WSM Fete Hits Peak
With 3,500 Attendance

By PAUL ACKERMAN and LEE ZHITO

NASHVILLE — Station WSM's 38th "Grand Ole Opry" birthday celebration drew an all-time record attendance here last week, attracting throngs from the U.S. and abroad.

The "Opry" birthday festivities were kicked off with a breakfast Friday morning (6) held back stages at the Opry House. The annual event was attended by the guests of country music Station WSM President John H. DeWitt Jr., welcomed the responsive crowd to "the big birthday party for the biggest show in radio," that all present were "as welcome as a new sponsor, and as welcome as a new recording contract.

DeWitt reviewed the phenomenal growth of the "Opry" show, and said that its audience "throughout the United States and Canada is continuing to grow at a rapid rate." More than 600 markets are carrying delayed tape recordings of the "Opry" show, 55 minutes per day, five days a week, DeWitt said.

"Opry" to TV

The "Grand Ole Opry" will go on TV next fall on a regular basis starting in New York. The show, sponsored by the National Life & Accident Insurance Company, Station WSM's current firm. First disclosure that the "Opry" will enjoy television coverage was made by DeWitt at the breakfast event, and drew an enthusiastic round of applause from the crowd.

During the Friday morning festivities, DeWitt introduced Edwin Craig, chairman of the board of the National Life & Accident Insurance Company, and Vice-Chairman Eldon Stevenson. DeWitt called Craig "the daddy of WSM, for he was the one who conceived the need for National Life & Accident to own its own station" which resulted in the firm's purchase of WSM.

DeWitt introduced Roy Acuff, who presented a special "Opry" No. 1 Fan Award to baseball's Dizzy Dean. Dean and DeWitt then joined in a vocal duet of "Wabash Cannonball.

DeWitt and Acuff were joined on stage by "Opry" stars from across the country, and the Station WSM's assistant program director, encored the "Grand Ole Opry's Spectacular," which consisted of a parade of top "Opry" names. Each performer came on stage for a two-minute rendition of a selection with which he or she has been best identified.

(Continued on page 8)

London's $100 Pkg. to Mark Winnie's Birth

NEW YORK—London Records will celebrate Sir Winston Churchill's 90th birthday on Nov. 30 with a package of a $100 disk package. The set is a collection of "Sir Winston's private recordings, definitive speeches and historic addresses in the House of Commons."

The package will contain 12 LP's, a 60-page book on Churchill from 1918 through 1955 when he bade farewell to the Queen. The book also contains photographs, some of which have never before been made public.

London will launch the package at a luncheon Thursday (12) at New York's Overseas Press Club. Officiating will be Dudley H. Toller-Bond, executive vice president of London Records. Anthony Montague Browne, private secretary to Sir Winston, will be present.

Shipping Set-Up Bowed by Mercury

By NICK BIRO

CHICAGO—Mercury is starting a novel drop-shipping arrangement with its Milwaukee distributor that could be the model for the distribution revolution throughout the entire record industry.

Volume Record Sales, Mercury's Milwaukee distributing outlet headed by John O'Brien, will function much like a brokerage house or factory representative.

No inventory will be carried. All shipments will be made by Mercury's pressing plant directly to dealers. The distributing company will file its orders to the plant electronically.

All orders are to be processed and packed the same day. Shipping is by air freight or truck and dealers are guaranteed delivery within three days.

The arrangement is similar to one used by Mercury in several other key areas. It started as an experiment in Texas, with Mercury opening a branch office in Dallas.

RICHARD CHAMBERLAIN will sing his new MGM hit single, "Rome Will Never Leave You" (R-1325), three different times on the NBC TV show, "Dr. Kildare," in which he stars. The song, which is the title for a three-part series to be shown Nov. 12, 19 and 26, will reach an estimated 50,000,000 viewers. (Advertisement)

Elections Return 'Friends' Of Industry Back to Hill

By MILDERD HALL

WASHINGTON—Music and radio and home entertainment appliance interests will be happy to see most of the legislators sympathetic to their interests back on Capitol Hill when the 89th Congress convenes in January. Biggest feathers in the performing arts cap is Vice-President-elect Richard M. Nixon. As a Senator, Humphrey worked to pass legislation setting up the National Advisory Council on the Arts, backing enunciant Sen. Claiborne Pell (D.-R.I.).

