giovanni have now made it official. Their new mus-

ical with score by Renato Ros-

cel opened in main theater at the Teatro Strella, Rascal and Deila Scala will costar. . . . Fred Ongosta will sing the theme song of the new Vittorio De Seta's television series Mar-

cello Masanoeu film, "Mar-

riage, Italian Style" due for 12, S. release at Christmas. . . . The Brutos, who were recently a Los Vegas attraction, are now going to the stage with "The Magnificent Brutos in the Far West." . . . Deca has already an-

nounced it will release Roy Or-

bison's "Oh, Pretty Woman," re-

cent leader on the "Hot 100." . . . Egyptian-born Renato Samba will open here along with his fourth disk for Night Club Records in less than a year, top production.

(Continued on page 39)
Smash pilots you up the road to better sales via sales route '64 to Smashville

2 GREAT SERIES OF AUTUMN RELEASES

starring some of the industry's greatest American & International Artists

new from SMASH RECORDS

Talking Steel Guitar / Pete Drake

Bill Justis / 12 Other Instrumental Hits

new from FONTANA

Miles Davis

Jazz On The Screen

Shakespeare and All That Jazz

The Drum & Pipes of The 1st Battalion

Introducing Dario Moreno

all ways lead to

SALES ROUTE '64

vendor: mercury record corporation

www.americanradiohistory.com
United Artists presents

Twenty-three sensational new albums from UA and

GOLDFINGER—ORIGINAL MOTION PICTURE SOUND TRACK
Monaural: UAL 4117 Stereo: UAS 5117

TOPKAPI—ORIGINAL MOTION PICTURE SOUND TRACK
Monaural: UAL 4118 Stereo: UAS 5118

THE PEOPLE'S CHOICE—FERRANTE & TEICHER
Monaural: UAL 3385 Stereo: UAS 6285

I CAN'T STOP LOVING YOU—BOBBY GOLDSBORO
Monaural: UAL 3381 Stereo: UAS 6381

I GET LONELY IN A HURRY—GEORGE JONES
Monaural: UAL 3388 Stereo: UAS 6388

I CAN'T GET USED TO BEING LONELY—MELBA MONTGOMERY
Monaural: UAL 3390 Stereo: UAS 6390

THE JUDY LYNN SHOW
Monaural: UAL 3390 Stereo: UAS 6390

SCHOOL OF WORLD WAR I—THE FOUR LADS
Monaural: UAL 3399 Stereo: UAS 6399

50 FABULOUS WALTZ FAVORITES—THE LEROY HOLMES ORCHESTRA
Monaural: UAL 3395 Stereo: UAS 6395

Plus 4 new Tale-Spinners added to the hottest kiddie
The People's Choice

Ascot—the winning ticket for a landslide of sales!

Tuff Guitar—Al Caiola
Monaural: UAL 3389 Stereo: UAS 6389

The Manfred Mann Album—Manfred Mann
Ascot Monaural: AM 13015 Stereo: ALS 16015

A Hard Day's Night—George Martin & His Orchestra
Monaural: UAL 3383 Stereo: UAS 6383

The Youngfolk—New Folk Singing Group
Monaural: UAL 3402 Stereo: UAS 6402

The World's Greatest Love Songs—Jan & Dean
Monaural: UAL 3374 Stereo: UAS 6374

An American Musical Panorama
Pittsburgh Pops Orchestra
Monaural: UAL 3364 Stereo: UAS 6364

Made in Rome—Riz Ortolani
Monaural: UAL 3350 Stereo: UAS 6350

50 Fabulous Banjo Favorites
The Banjo Rhythm Band
Monaural: UAL 3396 Stereo: UAS 6396

Layla Means Go—La Plata Sextet
Monaural: UAL 3401 Stereo: UAS 6401

Tito Rodriguez—More Amor
Monaural: UAL 3400 Stereo: UAS 6400

Fiesta!—Jorge Renan
Ascot Monaural: AM 13016 Stereo: ALS 16016

Line in the business! ...and they're all on United Artists Records!

Ascot is a subsidiary of UA
IT’S DEAN JONES WITH HIS NEW AND EXCITING RECORDING DEBUT ON VALIANT

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

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

A SUBSIDIARY OF FOUR STAR TELEVISION

www.americanradiohistory.com
NEW ALBUM RELEASES

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

[Table of releases including artists, albums, and record labels.]

Here’s how to BREAK THROUGH faster to the rich British market

[Information on sending your catalogue to ember]

Britain’s largest independent record company

Ember Records is a young, thriving company that’s completely independent. It can—and will—give personal attention to U.S. record companies who feel that the percentage of their catalogue released in Britain by their present distributors is far too small.

Ember Records has succeeded where others have failed. It is a fast-growing, progressive company with real market know-how. You cannot do better in Britain—and Europe—then let Ember handle your catalogue. It’s the quickest way to get your full share of this big, booming market.

NOW OPERATING FROM BIG NEW PREMISES—REALLY READY TO EXPAND FASTER STILL!


Telephone: DILLIGEN 1077.

---

Listen for MARY KEEL singing

Christmas Is A Season

c/w
dear mister Santa Claus;

[Information on records by various artists including Johnny Mathis, Nat King Cole, and Bing Crosby.]
On the crude stage of worn oak wood...
In gingham shirt, with buttons pearled,
A fiddler by his lonesome stood
And stroked

THE
SOUND
HEARD 'ROUND THE WORLD

With the stroke of that lone fiddler's bow was born WSM's GRAND OLE OPRY... and a multi-million dollar industry that earned for Nashville the title of "Music City, U.S.A." The international scope of the famed Nashville Sound will be readily apparent November 5-6-7, when visitors from the Americas and overseas join with WSM and stars of the Grand Ole Opry to celebrate the 39th birthday of this famous show right here where it all began. Come. Sit in on important Roundtable Discussions on Programming and Sales. See the Annual Awards conferred on top talent in country and western music. Attend the 2027th consecutive broadcast of the Grand Ole Opry. All country music DJs and station management people are cordially invited.

WSM
650 CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.
**Ratings Show Consistency to Change**

**Windy City's Stations Go Up, Down Meter**

CHICAGO—In its constant exploration of radio and its programming trends, success, and failure, the Western Michigan Association of Programmers (WMAP) publishes the Radio Response Ratings (Second Cycle) for the nation's largest market, Chicago.

We thought it would be interesting to examine the position of the Chicago area stations as tabulated by the national audience rating services.

Chicago, too, has not been without its own peaks and valleys in audience and format changes. The recent switch of the venerable NBC-owned WMAG to a middle-of-the-road format, and pop rock WYRK to all news and new call letters (WNWS) are the most recent major changes.

As is usually the case when radio stations switch formats—especially when they're in an aural transition—there is a period of listener malaise. Station ratings suffer, especially when the station was a strong part of contemporary music—ratings nationally drop; the disappointed listeners might switch to other formats.

In Chicago, with the decline in ratings, the station with the largest drop was one that had been a mainstay of the local market. The station had a strong following with a demographic that was mostly 18- to 34-year-olds. The station's format, a mix of rock and pop, had been very popular with listeners and had been a consistent performer in the ratings.

With the switch to a more generic format, the station's ratings fell dramatically, dropping to a point where it was not showing any signs of recovery. The station's management and staff were understandably disappointed with the change, and efforts were made to revitalize the station's appeal to its core listeners.

The station's shift to a more generic format was seen as a mistake, and efforts were made to return to its original format. The station's management recognized the importance of understanding its audience and the reasons for the ratings decline.

In the end, the station's management made a decision to return to its original format, and after several months, the station's ratings began to improve. The station's management learned the importance of understanding its audience and the role that form and content play in shaping audience preferences.

The story of the Chicago station serves as a reminder of the importance of understanding one's audience and the role that form and content play in shaping audience preferences. It also highlights the importance of flexibility and adaptability in responding to changes in the marketplace.

---

**Radio Stations List Gains in Profit, Revenue**

WASHINGTON—All revenues and profits were up for AM and FM radio stations in 1963 over calendar 1962, FCC reported in its recently released Financial Report on AM/FM Radio. Broadcast revenues in 1963 were $681.1 million, a 7.1 per cent gain over 1962. Before-tax profits were $54.9 million, a gain of 26.2 per cent over 1962, which in turn had set a fast pace with profits of $43.5 million, up 48 per cent over 1961.

Over-all revenues of radio and television combined were more than $216 billion, up 7.4 per cent over 1962, and before-tax profits were $981.4 million, up 12.1 per cent over previous year.

Network radio had its first profit year since 1954, the four radio networks as a group.

---

**Triangle Unit Going College Talent Series**

PHILADELPHIA—Triangle Programs, production and programming arm of the Triangle Stations, is producing a series of 30-minute TV shows featuring the best of college talent. The announcement was made last week by Rodger Clipp, vice-president of Triangle, and Paul Whitman, who has been retained by the broadcasting firm as special program consultant to the radio-TV division.

Fonter head and leader and TV talent show host ("Teen Clubs") ABC-TV, 1950-1958, "Pops Whitman will host each show which will be color filmed on the campuses of colleges and universities throughout the nation. The pilot was filmed at Dartmouth College, where Whitman was a student. The series is expected to build an audience and stunt with the college and university markets, and to be a key force in filling the "gaps" that are often left in the college market.

---

**POP STARS FOR SHINDIG**

NEW YORK—Billy J. Kramer and the Dakotas; Dick and Dee Deeds; Bobby Sherman, the Wellingtons, Chris Crosby and the Blossoms will be seen on "Shindig" at Wednesdays (Tuesdays, 8:30-9 p.m. on ABC Television.

---

**MORE THAN 200 AGENCY PEOPLE and clients had the opportunity last week to see and hear a new presentation by WBBM-Radio, Chicago, during a series of luncheons and cocktail parties held by WBBM's network and sponsored by CBS Radio Spot Sales. The presentation, which will be repeated in the coming weeks, will be held at Chicago, Detroit, Los Angeles, San Francisco, Minneapolis, then back to Chicago. Shows at all seven of the New York sessions are, left to right: Maurie Webster, vice-president and general manager, CBS Radio Spot Sales; Janne Murphy, media supervisor, BBDO, and Jack Rosen, sales and promotion manager, CBS Spot Sales. The presentation, which is part of the "WBBM Radio, 1966, going over new WBBM program schedule which is set to be used to combine news and information programming with up-tempo music and personalities."


