Record Turnout Expected At Nashville C&W Gala

NASHVILLE—This year's country music festival, celebrating the 39th birthday of WSM's "Grand Ole Opry," Nov. 27, will probably attract the largest crowd to date. According to WSM's 3,500 are expected this year, as compared with last year's 3,000. The crowd will come here from all areas of the nation, with a scattering of foreign country fans likely to appear, too.

According to advance bookings, the turnout will include strong representation from every segment of the record-music industry, including major and indie manufacturers, distributors, publishers, writers, jockeys, promoters and talent agencies.

A check of all downtown hotels and motels revealed all are booked to capacity.

(Continued on page 3)

AIMS FOR LP, SINGLES MART

Columbia in Latin Groove

By MIKE GROSS

NEW YORK—Columbia Records is taking on a Latin flavor. The south-of-the-border pitch went into full swing last week with the acquisition of Mongo ("Watermelon Man") Santamaria and with plans for a promotion buildup of Rene & Rene, the team that clicked recently for the label with "An- gelito." Both Santamaria and Rene & Rene are being groomed for the LP as well as the singles market.

Also in the Latin mood is Columbia's recent first-time teaming of Eydie Gorme with Mexico's Trio Los Palacios on an album titled "Amor," which is now climbing on Billboard's Top LP's chart. Miss Gorme caught the Latin bug a little over a year ago with her crack single, "Blame It on the Bossa Nova" and she and her husband (Steve Lawrence) are currently recording all their material in Spanish and Italian as well as in English.

Peter Rosaly, Columbia's Latin artists and repertoire director, joined Miss Gorme with the Trio in Los Angeles earlier this year resulting in a breakthrough of the "Amor" LP in the Latin market. Columbia reports that the hot sales pace initiated in the Southwest has brought the LP to the attention of all the major markets making it a national bestseller.

Rosaly also has been busy promoting a number of Latin favorites appearing in New York.

(Continued on page 5)

New Deals, New Ideas

Mark Talmadge Drive

By PAUL ACKERMAN

NEW YORK—Art Talmadge, Musicor Records chief, in the past several weeks has wrapped up a number of important deals and has crystallized some bold ad and merchandising ideas. On the air level, Talmadge intends to couple his strongest pop artist, Gene Pitney, and his strongest country artist, George Jones, in a package of country "vignettes." Talmadge, stating that the idea derives from Pitney's interest in the country field, intends to have M. W. (Pappy) Dailey, noted country producer and distributor, produce the package of the CMA building committee and BMI representative; Bill Denny, Cedarwood Music, and Owen Bradley, Decca artist, met with the Nashville Planning Commission to discuss a site for the proposed museum.

The NPC agreed to lease a 3-city block site to CMA. However, the move must be approved by the Nashville Metropolitan Council, a governmental unit which covers the City of Nashville and the county.

The proposal will be presented to the NMC before that group meets Wednesday (4). CMA's chances of raising the required $400,000 look bright. Some $200,000 has already been pledged, much of it in $10,000 units from record companies, publishers and others involved in the country music field.

The actual agency responsible for the museum is the Country Music Association Foundation, a non-profit corporation organized to perpetuate the history and folklore of country and western music. One of the museum's features will be wax figures of c&w greats.

CMA Museum to Be Built

By ELTON WHISENHUNT

NASHVILLE—Construction of the Country Music Association's $300,000 museum will begin in 1965 on Pony Row Park here.

Wednesday (28) a CMA delegation headed by Mrs. Jo Walker, executive secretary; Frances Preston, chairman of the CMA building committee and BMI representative; Bill Denny, Cedarwood Music, and Owen Bradley, Decca artist, met with the Nashville Planning Commission to discuss a site for the proposed museum.

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RCA VICTOR CALLS THE PLAYS FOR NOVEMBER

Eddy Arnold
Pop Hits from the Country Side
12 tunes that were C & W favorites before becoming pop hits: "Faded Love," "Oh, Lonesome Me," "Your Cheatin' Heart." LPM/LSP-2951

Chet Atkins & Hank Snow
Reminiscing
Hank joins Chet on guitar to play 12 all-time favorites: "Indian Love Call," "Beautiful Dreamer," "Lonely Boy," "Vaya con Dios." LPM/LSP-2952

Gene Barry
Sure to go big with Gene's legion of fan-tunes like: "Just in Time," "Oh, Lady Be Good," "It's All Right With Me," and 9 more. LPM/LSP-2975

Skeeter Davis
Let Me Get Close to You
One of the best gal singers in the business does "Let Me Get Close to You," "My Happiness," "Ladders of Success," "Ask Me," and 8 others. LPM/LSP-2980

Eyes for You
Ethel Ennis
One of today's most talked-about singers with a third smash album: "Angel Eyes," "Yesterdays," "But Beautiful," 9 more. LPM/LSP-2984

Ft. Worth, Dallas or Houston
George Hamilton IV
One of George's best albums to date. Includes "A Rose and a Baby Ruth," "If I Want You To," "Candy Apple Red," and 9 others. LPM/LSP-2972

The Young Beat of Rome
Hugo Montenegro and His Orchestra
Captures the spirit and flavor of modern Rome—a natural for the teens and young adults. Includes "Volare," "Come Prima." LPM/LSP-2958

Arthur Murray presents Dancetogue Dance Party
12 tunes in tempo with today's "in" dances—the Fugue, the skip, the bully-gally, etc. Could easily be the big album of the year! LPM/LSP-2998

Down Memory Trail with the Sons of the Pioneers

3 PENNY OPERA
The Original Soundtrack Album from the new movie version of the long-run stage hit with Sammy Davis, Jr. LOC/LSO-1086

13 GREAT NEW ALBUMS ON RCA VICTOR

The most trusted name in sound
Record Crowd Seen at C&W Gala

Continued from page 1

Pointing out the nationwide importance of the event is the fact that many governors have issued proclamations declaring November as Country Music Month. This move was made by Governors Carl Sanders of Georgia; Frank D. Clement of Tennessee; John Connally of Texas; Paul J. Finnin, Ari-

zan; A. Love, Colorado; John J. McKee, Louisiana; Edward T. Breinholt, Kans-

cas; E. H. Pulliam, Florida, and John Anderson Jr., Kansas. A presidential proclamation was a possibility at press time.

The schedule of events (see this page) provides an extensive list of activities entailing participation by all industry segments. Performing rights societies and licensing agencies will be represented at the event, with the ASCAP President Bob Burton, BMI President John J. McKee, and other key BMI executives will be present. ASCAP is becoming increasingly involved in the CMA field and will host a cocktail party. ASCAP Director Irving Caesar will address the Country Women of Radio and Television in New York on Wednesday evening. Jusstina Jones, ASCAP Nashville representative, will preside at the Society's party at the Capitol Park Motor Inn Nov. 6, and will be assisted by George Hoffman, Paul Marks, Dick Frohlich and other executives. ASCAP will be the cocktail party, ASCAP will be

the company's intention to build on its image of a Louis Prima, Sam Butera, Gia Maione band with the addition of other popular groups.

Las Vegas—Prima Records is expanding its artist roster with the signing of composer-conductor-producer and lead singer vocalist Jo Ann Henderson and trumpet player George Gershon. Their recent- Prim-o-owned company recently hired accountant Burton Good-
dale to be the company's comptroller. Burton told Billboard it was

1964 SCHEDULE OF EVENTS

THURSDAY, NOVEMBER 5
8:00 a.m.-1:00 p.m.—REGISTRATION: Andrew Jackson Hotel
8:00 p.m.—FESTIVAL RECORDING SESSION: WSM Studio C
Host: Don Fierce
HOLLYWOOD STAR SPOTLIGHT: Bill Clatber, with Bobby Lord, George Hamilton IV and visiting DJ's. Live broadcast—Andrew Jackson Hotel.

FRIDAY, NOVEMBER 6
8:00 a.m.—REGISTRATION: Andrew Jackson Hotel
10:00 a.m.—OPENING OF CELEBRATION: WSM Breakfast at the Commodore Room, hosted by WSM Jr., president of WSM, presiding, municipal auditorium, Sponsor Recognition: "Grand Ole Opry" Spectacular: "Opry" No. 1 Fan Award: Disco Dandy Dee, Mr. Opry DJ '64: Presentation: Trade Press Awards
2:00 p.m.—SPEECHES—PROGRAMMING ROUND TABLE DISCUSSION: WSM Studio C
Programming Moderator, Len Hensel, WSM national sales manager Programming Director, Dave Overton, WSM assistant promotion director Artists participating, "Grand Ole Opry" stars: Brook Benton, Davis, Porter Wagoner and Roy Drusky
5:30 p.m.—DECCA RECEPTION: Hosts: Owen Bradley and Harry Sullivan, will be at the Commodore Room.
5:30 p.m.—ASTOR RECEPTION: Hosts: the Texas Troubadours
7:00 p.m.—FRIDAY NIGHT-OPRY: Hosts: Stars of the "Grand Ole Opry"; "Grand Ole Opry" House
9:30 p.m.—MR. DJ USA—Host: Great Turner, stage of the "Grand Ole Opry" House
11:00 p.m.—FRIDAY NIGHT-OPRY: Host: Bill Clatber, with the Wilburn Brothers, Sonny James and visiting DJ's live broadcast from Andrew Jackson Hotel.
10:30 p.m.—MUSICOR DANCE—Host: Pappy Daily, Andrew Jackson Ballroom.

SATURDAY, NOVEMBER 7
8:30 a.m.—RCA VICTOR BREAKFAST—Hosts: Harry Jenkins, Cet Aikin, Steve Sholes and Andrew Jackson Hotel Balloon.
12 noon—COLUMBIA LUNCHEON—Hosts: Don Law, Frank rep., George Gereggan, "Grand Ole Opry" House
6:30 p.m.—GRAND OLE OPRY" 39TH BIRTHDAY CELEBRATION: Host: WSM Stars of the "Grand Ole Opry"; "Grand Ole Opry" House.
10:00 p.m.—PAMPERS MUSIC COMPANY DANCE—Host: Ray Price, Hal Shime, Municipal Auditorium.

SUNDAY, NOVEMBER 8
7:30 a.m.—COLUMBIA KAFFEE KLAST—Hosts: Don Law, Frank Jones, Gene Garcia.
10:30 a.m.—SATURDAY NIGHT—Host: Ray Price, Hal Shime, Municipal Auditorium.

WORLDWIDE MUSIC DISTRIBUTORS

RCA Camden Sales Sales
Up; Map Expansion

By Mike Gross

NEW YORK—RCA Camden will wind up the year with impressive gains over the previous year in sales performances and with a blueprint for expansion during 1965. According to Ray Clancy, president, Camden, the company's budget-priced line for Vic-
tor, the line in October has equalled the sales total for '63, and is running 31 per cent ahead of 1965 with two of the biggest record-buying months just coming up. To indicate Camden's steady growth, Clancy noted that it's ex-
pected Camden's take for the year will be 143 per cent over 1961. Of special interest in budget line growth is the upward spiral taken by stereo product. Comparative figures for this last year show that monaural disks were sold by 12 per cent while stereo showed

IRWIN H. STEINBERG, execu-
tive vice-president of Mercury Record Corporation, presents the RIAA Gold Record Award to the 4 Seasons on behalf of Phillips Records for the group's million-selling, "Hey Jude."
Cap’s Tour de Force: ‘Jazz Story’

By ELOD TIRGEL

HOLLYWOOD—Capitol has created a de luxe historical jazz package titled “The Jazz Story,” which took two years to prepare and includes 60 of Capitol’s greatest recordings, many never released in the U.S. before.

Darren Dexter, veteran Capitol producer, conceived the package and traveled to London and Paris to track original masters, many owned by EMI and never released in the U.S.

The five volumes are devoted to New Orleans dixieland, Kansas City 1925-1930, the mid-30’s big band era and the modern world of the 50’s and 60’s. The five albums will be sold as a package for $24.98.

Dexter said he believes any company has ever released five historical jazz albums simultaneously on Capitol. Pricing was listed as a “History of Jazz” series in 1944, with Fats Waller, Duke Ellington, Cab Calloway. The release of the package is being timed to coincide with the publication of Dexter’s new book, “The Jazz Story, From the 90’s to the 50’s,” handled by Page-Hall.

Artists featured in volume I include the Original Dixieland Jazz Band, with Nick LaRocca on cornet; Ledbetter, Zootie Singleton, Shokey Ragas, Lewiscite, Washington and Louis Armstrong’s first Capitol disk cut in 1946.


Volume III is devoted to Louis Armstrong, Duke Ellington and the first recording of “Sophisticated Lady,” Fats Waller, the Chocolate Dandies (Teddy Wilson group) Big Sid Catlett, Gene Krupa’s Chicagoans, Jess Stacy and Fletch Fuller.

Volume IV offers the Casa Loma Band, Billie Holiday and his his own attack in addition to being responsible for Swing Era cornet and alto saxophones, Capiri, Morgan has maintained his own label with Eddie’s sax producers: Billy T. Jones, Methodist Davis in Chicago and Manny Kellem, who had been with Capitol for the past 11 years before shifting to its newly formed subsidiary, Tower Records.

In addition to having his own label, Morgan began his Capitol assignment by writing five classic hits of Eddie’s works: “Sophisticated Lady,” “Sophisticated Lady,” “Sophisticated Lady,” “Sophisticated Lady,” “Sophisticated Lady.”

Other promotions in the Epic organizational picture are victories by Capitol’s general manager, Mike Albrano of the Los Angeles and appointed Western region promotion manager. He had been Eastern region promotion manager based in Philadelphia; Nick Albrano has been appointed as sales and promotion manager for the Northern region.

Albrano will succeed Chicago as Midwest region promotion manager: Marty Hirsh, Capitol’s marketing manager, has taken over as sales and promotion manager of the Chicago division.

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Diane Renay Sings

Look Out, World!

Watch Out, Sally!

K-13296

Her First MGM Hit

MGM Records is a division of Metro Goldwyn Mayer, Inc.

A Bob Crewe Production
Clara Five Offered Guarantees For 7-Week Tour of U.S., Canada

By ELTO WHISENANT

NEW YORK — Bookings of the Dave Clark Five for its seven-week tour of the U. S. and Canada which began Sunday (29) is varying guarantee for the act scaled from $9,000 to $15,000. The percentage remains over a certain rate.

Size of the guarantee depends upon the popularity of the hall and price of the tickets.

At Memphis, for example, where the show will play Dec. 13, the guaranteed show is $12,000 and a sellout will bring $42,000. The guarantee for the venue in Memphis is $9,000. The contract there calls for the group to pay a deposit of any amount over a guaranteed $150.

Thus, if the show is a sellout at $42,000, the Clark combo

Columbia Sales Ups Florenza And Gassen

NEW YORK — The Columbia Sales Corporation ups two to its sales executive family. Sal Florenza was moved to manager of national promotion for albums. He will be under the headed manager of national promotion for singles.

Sanford Gassen, transferred from merchandising, will be responsible to Gene Weiss, CBSR group marketing manager. He will be developing and co-ordinating Columbia album product activities, as well as co-ordinating the album promotion activities of Columbia’s field promotion personnel. He’ll also work on the arrangement of artist appearances.

Big Seven To Acquire Branson Co.

NEW YORK — Morris Levy, head of Levy-Rendition and Levy-Por- tion, and Harold Davidson, head of Branson Music, have reached an agreement that the Big Seven acquires the Branson firm through a stock purchase.

Levy, who has recently returned from England but who was in Germany last month, Morris Levy of London, is head of Rendition Records, which is the manager of the Dave Clark Five.

The Big Seven purchase of Branson Music will include the latter’s catalogue which includes many of the tracks of the Dave Clark Five, including many songs in the current Dave Clark Five album “American Tour.” The acquisition includes the current Clark per- son’s best seller “Everybody Knows,” and the group’s current English hit, “Anyway You Want It” (two songs on an MGN release by the Juniors, and another being recorded for an upcoming MGN release by the Messengers.

Andy Williams Is Still Sitting on Cadence Tapes

HOLLYWOOD—Those tapes Andy Williams purchased Cadence Records in September are still in his cof- fers. The session which was released, “We haven’t made any disposition of the tapes,” Ber- nard Weiss explained, “we’re not in a rush to go out and get rid of them.”

“Columbia will undoubtedly wind up with the Williams’ tapes,” said Weiss. “This is an obvious step, as Williams is on one of Columbia’s major labels, but speculation has been keen regarding what would do with the other tapes, including performances by the Everly

Andy Williams will be signed with RIC Records. His first single “River Of No Return” will be out this week. He will sell 12 sides for RIC.

Henderson Dies At Heart Attack

NASHVILLE—Joe Henderson, member of the Wilburns for many years, died Sunday in a Nashville hospital of a heart attack. His body will be returned to their apartment Sunday (23) night. Alexander charged that this was the second night for a stageway where Henderson and his wife were staying at the time. Henderson at noon Saturday.

Henderson had a recent signed with RIC Records. His first single “River Of No Return” will be out this week. He will sell 12 sides for RIC.

Henderson had a million-seller in 1960 with “Reach Your Fingers” on the Todd label. He started his professional career in the spiritual field and was a strong rhythm and blues singer before he moved into the pop hit with “Fingers.” His former label was拥有一. The song was written by Vee Jay Records, and “Baby Don’t Leave Me” was written by Carole Lynne.