Juke box interests will regret the loss of Rep. Roland Libonati (R.-III.), champion of juke box performance royalty exemption. Libonati, a familiar figure on the House Copyrights Subcom mittee during juke box hearings, retired last summer.

Rep. James Roosevelt (D.-Calif.) will be back to keep an eye on the progress of the National Trade Commission's recently issued Trade Practice Rules for the record industry. The rules, which attempt to spot light unfair and discriminatory allowances that favor one segment.

(Continued on page 8)

CMA's Ritter Sees New C&W Growth

NASHVILLE—In his address to members of the Country Music Association, meeting here Thursday (5) in conjunction with WSM's "Grand Ole Opry" 39th birthday celebration, President Tex Ritter prophesied that country music would continue its forward strides; that its stature as America's chief musical heritage would become even greater; that its artists and songwriters would receive increasing recognition around the world. He pledged the CMA to maintain this forward progress.

Ritter's address was delivered on the occasion of the organization's fourth quarterly meeting at the Andrew Jackson Hotel here. Ritter thanked the WSM management for extending the use of its facilities to CMA during the WSM celebration.

Reviewing the accomplishments of CMA during the year and the broadened acceptance of C&W music during the year, Ritter noted the following:

An increase of CMA membership to a record high. Total membership is close to 1,500, including individual, organizational and life memberships. He revealed that CMA has adopted an additional membership concept: The formation of a CMA subsidiary called the Country Music Foundation.

Farn may join this for $50 annually. Such members will have no voting privileges in CMA, but will participate in the growth of the country. Jockeys on radio programs and artists on personal appearances are expected to promote this type of membership.

C&W's Sales Impact

Ritter reported on gains in educating advertising agencies, (Continued on page 9)

WILL THEY HELP PAY THE RENT?
THEY BETTER 'CAUSE VEE-JAY'S ONLY #7 IN SALES
ELVIS NEW HOLIDAY SINGLE

GOLD STANDARD SERIES 45 RPM
RCA VICTOR 447-0720

ELVIS BLUE CHRISTMAS

Available for the first time in stereo
ELVIS' CHRISTMAS ALBUM #LPM/LSP 1951 (e)

RCA VICTOR
The most trusted name in sound
NEW YORK—United Artists Music in Hollywood has written two with its current film score copyrights, "Topkapi" and "Good Knife," which are to be performed by Murray Deutch, vice-president of the UA publishing company, "Goldfinger," which has a score by John Barry, already has been included in the UA's "Topkapi" single versions, and "Topkapi," which was composed by Charles (Masciarelli, commercial single recordings as well as for UA Records soundtrack albums.

United Artists Records has spawned a new version of the soundtrack album, a single instrumental version of the title tune by composer-conductor John Barry and a single version by Shirley Bassey, who sings the song on the film's title and also in the end credits. In its UA label, Bassey's single is already a big hit in England. Also on the UA label is an instrumental version of the title song by Perez Prado.

On the Columbia company's joining the "Goldfinger" parade are Mercury with a single by Teresa berg, a single release of the title song in her new album; RCA Victor with an instrumental single and album by Marty Gold; Canadian-American record company with its single and album by Santo and Johnny; Warner Bros. recorded it in an album and single by the Lon Paras."
EES, Record Firms Speed Up PX Delivery; Plan Expansion

NUREMBERG — Record manufacturers are co-operating with the Army-Air Force European Command PXs to speed delivery time on new disks and reduce warehousing handling requirements.

EES has instituted a direct delivery program with manufacturers for the Army post exchanges in Germany, France and Italy, and in addition, has placed a program in the Air Force base exchanges throughout Europe, Africa and the Middle East for the near future.

Weekly bulk shipments of records were received at the EES depot, broken down by store requirements, packaged and distributed. "Considering the millions of records EES handles each year, this cumbersome system was tremendously expensive and very slow," said Morgan D'Ettienne, the EES director of information.

"To reduce these expenses and to get current records on PX shelves, EES has been consulters to poly-bag and pre-ticket records and pre-pack them for direct delivery to PX. U.S. manufacturers are now shipping directly to EES in 45 rpm top lots under this system, and the records arrive on PX shelves the same day they go on sale in the U.S. In addition, some firms have been giving EES a special return privilege to make sure that when the PXs are empty they can be returned to the manufacturer for new stock.