**RADIO RESPONSE RATING**

**CHICAGO**

**SECOND CYCLE**

### TOP STATIONS

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>WLS</th>
<th>WMOK</th>
<th>WMOR</th>
<th>WGN</th>
<th>WBBM</th>
<th>WFLD</th>
<th>WCAU</th>
<th>WLSX</th>
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<th>WAFB</th>
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<td>5%</td>
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<td>3%</td>
<td>3%</td>
<td>2%</td>
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### POP SINGLES

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<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Song</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Elvis Presley</td>
<td>I'm Leaving You</td>
</tr>
<tr>
<td>2</td>
<td>Clark USA</td>
<td>Rockin' Robin</td>
</tr>
<tr>
<td>3</td>
<td>Howard Miller</td>
<td>I Like You</td>
</tr>
<tr>
<td>4</td>
<td>Lonnie Johnson</td>
<td>Woman Across The Water</td>
</tr>
<tr>
<td>5</td>
<td>Della Reese</td>
<td>The Wrong Side Of Town</td>
</tr>
<tr>
<td>6</td>
<td>Loretta Lynn</td>
<td>How Do I Love You</td>
</tr>
<tr>
<td>7</td>
<td>Artie Shaw</td>
<td>Swing Bill</td>
</tr>
</tbody>
</table>

### BY TIME SLOTS

#### 9:00 A.M. - 12:00 P.M.

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
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<td>WMOR</td>
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<tr>
<td>12:00</td>
<td>WLSX</td>
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#### 12:00 P.M. - 3:00 P.M.

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<tr>
<td>12:00</td>
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<td>1:00</td>
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<td>WSB</td>
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<td>3:00</td>
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### CLASSICAL

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<th>WZPL</th>
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<td>1%</td>
<td>1%</td>
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### R&B

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<th>Call Letters</th>
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<tr>
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### C&W

<table>
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<tr>
<th>Call Letters</th>
<th>WOBM</th>
<th>WZMX</th>
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<tbody>
<tr>
<td>% of Total</td>
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<td>2%</td>
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### JAZZ

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>WJZ</th>
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<tbody>
<tr>
<td>% of Total</td>
<td>2%</td>
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</table>

### FOLK

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>WYMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Total</td>
<td>2%</td>
</tr>
</tbody>
</table>

### STATIONS BY FORMAT

**CHICAGO AREA:**

- **AM:** 15 FM, 1 conservative, 2 pop-standard, 2 rhythm and blues, 1 standard, 1 classical, 1 standard, 1 pop-cw/polska, 1 news, 2 foreign languages

- **WAAO:** 10,000 watts, independent, music format, jazz, special programming: "Civil War Diary," series running since 1961. Two men, co-hosting radio Civil War events and current dates. Produced in cooperation with Chicago Historical Society.

- **WLNZ:** 100,000 watts, CBA, owner, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

- **WBBN:** 5,000 watts, Group W, owner, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

### WBBM/Radio 750

- **WBBM:** 5,000 watts, Group W, owner, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

### Radio Stations List Gains in Profit, Revenue

- **Continued from page 30**

- **NURSING:** 140,000 watts, NBC, owner, music format, Pop Stand, all time. Records should be directed to Ted Good, progr. dir., 3350 S. Kedzie Ave.

- **WNUX:** Formerly WMNY, 5,000 watts, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

### WBBM

- **WBBM:** 100,000 watts, AM, owner, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

### DAYS OF THE WEEK:

- **Monday:** 100,000 watts, AM, owner, music format, Pop Stand, highly identifiable personalities. Special programming: "We Got You Covered!" French & English.

### WEEKLY REPORTS

- **Blues' TV-air**

### FOLK

- **FOLK**

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SONNY JAMES
"The Southern Gentlemen"

YOU'RE THE ONLY WORLD I KNOW
b/w TYING THE PIECES TOGETHER

A nationwide C&W smash and already a top-40 hit in Atlanta, Baltimore, Norfolk, Philadelphia, Richmond, Seattle, and Washington!
Windy City's Stations Go Up

- Continued from page 33

WBHM, which during the past 22 months "brightened" its musical fare with a wider selection of pop music of a non-rock nature in an attempt to broaden its listener base.

Following close on the heels of WBHM is the new WMAQ which is making a strong bid for audience in the market. Last week it was announced that Mark Olds, formerly program manager of KYW, Cleveland, WNEW, New York, and most recently general manager of WINS, New York, will take over the general manager's reins of the station replacing 25-year NBC Chicago veteran John Keys.

The Olds appointment to industry observers points up the resolve of NBC Vice-President Mike Joseph to continue on the newly launched program of "modernizing" the programming approach of the six company-owned stations.

Order from your record supplier or write to
JAY JAY RECORD CO.
2402 SOUTH KEDZIE AVENUE
CHICAGO 32, ILLINOIS

BRAND NEW! ALL ORIGINAL...
with Polish and English lyrics

A POLKA CHRISTMAS at Wally

JAY JAY 5080
STEREO

WOR Tops in A.M.; WABC in Eve

- Continued from page 33

batting it out at the top and slightly in the evening and late night (second place) line.

WNEW Saga

The dropping last month of jazz delay Billy Taylor, brighter Marry O'Hara and Sunday late night celebrity interviewer Fred Robbins sharpened focus on the continued softening of big name-maker WNEW. Despite the top-notch names of Klawen & Finch, William B. Williams, Bob Landers, Ted Brown, Wally King — and apparently heavy commercial billing — the station's position in the market has been gradually slipping to a point where it ranks generally fifth throughout the week. Industry observers have noticed the inclination recently of a wider variety of current mid-road singers in what may be an effort to stem the flow of disgruntled listeners who may be too-oversed to the 15 or 20 basic recording artists featured with frequency on the Metropolitan Broadcasting station.

The most startling and complete format change to take place during the past six months has been the switch to talk and telephone talk-back programs at WNBE. It is interesting to note that this two established segments, "The Big White Show," 7:30 a.m.-9 a.m. (the only music show on the station) and "The Brad Crandall" telephone call-in late evening program have failed so far bring in any new listeners. However, the staff of afternoon talking, featuring Big Willy and sports commentator Bill Hazer on the phones, have shot the station's ratings upward sharply. It was only several weeks ago that the NBC-owned station solidified its schedule with the singing of musical comedy star Robert Alda and stage and screen actor Tom Ewell and his wife to fill the 9 to 11 time slot Monday through Friday. The evening chat back and forth from their Central Park West apartment 9:19 to 10 p.m. with Alda on the phones 10:10 to noon daily.

WABC has directly locked horns with the mighty WOR, and it will take at least a year or more under the present format before a truly accurate evaluation of the station-building progress may be made.

Of course, NBC's weekend "Monitor" still remains a major rating threat no matter which of the company's owned stations it's on.

WCRS Trouble

The extensive programming changes that took place too many months ago at WCRS (Billboard, June 13) appear to be leading whatever audience it had to other sources of information and entertainment. The station features a show that confuses schedule of talk, information, music and personalities. The station has dropped to sixth and seventh Monday through Saturday, and occupies the bottom rung of the ladder on Sunday.

Notable gains were observed for the Storer conservative music oriented station when during weekdays afternoons and nights as well as Saturday and Sunday afternoons. Lorrie Starr was assigned the morning slot several months ago when WBN and Bob and Ray affiliated company in the wake of soggy ratings.

SEGUE

Jack Florsten to WLFA (Tampa) in morning slot replacing Densome Day who joins the WL (St. Louis) alt staff....

"Marvelous" Mary Brooks, formerly with WPGC (Washington, D.C.) "Good Guys"....

Johnny Johnson, staff announcer since 1955 at KOY (Phoenix), Arizona, is back as station announcer....

Mary E. Rush, of Erie, Pa., joins flight staff of WCKW (Ligonier, Ky.) as pilot on "Metropolitan Skywatch.

VIP APPOINTMENTS

Mark Olds, Group W and recently WINS (New York) general manager, named general manager of WMAQ, the NBC-owned 50,000 watt in Chicago. Olds has served as a program executive with KYW and WNEW (New York).

Jim Hawthorne, vice-president and national program manager for Crowell-Collier Broadcasting Corporation, with headquarters at KFWB (Los Angeles) resigns his post effective Jan. 1 to accept vice-presidency at Sherman Grinberg Productions, Inc., a division of Filmrite Associates, Inc., headquartered at Columbia Studios. John B. Lynch, director of the program council of WWSC (Glen Falls, N. Y.) was elected president of the New York State Association of Broadcasters Association.

James J. Jones, vice-president of WLWT (Cincinnati), appointed to the new post of managing director of the Chicago-owned KFRE AM-FM-TV (Fremont)....

Al Daniel, KXOA program executive, transfers to WKY (Louisville) as program director....

William (Rusty) Russell, formerly station manager of WSON (Henderson, Ky.), appointed general manager of WKY....

Robert V. Whitney, founder and president of Max Broadcasting, Inc., recently purchased by Pepper Sound, named general manager of WKY (formerly WTCN, Minneapolis) recently purchased from Time-Life Broadcasting by Buckley-Jaeger.
BREAKOUT SINGLES

**NATIONAL BREAKOUTS**

RINGO
Lenne Groene, RCA Victor 8444

MR. LONELY
Bobby Vinton, Epic 9730

**REGIONAL BREAKOUTS**

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales at dealers in major markets listed in parentheses.

THOMAS 'Bomber, Imperial 66060 (Blackwood, N.J.)

BEAUTICIAN BLUES . . .
B. B. King, Kent 403 (Modern, BMG) (Chicago)

THE JERK . . .
Larks, Money 186 (Cush, BMG) (Los Angeles)

PUSHIN' A GOOD THING TOO FAR
Barbara Lewis, Atlantic 2295 (Saturday, ASCAP) (Detroit)

I JUST DON'T UNDERSTAND
Tammy Adleyfair, Mar-Mar 514 (Cedarwood, BMG) (Chicago)

CALIFORNIA BOUND . . .
Ray & the Deputies, Mob 490 (Buschere, BMG) (San Francisco)

GALE WINDS . . .
Eurythmics, Columbia 549 (GWR-CJ, BMG) (Muncie-Columbus, Ohio)

I LOVE YOU (I Just Love You)
Llloyd Price, Monument 536 (Lloyd-Logan, BMG) (Cleveland)

MUMBLES . . .
Oscar Peterson Trio, Mercury 73242 (Paxton, BMG) (Chicago)

MOVE IT BABY . . .
Simon Scott, Imperial 66006 (Southern, ASCAP) (San Francisco)

HIGH HEEL SNEAKERS
Jerry Lee Lewis, Smash 1930 (Hedel, BMG) (Seattle)

The Original Hit of DO ANYTHING YOU WANNA

by Harold Betters

(747 PARTS 1 AND 2)

Gateway Recordings, Inc.