Henderson credited Bobby Bland for much of his success in the pop field. According to Bland guided him during his early years in show business and was a big help to ad- vise throughout his career. His wife, the former Mame McEwan, survives.

Schuster to Colba-SG

NEW YORK—Wally Schus- ter has taken over as profes- sional manager of Columbia Pictures Records. The music publishing combine which is owned by Don Kir- nner, also includes the subsidiary firms, Colgems Music and Cognit Records.

Schuster was former professional manager of Planetary Records for the last 15 years, and before that, he held a similar post with George Goldner’s Continental Records op- erations for five years.

According to Kirshner, the appointment marks the first step in an expansion program that is now in progress in its- self the firm’s growth in TV motion pictures and the pop music field. Schuster will be active in all these areas.

Beatles Off Chart, 1st Time Since Jan. 18

NEW YORK—This is the first time since Jan. 18 that the Capitol label had no Beatles hits on the charts presented on Billboard’s Hot 100 Chart. The boys broke into the Top 10 on May 26 with the song “Watch That Man.”

Last week spotted the end of the chain, as “Yesterday” fell out of the Top 5. The group’s peak was reached during Billboard’s April issue with the song “Till There Was You.” The Beatles were no. 1 for five weeks but first 12 different labels were represented.

Beatles records for Capitol of Canada during April 21-27,-ranked in the country. Five different labels were represented.

Paul Anka Aforded TV Records

NEW YORK—Paul Anka left for Paris late last week to tape a television show for a record for RCA Victor in Paris. Paul then returned to Berlin to tape another show before his return to Paris on Sunday (25) night. Anka returned to the studio on Sunday night for a stage show before his departure from Paris on Monday. Henderson at noon Saturday.

Anka is expected to appear on this show, pro- duced by Werner Muller, well-known German producer and manager. Miss Paveone and Anka will appear together, and Anka will subsequently record for the release throughout Europe. Anka will then return to Germany and single, and a German album under the name of Paul Anka.

After his German chocks, Anka will fly to London in order to record new material to be re- corded especially for the English market. He will then cut a single and possibly an album for RCA Victor. A third studio recording for the British commercial network, is in the offing.

Beatles Get Royal Brush

LONDON—The artist list at the Royal Box at the London Palladium (3) last night to watch the Beatles for who will not appear than who.

Mara Coco, Lina Horne and Bob Newhart are among the American artists who will per- form. Mr. and Mrs. David C. A. British artists on the bill are Miss Illica, Clark, Kirby, Cliff, Smith, Okland, and the Ballets.

The Beatles, who were asked to return to the Royal Box last year, have not been invited. The show will be televised on BBC Sunday night.

CLARK, William R. (1916-1954), American jazz drummer. Beginning in the 1930s, Clark's drumming was a pivotal part of the swing era. His style was characterized by his precision and his ability to create a rhythmic foundation that supported the soloists of the time. Clark was a member of the Big Band era and worked with some of the greatest jazz musicians of the time, including Duke Ellington, Count Basie, and Benny Goodman. He was known for his energetic and sophisticated drumming, which included a combination of hand and foot techniques. Clark's influence can be heard in the work of many contemporary drummers who continue to draw inspiration from his unique style. His contributions to the world of jazz music have made him a lasting figure in the history of the genre.
"It Ain't Me, Babe" 4-43145

A new song from Bob Dylan on a new single sung by Johnny Cash on Columbia Records.
Trudy Stamper

Exits WSM
As PR Chief

NASHVILLE — Mrs. Trudy Stamper, winding up her 23rd year with radio station WSM, announced last week she has decided to retire from promotional work, which has occupied her for the past 15 years. Trudy, who has been WSM’s Living Strings, said she hopes to continue enjoying life in Nashville with her husband, Mr. Stamper, and their son, Jack. Trudy also plans to travel and enjoy life with her husband, who is a retired farmer near Goodletsville.

“Trudy has been a wonderful experience, and I couldn’t have enjoyed a more helpful, more pleasant job,” said WSM’s operations manager, Jack Crenshaw.

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“I think I might try writing a country song or two,” Trudy said, as she affectionately named Mrs. Stamper as the promotion department’s favorite-roster.

Trudy is a veteran of 26 years in the promotion department, and has been a valuable asset to WSM.

“Talmadge makes it clear...”

Trudy has been a valuable asset to WSM, and her contributions have been invaluable to the promotion department.

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CAUTION! INTENSE TRAFFIC AHEAD

DIRECT

ROUTE TO

PRODIGIOUS

PRE-CHRISTMAS GROSSSES
NEW YORK—Two defecting Russian jazzmen, Boris Midney, an alto saxophonist and clarinetist, and Igor Barushchik, a bass player, arrived here last week and within hours of their arrival were “sitting in” at the Village Vanguard.

At a press conference at Kennedy Airport, the two, who had left a touring Russian variety show in Tokyo Aug. 15, explained the reasons for their defection and their desire to live in the U. S. Midney, 27, did most of the talking. They had left Russia, he said, “because music and the arts are cen-

sored.” It is extremely hard to work on your own initiative in Russia, he continued, “we are being sup-

pressed by the government, and particularly jazz, which simply does not exist in Russia.”

With Conover’s broadcasts for the Voice of America won them over to jazz, according to Baruishchik, who is 31. Although Conover broadcasts a great deal of jazz LP’s, the black market continues to be busy with so high that most of their reliance in hearing jazz had to be placed through records. Conover’s jazz records, they stated, are al-

lowed to be sold on the open market.

When Benny Goodman was selected to represent jazz in Russia, there was considerable among U. S. jazz musicians about the ideal representative, until they heard Goodman, they said, they was a picture of what’s going on in America today. The Rus-

sian musicians insisted that they had not been disappointed. “We were so happy to have live swing music in Russia,” said Baruishchik, “because we didn’t care who came.”

Despite the prospect for Goodman, the two are obviously.

more drawn to the modern sounds in jazz. Midney listed his influences are Duke Ellington, John Coltrane, Sonny Rollins and Ornette Coleman, with Baruishchik stating that his ideal is for Baruishchik to become the perfect plunger for Percy Heath, Ray Brown, Paul Chambers and the late Scott LaFaro.

After seeking asylum in the U. S. Embassy in Tokyo, the defection was announced and sent to Frankfurt, Germany, according to Baruishchik, who is under the sponsorship of American Friends of Russian Freed-

oms. In Frankfurt, he has been appointed a manager for them, Helen Keane, who also man-

aged for a while, is the Big Ten.

When their first evening in New York, in addition to “sitting in” at the Vanguard, also was spent playing for the very first time with Bo Beckly and playing and meeting with a number of jazz artists, among them Or-

nette Coleman, Baruishchik has managed a number of others.

An engagement at the Village Vanguard is now in the offing, the Russian records, said, will show’s-

an’s CBS-TV show also express interest in showcasing the jazz-

stars’ talents.

‘Ben Franklin in Paris’

Is an Antended Musical

NEW YORK—There’s an in-

creasingly increasing interest in the new musical that opened at the Lunt-Fontanne Theatre last week. It is called “Ben Franklin in Paris,” and it makes an anachronism on the current Broadway scene. It is innocent, and even a bit naive, in that it relies completely on the sex appeal of the male, which was ex-

tremely popular at the turn of the century and one that has been borrowed in new recent years.

The operetta idiom of Friml and Romberg still strikes a nostalgic memory but the contributions of such writers as Clifford Odets, the book and lyrics, and Mark Sandrich Jr., who directs the music, may be a small interest now or later. The score is pleasant but inept and it’s doubtful that even the song’s big ballad “To Be Alone With You” will have any commercial potential.

The show’s big asset is its star, Robert Preston. He creates a role that is new in “Ben Franklin in Paris” to beguile his audience. It is a role that helps finance the American revolu-

tionaries in their war against the British and handling of Franklin’s wily words, cleverly utilized by Michals, playing for F. W. M., much of his charm, but which in this case even Preston incline strong enough to carry the day.

Ulla Sillart, as the French lady, is lovely, but an anachronism in style. She is one of the leading ladies of the opera house in Paris, where Franklin’s opera house is located, and it is a complete in keeping with the yeasterday aura of the production.

Capital Records will have an upright with the final cast album of this one.

Fran Jeffries Leads Two Lives—as The Single Girl

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MGM’s plot for Miss Jeffries in the single market also de-

veloped to a reaction to the songs in the album. There will be an initial single disk push for the “Ben Franklin in Paris” single, produced by MCA’s Joe Franklin, as the Rogers album (lyrics), to tie in with the promotional efforts of the Warner Bros. film. This single will be released in the U.S. and is public to decide which way she’ll go after that.

Signings

Osborne Smith, last seen on Broadway in “Irma La Douce,” has been signed by Capitol Records. His album, which has been recorded for release in January, has been signed by Capitol Records. It is an album which has been recorded for release in January, Loma Records has signed the artist, and has an album under contract to be released in the fall.

Shelby Fabares, who is an up and coming rock star, has signed with Dunhill Productions’ roster.

BOOK REVIEW

The World of Popular Music

“Anything Goes: The World of Popular Music” by William Griswold, published by Doubleday. The book is a survey of the history of popular music in the United States, from the earliest days of the music industry to the present.

The book is divided into three parts. The first part covers the history of popular music in the United States, from the earliest days of the music industry to the present. The second part covers the history of popular music in the United States, from the earliest days of the music industry to the present. The third part covers the history of popular music in the United States, from the earliest days of the music industry to the present.

The book is a comprehensive survey of the history of popular music in the United States, from the earliest days of the music industry to the present. It is a valuable resource for anyone interested in the history of popular music in the United States, from the earliest days of the music industry to the present.
Greatest discovery of the year...

England’s

Marianne Faithfull

AS TEARS GO BY

Detroit: Top Ten
Bill Gavin: Record To Watch
S-P-R-E-A-D-I-N-G Everywhere

An Andrew Loog Oldham production for Impact Sound

LONDON RECORDS
“What do they want from little old me? My single was out first and now it’s a smash!”

NELLA DODDS
COME SEE ABOUT ME
WAND 167

Out first on Wand . . . The Original Smash Single!

Scepter Music, Inc.
254 West 54th St., New York, N. Y.
Hank Williams Made Lasting Contribution to World Music

By PAUL ACKERMAN

In a very real way, Hank Williams never died. His only recorded hit, "Your Cheatin' Heart," the 1952 song which became a "Shakespearean"—and noted that he first conceived of it as a song in 1931—"the creation of the piece was the composition of a melodic accomplishment—which Williams did by strumming his guitar and singing. He also noted that the inspiration of the great songs was Hank's wife, Audrey.

C&W Treasury

The Hank Williams' catalog of songs, published by Acuff-Rose, and the Hank Williams' masters, owned by MGM, have been sold to the publishing house as the chief jewel in the country music country music tree. The songs were of many kinds, but their common denominator was that the songs were written, whether their themes were happy or sad, had the quality of truth, that is, the songs showed an awareness of the contemporary country and traditional sing and Williams had wonderful control over his vocal instruments.

It was during Williams' peak period—the late 1940's and early 1950's—that pop acx men began to see an interest in country music. The outstanding example of this interest was then pop acx chief of Columbia Records, who reached into the country and western hits of many songs by Williams. Examples are Tony Bennett's version of "Cold, Cold Heart." Record Club of America, one of the most popular country music records, has found it practical to feature the 25 Williams songs and Simon's Sweeney Daft will handle classic music.

2 Top Disk Firms Merge

OSLO — Two of Norway's largest diskiers, Siemers Norge A/S (previously Protos) and Nor Disc A/S, have merged.

The new diskie is NordDisc and offices and store in Stavangergata 19, where Siers had its headquarters.

The employees at both labels will now be taken on by the two managing directors will take over one department each in the new firm, Nord Disc, A/S, which, according to Tove Nunnstein will take care of production, and Simon's Sweeney Dahli will handle classic music.

Nord Disc was founded eight years ago when the disc Nord Disc A/S, another leading label, had merged with the Danish-Swedish diskie Metronome and the Swedish diskie Carlusell, each with one third of the shares.

The pop singer Arne Bendiksen sold Edel Moven venus A/S and at the same time Gerne Bendiksen sold his part of Nord Disc to Siers. Arne Bendiksen, therefore, sold his part of Nord Disc to Siers and Bendiksen said: "I have found it practical to feature the 25 Williams songs and Simon's Sweeney Dahli will have several last year."

Nord Disc represents labels NordDisc, Metronome, Karusell, Reprise, ARC-Paramount, Impulse — and others.

23 Williams

23 Williams

NRM Execs To Meet on Ed Program

LAS VEGAS—Directors of the National Recreation Records Merchandisers will meet here July 18 and 19 to set up an educational program directed toward compliance with the record promotion and record industry trade practice rules.

The meeting will be held at the Dunes Hotel, site of the seventh annual NRM convention, to be held March 14-16, 1965.

Present will be Jules Mald, national director; Cecil H. Steen, president, Recordwag, Woburn, Mass.; George A. Berry, vice-president, Modern Recreation Records, Dallas, Tex.; Don Ayers, secretary, Record Wholesalers, San Francisco; Mark Blaske, Licensing and Distributing Company, Salt Lake City, and the following directors: Stanley Jaffe, Gordon Sales Company, Seattle, James T. Tiedes, Musical Isle Record Corporation, Milwaukee, and Alan M. Driscoll, Pioneer Distributing, San Francisco; Richard Kas, and Albert A. Carretta, legal counsel.

Before the meeting Maladium will meet with West Coast record companies in Los Angeles.

FLORENCE POLICE SEEK PLANT PRESSING FAKE

FLORENCE, Italy—Police are hunting for a record pressing plant which may have turned out as many as 200,000 counterfeit records victimizing CSD, Ricordi and RCA labels, principally.

Investigations began early in the year when CDS discovered fake pressings of several Ennio Morricone's "I'm Not Old Enough to Love You," followed by disks which duplicated "Wini Wini," by Betty Curtis and the Exotic Disk of "American," by Trini Lopez. Ricordi's disk of Boby Seger's "A Heart That's Done Million Mark and estimates that some 20,000 of this disk are in the market. The disk was forged in Bergamo were furnished with unauthorized pressings of Gianni Meradoni's summer champion, "On My Knee Before You."

The case led to Florence, came when a store was offered 1,500 copies of the Meradoni record for a price far below the usual price for unauthorized material and the police launched the hunt. The loss of these sales has been felt even more with the recent sales crisis, with the result that more vigilante police action has been demanded.

Dealer Promotions Set

For the Balladore's Film

NEW YORK — MGM Records has teamed with the album from "Your Cheatin' Heart," the life story of song writer-singer. Hank Williams. The 23 albums available by the famous Williams are said to be exceeded 20,000,000. Eleven gold records were awarded for single record sales.

Bob Burrell

Bob Burrel Associates
Sunset-Vine Tower
Sunset at Vine

Hollywood 28, California
Hollywood 9-1663
METRO-GOLDWYN-MAYER IS HAPPY TO HAVE THE BIG COUNTRY-FOLK MOVIE OF THE YEAR !!!!

America's Greatest Country Music Man, the Immortal Hank Williams

"your Cheatin' heart"

Hear these great Hank Williams hits:
- Cold Cold Heart
- Just Wanna Be Wanted
- Ramblin' Man
- Long Gone Lonesome Blues
- I Saw The Light
- Your Cheatin' Heart
- Mamma Lay
- Ramblin' Man
- Very Good Lookin'
- Roll Um Pete

STARRING

GEORGE HAMILTON
- SUSAN OLIVER
- RED BUTTONS
- ARTHUR O'CONNELL

STANFORD WHITMORE
- DIRECTED BY GENE NELSON
- PRODUCED BY SAM KATZMAN
- A FOUR LEAF PRODUCTION IN PANAVISION

AND MGM RECORDS IS HAPPY TO HAVE THE BIGGEST C&W SOUND TRACK ALBUM EVER!!!!

Hank Williams, Jr., the newest country music star, carries on the tradition of Hank Williams as he sings the songs that made his father a legend. All the greatest Hank Williams songs are in this exciting M-G-M Motion Picture Sound Track Album!

Hear this historic album on

THE MGM SOUND TRACK ALBUM

HANK WILLIAMS' LIFE STORY

Sung By

Hank Williams Jr.

MGM RECORDS

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
SINGLES REVIEWS

ACROSS THE BOARD SPOTLIGHTS

Singles With Top 50 Chart Potential Suitable for Most Radio Station Formats.

RICHARD CHAMBERLAIN — ROME WILL NEVER LEAVE YOU (Miller, ASCAP) (2:35)—MGM is going all out on this one. The tune is closely tied into a three-part Dr. Kildare TV special for Nov. 12, 19 and 26. It’s a romantic love ballad that may register big as a result of the TV shots. Flip: “You Always Hurt the One You Love” (Pickwick, ASCAP) (2:02) MGM 13285

HOT POP SPOTLIGHTS

Single with Top 30 chart potential suitable primarily for contemporary music formats. (Positions 1 through 50)

THE DRIFTERS — SATURDAY NIGHT AT THE MOVIES (Screen Gems-Columbia, BMD) (2:26)—Combination of several of their past hits effectively blended to make a great smash entry. Good lyrics, top performances and infectious Latin instrumentation. Flip: “Spanish Lace” (St. Louis, BMI) (2:10). MGM 13285


CHAD AND JEREMY — IF SHE WAS MINE (United Artists, ASCAP) (2:03) — WILLOW WEEP FOR ME (Day & Hunter, ASCAP) (2:23) — First side is up tempo twister with smooth sound laced with a touch of brass and guitar. Aristocratic British entry. Flip is for middle sound trails, too. Cut in same groove as their past hits. Fine rendition of standard. 