D'Ettienne said all American licensees in Europe are using this pre-bagging and pre-ticketing method for 237 LP's and many companies in the U.S. are expected to follow suit.

PACKING ARRANGEMENTS

The new packing arrangements are an example of the closer cooperation prevailing between EES and U.S. record manufacturers with the aim of giving the PX personnel the best record service, and U.S. manufacturers the best possible cut of the EES orders.

D'Ettienne said EES has a "complete recap" of all smaller manufacturers offers an excellent service to international PXs, and gives the PXs a price advantage and a promise of better things to come.

"Accepting our new program," he continued, "the EES buyer keeps up to date and knows the hot sellers on our shelves by studying trend reports, market reports, and by reviewing sales personnel and customer requests. In addition, he uses both Billboard and Cash Box as bibles in keeping abreast of the most popular numbers throughout the world.

"The highest category of sales—35 per cent of the total category. Sales demand, therefore, that current stock is in the field. The next most popular are jazz and rhythm and blues which account for 25 per cent in the country and westerns; 22 per cent, classic with 10 per cent; international with 5 per cent; and the remaining 3 per cent in show tunes.

Over the past few years, the EES buyer has realized tremendous improvements in having the right records at the point of sales. This is done through faster delivery, balanced stock and curbed warehousing handling.

EES offers incredible disk bargains, and D'Ettienne explained how this is possible:

"The EES selling price for 45's from hit singles is 50 cents. Both stereo and mono LP's sell for $2.35. In addition, we run a record of the month special. Our buyer selects a new release from one of the top 15 pop artists. The record goes on sale the first of the month for $1.50 and remains at that price for as long as stocks last during the month. If any are left over, they revert to a $2.35 price at the beginning of the next month and continue that price until sold.

"Other special numbers are manufactured which are eliminating from their catalogs. Such numbers are usually sold for full retail price in the U.S., but have they represent a terrific buy for our customers, selling for $1 to $1.50.

"We are able to offer such special numbers because of our large purchasing power (over $5 million in sales a year) and because manufacturers prefer to have records at discount prices sold out the U.S.

ATLANTIC TO HANDLE DISTRIBUTION FOR DIAL

NEW YORK—Atlantic Records will handle distribution for Dial Records, according to an agreement worked out between Jerry Wexler, Atlantic executive vice-president and general manager, and Jack Stapp and Buddy Kennedy.

All Atlantic distributors will handle Dial product under the terms of the agreement.

Joe Tex's "Hold What You've Got" b/w "Fresh Out of Tears" will be the first single to be distributed.

Teen Movement Is Formed To Hear Pop 'Underground'

HOLLYWOOD—New pop...
The Album Hits for November are on Columbia Records

New Pop Releases:

[Images of album covers]

New Masterworks Releases:

[Images of album covers]

Re-channeled For Stereo Releases:

[Images of album covers]
Mercury's Program: Part Two

CHICAGO—A whopping 37 albums are included in Mercury's November release which features Jimmy Witherspoon, Minnie Minn, Dolly Parton, Capitol's Jerry Butler, and others. The release, which has special distribution to selected accounts, includes four new LPs.

A pair of children's series albums is being unveiled, both listed at $5.98.

A pair of children's albums are being released by Capitol, listed at $5.98. A Capitol Adventure series made up of three LPs is a 14-inch boxed set. A Capital line of four albums is being offered at $5.98 per album.

The Classics for Children includes two albums and is being offered at $5.98 each. These albums are accompanied by symphonic music.

Mercury is adding two new musical packages, also at $5.98 each. The first is Classical — to its Great Music series. Each includes four new LPs.

Another highlight of the release is a reissue of Frank Capra's "Mr. Deeds Goes to Town" series, featuring a dozen one-sheets. A one-sheet has been added to the past, done by the artists who originally made them famous.

The CD line includes a complete package of programs, including popular music and classical music. Great Music series, including attractively priced divider cards and vertical and horizontal banners.

Round Up is a 12-inch limited run of "Original Golden Hits" series is offered in a complete browser display unit, with divider cards. Front cover list the entire catalog of the series, back card, and die-cut inserts, available for use above the browser box.

Capitol Mixing Up New Recipe

HOLLYWOOD — Capitol is tying its jazz artists to unusual promotions contingent on album acceptance. Two forthcoming products team Julian (Can- tion) of the Modern Jazz Quartet with Jerry Bock's music from the smash hit "Fiddler on the Roof." And a Fiddler On the Roof," set for a Nov. 23 release, and the Stan Kenton Orchestra with the original show tunes written by Wagner, planned for a January release.