214 FORTY STREET

PITTSBURGH, PA. 15222

The Supremes in on a promotion visit. The Beatles' next United Artists flick will be in color, says producer Walter Shamson.

**NEWS OF THE WORLD**

by Art Sherman

Dear Record Retailer

Finding myself halfway across the country and having been to both Washington, D.C., and Florida, I'd report an interesting collection of news items you'll enjoy.

In ain't out of two shops. I find records are displayed nearby -- with expensive cabinets -- in one and no cabinet at all. A good idea to hang a sign on your display shelves that you're not a poor record dealer...)

The LATEST label is IMPERIAL's "Odeon" series. IMPERIAL's "Odeon" series.

SAMMY STEINMAN

MEMPHIS

Ray Brown, of National Artist Attractions, is negotiating directly with Brian Epstein, manager of the Beatles, to bring the British group to Memphis on their next U.S. tour. Brown is handling local arrangements for the Dec. 13 appearance of the Dave Clark Five. Since local managers for the tour have to include preliminary acts, Brown is thinking of HI Records' Ace Cannon and Groove's Charlie Rich.

Smash Records' Jerry Lee Lewis recently taped an appearance in Los Angeles for an upcoming Dave Clark show, and the syndicated Lloyd Thaxton show. HI Records' Gene Simmons plans to tape at Oct. 25 and Oct. 26.

The Cosby Mysteries play the Auditorium this week (211). They were booked by Bob Glasgow of Charlotte, N.C., a student at Southwestern College at Memphis. Don Baker and his orchestra moved into Hotel Peabody's Skyway last week, first time for him in Memphis.

ELTON WHISHEWENTH

RIO DE JANEIRO

Henrique Gandelman, head of Portugal Records, is back on track after his 30-day visit of New York. . . . Odeon held a dinner party at the label's studios to celebrate the longevity of EMI singles and LPs in the charts. Label is releasing a compact of Peggy Lee's much-sold hits, "Giraffe de Ipanema's" and "Fernand." . . . Mauricio Quindino, former Rio correspondent of Billboard, was invited to join the Committee for Rio's Fourth Century Festival. Mauricio announced that the big music festival is scheduled for September 1965: "Brazilian Popular Music Festival" and "Jazz and Bossa Nova International Festival.

Philips, who's struggling since the beginning of the year to put a big hit on the charts, seems to have a seller with "Deixa Que Pra La," recorded by Jaim Rodrigues, young singer from São Paulo. On the other hand, the company hasn't been very successful in the LP field, where the toppers are still Odone, RCA, Elenco, CBS and Musique. . . . Singer Claudio Miranda, who recorded an LP for MGM in New York during last year's winter, is again on his way to the States. He'll settle in Hollywood, where he's going to be the singer for pianist Djuma Ferreira's combo. . . . Singer Miltono opened at the Sky Terrace Club. . . . Veteran samba composer Cartola is marking his old sweetheart Zica, owner of the Zicartola restaurant. . . . New singer from São Paulo, Thelma Soares, started the recording of her first LP for CBS. Warbler was discovered by singer-lyricist Mario Telles. SYLVIO T. CARDOSO

LONDON

Pye has scored an instant hit with 17-year-old Sandie Shaw's first record, "There's Always Something There to Remind Me." It sold 65,000 copies here in Britain. Pye experimented with several promotion gimmicks on the disk, including an insertion in the personal columns of the London evening papers, inviting readers to phone a local number. Collectors had this record played to them... Roy Orbison, topped Sunday's Paladium-TV show (18) and celebrated his second No. 1 hit within six months ("Oh, Pretty Woman."). . . . Richard Armitage, managing director of the Noel Gay Agency which handles Peter and Gordon and Danny Williams, is currently visiting New York and the West Coast.

Decca's Marianne Faithfull follows her debut hit, "As Tears Go By," with a revival of Bob Dylan's "Blowin' in the Wind." . . . Dusty Springfield's latest features a composition by her brother, Tom Springfield, and Clive Westlake, called "Loving You." . . . Connie Francis visited on her way to Germany, where she has been recording... Another of Don Arden's groups, the Nashville Teens, has been added to Murray Kaufman's Christmas Show at New York's Brooklyn Fox.

EMI hosted a reception for

Reconditioned "Scopitone" filmboxes in first-class condition at advantageous prices

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Tel.: 29 1031

an unusual opportunity

BILBOARD, October 31, 1964

38
Our Albums Had Single Hits

LESLEY GORE
GIRL TALK
"HEY NOW"

BROOK BENTON
THIS BITTER EARTH
"LUMBERJACK"

¡VIVA! VAUGHAN
THE BOY FROM IPANEMA
FEVER AVALON
AND NINE OTHERS

SARAH VAUGHAN
VIVA VAUGHAN
"FEVER"/"MR. LUCKY"

TIMI YURO
THE AMAZING TIMI YURO
"JOHNNY"

THE HONDELS
GO LITTLE HONDA
"LITTLE HONDA"

OSCAR PETERSON
OSCAR PETERSON TRIO + ONE
"MUMBLES"

JOHNNY MATHIS
THIS IS LOVE
"LISTEN LONELY GIRL"

LOUIS ARMSTRONG
"SO LONG, DEARIE"

THE PARIS SISTERS
"WHEN I FALL IN LOVE"

Mercury Records

Records
COUNTRY MUSIC

CMA's Sixth Meet Nov. 5; 50 New Members on Roster

NASHVILLE—The sixth annual meeting of the Country Music Association membership will be held Thursday, Nov. 5 in the ballroom of the Andrew Jackson Hotel here, beginning at 10 a.m. The session will be devoted to the president’s message and other items of business. The election of directors will follow immediately thereafter.

Dexter on Allstar

HOUSTON—Country & western singer Al Dexter, of “Platinum Mama” fame, has signed a recording pact with Dan J. Mechura's Allstar Records here, with his initial release, “My Careless Heart” b/w “Country Quilt,” slated for immediate national release. Mechura plans to kick off a national promotion on the release Nov. 9. In addition to Dexter, the Allstar talent roster now includes Link Davis, Perk Williams, Rusty Gabbard, and Wiley and Jesse Burkhal.

THREE GREAT COUNTRY RECORDS

"THE BIBLE IN HER HAND" GRANT TURNER

Chart 1130

"I SPILL LOVE 4-U" OTT STEPHENS

Chart 1135

"LITTLE BITTY HEART" GENE WOODS

D.J. copies

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Nashville, Tennessee

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"HIGHWAYMAN" CURTIS LEACH

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ALL SPONSORS, ALL QUANTITY, ALL TERMS. LOST, STOLEN, LATE, PRESSES, PRAISE, OR PUNISHMENTS.

SONGCASTIC

1650 Broadway
N.Y. 3, N.Y.

A SMASH HIT...

"Bring Me A Beatle For Christmas"
by CINDY RELLA

with Teddy Phillips Orchestra

Drum Boy #112

Stations: Write for DJ copy. Distributors available in some areas.

DRUM BOY RECORD CO.

2552 South Kedzie Ave.
Chicago 23, Illinois

COUNTRY DJ OF THE WEEK

WSM Radio's "Mr. D.J. U.S.A." Oct. 30 will be Connie Ray of WZRA-FM, Murfreesboro, Tenn., WSM's program director and trade publication.

With the date of the annual WSM National Country Music Festival (Nov. 5-7) rapidly approaching, CMA membership has been growing by leaps and bounds in recent weeks, according to Mrs. Jo Walker, CMA's executive secretary. Fifty new members were taken in during the last two weeks, as follows:


100 Finalists Show in KFOX 'Opry' Contest

LONG BEACH, Calif.--KFOX, leading Southern California country & western station, stocked a talent gallery test to find the best performer in the area 1 p.m. An event of "Opry" contest sponsored by the station Saturday (24) night in the Long Beach Auditorium.

General Manager Dick Scofield developed the talent contest as a new feature of the station's regular presentation of "Opry" concerts. Over 250 entries were narrowed to 100 contestants, who were auditioned Saturday morning and afternoon in the Arena before judges including Ken Nelson, of Capitol; Nesty Plumb, of RCA, and Tommy Atkins, of Liberty. The first-place winner received a Kapp recording pact, $100 plus a featured spot in the "Opry" program.

Opry stars brought here by the station included Ray Price, Porter Wagoner, Red Sovine, Shirley Ray, Rex Rinnefent, Billy Walker, Stonehell and Dick Dickens.

Dates appearing at the concert were Dick Haynes, Lee Rose, Cliffie Stone, Billie Joe, Jesse James, Dale Evans, and Jacky Slatton. Any appearing at Scofield, KFOX has been presenting the Opry three times a year but will offer the tourpe four times next year.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Bob Ross has joined the staff of CKYX, Kitchener, Ont., to conduct the station's "Country & Western Jamboree," heard Sundays from 1-2 p.m. and on Saturday, 6-7 p.m. Ross comes to Kitchener from 7 years in the field of country music. Ross brings to Kitchener 7 years of experience with "Country & Western Jamboree," heard Sundays from 1-2 p.m. and on Saturday, 6-7 p.m. Ross comes to Kitchener from 7 years in the field of country music. Ross brings to Kitchener 7 years of experience with "Country & Western Jamboree," heard Sundays from 1-2 p.m. and on Saturday, 6-7 p.m. Ross comes to Kitchener from 7 years in the field of country music. Ross brings to Kitchener 7 years of experience with "Country & Western Jamboree," heard Sundays from 1-2 p.m. and on Saturday, 6-7 p.m. Ross comes to Kitchener from 7 years in the field of country music.

Among the artists who will take part are Red Robbins, Hank Thompson, Roy Acuff, Kitty Wells, Johnny Wright, Bill Phillips, Billy Gray, Rosene Eats, the Duke of Paducah, Joe Passey, Kyle Gray and all the KPCN deshays. The show will be presented in the sportscast.