World Artists 1034

DEL SHANNON — KEEP SEARCHING’ (Vicki Music, McLauglin, BMI) (2:10) — Strong follow up to recent hit. This is on a somewhat different track with a wee bit of English. Drivin’ sound. Flip: “Broken Promises” (Vicki Music, McLauglin, BMI) (2:20). Amy 6239

CHART SPECIALS

(Bottom 50 Chart Potential & “Bubbling Under”]

RHYTHM & BLUES


RHYTHM & BLUES SPOTLIGHTS


SOLOMON BURKE — THE PRICE (Cotillion, BMI) (2:49) — Emotional delivery featuring penetrating preening by Burke backed by chorus and soul beat. Flip: “More Rockin’ Soul” (Cotillion, BMI) (2:17). Atlantic 2259

ETTA JAMES — MELLOW FEWEL (Cherry Town, BMI) (2:55) — BOBBY IS MY NAME (Are, BMI) (2:43) — First side is gutsy, gospel wallin’ with up tempo smashes backed by big brass. Great lyrics. Flip is a powerful blues potent packed with raw emotion and feeling. Argue 48452

MIDNIGHT ROAD

THE KINGSTON TRIO — MY RAMBLIN’ BOY (Cherry Lane, ASCAP) (2:40) — HOPE YOU UNDERSTAND (Treaty, BMI) (2:29) — The Tom Paxton folk standard is given an easy-going reading. Thong song of the campfire people. Flip: The folk poets are in great form on this their first recording for Decca. Decca 31701

ALBUM REVIEWS ON PAGE 52

COUNTRY & WESTERN SPOTLIGHTS


JEAN SHEPPARD — A TEAR DROPPED BY (Paisley Desert, BMI) (2:20) — Tender ballad in fine Shep style. Plenty of sales potential. Fans will be happy to have her back. Flip: “He Plays the Bougs” (Starday, BMI) (2:21). Capitol 5304

CHASE WEBSTER — LIFE CAN HAVE MEANING (Acuff-Rose, BMI) (2:53) — Bubbling entry gets big zesty sound from country artist. Good guitar and string backing for Webster as he registers with reading that could make this one go pop or c&w. Flip: “Where’s Your Heart Tonight” (Acuff-Rose, BMI) (2:14). Hickory 1283

MERLE HAGGARD — MY FRIENDS ARE GONNA BE (Tennessee, BMI) (2:20) — Good country sound from start to finish. Bouncy melody punctuated by neat guitar and piano backing. Haggard does the job of carrying the said, lyric line. Flip: “Please Mr. D. J.” (Owens, BMI) (2:28). Tally 179


JAN HOWARD — WHAT MAKES A MAN WANDER? (Bramble, BMI) (2:41) — Gai beautifully sings the tale of a man who left his love behind to roam. Unusual haunting voice. Flip: “Slipping Back to You” (Bramble, BMI) (2:27). Decca 37101

NOVELTY SPOTLIGHT

SHAWN ELLIOTT — SHAME AND SCANDAL IN THE FAMILY (Duchess, BMI) (2:38) — Calypso party record with mighty interesting lyrics. Great for jive boxes, etc. Absolutely not for air play unless you want to blow your Reenie. Flip: “My Girl” (Or Day, ASCAP) (2:30). BILLBOARD, November 7, 1964

SPOTLIGHT WINNERS OF THE WEEK

Singles reviewed by radio personnel are selected and judged on the basis of records reaching a #3 rating or under.
UNPRECEDENTED

But YOU forced us to do it . . .

THE SUPREMES' smash "BABY LOVE" is the No. 1 recording in the country and is heading for a million sales.

Their previous single "WHERE DID OUR LOVE GO" was No. 1 and sold over a million.

But, word leaked out that their newest single would be from their smash album "WHERE DID OUR LOVE GO," and so stations across the country wanting more of THE SUPREMES' sound started playing "COME SEE ABOUT ME."

Now we are forced to release this record at this time!

But both are selling at a "SUPREMES" rate and could be top ten together in a few weeks.

"BABY LOVE" is #1 and getting stronger each day. It may even exceed the sales of "WHERE DID OUR LOVE GO" at the fantastic pace it is setting at this time.

"COME SEE ABOUT ME" has been shipped to all our distributors and is now rapidly moving in stores throughout the country. It is destined to be #1.

FOR REAL IMPACT—Don't fail to cash in on THE SUPREMES' smash LP, "WHERE DID OUR LOVE GO" (Motown 621). It contains all three of these #1 singles.

HITS ARE OUR BUSINESS

MOTOWN RECORD CORP.
2648 West Grand Blvd. Detroit, Michigan
HOW’S THIS FOR EXPOSURE...

(90,000,000 TV Viewers Will Hear This MGM Record)

ROME WILL NEVER LEAVE YOU

WHEN IT’S SUNG THREE DIFFERENT TIMES BY

RICHARD CHAMBERLAIN

ON THE “DR. KILDARE” SHOW

Over the NBC Network November 12, 19, 26

K-13285

Available Only on MGM RECORDS

MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
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For Week Ending November 7, 1964
ALBUM REVIEWS continued

POP SPOTLIGHT
LAST KISS
J. Frank Wilson & the Checkers, Jubilee JCM 4006 (A).

You just can't argue with success. Wilson's "Last Kiss" single was voted No. 3 on 186 "best of" surveys chart at this writing. Supported by Ronny Orlando's orchestra, it is well produced and offers a relaxed, romantic sound that will appeal to many listeners.

POP SPOTLIGHT
SONGS OF WORLD WAR I
The Four Lads, United Artists UAL 2339 (M); UAS 2379 (D).

It seems no other war produced so many wonderful songs as did World War I. (The next one will certainly allow no time for singing.) The Four Lads supported by Don Davis Orchestra, do a swell interpretation of "Onward Christian Soldiers," "Keep the Home Fires Burning," "Only the Lonely," "Over the Mountain" and "Young Lads." 

POP SPOTLIGHT
COLE PORTER REVISITED
Various Artists, Elektric 3002 (M); ST 3002 (S).

This album was released a few years ago before Cole Porter's death. The urban material, selected from Porter's Broadway musicals, is handled by the best of the top jazz artists.

POP SPOTLIGHT
AN AMERICAN MUSICAL PANORAMA
Pittsburgh Pops Orchestra (McBride), United Artists UAL 3384 (M); UAS 6384 (D).

It is a real thrill to hear some of America's favorite songs. The following are a few favorites: "The Love I Had With You," "Deep in My Heart," "I'm in the Mood for Love," "Well, Did You Evah!" and "Simple Gifts." These are most enjoyable for American audiences who have fond memories of these songs.

POP SPOTLIGHT
MADE IN ROME
Riz Ortolani Ork & Chorus, United Artists UAL 5360 (M); UAS 6346 (S).

Riz Ortolani is one of the most talented arrangers in the business today. He has written scores for over 60 films that have made him famous with American audiences. The arrangements are superb and the sound quality is excellent.

COMEDY SPOTLIGHT
SEX-APONENTE
Rusty Warren, Jubilee JCM 3054 (M).

Rusty Warren's straightforward approach to sex has pleased him fans. His albums "Women's Sex" and "Men's Sex" have been immensely popular. His latest album, "Sex-APONENTE," is most enjoyable.

ALBUM REVIEW POLICY

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

THE MODERN JAZZ QUARTET
HAS, FOR YEARS NOW, BEEN RECOGNISED AS BEING IN A CLASS OF ITS OWN IN THE CONSTANT QUALITY OF ITS ARTISTRY. ITS LATEST LP, RECORDING A UNIQUE COLLABORATION WITH LAURIINDO ALMEIDA, SWINGING VIRTUOSO OF THE JAZZ GUITAR, WILL SOON BE OUT ON PHILIPS IN ALL TERRITORIES OUTSIDE THE USA AND CANADA. PHILIPS WELCOME THE MODERN JAZZ QUARTET TO THE INTERNATIONAL SET, THE CIRCLE WHOSE MEMBERSHIP CONTAINS ONLY THE BEST: THE PHILIPS' PHONOGRAPHIC INDUSTRIES GROUP OF COMPANIES, WHO RELEASE THEIR RECORDS THROUGHOUT THE WORLD.

PHILIPS MAKE RECORDS IN MORE WAYS THAN ONE!

This is a publication of Philips' Phonographic Industries, Central Offices: Baarn, The Netherlands.
CLASSICAL SPOTLIGHT

BARBER: PIANO CONCERTO/CHORUS AND ORCHESTRA

Cleveland Orchestra (Shel). Columbia ML 2028 (M); ML 6028 (L)

An album that should scare you of your interest to appreciate and record works of music of importance, making classical performances classical. Three works, in these first recordings both to date and beautiful melodies from many worthy performances. It's all dedicated under the author's guidance and designed with the Philadelphia Orchestra.

CLASSICAL SPOTLIGHT

VIVALDI: CONCERTI FOR DIVERSE INSTRUMENTALISTS

I Solisti di Zagreb & Various Artists. Columbia AL 3401 (M); BL 70065 (L)

Vivaldi's "Concerti for Diverse Instruments" with world-class orchestras and soloists. The "I Solisti di Zagreb" bring to the listener a great music of the period. In fact, they are masters of their instruments and combine the artistry of Vivaldi with a remarkable overall performance that should be awarded by the listeners everywhere.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is handled by the review panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LPs are listed under their respective categories.

LOW PRICE CLASSICAL SPOTLIGHT

VERDI: OVERTURES

London Symphony (Scribner). Mercury NO 1403 (M); NO 1404 (S)

As usual, the Mercury label is often a great deal for the listener. A nice package program of the ever-popular Verdi works under the baton of Antal Dorati.

ALBUM REVIEWS (continued)

CLASSICAL SPOTLIGHT

BARTOK: SONATA FOR TWO PIANOS AND A CHORUS

Bauhaus Ensemble. Columbia ML 2064 (M); ML 6041 (L)

The perfectly talented Robert and Gaby Casadesus are expertly rivaled pianists. In collaboration with the organists, they present a fascinating performance of Bartok's Sonata for Two Pianos and a Chorus. This is a wonderful performance of the album is a Cadence favorite. Orson Welles' "The Third Man" was indeed a masterful and outstanding album. Also, including "Six Gymnopedies."
Seeger is a folk singer with vitality. He has placed four cuts in Billboard's top 20, and a fifth should be in soon. Seeger has the same type of folk material currently available in this market. Singer performs in concert with his music, for his music is his favorite subject and a review treat for many fans.

LADDER LIE MEARE E
Jean Redpath, Elektra EKL 274 (M);
Redpath, a native of Scotland, is a national singer with a vitality that is difficult to describe. She sings with the passion of the singer's material, creating an atmosphere that is rare.

PATHS OF VICTORY
Hammer, Capitol Spec. 10362 (S);
Singer in a popular style, is a native of Scotland. His music is compelling and haunting.

YIDDISH THEATER AND FOLK SONGS
Theodore Bikel, Elektra EKL 281 (M);
Bikel is widely known as a top folk singer, and his music is captivating. He sings the most of the Yiddish Theater and Yiddish songs. His arrangements are well

WORLD ARTISTS NEWS
550 GRANT STREET, PITTSBURGH 19, PENNSYLVANIA

November 7, 1964, BILLBOARD
Atlantic's Joe Medlin Believes in Product

(This is another in the series on national record promotion executives who deal regularly with radio station programmers and disk jockeys.)

By GIL FAGGEN

Atlantic Records and its subsidiary, Atco Records, has grown from a label producing product for minority appeal to one of the major record companies in the field today, offering a wide and diversified line of singles as albums.

Of course, Atlantic's know-how with rhythm and blues has skyrocketed the label's acceptance at pop music markets. The blues form is prevalent in most today's pop record hits.

In looking for a national promotion director eight months ago, Atlantic's vice-president and general manager, Jerry Wexler, decided on Joe Medlin, a man who was well versed in the music business, both as a singer, ad producer and promotion man.

Medlin, who has been singing since he was 16, was a featured vocalist with the Buddy Johnson Band from 1943 to 1947. Four years ago he hit big with a single on the Mercury label entitled "I Knew at Your Throne." Medlin's talents and ear for music soon led him to the ranks of United Artists' subsidiary label Ascap as an agent. A year later Joe struck out on his own in record promotion be-

JOE MEDLIN

fore joining up with Atlantic eight years ago.

His stature in the industry has been earned by hard work and active participation in all the radio and television affairs, as National Chairman of the National Association of Radio Artists (NARA), Grievance Committee and TV board.

His primary responsibility is to act as liaison between record companies and the deejays who primarily feature rhythm and blues.

Medlin, a Negro and an executive from a major record company, is called upon for help and guidance as a neutral go-between when a problem arises between record people and Negro deejays.

Last year Joe captured the "Promotion Man of the Year Award" from Negro-dominated NARA.

"A man who can call upon many friends in the business. Medlin emphatically states that in the Negro market promotion is promotion not if it doesn't promote sales, friendship not business.

Joe adheres closely to the Wexler concept that a record business you've got to buckle the line every day. To do effect-

GUY S DOLLS. Although NBC announcer Fred Collins has never been enrolled in the Actor's Studio, he's been doing a fine job of getting publicity for his duties, like using the product before doing the commercial pitch. Among the three assignments of impersonating a Damon Runyon character for a new series of WNBC promos, he borrowed one of George Skirvin's wide-laced threads and made the scene of Andy's "The Flapper." She's WNBC Stepper P at M I I I m an, who makes and models clothes for deejays. Joe then says, "That's a promotion of its own..."

"The exec says today respect a promotion man who can be relied upon for facts. At Atlantic we relate promotion to sales most of the time. The deejays are paying. Having a thorough knowledge of product enables us to put across the story to stations as a salable product."

Joe is an ardent booster of the Negro air personality, who he feels is in the forefront in the entertainment business, and he reports very frequently that the show is doing good."

The executive said sponsor interest has been fabulous, but he still wants to see a rating before pushing the sale. However, Barratt said he had received so many requests for the product that things won't really matter.

The three-hour show heard Saturday from 9-12 midnight is taking Pickett and Dick Merland, who assist him with production, around five hours to produce the Friday show. Barratt says this time will be cut eventually to a straight three hours for re-play.自然,全国的音乐节目不涉及任何的音乐节目。一个"KRLA Monster Show..."

PAASQUAD, Calif. — The Bobby Pickett monster show, which has been a hit with Southern California audiences over KRLA for six weeks (Billboard), continues its radio program, says Robert Barratt, station manager.

"The show has been comple-

TIE IN SURVEY WITH BEATLES

MIAMI—WFUN distributed a giant "79th Survey Report" which included a tie-in with the Beatles on the reverse side. The survey is based on special top 40 sheet on the air spots to increase traffic at the dealer level. In addition, WFUN window stickers.
To:

REPRISE AND HARRAH'S
RICHARD AND ELIZABETH
BOB AND SHELLEY
BUDDY AND HILLY
SOPHIE AND PRINT
SAM AND NAT
JOE E. AND CAPITOL
DUKE AND SAM
HAROLD AND IRA
TOMMY AND COUNT
ERNIE AND HARRY
ELLA AND BILLY
LOUIE AND MO
ELIOT AND SONNY
MEL AND MARTY
AL AND
ESPECIALLY TO YOU, BILLBOARD,

Thank You

SAMMY DAVIS, Jr.
WAEF (Allentown, Pa.) deejay Gene Kaye (far right) played host to the Red Bird recording stars the Shumpert-Lus during a hop recently. The gals performed their current hit "Leader of the Pack" — coincidentally, Allentown's No. 1 song.

KSFO (San Francisco) personality Dave Niles was one of the lucky judges to select the 1965 California "Maid of Cotton." Although the contest was sponsored by the California Pelican, the UC humor magazine, the contest, Dave assures us, was strictly on the level.

Earl Robbins and Bob Raleigh, WWDC deejays, are now alternating as hosts for "Teen Beat," a new pop music show. Robbins goes Monday through Wednesday 7-10 p.m. and Raleigh takes over Thursdays and Fridays and the weekends. "Teen Beat Hit Parades" — audience votes in for favorite records — will continue to be in the form.

Sig Skolovitz, WTAQ (Chicago), celebInteger, is now having his "Flight 189" carried on more than 24 stations in 14 different cities.

Pete Myers, WINS (New York) "Mad Daddy," has signed a long-contract with Ashley-Sleep products, Inc.

Karl Haus called say hello recently while waiting for U.S. Customs to release his car brought over from Germany. Haus, who has a daily radio program on WJR (Detroit) "Adventures in Good Music," has just been named assistant station manager at WLS (Chicago) water-upper Classic-Chicago.