The group also signed a five-year contract with MCA-TV, calling for personal appearances. First guest shot will be on "The Waltons." It will be taped next month.

The nonexclusive deal allows the group to do outside TV guest appearances.

Last month, the trio signed a contract with Decca Records for two more albums. This pact calls for their services as recording artists.

Frank Werber, Capitol Trio manager, will serve as the trio's executive producer.

Vee Jay Has Fourth Biggest Sales Month in 12 Years

HOLLYWOOD—Sales of Vee Jay products during October give the label a fourth consecutive month in 12 years, reports Jay Lasker, executive vice-president.

Despite the termination of its leasing agreement to release Bethlehem Records, the company has concentrated on expanding its artist roster in a drive to increase its sales. The company, which has the country and western field through its Tottie subsidiary, specializes in the R&B field, by Ray Smith, Ray Godfrey, Edith Williams, and Byrd Williams of Montgomery II as the initial new package with LP's to follow.

Vee Jay's only country artist is Orrville Couch, but the parent company has been concentrating on the pop market through products by Betty Everett and Jerry Butler, the Honeycombs on the foreign release Interjera, and newly signed Rivington and Standella, for representation in the teen market.

In recent months Vee Jay's talent scouts have spotted Ray Wander, John Dibb, Sam Little, Richard Shelly, Fabian, Dino, Jersey Girls, Georgia Carr, Jimmy Boyd, Hoyt Axton, Bobby Darin, and Sao Hughes and Joe Simon, all in the top field.

Working in the jazz area are Victor Feldman, LaVoy Vin- negar, Harry (Sweetie) Edmond and newly signed consultant Leonard Feather.

SHERMAN'S 'LOVERS' GETS WB'S 'SWINGIN' PUSH

HOLLYWOOD—Allen Sherman's "For Swinging Lovers Only!" Warner Bros. album is getting the golden glove promotion and merchandising treatment. Package is included in the label's five LP National Promotion Plan.

Label is mailing 300 special copies of the album to opinion makers. The package features original singles on current list. Done before a live audience.

The other new releases are "Sex and the Single Girl" soundtrack featuring Bobby Darin, "Movie Life" with Joe Loss and His Orchestra, and "The Innocent (But Hilarious) Mind," starring Maggie Smith, Jean Mal, Sharp, and "Piccola Pupa," introducing the Italian teen singer, Jimmy Billiard produced all but the Sommers-Almeida package.

WSM Fete Draws Peak 3,500

"Continued from page 1

Those who appeared consisted of the entire cast of noted "Opny" artists.

A special award was presented to singer LeAnn Rimes, who was presented with an award in honor of Grand Ole Opry father.

"Mr. Opny D.J. '64" award was presented to Pipton Tipton, husband of Loretta Lynn, and D.J. who contributed the most to Opry during the year. Sharing the limelight with Tip- ton was Neal Buckley, WSM, and was made by Bill Williams, WSM's promotion director.

A highlight of WSM's annual Concert of the Century, this year's Broadcast Music, Inc., awards to the writers and publishers of this year's outstanding country songs. Ninety awards were presented by WSM President, Burton, BMI's President. The awards dinner was held at the Opryland Hotel, and was attended by many of the music industry, including artists, writers, publishers, and record manufacturer top executives. Among the notables attending the awards dinner was Governor Tennessee, Governor Frank Clement. The governor, both at the Col. Awarded U.S. Pact Again

LOS ANGELES—Columbia has been awarded the government's annual U.S. contract for the second consecutive year with the album "Columbia Report," a small information notification from Washington. Pact is worth $1 million for Columbia's all-military Columbia and plant operations.

The competitive bidding was open to companies meeting the requirements, including em- ployment of Columbia's government's recording activities with the Army, Navy, Air Force, and Veteran's Administration, National Military Department and Armed Forces, and the various divisions of the three agencies involved. Columbia's contract had expired.

McCann Latin Single Draws

HOLLYWOOD — Les McCann, formerly of the Latin Express, has joined the Columbia label, with World Pacific pulling the single, "Que Rico," from his new "McCann" album. Initial reaction has been good, reports the label.