STATION CKY, Winnipeg, Man., continues its policy of bringing to the area the best in c&w talent from the States. CKY's recent "Country & Western Jamboree," headed by Roy Acuff, Kitty Wells, Red Robbins, Joe Passey, and all the KPCN deshays. The show will be presented in the sportscast.

NASHVILLE SCENE

By DON LIGHT

Connie Smith, new RCA Victor recording artist discovered by Bill Anderson, has just returned from New York where she appeared on the Jimmie Dean TV show.

Bill McConnell, head of Acuff-Rose Artist Corporation, accompanied Roy Acuff to Europe last week, where Orilbison made an appearance at the London Palladium and did a TV spectacular on BBC. . . . Don Bowman, RCA Denver, in charge of promotion in the United States, accompanied Earl Scott, newly signed Decca artist, last week to Paris for the label, entitled "Kiss My Love Goodnight." Scott has also signed with the Wil-Heim Agency for booking.

Bill Porter, of Fred Foster Sound Studio, has returned from New York, where he attended the conference of the Audio Engineers Society and Dennis Stock, has been voted Ireland's favorite c.w. artist by the National Press in Belfast. . . . Jimmy Difford appeared on the "Texas" show for the first time in Mobile, Ala., last week. . . . The signing of Bobby Sykes to an exclusive writer's contract for his Vanajo Music Company. . . . Slim Williamson, head of Chart Recs., recorded for Sykes, record of Dubl., Ga., here last week.

Brenda Lee and manager Dub Allison, will depart at the end of October, where the Nashville singer will perform at Leon- don's Paladium in a variety show sponsored for charity by Queen Elizabeth. . . . Stan Hitchcock, singer, recorded his first album for the label last week under the direction of Billy Sherrill. . . . At the Grand Ole Opry in Nashville, the company that bears his name, was in town last week, working with his Nashville manager, Marie Kilgo.

SESAC Prize: 1910 Tin Lizzie

NASHVILLE—A lucky visitor to the SESAC hospitality suite in the Dickerson Jackson Hotel here during the coming country musical festival, Nov. 5-8, will receive as a prize a new half-scale operating model of the famous 1910 Tin Lizzie. The Tin Lizzie looks, sounds and runs like a real car, with mechanical brakes and a three-horsepower, four-cycle gasoline-powered engine.

The umnumzal prize will be awarded as a part of SESAC's participation in the annual convention. It is the first to be held since SESAC opened its Nashville office. SESAC has ap-ponted Mercury recording artist, Roy Drusky, to head the operation.

Burnette, Davis On River Cruise

CINCINNATI—Country entertainment-er-smiler Smilburke's, of "Petticoat Junction" fame on TV, is introducing Charley Pratt's engine's cap for a riverman's cap this week, when he steams from Cincinnati to New Orleans aboard the sternwheeler Delta Queen.

Rufe Davis, who plays the fiddler, Floyd Smoot, on the CBS-TV series, joins Smilburke's with the cruise, with the pair entertaining the people in the city in each week that the Delta Queen is in town.

The Delta Queen left Cincinnati Saturday (24), and stopped off in Louisville from 9-5 a.m. Sunday. Other stops this week are Evansville, Ind., Monday (25); St. Louis, Mo., Tuesday (26); and New Orleans, Friday (30), 8 a.m. to noon, and after

BILLYBOARDS, October 31, 1964
October 31, 1964 BILLBOARD

**HOT COUNTRY SINGLES**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>No. in Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/24/64</td>
<td>I See the Light</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>I Am a Child</td>
<td>Don Gibson</td>
<td>RCA Victor</td>
<td>17</td>
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<td></td>
<td>Once a Day</td>
<td>Conway Twitty</td>
<td>RCA Victor</td>
<td>6</td>
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<td></td>
<td>Red Door</td>
<td>Porter Wagoner</td>
<td>Columbia</td>
<td>7</td>
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<td></td>
<td>The Race is On</td>
<td>George Jones</td>
<td>Mercury</td>
<td>11</td>
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<td></td>
<td>The Best of My Love</td>
<td>George Jones</td>
<td>Mercury</td>
<td>13</td>
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<td></td>
<td>Give Me 40 Acres (To Turn This Rig Around)</td>
<td>Porter Wagoner &amp; June Carter</td>
<td>Columbia</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Cross the Brazos at Waco</td>
<td>Billy Walker</td>
<td>Columbia</td>
<td>4</td>
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<td></td>
<td>Won't You Love Me Any More</td>
<td>Doolittle Edwards</td>
<td>Columbia</td>
<td>20</td>
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<tr>
<td></td>
<td>Mr. and Mrs. Used to Be</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>15</td>
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<td></td>
<td>Dance Me</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>22</td>
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<tr>
<td></td>
<td>The Ballad of Ira Hayes</td>
<td>Hawk Owens</td>
<td>Columbia</td>
<td>17</td>
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<td></td>
<td>Here Comes My Baby</td>
<td>Sonny James</td>
<td>RCA Victor</td>
<td>11</td>
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<td></td>
<td>Mother-in-Law</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>21</td>
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<td></td>
<td>Together Again/My Heart Skips a Beat</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>17</td>
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<td></td>
<td>Walk the Line</td>
<td>Johnny Cash</td>
<td>Columbia</td>
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<td>Love Sick</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>23</td>
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<td>Go Cut Go</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>4</td>
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<td>How the Other Half Lives</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>14</td>
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<td>My Friend on the Right</td>
<td>Jack Greene</td>
<td>Columbia</td>
<td>18</td>
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<td>I'll Go Down Swingin'</td>
<td>Porter Wagoner</td>
<td>RCA Victor</td>
<td>13</td>
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**HOT COUNTRY ALBUMS**

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<th>Artist</th>
<th>Label</th>
<th>No. in Chart</th>
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<tr>
<td>10/24/64</td>
<td>The Best of Jim Reeves</td>
<td>RCA Victor</td>
<td>13</td>
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<tr>
<td></td>
<td>Best of Hawk Owens</td>
<td>Capital</td>
<td>11</td>
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<td></td>
<td>Dang Me/Chug-A-Lug</td>
<td>Columbia</td>
<td>10</td>
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<td></td>
<td>Together Again/My Heart Skips a Beat</td>
<td>Columbia</td>
<td>17</td>
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<td>Walk the Line</td>
<td>Johnny Cash</td>
<td>Columbia</td>
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<td>Love Sick</td>
<td>Jack Greene</td>
<td>Columbia</td>
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<td>Go Cut Go</td>
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<td>Columbia</td>
<td>4</td>
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<td>Porter Wagoner</td>
<td>RCA Victor</td>
<td>13</td>
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</tbody>
</table>

**COUNTRY MUSIC CORNER***

By BILL SACHS

Jimmy Key, of Key Talent, Nashville, is back at his home studio after a two-week promotion tour through the West and South-west. On a stop-off in Albuquerque, N. M., Jimmy was the guest of Bob Johnson, who operates the Caravan Club in the center of the state, booking top-notch acts. Charlie Beavers has just consummated a deal with the American Family Life Insurance Company, Hattiesburg, Miss., whereby he will promote the firm on his personal appearances. The company's 800 offices in 40 states, Beavers will be in charge of the promotion in the Southwestern states.

Rufus Shaffer, president of American Artists Records, Monroe, N. C., has closed a deal with K&W Records of Nashville, N. C., Nashville, for the latter to handle distribution of the American Artist line on a national basis. New artists on the American Artists roster are Joyce Sine and Kelly Rodgers. Joyce formerly recorded under the name of Joyce Sine and Kelly Rodgers, Shaffer said, has just released her first album, "A Time to Remember," and is due to appear on the Casablanca label.

**THE JIMMY DEAL SHOW**

This week's country music feature is "CONNIE SMITH" singing her recording "ONCE A DAY".

**SPECIAL**

RCA VICTOR 8416

**The Jimmy Deal Show**

Booking: Smiley Wilson

The Wil-Helm Agency, Inc.

801 Sixteenth Ave. S., Nashville, Tenn. 37203

Also featuring

SHEB WOOLEY

THE STONEMAN FAMILY

and Jim's Hound Dog Buddy "Rowl" ESPN-AM TELEVISION

Thursday, October 22nd

10:00-11:00 P.M. EDT
WHO'S WHO

If 1964 was nothing but one hit after another

... LET THE WORLD IN ON IT

VIA BILLBOARD'S 1965 INTERNATIONAL WHO'S WHO

Record & Talent Showcase

The issue read, kept and used throughout the world—throughout the year

Coming December 26

YOU KNOW WHO TO CALL

WITH THE COUNTRY JOCKEYS

By BILL SACHS

• Continued from page 40

Aldine Street, St. Paul, Minn., 55113, invites c&w jocks to write in for a promotion copy of a new release by Red Johnson, a newcomer to the country music ranks out of Minneapolis. Sides are "Opry Show Playing Somewhere" and "Railroaded." Put your request on your station letterhead.

Jimmy Walker is now on WEEX-Radio, Glenmont, N. Y. from 2 p.m. to sign-off, having recently made the switch from WEEP, Pittsburgh. Jimmy puts in a bid for spinning material in the c&w vein.

Jim McCoy, sales manager and deejay at WABH-Radio, Deerfield, Va., scribbles that he still has available copies of his "This Heart!" b/w "There's Not a Thing." Jim invites c&w jockeys to write him for a sample.

New CMA Members

• Continued from page 40

York, Pa.: Robert Nelson, Nashville; Delph Hewitt, Chicago; Lucky Lee, Seattle; Roger L. Hoffman, Grand Rapids, Mich.; Rich Allen and Bebe Allen, Minneapolis; Tommy Anderson, Savage, Minn.; Jerry J. Lee, St. Paul Park, Minn.; Ed Adams, Minneapolis; Jay Johnson, Minneapolis; Jimmy "Z." Acker, Minn.; Bud Auge and Johnny Dutia, St. Paul; Benny Heidman, Minneapolis; Everett Dillard, Washington; David Goodrich, Boynton Beach, Fla.; Dan MacLeod, San Luis Obispo, Calif., and Doyle Cook, Milton, Fla.

Interphon Buys

HOLLYWOOD — Interphon Records has secured two foreign masters for release nationally to back its Honeycombs hit single. The new product is "If You Don't Come Back," by the Takers on Pye, and "White Rabbit," by Peter Pensa, instrumental artist from New Zealand.