WLS (Chicago) water-upper Classic-Chicago, who was the main speaker at the semi-annual smoker of the Roosevelt University Spring Chase chapter, Alpha Delta Sigma, advertising agency held recently in Chicago.

Monroe Jennings TV service store on East 55th and First Avenue has turned a building that 1 saw for sale in the window an elevated 45 record with a clock stuck in the sidewalk, mounted on a trophy base. Inscribed at the bottom was the name Ben Rousser, RCA Victor. Wonder how much he got for it?

get well letters to be sent to Mahalia Jackson, recuperating in a Chicago hospital, following her recent heart attack. Additional WLIB listeners to "send a card to Mahalia" have averaged 100 letters a day.

Bob Reich, WERK air personality, and wife Sonny, parents of a son, Robert Phillip, born Oct. 1.

San Holman, former program director of WLS (Chicago) and WADC (New York), returns to the U.S. after eight months with CKLG (Vancouver) to operate his own station, KLOG (Kelson, Washington), following FCC approval. In addition to the management of KLOG, Holman will also do the morning show on KISN (Portland)... Henry B. Frans, station manager of WFBG (Indianapolis), joins WFBG-AM-TV (Alcorn) as general manager... Frank Allins, WMCA (New York), director of Public Relations, has been appointed post of director of marketing and Public Relations. Sue Burton, formerly of WRIT (Milwaukee), takes over program director slot at KKIS replacing Larry Jesh, who has resigned. Mike Ruppe promotion manager WIBC (Indianapolis) resigns.

Hawthorne Leaves C.C.

Hollywood — Jim Carrol and Croswell Collier's national program director and President, has returned to his post as of Jan. 1 to join Sherman Grobin Productions as vice-president. New firm, jointly owned by the two principals, will create and KLOG, a producer of radio TV and develop TV pilots.

Joe Drilling, C.C.'s president, said he will screen applicants to find an experienced programming man. Hawthorne had been with C.C. since December 1960.

Drilling said he did not anticipate any further personnel changes in line with Hawthorne's departure. C.C.'s stations are KFWB, Los Angeles; KEWB, San Francisco, and KWDW, Minneapolis.

Hawthorne told Billboard his contract calls for activity as writer, producer and director. He said he was approached with the idea over one year ago and several times since, and when the offer became so lucrative, he couldn't turn it down.

Several TV pilots are being discussed including one dealing with teenage audiences. Hawthorne, who has had radio since 1942, has had previous experience as a producer of TV shorts, many of which are running nationally and in 10 foreign markets.

Lee Loevinger Talks Out on Programming

DES MOINES — Commissioner Lee Loevinger of the Federal Communications Commission, laid it on the line to broadcasters during the National Association of Broadcasters Fall Annual meeting held here recently. Loevinger told the broadcasters not to worry about the FCC if they know how to program their stations.

"If you don't know and can't find out," he declared, "then you shouldn't be selling your station. If you do know, then don't worry about it." The Commissioner emphasized that the "FCC shouldn't worry about programming," but should stick to its job of cleaning up its backlog of work dealing with technical standards and similar functions.

Discussing multiple ownership, he said in response to a question that it is his personal opinion that the situation is now tolerable and there is no apparent danger of a saturation of present licenses for stations.

The "real crux" of multiple ownership, he said is how to arrive at a multiple ownership formula.

"Limiting multiple ownership on the basis of coast line isn't realistic," he said.

SMU Station Back on Air

DALLAS — A formal grand opening was held for student radio station KSMM, a student outlet on the campus of Southern Methodist University at the SMU student center.

KSMM returned to broadcasting after being off the air for nine years, and operates on a frequency of 910 AM between the hours of 1-7 p.m. Monday through Thursday, and 7 p.m. to midnight on Friday.

There will be 10 student deejays to bring programs to the air and public service announcements from 5 p.m. to midnight, Monday through Friday, and 7 p.m. to midnight on Sundays.

Dr. H. Charles Baker, an electrical engineering professor at SMU, is faculty sponsor, and stated that the station has contracted to rebroadcast Dallas FM station KVI as the AM frequency from the midnight student signoff time until 5 p.m. the following Monday morning through Friday.

Marc Lowrey is the station manager. Early Cook is program director and John MeCracken is a deejay.

MCSC RESTYLES RADIO PACKAGE

NEW YORK — Exclusive rights to the "Formatic" and "Big Sound" radio production packages formerly sold by the Richard H. Linn Company are being restyled and offered for sale by Mark Century Sales Corporation, in addition to its "Radio a La Carte" and "Festival Radio" packages.
PROGRAMMING NEWSLETTER

Radio's Copycats Need a 'Tom'

By BILL GAVIN
Contributing Editor

Radio has frequently been accused of being much more imitative than creative. Some say that if you listen to any radio station throughout its entire broadcast day, you'll find less than five minutes of that time devoted to operational ideas that originated with that station. In other words, says the critics, the vast majority of broadcasters prefer to copy somebody else's successful ideas than to create their own. Perhaps the critics are too harsh in singling out radio for being unduly imitative. A great deal of the world's business follows the trends and patterns that have met with success. Designers and merchandisers of clothes, cars, fountain pens and many other products do a great deal more imitating than innovating. Creative imagination is not necessarily so rare a talent in radio or anywhere else. What is often lacking is the business courage to take the risks inherent in being a pioneer.

Unfortunately, there are many radio stations today that are owned and operated by people who know little or nothing about the program side of broadcasting. To them, radio is simply a business to be run on sound principles of accounting and salesmanship. Such misconceptions managers almost invariably prefer to copy in detail the techniques that have been profitable for successful stations in other markets. Rather than listen to suggestions from their own program directors, these managers prefer listening to air-checks from other stations. These are the men who not only follow general trends and patterns but who also copy in detail such operational items as slogans, promotions and contests.

Over the years, a far greater amount of blind imitation has been found in pop format radio than in other more conservative types. Such chestnuts as "Fabulous 40," "discovery," "flashback" and "good guys" can be found in just about any city you name. The faceless anonymity of fast-talking "tune and temp" disk jockeys infal- libly brands their station manager as a copycat. Sometimes this follow-the-leader policy pays off. Occasionally it backfires. One such area of questionable value is the prevailing practice of petty contests and giveaways. A few more thoughtful program directors are beginning to question the value of games and contests that attract only a few hundred entries per week. Apparently not very many listeners are intrigued by the chance to win records, merchandise or a few dollars.

One station manager recently made a highly relevant observation on this subject. He has just returned from a series of interviews with agency time buyers in New York, Chicago and San Francisco. Among other things, he reported that a growing number of advertisers had abandoned the old custom of buying "by the numbers." He found that they were applying criteria other than a simple cost per thousand. They wanted to know something about the character of the stations in a particular market. Strangely enough, our manager reports, there is less reluctance than formerly to buy time on pop format operations. This would indicate that advertiser prejudice against contemporary popular music is declining.

On the other hand, there is more of a tendency to study the overall sound of a station, as representative of its policies and standards. Agencies and advertisers are requesting air checks from a larger number of stations than they did a year ago. One of the things they want to hear is the newscasts. Another criterion of evaluation is the station's content. It appears that the stations carrying the highest content of two-bit giveaways receive the lowest grades in spirit. The thinking behind this new approach is that the petty contests give the station a cheap sound and provide a non-quality environment that advertisers dislike.

This does not mean that contests are bad, or that the size of the prize has to be increased. It appears to mean that the multitude of petty contests and prizes that have been common in pop format radio have lost their right to be considered interesting entertainment. As one program director put it, a contest is not necessarily good audience promotion in direct ratio to the value of the prize; it can work in reverse unless the feature has positive entertainment value to non-participating listeners.

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The Drifters
SATURDAY NIGHT AT THE MOVIES
Atlantic
2660

---

a hit single
NOW a great album!

IF YOU WANT THIS LOVE
SONNY KNIGHT

SONNY KNIGHT begins the DICK CLARK TOUR on November 12th!

IF YOU WANT THIS LOVE
SONNY KNIGHT
sings CONFIDENTIALLY
BOBBY SMITH ORCHESTRA

AURA 403

AURA RECORDS  8715 WEST THIRD STREET  •  LOS ANGELES, CALIFORNIA

November 7, 1964, BILLBOARD 27
SMASH HIT ALL OVER!
"BE CAREFUL LITTLE GIRL"
THE FENWAYS
R-4573
ROULETTE RECORDS
1631 W. 89th St., N.Y.C.

ANNA CRAIG
"Nobody Loves Me"
FOX 540

SMASH HIT ALL OVER!
"BE CAREFUL LITTLE GIRL"
THE FENWAYS
R-4573
ROULETTE RECORDS
1631 W. 89th St., N.Y.C.

F R A N K E L A I N E
"Go On With Your Dancing"
His FIRST Release on Capitol
Record No. 5299
With Pete King's Orchestra

Published by:
Central Songs, Inc., 1483 N. Vine St., Hollywood 28, Calif.

FRANKIE LAINE
"Go On With Your Dancing"

SOUTH AFRICA
This Last Week
1 TWO HEADS NIGHT — Pete Rudder (Parlophone)
2 HARD DAYS NIGHT — The Beatles (Parlophone)
3 HAVE I THE RIGHT — Turbine (Polydor)
4 WOMAN AND RHYTHM — Elkie Buro (Decca)
5 IT'S ALL OVER NOW — The Rolling Stones (Decca)
6 DO WAH DOOD DIDDY — Maffeo More (HMV)
7 EVERYBODY LOVES SOMEBODY — Pete Rudder (Parlophone)
8 IT'S FOR YOU — The Beatles (Decca)
WEST BERLIN
This Last Week
1 I SHOULDN'T HAVE KNOWN BETTER — The Beatles (Parlophone)
2 WENN DU MAL ALLEIN — Peter Alexander (Polydor)
3 OR PRETTY WOMAN — Roy Orbison (Mercury)
4 CRACKED OUT — Cookie (Mercury)
5 DAS KOMMT VON RUDEHN — Peter Laun (Parlophone)
6 A HARD DAYS NIGHT — The Beatles (Decca)
7 WIR KÖNNEN UNS NUR SCHIEFE SCHREIBEN — Guido Knuffel (Ecclesia)
8 I MY SWEETHEART — Rudmarie — Jürgen Hartel (CIG)
9 WENN DU BEST — Francis Cornelius (Odeon)
10 IT'S NOT ENOUGH — Hans Baumann (Monument)
11 MY BOY LOLLIPOP — Delia Peters (Philips)
12 GOLDEN MOON — Big Band (Philips)

SINGAPORE
*Domestic local origin

This Last Week
1 IT'S ONLY MAKE BELIEVE — Billy Fury (Decca)
2 I SHOULD HAVE KNOWN BETTER — The Beatles (Parlophone)
3 JAMAICA JOE — The Amphi-tones (Philips)
4 WHERE DID OUR LOVE GO — The Supremes (Motown)
5 NUISANCE — Peter — Peer & Gorden (Columbia)
6 NUISANCE — Peter — Peer & Gorden (Columbia)
7 MY LOVER IT BABY — Simon Scott (Parlophone)
8 THE SWEET DARLING — Jimmy Williams (HMV)
9 OR A WALK — Linda Black (HMV)
10 UNDER THE BOARDWALK — The Drifters (Atlantic)

SOMA RECORDS
119 North Nine Mile Road, Minneapolis, Minn. (612) 333-8281

Liberty Gets In Songbook Trend
HOLLYWOOD — The idea of recording instrumental albums based on vocal hits by major performers has spread to Lib- erty, which is rushing into com- pletion "The Sunset Strings Play the Royal Orsion Song Book.

Don Blocker, Liberty's a&r administrator, said the trend ap- pears to be in favor of instrumen- tal packages covering vocal hits instead of vocalists covering vocalists. Ideas for the Orsion songbook came from a&r man Shelly Garrett, who produced the package with arrangements by Dick DeCaro.

Label is pulling the single "Runnin' Scared" and "Pretty Woman" from the package. In the past, Liberty has done vocal songbooks by the Johnny Manne singers on Elvis Presley and Frank Sinatra.

It's a HIT, HIT, HIT
RUN, RUN, RUN

by THE GESTURES
SOMA 1417
Produced by Jim Madison and Scott Atkins, Jr.

FRANKIE LAINE
"Go On With Your Dancing"
His FIRST Release on Capitol
Record No. 5299
With Pete King's Orchestra

Published by:
Central Songs, Inc., 1483 N. Vine St., Hollywood 28, Calif.

November 7, 1964, BILLBOARD
Milwaukee Dealers Have Solid Year; Discount Is Sole Gripe

By BENN OLLMAN

MILWAUKEE—Home entertainment retailers are gearing up for the hottest holiday selling season in recent memory. While the public's confidence is at an all-time high, the prices of electronic components, tape recorders and phonograph record volume have soared to levels not seen since before 1963. Profit levels continue to be threatened, however, by the emphasis on discount merchandising throughout the local market area.

"We're running 15-18 percent above last year," said Bob Sachs, Bob Sachs Record and Camera Shop, Bay Shore Shopping Center. "This increase has been across the board, not in any single section of the store. I think the gain is due in large part to the generally improved economic conditions in this area, plus the fact that the 'charm' of the big department store in Milwaukee is wearing off. This means people have grown disillusioned, and are returning to the specialty shops where service is considered part of the merchant's obligation."

Suggesting sales figures were reported by a number of merchants during September and October. "We have a terrific August," said Bill Weinberg, Sokol's, chairman of the industry. "It was unvolved in time to take advantage of the anticipated holiday rush."

"We keep our hi-fi components and stereo prices at a competitive level," said Tom Papke, Hi-Fi Salon, Inc. "Don't forget that kind of store image—not only during the Christmas gift buying period, but all year long."

New Showrooms

A change in the stereo package instruments and hi-fi components has recently been added to the store, in addition to the one at the new store. The new store has been established, in order to bring people into the store to look at merchandise. "We view this as a sales tool," Papke stated. "We want to talk to our customers; to answer their questions about hi-fi and stereo."

This helps us gain the public's confidence and eliminates price as the sole factor that decides whether or not a sale will be made." According to Art Kay, Mid- West Radio Company, "Color TV is going to be very big this Christmas. We are increasing our stock to give us more space and promotional backing. Record players have become so competitive that it is hard to sell them at a realistic price."

Gotham Expects Big Christmas

New York—With hi-fi dealers climbing out of a slow December up this year, dealers in the New York metropolitan area are counting on the rise of Christmas promotion to make 1964 a banner year. Week-end promotions, direct mail, and special in-store promotions will be employed to attract Christmas customers. E. J. Korvette, with 11 audio centers in the New York area, and a large store in Long Island, according to Harold Wein-berg, audio buyer. An extensive newspaper advertisement promoting the Christmas audio trade show is planned. The budget covers both co-operative advertising with component manufacturers, and national and local house advertising.

In addition to advertising, Korvette is relying heavily on in-store promotions. These include "great value" sales of selected audio systems. Also featured at most audio centers will be tape-recorded announcements playing high-fidelity equipment, which will be broadcast throughout the entire store. Special promotions and demonstrations are planned for the newest stereo in the area, which opened in Staten Island on Sept. 24.

Warren Keats, sales manager at Korvette's Hi-Fi Salon, shows a customer the firm's new stereo demonstration room. Note the multiple speaker hook-ups on the rear wall which can be hooked up with the various components on the shelves.

Color TV Paces Memphis Holiday Buying Spree

By ELTON WHISEHUNT

MEMPHIS — Merchandisers of home entertainment equipment are counting on the Christmas season for their biggest Christmas season in history and expect the hottest item of all to be color TV.

A check of three of the largest retailers in the area by Billboard disclosed that all have had a good run up to Christmas and predict they will sell a great many more sets in the pre-Christmas buying period than at any previous comparable period.

In addition to these three all dealers have had a better sales season through the fall season than at this time last year and all look for a better sales season during the Christmas season than 1963.

The stores checked were Goldsmith's, one of the largest department stores in the South; Lowther's, another large store, and a combination of three large discount department stores operated by the software company.

All are ordering in large numbers color TV, other TV models, and radio equipment, including record changers and phonographs and tape recorders. A slower moving line is found in TV sets.

Don Prewitt, general manager of the three large discount stores, was highly enthusiastic. "This looks to be one of our best years ever," he said. "Our color TV sales are the best we have ever had so far and will be better this Christmas."

"Color TV has already kicked off good. We have sold a lot already—triple the number we had sold at this time last year—and the year after that will be sensational. Color TV will be our best item."

"We also anticipate good sales on the stereo console phonograph, and the models with AM and FM radio."

"Color TV is going to be very big this Christmas. We are increasing our stock to give us more space and promotional backing. Record players have become so competitive that it is hard to sell them at a realistic price."

"We are using a sales plan that is based on the fact that we are going to keep up the pace of last year and should wind up the year at least $1 per cent ahead of what we did last year."
$51,000,000 a day in gift sales!

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

- $18,000,000,000 YEARLY IN GIFT SALES! MORE THAN ALL ANNUAL DEPARTMENT STORE SALES!
- XMAS? MOTHERS DAY? FATHERS DAY? THEY ACCOUNT FOR ONLY HALF THE GIFT VOLUME. $8 BILLION YEARLY IS SPENT FOR OTHER GIFT OCCASIONS, 365 DAYS A YEAR!