The album is McCann's first in a Latin rhythm section, "If this click it may start Les in a completely new direction," Bock said.
His first Capitol single—His first Capitol smash!

FRANKIE Laine
GO ON WITH YOUR DANCING
b/w Halfway

5299 Frankie sings the blues to Pete King's happy beat—and the sound is headed high on the charts
CMA's Ritter Sees New C&G Growth

*Continued from page 1*

broadcasters and industries to the sales potential of country music. In connection with this he said, "The results of the various CCM programs presented in New York, December, May, and the likelihood that one would be presented next year in San Francisco could not have been better.

**Complaints**

Taking note of complaints by prominent country music artists who have been remiss in release dates to change their ways: "We are not a policing organization," he said. "But it is time to point out that complaints have been increasing. The board will explore the matter further, but if the developments are allowed to reflect upon our industry, may it be a matter for the music union's action.

**Radio Programming**

Ritter reported that country music is now heard in millions of homes by broadcasters, with 2,250 radio stations in the United States and Canada programming country music one or more hours daily. In connection with this he stated that the CMA will continue its efforts to obtain a work of George Crump has proven itself to be very popular and is in great demand among stations changing to a country format.

Ritter reported that the CMA is constantly on the lookout to approach publishing labels. "Every member of your industry," he examined lists of applicants for membership to prevent them from slipping into this organization. . . . Also, Jo Walker works closely with the Office department and through his efforts several connections have resulted in developments that booted records are being pressed, and urged utmost vigilance.

**Other Business**

Ritter reported progress on the new broadcast label. "I also stated that one of the three major labels is seeking entry into negotiations for a new television program series which would originate in Nashville. Title of the show is "Pine Valley," and it would feature a large cast of country and western stars."

Ritter, said, is cooperating with the management of the program. He reported the board's approval of a goal to raise $230,000 for "Cheatin'," KFXO, Long Beach, Calif., distant, whereby Cherry, with whom the group would seek a fund of $500,000 from the Foundation, Cherry, a student of country music, would receive a beneficial leave from the program.

Cherry is expected to document the C&W field with authentic C&W recorded material.

Ritter reported on efforts to broaden the group's market to include more records in urban markets, such as New York, Chicago and Los Angeles. "We are going to press in some areas," and credited board member Ray Horton with being instrumental in getting the Sam Young chain to carry country music.

Ritter also reported progress on the premium album project, a "Country All-Time Favorite" album. An old-timeer's record containing anecdotes of the country field was released to radio and record dealers—"this being possible through Don Pierce's contribution to record companies, radio stations, and record dealers, and he reported on CMA's development of interest in the Nashville "Cheatin', Heart," wherein proceeds above the costs of producing this record will go to the Country Music Hall of Fame and building fund.

**Teen Movement**

*Continued from page 4*

sters mailing in requests for memberships in three days.

All members albums and concert tickets at special discounts at special discounts at双十一. We also have key chains with a "secret" message that is printed on the back. Plans are for a contest to be held during Christmas with the prize being a "Christmas Toy.""We're working on the angle of keeping quiet and keeping a secret," explained Roger Carroll, who handles the pops and things. "Mamas have been busy in the jazz field. 'We're telling the kids don't tell your roll if you roll.' Accounts not being held are being kept for their friends.

"We have an idea that kids want to belong to something and we give them an organization to which advocates good music. We're not trying to duplicate anyone and we're not knocking other products. We just want to make a better product. We have a complete line of our programming and the mail has been steady. There are some youngsters who enjoy the Nancy Wilson. We think they have a good product. The big thing is large, George Shearing. Glen Gray re-creation things."

**Correction**

**NEW YORK.—The "Hot Pop Spotlight" for the New York Saturday Night at the Movies in last week's Billboard inadvertently put the record of the MGM label. The disk is Atlantic's and in the hit the "Hot 100" chart this week at 82."
A COAST to COAST BREAKOUT on CORAL RECORDS

BOBBI MARTIN

sings

DON'T FORGET I STILL LOVE YOU

* BROKE FIRST IN PITTSBURGH

62426
NEW YORK—Buddy Greco, an authentic Broadway hipster, has caught the country music fever. It will manifest itself this week and next. Oct. 12 and 13, when Greco will be in Nashville to record an album of the late Paul Williams songs which has a working title of “The Swinging World of Hank Williams.”