A TOAST TO SAMMY

Best Wishes—

Billy Eckstein

To:

the genius of the 20th Century...

Congratulations

Sammy

Ella Fitzgerald
Bigger Bulova Line Is All-Transistorized

THE IMPERIAL

CHICAGO — Swivel radios and solid state phonographs highlight the large Bulova Watch Company home entertainment full line. Among the 29 products in the collection are 12 models that are completely new. The unique swivel design is featured on two clock-radios, Bulova’s portable phonograph line—five models—has been completely changed over to transistorized circuitry. Robert J. Mayer, Bulova product manager, described the swivel radios as “cordless, with a battery-powered seven-jewel clock on one side and a transistor radio on the other.”

Model names given the swivel radios are Imperial ($49.95) and Embassy ($65)

The other new radios in the line are: The $49.95 priced Stalwart six-transistor ($15.95); Epic eight-transistor ($19.95); Avante transistorized AM/FM portable ($39.95); Trident transistorized AM/FM/Short Wave portable ($69.95); and a new low-ticker, pocket portable called Caravelle priced at $11.95.

Drop-Down Styling

Bulova’s new phonographs start at $59.95 with the “S-916,” featuring drop-down styling. 4-speeds, separate controls for tone and volume and 10 and 12-inch record intermitting.

Prices, in line is the “S-917” stereo portable unit with a second speaker that can be placed 15 feet from the music unit ($89.95).

The “S-918” ($119.95) has four speakers in a two-wing arrangement that can be separated up to 20 feet. This stereo portable features a wood cabinet covered with Pyroxy coated fabric.

Topping the Bulova portable line is model “S-919” ($144.95). It permits stereo performance of single tube, to such unfamiliar and untied methods as the horizontal or vertical or area measurements of the picture alone would bring confusion to the consumer, to the industry and would serve little or no worthwhile purpose,” he said.

Some confusion would spread to the problem of replacing tubes in any of the 100 million existing sets, since the existing set would specify the size and type. Under the proposed rule the replacement tube would specify a different measurement, he said.

DEALER DOINGS

Detroiter Demonstrates to Sell

BY HAL REVES

DETOUR—Store demonstration to a list of prospects consisting of former customers is effectively selling tape recorders for Uptown Radio Company, one of the city’s largest retailers. Says Matt Keverson, head of the firm, “We try to contact our old customers for business. We catalog our customers according to what they have purchased and contact them with deallied knowledge at our finger tips.”

During these contacts by phone an intriguing sales gimmick is used by Keverson is “trading up.” In this method the customer is offered a less expensive model and then traded up to a more expensive model.

To tack a tape recorder onto a major merchandise sale, Keverson’s sales staff uses another technique. The salesman offers to record for the customer the sound of a Hifi set he has just purchased. Or a recorder would be hooked into the stereo system.

“We find that after all sales pitch the customer is favorably impressed,” Keverson reported.

PHONOGRAHS • RADIO • TELEVISION • TAPE • HI-FI COMPONENTS • ACCESSORIES

audio/video retailer

WASHINGTON — The Federal Trade Commission’s recently proposed rule to change the method of measuring TV picture tubes for advertising and labeling purposes would result only in confusion to the consumer, the distributor and dealer, and the manufacturer, the Electronic Industries Association told the FTC today.

Jack Wayman, staff director of the association’s consumer products division, said that consumers, both in the U.S. and overseas, have become oriented to the present system prescribed by the FTC eight years ago and couldn’t care less about the new method proposed by the agency.

The FTC in 1955 adopted trade practice regulations to prevent in the advertising of television sets and by a staff letter dated February 29, 1956, authorized manufacturers, distributors and dealers to describe the size of the TV picture tube, for example, as “21-inch over-all diagonal” or “262-square-inch viewable picture.” This rule has been followed by the TV industry since that time.

The practice of measuring the TV picture tube on a diagonal basis evolved from the industry’s old standard of rectangular.

Valco Bows ‘Hoot’ Guitar

Valco — Valco Guitars Inc., makers of the National and Supro instrument lines, has introduced a fiberglass version of the original mechanically amplified resonator guitar.

Popular in the late 20’s and early 30’s, the resonator guitar was invariably found in those gatherings of country and folk artists that might well be called the granddaddies of today’s Hootenannies.

DEALERS WOULD ONLY CONFUSE TRADE, SAYS EIA

The Trident

THE AVANTE

THE CARAVELLE

THE S-919

24-HOUR PHONE AT ST. LOUIS

ST. LOUIS — St. Louis Music has in operation a day-night telephone answering service throughout the week.

Company officials say dealers are delighted with the arrangement, for it permits them to place orders after hours, when traffic is slack and costs are lower.

October 31, 1964 BILLBOARD
TALENT!

IF YOU'RE A "WHO" THAT'S A "WHO"

... make sure you're not the only one WHO knows it.

Tell It In Billboard's 1965 International WHO'S WHO

Record & Talent Showcase

The most comprehensive booking guide ever published for the record industry

Coming

December 26

You Know WHO To Call

---

EQUIPMENT NEWSLETTER

Hot Market Seen for Tinyvision

By DAVID LACHENBRUCH

A motorist in Cincinnati recently lost his driver's license for six months and was fined $25 for watching TV. Another driver, in Baton Rouge, is scheduled to appear before the judge for the same offense. Trouble is, according to the charges, they were driving while watching.

To the old slogan, "gasoline and alcohol don't mix," or "if you drive, don't view, and if you view, don't drive.

These incidents are merely symptomatic of a whole new market which is springing up this fall, and which should be hot as a pistol next year. I'm talking, of course, about transistor TV.

As to the automobile angle, it's legal to operate a television set in a car in every state except Rhode Island—but 29 states and the District of Columbia have laws against installing the set where the driver can see it. Kentucky requires a police permit to use TV in a car.

The Electronic Industries Association currently is pushing for a uniform law in all states to prohibit front-seat viewing, but permitting use of TV sets in cars as long as they're not visible to the driver.

The car-TV controversy is symptomatic of the new uses for the TV set, once it is freed of its line cord. As a practical matter, most of these sets will be used in the home, and almost never taken beyond the reach of A.C. power. But the appeal of being able to use it to amuse children on long trips, or being able to watch the ball game at a picnic, and the specialized uses (boats, etc.), are going to go a long way toward making transistORIZED ones of the biggest sellers in the home (or out-of-home) entertainment business.

Sony's success in selling a very high-priced transistor TV against $99 line-cord sets with bigger screens is not being ignored by the American manufacturers. Until recently, the Japanese manufacturers have had the transistor field all to themselves. Now the market is going to be greatly broadened, as virtually every American set can plug in with both feet. The Japanese manufacturers don't mind too much, for two reasons: (1) At the start, at least, Japan will supply complete sets for some U. S. manufacturers, picture tubes for all others. (2) As battery TV develops into a big market, Japanese-brand sets should rise along with the U. S. makes.

When General Electric introduced its nine-inch transistor set into nationwide distribution with a suggested list of $149.95, the prices of other imports started coming down. The five-inch Sony, which has carried a list of $229.95, can now be bought for as little as $129.95 in the old VHF-only version. The prices of other imports are also tumbling.

A check of a cross-section of dealers shows that the GE set is selling very well, without the benefit of local offer advertising. It's reported that GE has the sets on allocation, and that it's hoping to build up as many as 100,000 of them this year.

Last week Philco put its version of the nine-inch transistor set into nationwide distribution with a suggested list of $195.95. The big retail chains are getting into the act with imports. Singer has just brought out a new six-inch, and both Sears and Montgomery Ward are understood to be readying nine-inch models.

In the brand-name category, you can expect battery sets soon from Magnavox, Emerson and Arvin, among others. Some manufacturers—RCA and Zenith come to mind—are expected to hold out until technology and economics make the transistor set practical. This could come next year.

This time last year the tinyvision race had just begun, with the $99.95 American-made line-cord set. Transistor TV will accelerate the trend to two, three and four sets in every household.

Sales statistics indicate that tinyvision is "plan business"—at least, it's off, but in addition to, conventional television.

It's only a matter of time and technology until transistor TV drops to a "nominal number" of $99.95. At that time, of course, the tube-type tinyvision will drop in price and all small screen TV sets will be transistorized—with battery operation optional, at extra cost.

Even before that time, it's going to be a big market. It could be an important market even for dealers who currently don't sell TV—for example, record dealers.

There are salient indications that tinyvision is an impulsive purchase. The little sets can be sold on the basis of a display. They're small, require less storage and display space than portable phonographs. And there's a good return-and-repeat business in battery packs, automobile accessories and the like.

Here's an opportunity for dealers who are not now in TV to expand their lines—beginning right now, before Christmas. The indications are that transistor TV will accelerate in sales through the next few years, and may be the big set in on the ground floor for this new kind of TV business.

Transistor Battery TV Sets Make Debut

LITTLE ONES—The trend toward transistorized battery TV is exemplified by these new sets.

Left to right, Singer, Philco, General Electric.

Hertz Offers N.Y. Color TV

By RAY BRACK

NEW YORK — Active response was reported to a pilot color TV rental program initiated here by Hertz Rent-All last week.

It was difficult for company officials to determine immediately if some of the interest in the new rental service could be linked to color telecasts of the World Series.

Available are RCA 21-inch table model receivers, which can be rented for a year with free installation or for six months with an installation charge of $35. The minimum rental period is six months.

The test rentals will be expanded to Chicago, a company spokesman reported. If well received, color TV receivers will be offered to Hertz Rent-All franchised outlets nationwide.

Hertz has been active in the home entertainment rental field for some time. Black and white TV, phonograph tape recorders, and a phonograph component package are also available from many outlets.

CHICAGO—Motorola Consumer Products has appointed Arizona Major Appliance Distributors as its outlet in Arizona and several southeastern Nevada counties.

Located in Phoenix, the new outlet is also a Hotpoint distributor. President and secretary of the firm is James R. Merritt. Howard Edwards is vice-president and treasurer.

BILBOARD, October 31, 1964
New Tube Standards Would Confuse

Wayman said EIA, furthermore, believes that the existing trade practice rule which should be dropped and the 1956 standard, which was the result of a compromise between the FTC and the industry, should be revoked.

He said EIA does not believe the FTC can substantially enforce the new regulations to the extent that it is any better than the existing one.

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous three months.

BEST SELLING MONOURAL TAPE DECKS AND RECORDERS

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous three months.