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

COMPLETE IN-STORE PROMOTIONAL PROGRAM!
Window streamers . . . new gift display . . . full color stuffers . . . ad mats . . . radio commercials!

NEW 10-YEAR CARTRIDGE GUARANTEE!
Cartridge, including diamond sapphire needle, replaced for $3.00, anytime within 10 years!

NEW SLIP-ON GIFT CARTON!
Slips over regular phonograph carton—beautifully designed to say "gift" to customers.

Send for your FREE copy!

New booklet gives you facts on the gigantic gift market... designed to help you sell any product!

SEND FOR YOUR FREE COPY!

PHONOGRAPH DIVISION,
MERCURY RECORD CORP., 1355 WAKER DR.,
CHICAGO 1, ILLINOIS. PHONE: DE2-5768

Mercury Phonographs
Gotham Dealers See Big Christmas Rush

- Continued from page 39

pects for high-fidelity components, particularly speakers. This Christmas shopping season he is planning to provide demonstrations in his store to show how good external speakers can improve the playback quality of tape recorders. The tape machines will be played through Hartley Concentrators and other full-size floor-standing hi-fi speaker systems. He feels that these demonstrations will not only move a lot of speakers, but will also interest his customers in other hi-fi components.

The audio demonstrations and other in-store promotions will be supported by local newspaper advertising and direct mail. His business is up about 20 per cent this year, and Gibbs looks forward to a good holiday season to maintain or even improve this edge over 1963 sales.

Planet Audio, a small high-fidelity dealer in Manhattan's Grand Central area, is preparing for the Christmas trade by re-bricking and redecorating his store. When alterations are completed in November, Christmas shoppers will be greeted with a new acoustic tile ceiling, drapes on the wall, an AB demonstration panel, and other improvements to enhance both the appearance and the acoustics of the establishment.

Full-Fledged Dealer

The refurbished store completes Jerry Fletcher's transition from an audio serviceman to a full-fledged dealer. He started the business 10 years ago as an authorized service shop for Thorens, Harman-Kardon, Hartley and other hi-fi component manufacturers.

With improved acoustic facilities in his store, Berger will be able to push for an increased volume in all components, but particularly in large speaker systems. He feels that many high-fidelity customers are beginning to tire of bookshelf speakers and are now ready to invest in full-size systems with their improved bass response.

Berger's business is up 25 per cent over last year. He is counting on a brisk holiday trade in his new store to top this figure by the end of the year.

Promo Campaign

In the Philadelphia area, John Mathews, of the high-fidelity firm of Herbec and Mathews in Newtown Square, Pa., is planning an extensive Christmas promotion campaign. This year's promotions will be tied in with the store's 15th anniversary sale in November.

In preparation for the holiday trade, the store has rebuilt its A/B demonstration panels and otherwise spruced up its appearance. The firm specializes in marketing high-fidelity consoles assembled to the customer's requirements from leading hi-fi components in quality cabinets. Herbec and Mathews is planning to push the console business vigorously this Christmas, along with its component lines.

Mathews reports that audio sales are up 15 per cent over last year, and he feels that the prospects for the holiday season are very good.

Color TV Paces Memphis' Big Holiday Buying Spree

- Continued from page 39

off the fall with a big push on color TV, and did a lot of advertising.

"We sold more color TV sets in one week than we did all last year. We will be pushing color TV and stereo phonographs during the Christmas season.

"We do more advertising than other stores. That will be our major promotion. We use radio and TV some floor displays, store displays, signs, banners, interior decorating and window displays of all items throughout the store.

"We handle Magnavox and RCA products and our own brand, named AMC, which we manufacture from it. Our average sale on a color TV is $650.

"But we have them starting at $399. They go as high as $1,800. I sold one last week, which had a stereo phonograph, AM and FM radio and a tape recorder.

Economy

"We sell our AMC model at a little less than the RCA and Magnavox. The customer will get a 10 to 20 per cent less price on AMC than a major brand.

"We are selling mostly console TV models, not many portables, and will push consoles for Christmas. Our gross sales for this year are ahead of last year and Christmas will be even bigger.

Goldeins has two stores, one downtown and one in the densely populated eastern section. The firm is the largest newspaper advertiser in the city.
Gospel Unit Now in 20 TV Markets

NASHVILLE—The “Gospel Singing Jubilee,” an hour-long TV program featuring the Florida Boys, J. G. Whitfield and the Dixie Echoes, the Couriers Quartet and the Happy Goodman Family, which made its debut recently in 16 markets, was extended to 20 stations last week.

Produced in Nashville by NotSo & Associates, the show is sponsored by a nationally known medicine company. Each group is different in style, which makes a well-balanced program. The Florida Boys give the regular quartet sound, the modern version is offered by the Couriers, the Old-time gospel-country style is done by the Goodman Family, and a completely different gospel style is offered by the Dixie Echoes. Special guest artists are used from time to time.

THE GOSPEL ECHELONS, formerly with Warner Bros., recently signed an exclusive contract with Heart-Warming Records, Nashville, Buck Rambo (left), of the Gospel Echos, signs the contract on John T. Benson Jr., (center), president of the label, and the Echoes look on.

SHAPE NOTES

By Don Light

Jay Berry, formerly of the Rebel combos “Rebel” and “Road-Neel” as lead singer for the Prophets Quartet...

MEMPHIS—The Gospem Music Association, in its first official meeting here during the recent National Quartet Convention, voted to establish a proposed constitution and elected a temporary board of directors to revise the bylaws.

Those elected to the board were: Artists-Musicians, Don Baldwin, Brock Speer; promoters, W. B. Nowlin, J. G. Whitfield; record companies, J. T. Benson, Murrito LeFevre; composers and authors, Jim Weatherford; booking agents, Jake Jockey, Scott Warren, P. W. Goff; music publishers, James Blackwood, Bill Hefner; trade journals, Don Light, Charlie Lamb; radio and TV, Dick LeFevre, Movie List; at large, Jim Myers, Frances Preston.

Murrito LeFevre was named membership chairman. A board meeting will be held in Nashville Dec. 30.

The dates will be promoted by Polly Grimes, of Gospel Concerts, Inc. Larry Scott, of KUZZ, will handle some of the concerts.

NEWS OF THE WORLD

ROME

Rome’s new National Italian Song Festival of the Roses ran Sunday through Tuesday (25-27) at the Cavalieri Hilton Hotel, with 24 singers from 10 districts presenting 24 songs which were repeated by four nightclubs. Emanuela Baiardi, Mary and Tina Di Pietro, are now recording—but each for a different house of RCA and Durium, respectively. Ricco de Pino, of the Verona group “Vanozi” doing “Ammore Mio” from the Neapolitan festival, RCA’s “L’Amore Mio,” translated by her U. S. release, “Remember Me,” and Cam with Carlo Sinicci’s soundtrack from the film, “Amore Mia” Marshall is a Déschis as appeared in a new format with a first monthly issue of 92 pages.

In Cincoocino De Ta” (On My Knee Before You), which has been leading the classifications all summer, will be made into a film with Gianlai Mornadini in the lead.... Neil Sedaka arrived here for new recordings and a TV show coincident with release of his new disk with themes of songs of film, “Il Gauchis.” RCA is featuring this record along with new ones by Edoardo Vianello and Nico Feliciano for new seasons... Another American here for recording and TV is Muscici’s Grao Pietro... Ri-Fi is comparing the voice of Vincenzo Zanichelli, now in the top classification for the first time, with that of Diane Warwick and Titor Yari. Latest Mina release is “I Azi Mio Tu,” by Augusto Mariello, her ad man. Setebello, Ri-Fi subsidiary, is publisher... A South American disk by Jace Chaves, “Little Waltz For a Great Love,” has been released by Style... A new Italian rendition of “The Life of John Fitzgerald Kennedy” with appropriate primitive-style paintings on a record cover is song for Orsino Strina for Vico.

SAML STEINMAN

Arzee in Philly

PHILADELPHIA — Rex Zario is president of the Arzee Records label, the label recently formed here, with headquarters at 2644 E. Susquehanna Avenue. Label’s initial release is “Tales of Dreams” b/w “I’m Waiting Just for You,” by Ray Hatcher, formerly on the V.I.P. label. Both tunes were penned by Arzee’s latest effort, “Daisy Mae” b/w “Somebody’s Rose,” will be released under the Arzee label next week.

November 7, 1964, BILLBOARD

Loren Track Out

NEW YORK—The original TV soundtrack of “Sophia Loren in Rome” will soon be released by Columbia Records, according to Ken Glancy, the label’s A&R vice-president. The color TV program is due for release Nov. 12. 10:11 p.m. (EST), on the ABC-TV network. John Barry wrote and will conduct the score. Miss Loren sings one number, “Secrets of Rome.”

J. G. WHITFIELD, manager of the Dixie Echoes, the Gospel Singing Jubilee Program, at Les Bourgeois, New York, recently replaced F. P. Johnson, who left the show for a［文末未完］
CHART RECORDS, INC.
MUSIC CITY U.S.A.
HOTTEST COUNTRY LABEL

Thanks, D.J.s for:
"MORE IN 64"
and
"MOTHER-IN-LAW"
by Jim Neibshitt

NEW HITS
"THE BIBLE IN HER HAND"
Grant Turner
Chart 1130

"LITTLE BITTY HEART"
Gene Woods
Chart 1135

"HOLDING TROUBLE"
Rod Bain

NEW HIT ALBUM
Jim Neibshitt Sings
"YOUR FAVORITE COMEDY AND HEART SONGS"

D.J.s visit hospitality suite in Hermitage Hotel during the convention

CHART RECORDS
905 16th Ave. So.
Nashville, Tennessee

34

COUNTRY MUSIC

ENJOYS BOOM SUMMER

Starday C&W Record Club Is in Fine Fettle

NASHVILLE—To hear the experts tell it, if you try to sell recordings in the summer you’ll end up poor as Job’s turkey. But Don Pierce, presy of Starday Recording Company of Nashville and its subsidiary, The Country Music Record Club of America, has just come through a boom summer.

Pierce denies an alliance with the occult, but admits the existence of a booksuman “consumer panel” that so far has been so infallible in its decisions.

Starday’s consumer panel didn’t come into being through an IBM computer, but from a careful screening of correspondents originating from grass-roots Country & Western fans.

During the summer the club has signed at least 50 new fans, bringing the total number of doings in "The Musical Heart of America." There has been a step-up in sales and frequency for the club’s "RFD Newsletter," written by Cindy Lou.

All but the hardest of shellbacks play cards, so Pierce pulled another rabbit out of the hat with Thurston Moore’s playing cards with pictures of Country Music Stars on the back of each card in the deck. A great gimmick that Pierce improved with a kicker: every fifth pack of cards has an extra Joker which is good for a free Starday LP album.

Musician Signs Tommy Cash

CINCINNATI — Tommy Cash, youngest brother of recording star Johnny Cash, has signed a recording contract with A&R Records/Musician Records. His first single is slated for release around the first of the year.

Tommy, manager of Southwind Music Enterprises, formerly known as Johnny Cash Music and Enterprises, has a four-year background in radio. He spent two years as a deejay in Memphis, and two years with the American Forces Radio Network Europe in Frankfurt, Germany. The Bob Neal Agency represents Tommy in bookings.

To insure the sweet sounding hard selling sound of c&w, Pierce chose wisely in Wayne Rayney of Concord, Ark., who makes the prerecorded tapes that tell the Country Music Record Club of America story on radio. Rayney, one of the industry’s top dogs on the selling podium, dexterously cuts continuous tapes and tape-and-script shows that utilize the personalities of radio’s top-selling deejays.

Knowing the c&w fan’s eagerness to identify, he shouldn’t surprise you to see autos with a windshield sticker that says "United States Tax Collector and Charter Member of the Club," which is another Pierce gimmick.

That Pierce knows and respects his market is evidenced by the club’s "Country Music U.S.A. contest, which is tapping the enthusiasm and energy of its c&w loving members by encouraging each member to sign up new members. "In June There Is Strength" is a parable that communicates with Country Music fans, each of whom is eager to defend his preference by calling it "real American music." Basically, Pierce feels, c&w appeals as music from the heart, telling stories about situations that confront people in everyday life. Broken romances, death, love, gambling, truck driving, railroadming, all are favorite subjects for c&w songs that are the "music of the people, for the people, and by the people of America."

PICTURED HERE are the Blue Boys, who recorded and toured with the late Jim Reeves, and now working as an act of their own. The lads recently cut an album session for RCA Victor under the direction of Chet Atkins, featuring the songs that Reeves made popular during his career. The album will be released in January. Left to right: Jimmy Orr, Lee Jackson, Bunky Keels and Bud Logan.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 7/11/64

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<th>This Week</th>
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BILLBOARD, November 7, 1964

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THE JIMMY DEAN SHOW

PRESENTS

Direct from Music City U.S.A., Nashville, Tennessee
A SPECIAL SALUTE TO COUNTRY MUSIC

THANKS, JIM, FOR COMING TO NASHVILLE AND HAPPY 39TH BIRTHDAY TO THE GRAND OLE OPRY

A SPECIAL MESSAGE FROM THE HONORABLE FRANK G. CLEMENT, GOVERNOR OF TENN.

ABC-TV NETWORK
Thursday, November 5
10:00–11:00 p.m. EST

and Jim's Hound Dog Buddy "Rowlf"
GEMMILL SIGNS BARBARA ALLEN

RICHMOND, Va.—Jim Gemmill, Richmond-based producer and booker, has announced the signing of former Decca recording artist, Barbara Allen, to an exclusive personal management contract to head her own folk and country music package show from the “New Dominion Barn Dance” here for the new season. Gemmill deals primarily in producing c&w shows for fairs and celebrations along the East Coast.

Gemmill says that arrangements have been completed for Miss Allen and her folk-and-country show to be represented for the fair market on an exclusive basis by Cooke & Rose Theatrical Enterprises, Lancaster, Pa. Miss Allen recorded for Decca in 1958 and was selected by Billboard as one of the three most promising female country singers of the year. She will appear frequently on the Richmond “New Dominion Barn Dance” shows this fall and do appearances on WXEX-TV and WTVR here in addition to personal appearances.

With the signing of Miss Allen, Gemmill said he has terminated his agent and management pact with Shirley Hunter, country singer who he handled the last several seasons.

CHARLIE LOUVIN

Capitol 5296

Combine Music Corporation—The Workin’ Publisher

More and more people are flipping to “I DON’T WANT IT”
DIFFERENT SONG – DIFFERENT ARTIST – 
BUT A SMASH HIT!

GOING GREAT 
POP/COUNTRY

"THE LUMBERJACK"
by
HAL WILLIS
Sims 207

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NEW YORK—A new and dynamic classical record market is emerging which far outpaces the market of a decade ago, RCA Victor Red Seal executives told Billboard last week.

According to Roger Hall, Red Seal artist and repertoire head, and Richard Headley, planning and merchandising manager, the classical record market has been undergoing significant changes which have broadened its scope and increased potential.

This healthy condition, they said, is born of a far more specialized market for "war-horse" material, and an ever-increasing demand for lesser known selections. The "war-horses," or well established repertoire ("Nuttercracker Suite," Beethoven's Fifth Symphony, etc.), often sell at a volume comparable to that of pop product, Leonard said. It is not uncommon for classic records to appear on Billboard's Top LPs chart, proving that longfifar fair is frequently sneaking itself out with pop product for substantial sales. This week, for example, the Top LP's list includes such entries as RCA Victor's recording of the complete opera, "Carmen." Other selections on the chart range from Columbia's original cast package of "Hamlet" and RCA Victor's "Best of Marie Laurence," to Bud Collins' lighter-veined Arthur Findler Al Hirt's "Bongo Pop." "Pop's Go the Trumpet!" "Badder Market"

The fact that the classical field is enjoying its own "top 40" in popular product is resulting in a far broader market for this type of music than ever in the history of the U.S. record business. The other phenomenon is the growing demand for more experimental, more avant garde, according to Hall and Leonard, these lesser known works are being released at a much quicker rate of speed than to that of the "war horses" in the past.

The public's appetite for more sophisticated fare is reflected in concert hall programs of the past said. Esoteric material was programmed sparingly in the past, he said, but now concert halls and recital halls have a marked increase in the offering of more esoteric material. This reveals that the public's taste has become more sophisticated, a fact which is spurring the recording of lesser known works.

Because of these changes, Hall said, RCA Victor Red Seal has been carrying on a three-pronged attack: continuing the issuance of "war-horse" material, recording more esoteric material at a stepped-up rate, and an attempt to broaden the classical market. Billboard is general by combining pop names with established classical artists.

On the latter score, Hall leaned Al Hirt, Arthur Fiedler and the Boston Pops in the above-mentioned chart-rising (Nov. 36 this week) L.P. A more recent release, from Columbia's Allan Sherman with Fiedler and the Boston Pops in a package which won glowing review in last week's Billboard.

RCA Victor is supporting its recording with a strong consumer advertising campaign, plus its continuing radio promotion efforts. For its current release, the firm launched its "Let an Ear to Grounds" campaign. It has printed a 12-page brochure spotlighting its 11 new releases. The brochure, using the "Greatness" slogan, is being inserted in various consumer magazines.