The main reason for the pairing of Greco and Williams is to tie in with the release of the Metro-Goldwyn-Mayer film biography of Williams titled “Your Cheatin’ Heart,” but Greco also feels that his hip singing, instrumental style and country style aren’t really that incongruous. After listening to about 60 Williams’ compositions, from which he picked 12 for the Epic Records album, Greco is sure that Williams’ musical form lends itself perfectly to a swing recording. In fact, Greco pointed out, “Williams’ rhythm song, “I Saw the Light,” is constructed along similar lines to ‘The Preacher,’ a jazz standard.”

Although Greco’s recording session in Nashville will be his first there, he has already figured out just how he’s going to approach the date. Going along with him to Nashville will be Epic’s recording crew and arranger Bob Morgan to oversee the studio, his pianist-conductor Dickie Biondi, and his drummer Bobby Bennett. The rest of the recording cast will be made up of Nashville-based musicians and singers. In addition to two permanent staff, Greco will use from Nashville, three guitars, one bass, four horns and the Anita Kerr Singers.

Greco, who also plays piano, and Palumbo have bouned up on the Nashville-ciao style for this album. “You shouldn’t do a disc like this unless you know how to play a Floyd Cramer-type piano,” Greco said.

In some instances in the Greco versions, the recorded scenes, Greco learned to admire the musicians there as well as the Anita Kerr Singers. Greco elaborated on his admiration: “You do your arrangement once, they listen to it and then record it on one take. It’s fantastic.”

Before going into the recording studio Greco will have meetings with Audrey Williams, Hank’s widow, and Wesley Rosso, who publishes Williams’ songs, to discuss their ideas on his plans for the album.

The LP will include vocal and instrumental treatments of some Williams’ standards as “Jambalaya.” “Hey Good Lookin’” and “Your Cheatin’ Heart.” Epic plans to have the album ready for market in conjunction with the national release of the Metro movie later this month.

**Signings**

Columbia Records has signed the Ned Othum Boys, a folk-pop group fronted by Chas & Dave. Fox Pike and Denny Van) will be recorded by Tom Dowd.

Billy and Lillie, who had two million-selling records with “La Dee Dah” and “Lucky Ladybird” on the Swan label, have signed an exclusive contract with RIC Records. The deal was made by RIC with independent producer Frank Sykes, who produced and co-authored their Swan hits. Sykes will produce all of Billy and Lillie’s discs for RIC. Their first single for RIC is “Cornbread Cal.”

The Fleetwoods move from Delton to Liberty where they have signed with Artie Green to sing with World Artists, featuring Chuck Wills and Rivington to Vee Jay.

**PEOPLE AND PLACES**

By MIKE CROUS

The management team of Spano and Scharoff have just added another member, the Donella, and Dick and Dee Dee to their client roster. ... Bob Dylan pulled in $11,500 at his Oct. 31 concert at New York’s Paramount Hotel, and his right-hand man, singer Johnny Tilton’s records for MGM, is touring Europe, seeking deals for Ridge Music (BMI) and Nisbett Music (ASCAP). ... The Southerners, who record for the Pia label, are on their latest tour of Europe accompanied by the label’s President Jimmy Murray. ... The Joni Mitchell-Carlos Santana-Johnny Carson show at the Shornham Hotel in Washington Nov. 21... Earl Beets is now appearing at the Pony Horse, Redondo Beach, Calif. ... New guitarist Jack Jones at the Latin Casino in Cudner, N. J., from Nov. 11 to 22... Danny Williams’ “Doings in the West” hit the 40’s when it came out on the Nov. 21 session of “Showboat on WABC.”

Julie Rogers, the English singer whose recording of “I’ll Go On” has just hit the top of the Hot 100. ... Their record label, J. D. & The Cavemen, is now appearing at a London street corner. ... Hypnotist Pat Collins and comedienne Lou Alexander are currently at Hollywood’s International. ... The Platters are currently on a tour of the circuit in England, . . . Canadale Adderley and His Sextet are now at New York’s Village Gate. ... Capitol Records’ singers from England, Peter and Gordon, are on their second visit to L. S. Bari Ives was in Nashville last week to cut another album for Decca under the supervision of Milt Gabler.

**PARAMOUNT LIKE OLD TIMES AS DAVE CLARK FIVE PERFORM**

NEW YORK—The venerable Paramount Theater on Times Square, which is soon to be closed and literally a shambles, received a passing glance on the inside on Oct. 31 during what was billed at the Theater’s farewell concert, “The Last of the Dave Clark Five.”