SHOWING

END OF

October 31, 1964 BILLBOARD
Harby Shows Kompak Stand
With Novel Locking Lever

CHICAGO—Harby Industries' new Kompak bulk vending stand enabling operators to open four machines simultaneously with a novel lever-locking device, drew considerable attention at last week's National Vendors Association mid-year meeting here.

The stand was developed by Harold Probasco, father of numerous modern-day bulk vending innovations, and head of the two-year-old Harby firm. The Kompak stand holds four machines suspended on a pair of chrome-plated steel rods. The machines slide up and down on the rods which act like runners.

A single lever-locking device holds the machine into place.

**Machines Slide**

To support the lever, which first unlocks the lever, which is secured by a single lock under the bottom row of machines. The lever is pulled down, and the machines slide down the runners.

The stand itself serves as the globe top for each machine, eliminating the need for individual globe locks.

After the operator has serviced the machines in the conventional manner, he lifts the lever, automatically raising each machine into place, and locks the lever under the bottom row of machines.

Probasco noted the stand is especially designed for outside locations where the lock is shielded from the elements. Suggested list price for the stands with four machines is $82.50.

**Built-In Wheels**

The Kompak stand is designed to fit all existing Harby machines and will eventually be available separately. The base has built-in wheels, and is easily disassembled for refinishing, stands 48 inches high and occupies a

Leaf Unveils New Centuries

CHICAGO—Two new century-count ball gum machines were introduced last week by Leaf Brands during NVAZ's big mid-year meeting in Chicago's Sheraton Blackstone.

Eyeball centuries have a variety of imprinted eyes—black, red, blue, yellow, eyes, frown eyes, lips, eyes, droopy eyes, devil eyes, owl eyes, and phrases that make them easy to recognize. The gum balls are pink, yellow and white.

Bow-and-ball come in white and blue and carry such bowling phrases as washout, score, strike, lose frame and split. Both the eyeballs and bow-and-balls carry a suggested list price of $6.30 for an 1,800-count case.

**Western Vending News**

Northwestern
Orbits Rocket

CHICAGO — Northwestern Corporation, showing at both the National Automatic Merchandising Association convention and the National Vendors Association mid-year meeting, introduced a new Baby Rocket ball gum vender with a capacity of 1,000 balls of Centurian gum. Priced to list at $39.95, and 12-inch by 18-inch floor area. Also shown by Harby last week were new dispensing wheels for rockets, and 210 ball gum. The 210 gum wheel is smaller than the firm's previous model, which also is used to vend ball gum and charms.

Harby's newest line includes an economy model Komet vendor, a middle-of-the-line Mercury with orange leaflet body, black trim and chrome top, and a de luxe Galaxy trim with complete chrome trim.

A dual stand for two machines, a swing stand for four, six, eight or 10 machines and a series of globes holding 600, 1,200 and 1,800 balls of century gum round out the line.

**VICTOR**

**Futuristic Capsules**

can't be duplicated.

Registered U. S. Patent Office.

Victor is always first with the greatest.

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

SAMPLES FREE FOR THE ASKING or distributers who will quantities discounts and will empty capsules.

**Schoenbach**

For Merchandise

Leaf Brand
Raine-Blo

All Sizes
300 lbs. or more
shipped prepaid.

**COMPLETE SELECTION**

of nuts, peanuts, candy,
gum, including GUM BIRCHMOUTH CASHEW NUTS

**CHARMS**

1c Vending
5c Rocket Mixtes 5c and 10c Capsules

New and Used
BULK VENDORS

all types including parts
and supplies

M15 115 Lincoln Blvd, Berkeley 14, R. Y. 
Phone: 64870

BILBOARD, October 31, 1964

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

**V-1 capsule shown actual size.**
By NICK Bicho

CHICAGO — National Vendors Association held in mid-
year meeting last week in an atmosphere of industry en-
thusiasm.

Closed to 100 operators, man-
ufacturers and distributors—
including the association's 50-man board of directors—gathered at the Sheraton Blackstone for sev-
eral days of business and fun.

Although there were officially no products on display, virtually every manufacturer had a suite where "new items" were shown to the trade.

Healthy Condition

At the group's Sunday (18) board of director's meeting, the association was described as being in the best condition in years.

Leo Leszy, membership chair-
man, reported 40 new names added to NVA's roster, and predicted the year's net increase (including losses) would still be around 30.

NVA's previous net increase high figure was 38.

However, Leszy added, "I still would like to see everyone bring in one new member be-
fore the year end."

Chicago Convention

Rolf Lobbeld, convention chair-
man, said the association's 1965 convention would be held in Chicago March 31 (Wednesday) through April 3 (Sunday).

The mid-year meeting follow-
ing the convention will be held in Miami's Carolina Hotel Oct. 16-19. The 1966 convention is also slated for Chicago in March.

Named to head the 1965 convention program committee were: program, Pat Bolen; exhibits, Isabelle Bittner; exhibit res-
ervations, Hy Fisher; publicity, Bob Kazania and Herb Gold-
stein, and reservations, Lorettia Cook.

The ways and means com-
mittee recommended a slight in-
crease in dues, and after some spirited debate, the association voted to increase the distribu-
tors' fees from $125 to $150 annually.

In a humorous plea for pas-
 sage of the hike, Paul Crisman, president, noted that he himself had doffed his "distributor cap," and was now speaking for the "good of the association."

Members heard Don Mitchell, legal counsel, an interpretation of a federal ruling that would have prohibited co-mingling of charms and gum.

This bill would have meant the end of the bulk industry as we know it today," he said.

Mitchell also predicted the defeat of an Internal Revenue proposal which would change tokens as jewelry and subject them to a 10 per cent excise tax.

NVA had previously received the backing of Rep. Wilbur Mills, powerful chairman of the House Ways and Means Committee, who termed the IRS ruling on "shaping the bottom of the barrel."

Mitchell said if the ruling was made, NVA would have to legislate introduced specifically

North Carolina Greetings

The association heard itself praised by Mr. van O. Westfall, the North Carolina association, and an NVA director.

However, he warned the association to guard in its "small size."

"Our small size, in our community of interest," he told members, "lets not let ourselves become the interest of the small bulk vend-

ing operator be lost."

Milton T. Raynor, co-counsel with Mitchell, as usual hit the emotional keynote, urging mem-
bers to not be divided by petty squabbles but to close ranks for the "good of the industry."

Price Bows New Blister Packs

ROSLYN, L.I.—New blister pack displays, attention-getting Snakes and Alligators more than a foot long for display on bulk vending machines, 10 new Scare Ems. and another Monster Ring, are among the items Paul Price, president, of Paul Price Company, Inc., un-
veiled at the National Vendors Association convention in Chi-

ago.

Price’s firm has bought a ma-
chine to produce blister pack displays that operators can use to gather attention to their ma-
chines and stimulate business.

In announcing the 10 new Scare Ems. Price said that such items are making a strong comeback and he expects his firm’s Spider to be among the most popular.

New Attention-Getters

A new series of very large items, such as Alligators and 14-inch Rattlesnakes, will also draw attention to the machines.

Price said that his firm had a similar and very successful pro-
gram last year which was started two years ago. The large item is displayed in the machine and promotes business for items being sold in that machine.

In closed capsule, the machine, a mail-order house coupon is in-
cluded. The coupon, when sent in, leads to the local operator with the appropriate retailer, in return for the purchase of the Alligator or Snake. These items increase business for the operator," Price said, "at the machine and in the additional business which is brought in to him by redemption of the coupons."

No special labeling material is required to fill the orders. Operators can utilize regular envelopes.

Price also detailed new other items that are keeping his firm on a roll with his recent advertising and fac-

Price also announced six new Monster Rings, two of which are a gorilla and King Kong, at Acme early last week.

Mr. Paul Hithaway took the enclosed publicity supplies at Operators Vending for her hus-
band, who was too busy to leave his route in the San Fernando Valley.
we've said it before...we'll say it again!
NOBODY...BUT NOBODY...GIVES YOU
THE OPTIONS THAT ROCK-OLA DOES!

The Princess Royal: New, compact, stereo-monaural phonograph (Model No. 424)—Only 30 3/8 wide, 43 3/8 high. Plays 100 selections of 33 1/2 or 45 RPM, 7 albums or singles stereo or monaural. Exclusive Mach-O-Matic intermix. Everything you need and options to crack any location in a compact, high-fashion cabinet. Low in cost, very big in value. Full Dimensional Stereo sound system...optional. Famous Rock-Ola quality.


The Grand Prix: The prestige stereo-monaural phonograph. Plays 160 33 1/2 or 45 RPM records, 7" LP albums or singles in any intermix. Full Dimensional Stereo. The ultimate in grand styling, the Grand Prix opens the doors to your plushest locations. Traditional Rock-Ola dependability and simplicity of design make the Grand Prix the finest phonograph on the market!

Model 424

and for larger locations:

Full Dimensional Sound: Add Full Dimensional stereo sound system to the Princess Royal at any time. Easy to install. For larger spots where even finer sound is desired, but where compactness and cost are still important.

Automatic Coin Counter: Not every location needs a coin counter. Rock-Ola leaves the decision to you. You needn't pay for accessories you do not require. Where desired, the Rock-Ola Automatic Coin Counter is unexcelled; fits any Rock-Ola phonograph; counts nickels, dimes, quarters and half dollars. Gives exact total of receipts. Reading visible through window.


and for larger locations:

The Grand Prix: The prestige stereo-monaural phonograph. Plays 160 33 1/2 or 45 RPM records, 7" LP albums or singles in any intermix. Full Dimensional Stereo. The ultimate in grand styling, the Grand Prix opens the doors to your plushest locations. Traditional Rock-Ola dependability and simplicity of design make the Grand Prix the finest phonograph on the market!

Model 425

YES—OPTIONS MAKE THE BIG DIFFERENCE
IN ROCK-OLA! Greater flexibility, greater versatility, choice of machines, to satisfy every location's need— without a big investment or costly inventory. A difference that makes more profit for you!

Look to

for advanced products for profit

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651

www.americanradiohistory.com
Diskeries Hop Little LP B'dwagon; 200,000 Sold

By AARON STERNFIELD

CHICAGO — The nation’s record companies are showing increased interest in the stereo little LP for juke box operators.