The firm's aim, Hall said, is to accelerate these market changes. Pushing standard repertoire sales and increasing its release of the lesser known artists.

PART OF AD DRIVE

Angel to Offer Sampler to Showcase Monthly Output

NEW YORK—Angel Records will offer consumers a 12-inch stereo sampler of each month's new releases as part of a campaign to be unveiled this month. The consumer is told to buy only one selection from a record dealer.

The unique concept, created by Principle Electronics, and Alan Cone and Belding, is designed to answer the label's marketing need for more direct contact with its monthly releases before prospective sales.

The ad campaign kicks off in the November issues of 10 consumer magazines (Atlantic, Harper's Bazaar, Seventeen, Stereo Review, Holiday, New Yorker, Saturday Review, Commentary, American Record Guide and Schwann). Each month's ad will carry the top hits of the month (the "Angel sampler. Each month's ad in the series contains a thumb-nail review of the new Angel release. A coupon is carried for the $1 sampler. These are available in stereo only.

The November ad tells the consumer, "to help you decide which new releases to buy from your dealer, we have prepared a Special Musical Sampling of all seven new releases on a single, 12-inch disk." Emphasis is for the prospective customer to audition the records before deciding to purchase them, then to go his record dealer to make the purchase.

Prestige Kick by Col

NEW YORK—Columbia Records has kicked off a heavy on the prestige side. High-light offering is under Columbia. It is a 55-page brochure, a disk documentary of Mexico's cultural life in music and art as produced by Columbia President Goddard Lieberson. The release was first reported by Billboard, Oct. 17.

The de luxe package consists of a Cortez Chavez recording of his Aztec based music, and with the use of ancient instruments, Tales of Mexico, as well as a 72-page cloth bound book containing full-color reproductions of Mexican scenes and art as it relates to the cultural history of Mexico.

The Masterworks November release consists of seven albums, four of which are devoted to Igor Strawinsky conducting his own works. These include a three-disc set of "The Rite of Spring," "The Rake's Progress," recorded by the composer and the Philadelphia Orchestra under Mr. and the Sudders Wells Opera Chorus, and the Cleveland Orchestra, respectively.

The release is round out with an album of Harold Curran organ music from a private preface with the Philadelphia Orchestra in a performance of the "Nuttercracker Suite," and the Budapest String Quartet in a Beethoven album.

NEWS OF THE WORLD

Continued from page 33

BOSTON

Columbia Records' local outlet has set up a press reception for Robert Horton, new on their label, to put a group of up-coming singers on the map. Greek and wife, while at Blumstein's village, had their hotel broken into and several $100 in cash and valuable stolen. Police learned the man was on the way to the bank. Mail orders for his Nov. 6 appearance at Symphony Hall began arriving as far back as June. A solutio is anticipated for the singing and the man who left Marin's current star at Blumstein's, is a former bricklayer and keeps no money under his mattress. He had to keep his hand in his pocket in a few tricks this season at the Logan International at Boston Airport. Ron Winstrom, Dine

International Auto Show next week.... Local schoolchildren Lee Morris happy over the way has been recorded. Cole is taking off. In three weeks "I Don't Want You to Come with Me" has hit 51 on the Billboard Hot 100, Tel Aviv's new pop singer. Fred Phillips has words and music by Morris also. It's called "Away From You." It is on its way. Asked why he still teaches history, Morris replied: "People are not so happy. But the new singers were never more popular here. Due to come are Peter, Paul and Mary, Jorma Kaukonen, Brothers, Bob Dylan, and Josh White. Maria Karkessian, and Kely's Disc Shows celebrating its birthday with a 12-day give-away, a special day. To be a daughter of a Boston legislator, has been selected as a Pasticcio soprano after her starring role in "Madame Butterfly." In Irelia Opera. CAMERON DEWAR

SOLO INSTRUMENT AND CONCERTI

4. BACH—Two and Three Part Inventions; G. Gould: Columbia M 5621 (6), M 5622 (7).
5. BACH—Concerto for Piano and Orchestra: Op. 38; Browning, Cleveland Or. (Iselli) Columbia MS 6636 (5), MS 6637 (6).

CHAMBER MUSIC

1. BEETHOVEN—Quartets (1-13); Complete (Bauer) Budapest Quartet: Columbia M 456-8 (5), M 457-9 (6), M 458-7 (7).
2. BARTOK—FUGATOI GYORSOK CONCERTOS; RCA Victor LSC 1271 (3), LSC 1272 (5). LM 2770 (6).
3. BRAHMS—Quartets F 6; Berlin, Schikorski Or. (Iselli) Columbia M 6631 (5), M 6632 (6).
4. SCHUMANN—Piano Trio: Schumann, Roma College Orchestra (Mussani) (Iselli) Angel M 55787 (1), M 55877 (2).
5. IVES—Quartets Nos. 1 and 2; Kohn Quartet, NY: Vox 50120 (5), Vox 51120 (6).
Endless sleep, Hank Williams Jr., MGM 12775 (Montel-Elizabeth, BMI)

Just let her go, Ivan & the Sohers, Prine 1893 (8-W, BMI) (Cleveland)

Run, run, run, Gene Vincent, Some 1417 (Ringsmack, BMI) (Minneapolis-St. Paul)

Move it baby, Simon Scott, Imperial 6666 (Southern, ASCAP) (Pittsburgh)

Watch out, Jackie Wilson, Brunswick 22273 (Merriman, BMI) (New Orleans)

The 81, Candy & the Kisses, C-More 356 (HIF & Ranga, BMI)

Once a day, Connie Smith, RCA Victor 4816 (Moss Rose, BMI) (Dallas-Ft Worth)

Even the bad times are good, Jerry Wallace, Challenge 59265 (Four Star, BMI)

One of these days, Marty Robbins, Columbia 41329 (Merriman, BMI) (Ames, Iowa)

As tears go by, Mariannne Faithful, London 9477 (Warner-ASCAP) (Detroit)

WCNW Live Shows
Use 'Opry' Talent

HAMILTON, Ohio—WCNW, all-country station at Fairfield, Ohio, presents a live show each Friday and Saturday night at Venue Pavilion in nearby Ross, Ohio, featuring Arny Lumsford and His Ranch Hands, the station’s Ranchettes, and WCNW’s wagnormaster of ceremonies, Pappy Tifton. Once a month the show highlights a show from Nashville. Business has been building weekly since the first show bowed in August, the station reports.

Lester Flatt and Earl Scruggs topped the initial show in August; Carl Smith and steel man Johnny Sobert were the September features; Jim Nielson was the October guest artist, and George Morgan is due in Nov. 13. WCNW carries the “Grand Ole Opry” from 3-4 p.m. daily. Mary Hald is the station music director.

K-BER 3d Anniversary Show, Contest Nov. 15

SAN ANTONIO—San Antonio’s all-country Station K-BER, owned and operated by A. V. Bamford, veteran country talent promoter, celebrates its third anniversary on the air Nov. 15 with a special “Grand Ole Opry” show, featuring Hank Snow, Skeeter Davis, Buck Owens, Jimmy Davis, Slim Whitman and Connie Smith.

Combined with the anniversary show will be the finals of K-BER’s third annual South Texas Talent Discovery Contest. According to Bamford, several hundred non-professionals from the area have auditioned for the contest, sponsored by the San Antonio Music Company. The finalists will appear on stage with the “Grand Ole Opry” performers to vie for eight prizes.

Freddie Hart signs an exclusive writer’s pact with Laredo Publications, new publishing firm recently formed by Steve Stubbins, left, veteran c&w talent booker, and Johnny Bond (right), long active in the music publishing field. Stubbins and Bond have negotiated a recording contract with Kapp Records, and Hart recently cut four sides in Nashville under the guidance of Paul Cohen.

New Folkways Distributors

SAN FRANCISCO—Eric-Mainland Distributing Company here, which services Northern California, has taken over exclusive distribution of Folkways Records and its subsidiaries, Disc and Destro. Previous distributor for the labels was C & A Stone Distributing Company, Eric-Mainland sales staff, under the direction of sales manager Earl Woolf, is covering the territory with Folkways releases, which include two new Pete Seeger LP’s and a Barbara Dane LP.

And another great country record

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Mulson Studio

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LONDON
Capitol Records will record a concert which was performed by Brenda Lee and her daughter, Lisa Minnelli, at the London Palladium Sunday (8). It will mark one of Miss Garland's rare public appearances, and the first in which she has shared the stage with a true star. The event is being staged by Harold Davidson, her British agent. The theater won't be in use by ATV that night because ATV plans to show the London Palladium to avert a clash.

For his appearance on "Sunday Night at the Palladium" show that aired Tuesday, Ray Charles collected $28,000 from ATV-high above the normal top Palladium fee of $2,800. The money will be split with Orson who will also get $10,000 a week. In 1972, newsman Howard Laws supported the show for his 28-day tour which commenced in February. No. 1 hit was held at the Donn-O reception for Orson. Pyle hosted two-one for the Shangri-Las who paid a flooring party to London in support of their chart entry "Baby What's Wrong 'Walking in the Sand'" and the other for the Dixie Cups. Both U. S. bands are among the top TVers here at the end of last week's ratings which are playing a string of concerts.

International visitors to EMH head office last week were Jane, from Hong Kong, Bhaskar Menon from Calcutta, and Jerry Moss from London, New York, who also had talks at Decca. They were among the first to discuss the issue Jim Reeves single since his death on July 17. "There's Nothing More Important Than Staying In Love". The coupling is "Diana" and "Love That Makes You Sing". 12 songs Reeves sings in his film "Kininery Jim." Ed Sullivan was on "The Ed Sullivan Show" with Peter and Gordon and Manfred Mann on his show for next month. They may both appear on the program on November 29 prior to their two-week tour across America.

One of Britain's top radio shows, the BBC's "Saturday Club," is being broadcast from the Columbia Recording Studios in Hamburg on November 29. Brenda Lee is one of the probable guests. The show on which will include records at the Star Club and the Tea Club, both of which previous few days... EMH International President, Richard Dawes was in Los Angeles TUESDAY (27) for a week of discussions and open meetings in New York.

CHRIS HUTCHINS

HOLLYWOOD
Liza Minnelli's new "Liza" Capitol Records TV series is appealing to the Barbara Streisand crowd. Label is setting up a national promo tour with a fast reaction of first reaction to the debut album. Brown Bag, Capitol's vice-president says: "Liza is definitely in the Streisand mold, an intense, adult singer." Ambassador Hotel opened restored furnished room as a "Saturday Night Special" and a "Saturday Night Club," being bought direct from the Night Club use... Barbara Streisand is planning to use an original song band blasting away after 9 p.m. The Standells have left Liberty and gone to MCA. "You Keep A Secret" is the label... Theo Bikel headlines Valley Music Theatre's Nov. 10-11 run.

Gary Owens, KMPD DJ traveled close at 1,000 miles in a week, making rare actual appearances on behalf of the station, and never got cut from the Los Angeles County. He spoke before 1,700 students at Fullerton College, a student appeared at a United Crusade Show, before radio students at Valley State College, and two appearances at the Auto Show and encore a full concert in San Francisco...

Old friends George Shearing and Leonard Feather are reunited on records again after 10 years. Pianist cut a Feather tune, "Signing Off," in his latest LP.

Two new additions to the Buck Jordan Orchestra are Linda Cuzzillo, clarinetist, replacing Lois Fletcher and Dan Dalton, respectively. Group cut its first LP under the label of Lucieth's last... Randy Sparks created and operated.

ELIOT TIEGEL

HOLLAND
The Dave Brubeck Quartet appeared here in a concert. They were promoted by impresario Paul Acker and CBS sales manager Henny J. S. Wupperman. CBS Grandcompletement rush-released Brubeck's latest LP "Jazz Impressions of Japan"... Wupperman will be on the Dutch press, also his "Music Goes All Over Holland."

Marilla Rizz and Hans Jitse Rietveld arrive at Amsterdam's top Central Station. They are the leaders of the World Orchestra which is performing the Vienna Jazz Revue, which left Amsterdam's Apollo Hall the same day... Wupperman also is on the Dutch press, also his "Music Goes All Over Holland." The Dutch press is going to be the first of the attention to the Streisand sound, according to Henny J. S. Wupperman.

VJTV will show CBS musical shorts of Tony Bennett, Dave Brubeck, Porter Wagoner and others. Also, on the 1,000th Top 10 Show this week, the in-demand keyboard man, Mel Gibson, will be given the biggest exposure of his career.

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In help to supply the best field of music, record, film, promotion entertainment.
To make the stiffest, hardestcore group or band. By appointment to prospective employers. $200.00 will buy a ticket for a 1/2" insertion. 50 words, plus name and address.

CHRIS HUTCHINS

PHILADELPHIA
Kenneth H. Raisen and Donald E. Coles have teamed forces to set up the Ken-Do Rec. Company at nearby Levittown, Pa. Herb Keller, who promoted the Peter, Paul and Mary concert at the Academy of Music Oct. 30, is bringing National Band hall conversion... Box office appeal of the folk artist continues to show strength in these parts, what with the Bob Dylan concert that Town Hall earlier this month topping the $6,000 sell-out figure... Quadra Mitchell, who will be the "Model of the Year," honors at the recent National Foxes and Fancies convention...,Norman Barley, the Guinness record holder for longest buildup by taking vocal lessons at the School of Music here... It's a fourth daughter for Jerry Bravat, WHAT deejay and host of the program, he delivered to Miss Bravat at Living-In Hospital...

Rita Pavek makes her first local appearance Nov. 1 at an Academy of Music concert.

MAURIE H. ORODERKEN

November 7, 1964, BILLBOARD
Route Revenue 'Leakage' A Major Problem Say Ops

By ELTON WHISHEUNIT MEMPHIS—One of the problems of the vending industry which interested Memphis and mid-South operators at the recent National Automatic Merchandising Association convention at Chicago is the estimated 2 per cent gross loss in revenue. The convention delegates did not want to point out an accusing finger at anybody but discussions of the leakage problem pointed toward routes.

The 2 per cent of revenue which is disappearing doesn't sound big, but considering the entire industry amounts to hundreds of thousands of dollars and is a nationwide problem. Also, when an operator's business is on a slim net profit margin—say 8 per cent—the 2 per cent cuts sharply into it.

Talk among operators brought out these examples:

1. "I've got a mechanic who has been with me 20 years. He is an excellent man. But I know he's stealing. And he's so valuable as a mechanic I can't replace him."

2. "I put out a certain number of cups on my coffee route with instructions to keep a dime back, less the location commission, for every cup. But soon they'd catch onto that and for every nine cups of my cups, they would buy a case of their own."

3. A man with a passkey going to different machines on the route and opening them.

Seeburg Totalizer

Seeburg too, is working on the problem and introduced an income totalizer for vending machines which counts all the money which goes into the machine automatically on a ticket.

It is similar to the device used on Seeburg phonographs.

Seeburg officials said it would be "good for everybody. The dishonest man will say, 'I have to be honest.' The honest route man wants it." The totalizer will be on the market about Jan. 1.

Other Memphs and mid-South operators attended the convention in addition to those previously mentioned:

Mrs. Cecil G. Hodge, president of Inzidez for American Capsule and Vending Company and Mr. Hodge; Allen Smith, head of Southern vending division; Charles V. McDowell, general manager, and Donald Sproat, mid-South Vending Company; Robert DeShields, NAMA secretary.

E. J. Dozier, bulk operator here, gets a call from a supermarket manager that one of his machines had been out of order for a week and drops everything and rushes to the scene.

Inzidez, who has as many as 10 machines on location in each food store, made arrangement with the supermarket managers or owners over five years ago, to report good will by immediately covering out-of-order vending papers with a new paper. Inzidez marks all of the "out of order" signs himself with a grease pencil and has them stored away under the nearest checkstand. Instructions to check-out operators and cashiers, are to immediately refund the customer’s coin and hand them this replacement paper card on which a brief paragraph expresses regret even the best-service cannot repair the machine. An operator who is unable to break down at one time or another, Inzidez, naturally, hates to see any of his 475-odd outers out of service.

Inzidez, before he developed the idea of the paper sack, out-of-order machines were likely to go unnoticed for a considerable period of time. Now, if the supermarket employee constantly sees the "out of order" sign, he is spurred to do something about it.

The result of this simple program has been many more miles driven, more work, but increased good will. The old business slogan "We cannot afford a single dissatisfied customer!" applies just as well to bulk vending as merchandising men’s apparel. Inzidez maintains.

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LOW, LOW PRICE

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NEW CASH BOX


NEW VICTOR CAPSULES

Vend in this box makes operating easy and clean. Extra spillproof. Cash box optional, 25¢ extra.

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SHOULD IT’S GOOD FOR ESSAY THE BODY OF WORLD THE DISH

Penny King Bows Nickel, Dime Mixes

MADISON—Penny King, owner of the nation's largest coin-operated machine concern, has suspended the production of his nickel and dime mix machine, the Big King.

The Big King, a nickel and dime mix machine, is currently the most popular coin-operated machine in the country. King had been a leader in the field of coin-operated machines for many years, and his new line of machines was expected to be a great success.

However, recent developments have caused King to make this decision. He has stated that the production costs for the Big King have risen significantly, and he is no longer able to price the machine competitively with other coin-operated machines available on the market.

In a statement to the press, King said, "We have been working hard to keep our prices competitive, and we have done so by reducing our overhead and increasing our efficiency. However, we have reached a point where we can no longer continue to do this and still make a profit.

"The Big King is a great machine, but we simply cannot afford to produce it at the current prices. We are looking at other options, and we will make a decision soon on what we will do next.

"In the meantime, we will continue to offer our existing line of machines, and we will make sure that they remain competitive in the marketplace."
Sternfield Honored at NAMA Meet

CHICAGO—Aaron Sternfield, a senior Billboard editor and former coin machine editor, was last week honored with an editorial citation by the National Automatic Merchandising Association.

The citation was made for Sternfield’s award-winning feature story, “Gangway, the Robot Salesman,” which appeared in the January issue of Billboard.

The article was part of a special edition on “The Rotating Revolution,” and described the expanding role of automatic merchandising in realistic terms. The leadership of The Rotarian consists of more than 400,000 business and professional men in over 5,000 cities and towns.

Sternfield’s citation was made in conjunction with an editorial award to the magazine itself, accepted by Karl K. Krueger, editor.

Given to the “person or publication which has rendered a noteworthy service through publication of information or

**Press Release**

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**Change Philly Health Code**

PHILADELPHIA—Food and drink vending machines will be affected by the proposed changes in the city’s sanitation ordinance for Lower Merion Township. It will be the first revision of the township’s health code since it was initiated in 1959. Under study for many months by the Lower Merion Board of Health, the revisions would affect primarily food and vending machines, public eating and drinking places, milk and food products and plumbing regulations, updating the code to 1964 standards.

A separate chapter deals with food and beverage vending machines, and the new regulations also deal with ice distribution, coin lockouts. The revised code recommends a revision of township fees for the food and vending machines, charging $20 for the first four machines installed by a firm and $3 each for each additional machine. At the present time there is a charge of $25 per machine, plus $10 for each additional machine.

Other fees have been increased, and it is expected that the township commissioners will accept the revised ordinance without any opposition.

**Cig Vender Ban Urged**

EDMONTON, Alta.—In a brief presented to the provincial government in Edmonton, the Alberta Federation of Home and School Associations urged that more cigarette machines in the province be “removed” so that they are not available to children under 16 years of age.

“We are suggesting a ban on these vending machines from any place not frequented only by adults, such as bars.”

**Bloom Mother Rites Held**

LOS ANGELES — Funeral services for Mrs. Ben Eagle, mother of Sidney H. Bloom, chairman of the board of Oak Manufacturing Company, were held Tuesday (27) in Eden Memorial Park in the San Fernando Valley.

Mrs. Eagle, who died in her sleep Sunday (25), is also survived by her husband, Ben, three grandchildren and eight great-grandchildren.

**CARL MILMAN, National Automatic Merchandising Association president, presents Aaron Sternfield’s editorial citation to Nick Biro, Billboard’s Midwest editor, who accepted for Sternfield during NAMA’s big banquet in Chicago last week.**

**EUROPEAN NEWS BRIEFS**

France First

PARIS—French distributors report (although few of them like to admit sales of their own respective boxes have been hard hit) that General Charles de Gaulle’s “France-first” policy of independence from the U. S. is beginning to be reflected in U. S. jute box imports.

U. S. manufacturers have failed to score the same penetration of the French market which they have the German market. Because of De Gaulle’s “France-first” hooja, French operators are indirectly encouraged—if not pressured—to buy French equipment.

De Gaulle has failed, however, to make this policy stick in the case of pinball, in which U. S. firms dominate the French market. This is mainly a matter of success by default, however, as France has no pinball which compete effectively with U. S. product. Moreover, many operators seem to be following a policy of appeasing De Gaulle by buying a French pinball and of pleasing themselves by buying U. S. pinballs.

Congo Shot

LEOPOLDVILLE—The one-prominancing Congolese coin machine market has been shot (literally and figuratively) by the assassination of a key figure.

The revolt against Moise Tshombe’s central Congolese government has made it impossible for operators outside Leopoldville to get spare parts or, for that matter, adequate supplies of photograph records.

Reports received here indicate that about 35 per cent of photograph outside the capital have been destroyed in the fighting.

For a time, Tshombe’s legion of white mercenaries had been counted on to stimulate the Congo’s photographic business. But the scattered nature of the fighting has shattered such hopes.

Among white mercenaries, the No. 1 jute box hit is “Bongo, Bongo, Take Me Back to the Congo,” which was resurrected by a Leopoldville drayman.

**Gum Vendor Package**

This exciting vendor is a sure bet for big gum profits. A charming new gum machine comes with five attractive gum cards, a total of 90 standard priced gum cards. “Maidens” display top gum card and gumball trays sales.

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New Princess Royal, (Shown Above) Model No. 424—plays 100 selections of 33½ or 45 RPM, 7" albums or singles, stereo or monaural intermixed, for programming in any bank, in any sequence. Famous Rock-Ola quality. The only really new compact unit!

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The Grand Prix—Prestige stereo-monaural phonograph—160 selections 33½ or 45 RPM records, 7" LP albums or singles in any intermix. Full Dimensional Sound, stereo-monaural. Your key to plusher spots and increased take. Model No. 425.
**Gotham Ops Have Problems But Collections Are Ahead**

By AARON STERNFIELD

NEW YORK—Local operators and distributors are beset with a host of problems, but they're not complaining too loudly.

Both music machine and game collections in the New York area have been somewhat weak, slightly ahead of last year, with prospects for the last quarter of 1964 bright.

Ask an operator here, "How's business?" and you'll probably get a grumble about loans, business, pricing, and so on.

All these complaints are valid, but New York operator long has learned to function under trying conditions and make money in a business usually considered unfair.

Taverns Busy

Prosperity is the general condition. It seems that, with employment low and neighborhood activity high, the taverns are doing unusually well. All this adds up to more diners and quarters in the juke box and pinball machines.

Taverns, shuffle alleys in New York City and to those plus non-locations which there is a State, are also doing well.

Major problems, particularly in New York City, are the loans and bonuses. Location owners, conditioned by the years, attempt to squeeze every nickel they can from the operators. Many operators, bowing to the fear of having competitors move in, are willing to be squeezed.

The Music Operators of New York, a local trade association, is trying to iron out the situation from getting out of hand. There has been some discussion about locations, recording those locations which have extracted maximum rent, and offering a price to pay them back. This information is available to local operators, but the MOA does get taken, it's his own fault.

Twin Evils

Nonetheless, most operators here agree that loans and bonuses are here to stay. Many, however, are taking a business approach.

(Continued on page 45)

**Auto Settlements Spur Detroit Outlook**

By HALEY HENNES

DETROIT—The Coin Machine Industry outlook for 1964 looks particularly optimistic following the settlement of the union strike at Chrysler Corp. As First Chrysler and Ford settled their individual labor differences, the mood was upbeat. The General Motors settlement served as a top-peg.

"I find business good. We've had a pretty good summer, compared to recent years," James Moris of Joy Amusement Company told Coin Machine News.

From checks with both distributors' sales figures and operators' reports of grosses it would appear that the operator is in a far better financial position than at any other period in the history of the industry.

The area had been shown and apparently continue to record a steady volume of employment. One big South Shore shipyard recently announced plans to double its work force to more than 6,000 employees, and there are indications that this trend prevails in many scattered areas.

The building trades have picked up here in the last month, and indications are that people here are having a little more money and are spending it.

Summer Cool

There were a number of complaints that the cool summer had slowed grosses in some areas. Many did not go to beaches area, but those who did were inside a good deal of the time where music and games could be patronized, a situation, probably evened things out.

Al Jones, an operator in the busy resort of Hyannis on Cape Cod, reported that the cool weather helped keep vacations off the beaches and brought them into places where they could play.

Go the other way, many people never left town, and as Brookline operator Harold Bond says, "this was fine for my business." However, as far as the rest of the year is concerned, he sounds a note of caution on being too optimistic. "The baseball season hasn't begun into the last quarter, he says, "and it's obvious that many people are (Continued on page 49)

**Business Up in Massachusetts; Peak Employment Helps Trade**

By CAMERON DEWAR

BOSTON—While there are pockets of disagreement here and there, the outlook for the Massachusetts coin machine business is generally optimistic.

"As usual," said one distributor, "the market here has had its peculiarities, will probably be ahead of '63."

From checks with both distributors' sales figures and operators' reports of grosses, it would appear that the operators are in a far better financial position than at any other period in the history of the industry.

The area had been hard hit and apparently continue to record a steady volume of employment. One big South Shore shipyard recently announced plans to double its work force to more than 6,000 employees.

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**Kansas Op Has Good Year**

By BEVERLY BAUMER

HUTCHINSON, Kans.—As business continues in last quarter and game and machine collections for Hutchinson Vending Company were up somewhat from the same period a year ago. Operator J.W. Johnson and Robert Allen attributed the gain in part to a healthier economy in the Southwest Kansas region.

"Prospects here are rather good for the rest of 1964," said Allen. "Hutchinson is building some new momch, a new dime slot, and has a new factory. All these things will boost the economy during the winter and quite a number of new workers will be hired. Anyone who wants to work is working.

"We likely won't expand our territory. We will have a few new operators come up and we intend to take care of them," Allen said, referring to the remainder of 1964.

Johnson pointed out that the firm's policy of switching machines more frequently and keeping whatever gets off the date has helped Hutchinson Vending to tap the new growth potential.

He reported that taxes and expenditure for legal and legislative problems in the area other than the increase in cigs. and taxes have been worked out by raising cigr. prices.

Neither operator foresees any significant changes in communication and location loan arrangements.

(Continued from page 50)

**LOU CASOLA**

CHICAGO—Lou Casola, as anticipated, was elected chairman of the board of Music Operators of America at a directors meeting here Oct. 17, following the group's annual convention.

Casola replaces J. Harry Snodgrass, who was previously elected a vice-president.

Casola was first elected secretary-treasurer of MOA in 1962. He was elected president a year later.

A long-time member of MOA, Casola is perhaps best known for his public relations work with the group and for his 30-year career in the coin machine industry.

Casola has served in several capacities including that of director for MOA and public relations of the Chicago Coin Machine Manufacturers Association.

Casola has also been active in public relations work with MOA. He has served as general convention chairman of MOA in the past and is to his as well as Snodgrass' credit that MOA has en-joyed a constant growth during the past three years.

Thus Spring says strongly, "I don't have a penny out in loan loans. I don't have to do (Continued on page 50)
'Barn Dance' Action Offered In Two New Bally Pin Games

CHICAGO — Engineers at Bally Manufacturing Company here have designed two new pinball games with ball action reminiscent of the old-time barn dances.

"So we took the barn dance theme," said Bally President Bill O'Donnell, "and named our new standard model 'Harvest' and our new add-a-ball model 'Hay-Ride.'"

Both the new games are in the single-flipper class and are currently being shipped to distributors.

"The barn dance action is accomplished partly by the use of four sling-shot flippers (instead of the usual two) grouped close to the flippers, and partly by the action of the entire playfield." O'Donnell declared to the press in unveiling the new products.

Another layout feature common to both games was praised by O'Donnell, i.e., the Free-Ball Gate at the bottom right corner of the field which can be opened by crossing one of the top rollers. O'Donnell explained, the player has the entire expanse of the playfield in which to "flip per-diem" the ball toward the open gate.

Another mode of opening the gate is by hitting the Mushroom Bumpers "B-A-L-L-Y" or "A-L-L-Y," this opens the gate and lights the "Stare-Bumper" which is the key to the J. "Holdover Feature," opening up to three specials. Hitting "B-A-L-L-Y" opens the gate, lights the star and "Special" on the lower left rollover.

William Williams Electronic Manufacturing plant at Fillmore Street. "At a master of fact, Williams-United has been handling a heavy volume of orders during this two-month moving operation with nary a hitch," reported sales executive Buddy Lurie. Despite the complications of moving, the Williams division managed to introduce a new pin game called Whoopee last week.

The masochistic moving job, which has been going on day and night, is scheduled for completion early this week.

Bally Harvest

---

R.F.D.
Marty Robbins 7-9020
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Johnny Cash 7-0809
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Be My Love
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Ray Price 7-8998
Speak to Me of Love
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All available through your local one-stop or Columbia Records distributor.

Bally 2000

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Atlanta Coin School Staged By Wurlitzer

ATLANTA—Some 35 operators and servicemen attended a five-day Wurlitzer coin machine seminar here recently and celebrated with a gala banquet on the closing night of the meetings. The classes were conducted by the Wurlitzer service department under C. B. Ross, manager, and Harry Greg, Karel Johnson and Hank Peet, instructors.

Attending the closing night banquet were representatives of Peach State Distributing Company including owner-partners Dyke Hawes and Al Hawkins, Macon; Jim Faulk, manager of the Columbia, S. C. branch; Dick Buford, manager of the Atlanta branch; and Bill Ray, in charge of the Atlanta service department.

A. D. Palmer, Jr., advertising and sales promotion manager of Wurlitzer, was the featured speaker for the banquet.

KARL JOHNSON seems to be saying: "Well, you've got it right; let's see you put it together again!"

HANK PEET and some very interested students get right down to the nuts and bolts of the business.

HUMOR AT THE BANQUET. N. W. Putet, Karel Johnson, Harry Greg, C. B. Ross, A. D. Palmer and Jim Faulk seem to be enjoying the proceedings.

The WURLIETZI school instructors stand for some well deserved applause.

HARRY GREG shows the mechanical brain that plays 45 and 33 1/2's records intermixed.

DENVER — A return to 5-cent record programming is something which few operators in the Denver area ever expected to see again—yet that's exactly what is happening in the Colorado capital city and, indeed, throughout the State.

Since early summer 1964, more than a dozen operators in the Denver area have been offering phonograph music at 5 cents (or six for 25 cents) on part of their routes. Out in the hilly, outlying areas such as Greeley, Fort Collins, Sterling, Kit Carson and Pueblo some operators have re-equipped as much as 50 per cent of their routes to accept the 5-cent nickel.

Operators by and large declare that 5-cent play is "experimental" or being used "in emergency" in an effort to boost collections in locations which have been marginal. However, with many locations showing at least a moderately better return on 5-cent play, it is obvious that the boxes are going to stay that way.

Trade Saver

A typical operator is Bud Elliot, of Elliot Amusement Company, with headquarters in Laramie, east of Denver. Elliot has operated for many years in prine restaurant and tavern spots along major highways throughout Colorado. A discouraging drop in volume through most of 1964 has made it necessary for the Colorado operator to "take extreme action" on most of his routes, and to go back to 5-cent play even in what had been popular 10-cent play spots. One such place is the largest roadside cafe at Kit Carson, Colorado, a favorite stop for tourists, truck drivers, and travelers. Surprisingly, 5-cent play has been by no means limited to elderly phonographs and amusement machines. Instead, in about half of all instances, operators have put new machines back into 5-cent service.

Distributors, of course, view the situation with chagrin. Most declare that going back to nickel play is deflationary, and contrary to the fact that new, attractive stereo equipment, with a 10-cent price has usually made money for the operator.

Nerf, Drink, Tester Show

CINCINNATI—A stern test of nerves (or drunkenness) is incorporated in a coin-operated game being imported from Germany by L. T. Patterson Distributors here.

Shown recently at the music operators' exhibition in Chicago, the test consists of a beat wire which runs from which a small-diameter ring must be passed. When the ring touches the wire the game is terminated. If the ring is passed the length of the wire successfully, the player's coin is returned.

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November 7, 1964. BILLBOARD
Vienna Coin Fair Features Exhibits From 35 Countries

By OMER ANDERSON

VIENNA — On the heels of the Chicago convention this month of the Music Operators of America (MOA) and the National Automatic Merchandising Association (NAMA), some 65 coin machine firms from 35 countries are expected to exhibit at an international coin trade fair in Vienna from Nov. 7 to 10.

The fair’s sponsor, Verband der Oesterreichischen Automaten-Industrie (Verband), the association of the Austrian Coin Machine Trade or VOA, hopes to make the international exhibition a major trade fair with worldwide participation.

The fair will underscore Vienna’s geographic and commercial situation as an East-West trade crossing point, and the ideal place for coin machine equipment manufacturers in the Western countries to establish contacts to the potentially immense Iron Curtain market.

Vienna is also being actively promoted as a center of trade with the trade fairs of Budapest, including the Middle East and Africa. King Saud of Saudi Arabia is scheduled to arrive in Vienna to view a big boost in this direction during his visit here 4 years ago with an entourage of 131 officials. At this time, Saud purchased 55 slot machines for shipment to his bases in Riyadh.

The Austrian trade organization also will use the fair as a sounding-board for its efforts to organize an Eastern European coin machine trade organization, which would bring together all national trade groups and manufacturers.

Dr. Rudolf Rampf, a leader of the VOA, is forecasting that a European trade organization is an urgent necessity in the present era of trading bloc rivalries and intricate tariff negotiations caused by the Kennedy Round of tariff cutting talks in Geneva.

U. S. Soundings

European representatives of American coin machine manufacturers regard the Vienna fair as a prime opportunity for the U. S. trade to expand its presence on the controversial Iron Curtain market.