At the convention that recorded operators of America show here Friday (18), eight diskeries had released more than 1,000 albums to the trade, with sales nearing the 200,000 mark.

All this activity has taken place in the last four months. The figures do not include the Seaburgh program, nor do they include occasional little LP releases made earlier this year by several labels.

Labels currently making little LP’s for the music machine trade are Columbia, Epic, Kapp, Canadian-American, Liberty, Sue, RIC, Verve, Regina.

With all these labels, all these labels distribute through their regular distributors. Some new ones, as Kapp, ship product directly to one-stops. Kapp ships product direct to one-stops.

In addition, the above-mentioned labels have released some 60,000 new singles from the little LP’s. There are 70,000 little LP’s, the four-month sales of which is 200,000.

Another 55,000 little LP’s are due for release this month, bringing the total to nearly 250,000 released.

Little LP releases are packed specifically for the operator.

Covers contain four-color album reproductions for display on juke boxes and tearaway title strips. The operator canciles the cover after he removes the record.

Record companies give advertising support to the program by running four-color reproductions of the album covers in Billboard.

MOA ’64 Convention Marks Banner Year

NERVE CENTER for the convention was Billboard’s Service Center. The staff handled some 750 phone calls, of which 97 were long distance, and posed some 360 operators during the three-day meet.

Pinball Game Aids Research

STANFORD, Calif.—A remote relative of the well-known pinball machine is being used by a young Stanford University psychologist for studying interpersonal behavior, how threats and incentives affect it, and for analyzing communication during interpersonal conflicts.

The test is the brainchild of Dr. Paul Ekman, who spends 13 months developing what he calls “the thinking man’s pinball.” He was assisted in the design of the elaborate electronic device by a Stanford electronics expert.

VIRTUALLY EVERY amusement game exhibitor had a new item to show the trade. Williams Bros. had a novel goin’ over by Bob Feyron, Sandra Santon and Lee Davis, free-lance models.

THWART BALLOT STUFFERS

LBJ All the Way in MOA Poll

By RAY BRACK

CHICAGO—After the ballot box stuffing was over, Billboard’s Presidential poll conducted at the recent MOA convention here established President Johnson as a solid two-to-one choice over Sen. Barry Goldwater.

About a third of the registered voting audience stopped at the Billboard Service Center during the three-day convention to cast their ballot in the straw poll. But not all columns returned their ballots to a single ballot.

An avid Johnson supporter from Ohio was observed casting 35 ballots. And a Goldwater enthusiast from New Jersey was

Little LP’s Hailed by Kapp, Columbia; RCA Cautious

By NICK BERO

CHICAGO—Little LP’s received heros from Columbia and Kapp but cautious support from RCA Victor during a program at last week’s Music Operators of America convention.

The diskeries turned out a lacing for what boils down to a lack of quality control in the manufacture of singles. The operators complained that record sleeves varied in size, thickness, and even imperfections as “bumps,” and bisters” were causing costly service calls.

Diskery representatives from Columbia, Capitol, RCA Victor and Kapp seemed caught off balance by the criticism that took in the entire record industry, but said they would pass the comments on to their pressing plants.

RIAA Standards

All agreed that records were currently pressed to conform to Record Industry Association of America (RIAA) specifications. Most of the breakews came during a question-and-answer session following prepared addresses by panel members.

Macy Lippman, of Kapp, urged operators to “say yes to the Little LP,” a sentiment that was echoed by Gene Weiss of Columbia.

Ray Clark, of RCA Victor, however, stated that while his firm had released a limited quantity of Little LP’s, he was “not convinced that there was a big market for such merchandise at this time.”

(Continued on page 32)

October 31, 1964 BILLBOARD

MOA “BEANS” had a breakfast of their own, Mrs. Bill Stiller, Mr. and Mrs. Jack Bass, Cidt Pierce, Lou Casale, Bob Stiller, and Fred Gruener sifting between an unidentified pair.
E. Ratajack Named Kaye Sales Mgr.

CHICAGO — Edward R. Ratajack, longtime coin machine industry leader, was named sales manager of Irving Kaye Company, Brooklyn pool table manufacturing firm. Ratajack will be in charge of all Kaye sales efforts and will maintain offices in suburban Evanston here. Ratajack’s appointment came following last week’s big Music Operators of America convention.

Ratajack, along with Irving Kaye, head of the firm bearing his name, spent last weekend in Chicago, calling on distributors and other industry figures.

Started in ’30s

A one-time Rowe-AMI executive vice-president and MOA managing director, Ratajack first became associated with the coin machine industry as an operator in the ’30s.

Following a stint with the U.S. Army from 1941-1944, Ratajack joined the Coin Machine Acceptance Corporation where he was later named a vice-president.

In 1949 he joined the then AMI phonograph company, headed by John Haddock and was shortly named a vice-president. When AMI was purchased

Urban to Bow Big-Screen Sound Unit

CHICAGO—A coin-operated film viewer and sound unit with a 20 by 14-inch screen is to be placed on the market March 1, 1965, by Urban Industries of Louisville.

Nat Bailey, executive vice-president of Urban, announced the new product, reporting that film production has been arranged in Florida to provide a round supply of indoor and outdoor scenes.

The unit handles 20 frames color film programs. All sales will be conducted through Urban International Sales Company of Louisville.

by Automatic Canteen Company of Americas, Ratajack was named executive vice-president of Rowe-AMI, sales arm of the corporation.

In 1962 he resigned to take over as managing director of MOA, a post he held for some 18 months. Shortly after late 1963, Ratajack has served as sales representative and managing consultant for such firms as Cinebox and J.T. Patterson, importer of European coin machine equipment.

Chi-Coin Has Pop-Up Game

CHICAGO—Along with their new “Mustang” and current “Major” and “Duffy,” Chicago Coin exhibited a new pop-up game at the big operator show here.

Promotion and production plans for the new games are not complete, according to ad chief Ralph Wycoff, but full details will be released within the week. Distribution should begin at about the same time.

The new game attracted considerable interest, demanding skill and judgment in aiming steel balls in such a manner that large rubber balls popped into place for a score.

Present with Wycoff at the convention were sales manager Mort Secore and president Eddie Ginsburg.

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The new game attracted considerable interest, demanding skill and judgment in aiming steel balls in such a manner that large rubber balls popped into place for a score.

Fahrenheit,” he said. “It’s a good test for the operators to put a little twist in their operation.”

Special AMI CONTINENTAL 2-200 $595.00

33⅛ or 45 RPM

Stereo Round Top Talent

LIKE NEW

MORRIS COIN MACHINE EXCHANGE, INC.

2123 Park Avenue
Cleveland 14, Ohio
Superior 1-4600

THE KIM SISTERS picked up a lot of operator support after their MOA banquet performance.

Cleveland Coin

International

M. S. GUYER

Sales Manager

Special AMI CONTINENTAL 2-200 $595.00

33⅛ or 45 RPM

Stereo Round Top Talent

LIKE NEW

MORRIS COIN MACHINE EXCHANGE, INC.

2123 Park Avenue
Cleveland 14, Ohio
Superior 1-4600

THE KIM SISTERS picked up a lot of operator support after their MOA banquet performance.

BILBOUR, October 31, 1964
Exhibits Stole Show

October 31, 1964 BILLBOARD

CHICAGO — The mammoth task involved in vacating its Fillmore Street plant didn’t deter Williams Manufacturing Company from introducing a new game last week.

Whoopie is the name of the machine. It is a four-player type with four scoring drums for each player and a three of five-ball option.

The industry got a peek at Whoopie during the MOA convention here, and reports from company officials indicate more than satisfactory operator acceptance. Location tests were also highly favorable.

Features of Whoopie, as described by Williams Sales Manager Jack Mittel, are two lane “center trap” ball action, 100 to 500 point increases when balls go from lane to lane, special scoring when all five “trapped” balls move into the lighted lane and special shooters at the bottom of the playfield which increases play and scores.

Distribution and promotion of Whoopie are under way, Mittel announced, according to the company’s normal distribution pattern.

Penn Ops Pick Eisenberg

HARRISBURG, Pa. — The Amusement Machine Operators Association of Pennsylvania has elected Phil Eisenberg president in a meeting here Oct. 7.

Gilchrist Branch Now in Winnipeg

WINNIPEG, Man. — Gilchrist Vending, Ltd., Canadian distributors of Rowe-AMI and American Shuffleboard equipment, opened a branch office here on October 1.

Branch manager is Jack Campbell, who was with Gilchrist in sales and operations for 11 years.

He was branch manager for National Automatic Vending in Preston, Ontario during the past three years.

Recent

STEREO RELEASES for Music Operators

SEEBURG LITTLE LP’s RELEASES

Pop Vocal

DEAN MARTIN—Dream With Dean . . . Reprise
I Don’t Know Why (I Just Do)—Baby Won’t You Please Come Home—I’m Confessin’—Gimmie a Little Kiss Will Ya Huh?—I’ll Buy That Dream—Smile

Pop Instrumental

THE SUNSETTERS—The Sunsets . . . Dearborn Sleepy Time Gal—My Love (La Paloma)—Goodbye to Rome—At Sundown—Blue Hawaii—Amapola


International—Italian


Williams Bows New Game; Begins Move to New Home

CHICAGO — Williams Manufacturing is moving into the United Manufacturing plant on North California Avenue here. Both firms are recent acquisitions of the Seeburg Corporation.

Sam Segen, Williams president, said he hoped the move to the new location could be completed by Nov. 1.

Brandt Has New Count’t

CHICAGO — An all-denomination, high-speed counter and package that is completely portable is now available from the Brandt Automatic Cashier Company.

The counter requires no electrical connections, weighs less than 20 lbs., and will handle 1,500 coins a minute. Color-coded tubes for packing are supplied with the machine.

It is described as ideally suited for coin machines operators.

Jones Buys Vending Firm

CHICAGO — R. F. Jones, president of the large West Coast coin machine distributing chain bearing his name, last week announced the purchase of Steelmade, Inc., Minneapolis vending machine manufacturing firm specializing in cold and hot venders.

Jones said Steelmade will be operated as an independent company. The R. F. Jones company handles the Rowe-AMI line throughout the 13 Western States. Carl J. Lawson, associated with the Jones company in its San Francisco office, will be vice-president and sales manager of Steelmade.

Lawson will set up a sales and distributor organization to market Steelmade equipment, which is currently sold mostly on a contract basis to other vending manufacturers.

a thrilling new\n\nendless of stereo sound!