Even here in Vienna, the experts are divided in their assessment of the potential of the market. Some experts believe it will be another failure, at least before the Communist countries offer a real market for Western coin machine equipment. Other experts believe there is less knowledge on conditions in the Communist bloc, but that a large market might exist in a few years.

The fair will be held in Vienna’s Kunsthistorisches, center of the city’s cultural life. The formal opening will be conducted by the city’s lord mayor. The Saturday morning opening will be followed by a full day of technical trade discussion, and in the evening city officials will host a dinner for representatives of the Communist countries. The Communist representatives are expected to leave for home at the end of the week.

Social Highights

The following day, Sunday, delegations will be given tours of the city at a performance of the famous Vienna Riding School in the morning, and at a gala performance of the Vienna State Opera in the evening.

Reservations indicate that Hungary, Romania, and Bulgaria will be represented at the fair by large delegations, as well as representatives from 19 other Communist countries interested in purchasing equipment for their State tourist trade. The fair is attended by some 250 manufacturers catering to hard-currency clients.

The bulk of box sales made by Western manufacturers to the Communist countries are for tourist centers. The Communist tourist enterprise is expanding rapidly to use coin equipment to include considerable vending equipment and amusement games.

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Gotham Collections Ahead; Few Gripe

Continued from page 45

like approach to the twin evils, insisting on a good contract and often charging bank interest on loans.

Local operators long ago have learned to live with the five coins which bring in the coins at a slow but steady pace, the service was bongi territory, and even straight payoffs have been illegal in New York City for more than 20 years.

As a result, pool tables, shuffle, bowlers and gun games are the backbone of the game industry in New York City, with straight five-ball in most of the rest of New York State.

Free play is taboo, and there is even a question about the add-a-ball feature. A proposed change in the New York State Penal Code would tighten up still further the game restrictions.

With the restrictions on games, New York operators probably are more likely to juggle box programming than operators in other sections of the country have to. The quick buck in games just isn’t there.

Stereo little LP programming has helped operators increase photographic sales, and as more little LP product becomes available, these increases are more noticeable.

While the little LP hasn’t prompted a boom in European State operators, it has provided increases of from 10 to 20 percent on top locations.

Urban Renewal

In New York and its metropolitan area — Buffalo, Syracuse, Rochester and Albany — urban rental is a growing operation, some supervisors.

urban rental is the top music and game locations in working class neighborhoods, and these neighborhoods are losing their identity. Young people are torn down and replaced by housing projects, neighborhood taverns are replaced bym by dily this. In the case of lower income coin machine locations.

The move to the suburbs, which reached its peak in the mid-1950’s, is slowing down. Suburbs are now taking on some of the characteristics of city neighborhoods, with friends and family groups visiting in Nassau, Suffolk, Westchester and Bergen counties.

Suburban Operators

Operators are moving to the suburbs and the closer to the main locations. While the number of operators and locations in the city has dimished slightly during the year, the suburban increase is more than compensated for this diminution. The pace should be accelerated in 1965.

All told, things look bright for the New York operator. He’s learned to live with his problems, and his general level of the economy holds up, he should be able to make his annual trip to Miami this winter.

DEANS HOLD CHICAGO MEET

CHICAGO — "Do you remember—when we used to collect pennies? They gave us 10 cents!" If you do, you were probably attending an "Old-Tim- er’s" banquet here Sunday night, following the big Music Operators of America convention in the International Hotel. Mike Blatt, "the oldest of the old-timers," called the meeting to order. Every one with 15 years or more in the coin machine industry was invited to this special banquet.

WILLIAMS 4-PLAYER REPLAY GAME

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4 SCORING DRUMS FOR EACH PLAYER

3-or-5 BALL ADJUSTABLE

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BILLY, November 7, 1964
Business Up in Mass.; Peak Employm’t Helps

Continued from page 45

going to be concerned with the election on TV.”

Even at that, Bond sees 1964 as a year that should equal if not surpass 1963. A number of city operators are of a similar opinion, with general sentiment being that the year will work out as well as 1963.

Bubbling Beatles

“If nothing else will put this year right, at least I hope it will be the Beatles,” says Newton operator Perry Lipson. The kids demanded these entertainers so much that it certainly put my collections ahead, and I don’t see how it could have missed helping most operators,” he added.

Lipson believes business will hold up to the end of the year and suggests that “another explosion like the lads from Liverpool would make us all happy.”

This has been a good year for Milton operator Ralph Lackey. He is of the opinion that, while there were some dead areas due to unemployment and other economic conditions, the year will go down as quite satisfactory. Lackey was helped considerably by the poken billiard center he opened this season on the Cape. “With air conditioning, the crowds came in during the day if it was hot and at night business was even better; and when the nights were somewhat cool for standing about,” Lackey said.

As far as Leon Sherer, of Chester Music in Newton is concerned, he has seen much better summers, chiefly because of changeable weather and work stoppages, which slowed his collections. However, he says, “things seem to be back to about normal and most of the factories are back to work with big orders ahead.” Thus, he feels, will even things up, making this a reasonably good year at least as good as last.

The Troublesome

The circumstances prevailing in this area regarding loans are considered by most operators to be in an extremely bad condition. Even if you pay off the loan, but nobody appears to do anything to improve the situation. Efforts to obtain conditions which reportedly have gone from bad to worse was under way with a newly formed operators’ organization. Unfortunately, however, the completion of the group was stalled by illness and other hindrances with the result that nothing has been

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BALL TARGETS FEATURE

Light A-L-L to open Free-Ball Gate. Light B-A-L-L or A-L-Y to open Gate and also light Star, which is key to Holdover Feature scoring up to 3 Specials. Light B-A-L-L-Y to open Gate, light Star and also light Special at Bottom Left Rollover. Targets re-set when ball enters out-hole, challenging player to “one-ball” skill.

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Frenzied ball action insured by battery of 4 Slingshot-Kickers close to flippers ... and clever action-accenting placement of Thumper Bumpers and Rebounds.

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November 7, 1964, BILLBOARD
Rodeo by Midway Offers 25% Expanded Play Area

CHICAGO—Now rolling off the Midway Manufacturing Company assembly lines is a new two-player pin game called "Rodeo."

Distribution of the new product has begun, reported company president Marcine Wolverton, following exhaustive tests of "Rodeo" on location and arcade operator response to the game at the recent convention of coinmen in Chicago.

The key feature of "Rodeo" emphasized by Wolverton is its "center shooting" design. By means of this new shooting concept, "Rodeo" features a screen enlarged 25 per cent over side-shooting games of the same surface area.

"The extra play area adds greatly to the drama and excitement of the game," Wolverton declared.

Rodeo is adjustable for three or five-ball play and is designed

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Look at these prices! Compare them: Then write, wire or phone us your order (collect). All games ready for location:

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GETTLETT Akins .. $225
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GETTLETT Showcase .. 275
GETTLETT Phoenix .. 250
GETTLETT Hurricane .. 375
GETTLETT Show Boat .. 150
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GETTLETT Show Girls .. 250
GETTLETT Shipmates (4 players) .. 410

SINGLE PLAYERS

GETTLETT Carnival .. $125
GETTLETT English .. 350
GETTLETT Spanish .. 315
GETTLETT German .. 315
GETTLETT Show Girls .. 250
GETTLETT Stern Wheel .. 270
GETTLETT French .. 300
GETTLETT Show Boat .. 250
GETTLETT Steamboat .. 400

All games are in new chrome cabinets. Write, wire or phone collect. 15% deposit in each, cashier's check or money order must accompany order.

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Chicago Chatter

Amid mounting praise locally in the wake of the smashing success of the famous AMARAMA concerts can be heard construction news from pinball operators said they couldn't do justice to all the MOAs in exhibits. But one exhibitor last month period wasn't enough for me, "commented Michael Deetz of Chicago Coin Company. "We could use a little more business here."

Deetz could only devote one man to building the custom designed WURLITZER's "Rodeo". "Maybe the MOA could open up exhibits to make use of the spare space for those operators who can get away from work for just a day or two..." Deetz said.

Oklahoma Operators Association, Les Monton, recently had a meeting where 70 to 100 Illinois operators attended the Chicago convention. "We're extremely pleased," said the new Illinois bandleader, Bill Poss of Aurora, "150 columnists were guests of company president Max Wurzer at a Kaffe Klahn Sat- urday afternoon buffet. The party was a big hit with Wurlitzers expanded sales and warehouse facilities... Existing right after the meeting for half a month's vacation was Chicago Coin Manufacturing Association president Earl Kien. "Charl Gor of Exhibit Supply8 company, who operates Chariot of Lexington, recently was on a home vacation. "Some States of Williams would like to get lock, stock and barrel moved into new buildings by the company. We're expanding," said Mr. C. G. Bishop (Bishop Music, Raleigh, N. C.) graciously corrected by company president of the many operators through MOA exhibits on Friday. "Your company has con- verted the American people," said Alvin Gottlieb referring Gottlieb Mechanical Stamp will sponsor a lecture series on health problems that can be sponsored for the chance to win Morris Wurzer (WICO) who stepped off a curb right after the MOA -Rep.

RAY BRACK

Gotham Gleanings

Albert Simon, in Hawaii as a guest of Rock-Ola for meeting his sales quota, had no need to worry about being bored efficiently in his absence. Under his management, Harry Keppel were keeping things running smoothly as always. The weather in New York was enjoying. Harry said, "It's almost as warm here as in Los Angeles, but if the machine isn't working, it doesn't mean anything."

The loan problem has been serious here for several years, according to the former president of Lincoln Park Amusement Company, who says, "Locations are crazy, the players have been very nervous and money, I'm broke. I'm in business to stay."

said to Mike that it was too bad he had to close his Palace Amusement Park for it was warm enough for the park and fair to open and do business. Someone else added: "Mike had built a real arcade equipment to parks for the season. It came out the Midwest was available at the Chicago in- sight. Asked what new ideas and patent pieces were being con- jured up by the Museums minds, Mike said, "Joe is the one to see. He's always the one to get it done after the first year."

A reader's letter in the New York Times revealed that 28 bars were eliminated when the Lincoln Center for the Performing Arts was built in the area in which the bars were located. According to the same patent ideas in some that are left.

Trucks from New Jersey oper- ators are running with extra tanks for the Lincoln Tunnel to come to Teareth Avenue to make pick-ups from Ab Leyco. He is also a frequent customer of the Hudson as he commutes from Cherry Hill, Pa., on a bus that takes one hour and 30 minutes. His trip to New York.

At the A-1 One-Stop, opera- tors were paying a lot of atten- tion to母婴 tional editor, Ray Brack, RACER, said, "One of the biggest shows in the area at the end of the season is the "Rock-Ola Road Show."

Craig Weiss, president of the sales division, put out by Kapp and Epic Records. Otto Walkenson reported loss of attention and operator interest in the product carried in each of the displays. Asked about the length of the display tour, Weiss said, "Kapp's has been going on for two weeks and we've had it. We really had a lot of fun with this one. It was a good deal, and we've set it up in the art and entertainment area." Weiss added that they had made some improvements in the displays, including a number of "Wirt- mon" and "Scavarda," and that the displays did a good job of working with the displays, which included "Rock-Ola Road Show" and "Tandy," Kapp has a sepa- rate display called the "Win- ners Circle," Weiss said, and that streams which point out that special storefront display available for operators and carry the message "Adult Programming at Its Best."

FRANK LUPPINO

Ohio Group Backs Solons

COLUMBUS, Ohio—The Ohio Musicians of Ohio will support the candidates of two Ohio congressmen—Rep. Clarence Brown (7th District) and Rep. William sleeve (4th District). The announcement was made by W. D. Hullinger, secretary-treasurer of the Ohio group.

Hullinger said the decision was prompted by the advice of Nick Allen, counsel for the Mus- ician's National Association and George Miller, former MOA president.

The two Ohio congressmen have been active in the fight to retain the current performance royalty exemption.

Los Angeles Angles

Los Angeles and the area were well represented at the Chicago conventions with the local industry leaders taking advantage of the trade show. Among those attending the Winter Show were Bob Edwards and Sig Miller of the R. P. Jones Company; Bob Per- ret, president of the Chicago Branch of Advance Automatic Sales, and Lloyd W. Mc- Mullen of the main office in San Francisco; Al Ferber and Los Angeles wrap-up, branch; Jack Simon, Simon Distributors; Nick Holzman, Holzman's in Los An- geles; WURLITZER Western repre- sentative; William R. Haggard Jr., Haggard's Arcade, Elk Grove Village por- company; Henry Leyer, president of Associated Coin Amusement Company in Chicago; and Herman Bled, Los Angeles City AECA. Los Angeles was well ahead of the meet- ings to spend some time in Grand Rapids. Sig Miller stayed over in Chicago to visit relatives.

The name of Vendort Company was called Badger's to Badger Sales & Vending Company since William R. Haggard joined the firm as general man- ager. Haggard's original firm in Los Angeles was a Badger, a part of the Badger operation that included Joe Torret, Joe Wol- kers, . . . George Munro, vice- president of Simon Distributing Company, and Hitomii Russell was named as a salesman. John Swavarda, auditor for the Wurlitzer branch here, has been- signed and is now with Lee Walker. Ken Siler has been named office manager of the Los Angeles Wurlitzer branch.
new copper-finish Consolettes

Seeburg's popular remote unit now available in rich, warm copper finish...in addition to brilliant chrome.

New Seeburg Stereo Consolettes have all the famous features that have made them so popular with location customers and so profitable to operators. Foolproof remote Income Totalizing, twin stereo speakers, 3-way volume control, Little LP Albums display panel. Now, in answer to requests from many operators, Consolettes are available in a rich copper finish, as well as in chrome. The copper gives you a gem of a unit that fits beautifully into many new decorating schemes. See them in your Seeburg Distributor's showroom. Copper or chrome, they're designed to make you more money.

new

The Stereo Consolette as an in-location intercom system. Ask your Seeburg Distributor how any Consolette can be adapted to become a "Coin-Com." Does everything the Consolette now does and, in addition, permits anyone at a master station to talk with customers.
Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard’s Review Panel, to achieve a listing on Billboard’s Top LP’s charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

**GERRY AND THE PACEMAKERS: SECOND ALBUM**
Gerry and the Pacemakers are currently working on their second LP, "I Like It," that should begin recording work among the top 10 singles in the country. The British group keeps the pace bright and up-tempo with such numbers as "Jumpin' Jack Flash," "A Shot of Rhythm & Blues," and "You Should Have Been Here." Should register real large with younger set.

**LITTLE ANTHONY & THE IMPERIALS:**
Little Anthony & the Imperials, DCP DC13601 (M), DCS 6801
The group is currently coming off a No. 1 single hit, "Hello, Hello, Hello," their heavy rock-based rhythm and blues songs and will effectively make the song串起的pop songs into a major tour and a major hit. Should sound excellent.

**CHRISTMAS SPOTLIGHT:**
**A CHRISTMAS SPOTLIGHT COLLECTION:**
Philadelphia Orch. (Ormandy). Columbia ML 6029 (M), ML 6499
Magnificent is the entire album of Christmas music. The Laurenz Philharmonic under the baton of Heifetz presents music that is perfectly sung and accompanied by the famous voices of the United Artists. This album brings the songs in a beautiful way that will make a wonderful holiday gift. The sound is clear and the recording is excellent.

**CHRISTMAS SPOTLIGHT:**
**A HARD DAY'S NIGHT:**
The Beatles are back with a new album that is sure to be a hit. The album features the Fab Four's classic hits such as "Help!," "Yesterday," and "Yesterday." It is a must-have for any Beatles fan.

**CHRISTMAS SPOTLIGHT:**
**POP SPOTLIGHT:**
**NOSTALGIC SWING MOOD, VOL. 2**
The Kingsbridge Singing Strings. Bell Records 393 (G)
Forever lost in love album by the Kingsbridge Singing Strings, in which this is certainly known to all. All of the items in this album are well produced and popular standards. They're beautifully rendered by the 32 voices, 6 voices, 6 strings backing behind, plus rhythm section and brass.

**CHRISTMAS SPOTLIGHT:**
**ROUSTABOUT**
Elvis Presley, RCA Victor LPM 2999 (G), LSP 2999
Soundtrack music from Elvis' latest motion picture, with his other motion picture soundtrack album, and his continued strong sales in the single field in millions, this one should do extremely well at the counter.

**CHRISTMAS SPOTLIGHT:**
**THE ROLLING STONES: 12 X 5**
London LL 3402 (M), PS 402 (S)
The blazing British group's excellence in this country becomes clearer each month. With a strong personal exposure that is a function of the group's intensive tour and sound pressure, the Stones are beginning to fill the shoes for the stars of the 1960s. Every song is a pop classic with strong rock and roll-based rock compositions.

**CHRISTMAS SPOTLIGHT:**
**THE CHRISTMAS JONES CHRISTMAS ALBUM**
Kitty K. (M), KB 2099
Jack Jones, who has done quite well with pop and easy listening now does Christmas with style. His repertoire is standard but Jones gives the afterthoughts more weight in his special touch which should make this one of the strongest holders this Christmas. It has his style. The repertoire is standard but Jones gives it the afterthoughts to his special touch which should make this one of the strongest holders this Christmas. It has his style.