SEEBURG 3-WAY AUDIO

Our modern new factory is devoted exclusively to manufacturing SCHMELKE QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

SCHMELKE MFG. CO.
MINNEAPOLIS, MINNESOTA

All kits listed are custom 33"6 stereo singles packaged for the label box market. Other packaging or record companies may get special pricing of their product by sending inquiries to John Novak, Billboards, 140 W. 46th Street, New York, N. Y. 10036.
LBJ Tops Billboard Poll

State of Kentucky gave the President a better than two-to-one margin over the Arizona Senator, perhaps indicating one of two facts: the white backlash has been neutralized in the Bluegrass State or regional column is afraid Barry will move the Derby to Phoenix.

Texas operators who voted in the pool backed Johnson 100 per cent, thumping their noses at partisan polls that show a close race there.

Operators in insufficient numbers from some of the States, save Illinois, participated in the poll to justify generalizations about public sentiment in the State by State.

To take us skimpily figures and project them to the electorate of each State would be even more problematic.

The 0 States embraced by the poll, however, represent all the nation's regions, income, and in surprising proportion. If the sentiments of the vote are representative, then it may be said that President Johnson is showing surprising voting strength.

LBJ ALL THE Way

We believe the mood of the coin industry does not cut across the national grain. Therefore, on the basis of the MOA poll, we predict a Johnson victory on November 3.

Mayday Co. To Put Out 'Instant Disks'

records have been produced at low pressure and low heat by a mechanism which easily fits within the space available in a jukebox.

Details have to be worked out with other systems for the payment of mechanical royalties. Of course, automatic counting devices have long played their part within jukeboxes, both in tallying up monies deposited as well as recording the actual play each selection has received through electronic monitoring on a play meter. Thus, such recording devices could provide accurate indication for whatever needs existed.

There have been machines to vend records introduced to the trade in a variety of forms. One was an electronic device designed for coins only, which could not play for a certain number of items. If the patron wanted to purchase the record, he would deposit the correct amount of money and the record would be distributed automatically. Other more compact vending machines were designed for use in a variety of high traffic locations. Columbia Records was at one time, interested in such a machine but it, like others, was never produced in quantity nor because successful.

Israel Bond Group Honors David Rosen

PHILADELPHIA — David Rosen, veteran coin distributor, will be honored by this city's State of Israel bond committee at a dinner to be held at the Bellevue Stratford Hotel.

The dinner is being held in co-operation with the offices of the Automatic Vending Machines Association of which Simon Berry, president; Joseph J. Levin, board chairman; and Arthur L. Kipp, treasurer are members.

A Whitley York of the chairman of the event. Committee members include Joseph Ash, Active Merchandising Machine Company; Albert Rodstein, Banner Distributors; Marvin Stein, Eastern Music Systems; and Abe Witten, Scott-Crosie Company. Associate chairman of the dinner committee include Raymond Erste, Broad Street Trust Company, and Maurice H. Oordt, Billboard's Philadelphia representative.

Col., Kapp Go for LP's, RCA Cool

Most of the operator comments seemed to be on the side of the industry's printing disks, but there were some dissenters.

A large New York City, Liebman for criticism, an operator suggested that even if a customer thought the disk would be a miracle if he liked all three tunes.

Columbia's Weiss countered that his firm's market research showed that adult loyalty was to the artist—not a specific tune.

During a show of hands, virtually everyone of the 150 or more operators using the long-playing juke box stated...
At last! A really new Shuffle-Alley!

FIRST SHUFFLE-ALLEY EVER INVENTED WITH 'DUMP OPPONENT' STRATEGY PLAY

Here's a brand new skill-thrill that keeps them playing by the hours! Your opponent has inched his way up to top-scoring position... with 8 balls in his C Stack ringing up 80 points for each hit the target that dumps opponent's Balls! His high-scoring C Stack is emptied in a flash... he is the first alley ever invented which permits players, not only to build up their scores, but to block and battle opponents with exciting "offense-defense" play. Result: the fattest collections since the early days of the shuffle-boom!

Aiming Skill! Timing Skill!

Shoot the puck on ALL THE WAY... in Skill Lanes... Super Lanes... Bonus Lanes... and see the most fantastic, frantic action in shuffle-alley history! Lively red balls appear as if by magic... hop like giant jumping beans from one Stack to another... ringing up higher and higher scores with every jump! LANE-PLAY in ALL THE WAY is the most exciting AIMING-SKILL challenge ever built into a shuffle-alley. And GUN-PLAY adds the smooth satisfaction of TIMING-SKILL... to gain on your opponent or push him back where he has to fight to catch up! No wonder ALL THE WAY earns more money! ALL THE WAY is more fun!

See your distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.
Waiting unveil new Rock-Ola Princess Royal phonograph during the party, Hymie's guest seek refreshment. Five refreshment centers were available to guests. Cliff Johnson and his wife are in center of photo.

Among 150 guests from four States at the Horinsky fling were Phil (left) and Julius Epstein and their wives. The party lasted all night.

Hymie himself greeted all guests with a gust of goodwill. Here (right rear) he sits in with Mr. and Mrs. Al Sluskey (left) and Sam Rice Jr. and Sr. (right).

Big Turnout at Hastings School

MILWAUKEE—The soiré Rock-Ola service school pulled a strong attendance at Hastings Distributing Company Sept 23. On hand to handle the afternoon and evening classes were Empire Coin Machine Company fieldmen; Jerry Sage, Grand Rapids, Mich., and Joe Eggert, Menominee, Mich.


Tape-Athon shows new Mike

CHICAGO—Mike input, permitting automatic paging, is now available on all Tape-Athon backgrounds music units. Company president George Anthony boldly demonstrated this new twist to operators during the recent MOA show.

The firm's portable, rack mounted and console models were displayed at the convention.

Illinois Coin Assn. Elects Poss Prexy

CHICAGO — Bill Poss, a youthful and vigorous member of the coin machine industry's New Guard, was last week named president of the Illinois Coin Machine Association, following that group's meeting in conjunction with the big Music

View New Cue At MOA Show

CHICAGO—D. & R. Industries of this city came to the music operators convention with a new fiberglass pool cue, described by exhibitor Richard Uroff as "the cue of the half century."

"This new pool cue is completely waterproof and absolutely unbreakable," Uroff said.

He was assisted in showing D. & R. Dick's products Tuesday by Dennis Ruder and Miss Shirley Dineke.

No other phonograph feature can hold a candle to it.

**TEN TOP TUNES**

At the Press of a Golden Bar

For the third year, the big money-making feature in the phonograph business has continued to be 10 top tunes for 50¢ — a WURLITZER exclusive.

No other feature can compare with this musical bargain for attracting extra play. In most Wurlitzer coin boxes today over half the coins are half-dollars.

See the exciting new Wurlitzer 2800 at your Wurlitzer Distributor today. Among its many features is this biggest feature of all — Ten Top Tunes.

**WURLITZER 2800 New Higher Earning Power**

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTH TonAWANDA, N. Y.
Billboard

Spotlight Pick

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to become top sellers in their respective areas.

Pop Spotlight

BACK AGAIN
The Bachelors, London LL 3519
The LP is replete with Bachelors' hits which will appeal to fans, with the London LP's claim to fame being their credibility in the Pop World. The back cover is well worth checking out for all those with a passion for Pop. The LP is highly recommended for all around Pop.

CLASSICAL SPOTLIGHT

Maria Callas Sings Verdi Arias
Angel 36221
This is Maria Callas' first recording of the arias from Verdi's Aida, Nabucco and Don Carlos. The recordings were made at a London studio under the direction of Alfredo Casella. They are truly magnificent and will add much to the collection of those who love Maria Callas. This is a truly classic recording and a must for all classical lovers.

CLASSICAL SPOTLIGHT

Verdi: Requiem
Various Artists, Angel S 3649
There are only two other stereo recordings of this piece. This version is superb and is highly recommended for all classical music lovers. The recording is clear and the performance is excellent.

POP SPOTLIGHT

Bill Black's Combo Goes Big Band
Mil M 12020 (M): SML 2200
This is Bill Black's first recording of the classic Big Band hits. The recording is excellent and highly recommended for all Big Band lovers.

POP SPOTLIGHT

It's Christmas Time Again
Jimmie Davis, Decca DL 4587
Jimmie Davis has an album of Christmas material which is highly recommended for all Christmas lovers. The album is well recorded and the performances are excellent.

POP SPOTLIGHT

Blue Christmas
Bobby Vinton, Epic LN 24132 (M)
Bobby Vinton has a lot of fans. This album is highly recommended for all fans of Bobby Vinton's music.

CHRISTMAS POP SPOTLIGHT

Let's Ring the Bells Around the Christmas Tree
John Klina, RCA Victor LPM 2914 (M): LSP 2914 (S)
This is a wonderful Christmas collection by John Klina. The LP is highly recommended for all Christmas lovers.

POP SPOTLIGHT

Bill & Barbor
The Bachelors, London LL 3519
This is a highly recommended album for all Bachelors' fans. The LP is well recorded and the performances are excellent.

POP SPOTLIGHT

The French Song
Lucille Starr, A & M LP 107 (M): SP 107 (S)
This is a highly recommended album for all Lucille Starr's fans. The LP is well recorded and the performances are excellent.

POP SPOTLIGHT

Billboard's Top LP's

This list includes the top LP's in Billboard's charts. The LP's are highly recommended for all audiophiles.

CHRISTMAS POP SPOTLIGHT

Billboard's Top Christmas LP's

This list includes the top Christmas LP's in Billboard's charts. The LP's are highly recommended for all Christmas lovers.

POP SPOTLIGHT

Billboard's Top Pop LP's

This list includes the top Pop LP's in Billboard's charts. The LP's are highly recommended for all Pop lovers.

CHRISTMAS POP SPOTLIGHT

Billboard's Top Christmas Pop LP's

This list includes the top Christmas Pop LP's in Billboard's charts. The LP's are highly recommended for all Christmas Pop lovers.

POP SPOTLIGHT

Billboard's Top Country LP's

This list includes the top Country LP's in Billboard's charts. The LP's are highly recommended for all Country lovers.

CHRISTMAS POP SPOTLIGHT

Billboard's Top Country Christmas LP's

This list includes the top Country Christmas LP's in Billboard's charts. The LP's are highly recommended for all Country Christmas lovers.