Also featured in the program were singers Dave and Dee, Karen and Lenny, K. W. and Vince, K. W. and Jack, and W. J. N. Donovan. The concert included music by the Dave Clark Five. As its last encore, the group climbed on stage and introduced their RIC label, which was distributed by Decca, and which was introduced for the first time on their new album, “The Last of the Dave Clark Five.”

**BOOK REVIEW**

Joan Baez Songbook

“Joan Baez Songbook,” published by Revenuer Music, a division of Vanguard Records, distribution, Chrysalis, $8.95, 300 pages.

Vanguard Records, through its Revenuer Musicians division, has come up with a new collection of folk songs. Titled “The Joan Baez Songbook,” included are 65 songs from Baez’s current repertoire, and historical musical annotations.

New York, Oct. 31—The near-identical and attractive package with illustrations in color by Eric Von Koenigsmark and black-and-white photos of some of her performances. For this tour, Baez appears with John Coltrane and the arrangements for voice and harp. By Coltrane, and the harp by John Coltrane. The book also includes complete chord progression for the guitarist and cue-Kokey indications to assist in the performance of songs with Miss Baez’ renditions. It makes a nifty disc-book party, with a suggestion of a jokey sort of music. 

Kay Has The Right Last Name

NEW YORK—Rarely, if at all, would a reviewer be caught being overly enthusiastic in a cover story. But this time it was planned that it was in an effort to observe the audience reactions of Kay Starr who closed here in New York’s legendary Paramount Theater.

To some, Capitol Records’ Kay Starr is the old-time Senga. Well, the so-called “old-timer” didn’t have anything filling the audience and the curtain call went on for over four other’s run.

She has recently been the recipient of the “Record of the Year” award, the last time. Although her sound has been a bit different, one of Kay’s more recent performances was in early June, “I’m the Loneliest Girl in Town,” which was the inspiration for the current “I’m the Loneliest Girl in Town.”

She is a vibrant and stimulating performer who gets the audience snapping, tapping and clapping along. One of the most memorable performances was “Bonaparte’s Retreat.” For the first time, Kay Starr performed this old-fashioned, dusty, thin, almost a catchy sort of music. She made it sound a lot better than she sounds.
LIBERTY RECORDS
proudly presents
the first album of speeches by
President Lyndon B. Johnson

This album contains the complete text of President Johnson's "Great Society" address, as well as excerpts from his other important speeches. It is not partisan in nature; rather it serves as an important document in the living history of our country.
Mercury Expands Great Music' Series; Bows Eight More LP's

NEW YORK—Mercury expanded its "Great Music" series this week with the impressive addition of eight LP's, divided four each between the Baroque and Classical Era categories. All will replace rare recordings on discs of the exception of several sides in the releases. The latter represent previously issued recordings but suit the requirements of the "Great Music" historical period concept.

The repertoire is standard, with all major aspects of the Baroque period included. Many of the same players, performers, and orchestras have been included. The Baroque performances are creditable and not pasted from an article standpoint, when compared with most of the competitive versions of the same selections. The Baroque side is a marked success in the Baroque era, and the Classical era is improved considerably, with the addition of some notable examples of the various music periods.

The Baroque recording is well thought out, and Lynch's orchestration is a technical achievement. The size and quality of the orchestra and the style of the performances appear.

To the present release, Mercury is launching a selected consumer magazine campaign. The first ten issues, or special discount, is said to be the most generous to date offered to those who have issued classical pieces (details on discount available from distributors).

The aforementioned sides which have won issued credit and now recoupled to go into the Great Music series, include the LP pairing Mozart's "Eine Kleine Nachtmusik," and his "Havhav Military Symphony," Both recordings were first issued by Mercury in monaural form in 1959. Their stereo counterparts were released in 1960.

NEWS OF THE WORLD

MEMPHIS

John Rivers ends his "Memphian Special" tour this month.

Florida-Florida, an album (the Ad Lib Club in London) was recently released.

The king has been the "Last Night" on a tour of the Midwest including "Wozzeck." According to the Daily Mail, the 30-year-old Long Beach, Calif., singer "made a striking debut." The Daily Express said that she projected the English words with splendor and clarity and dramatic meaning, giving the role a forceful intensity as well as power. "The Manchester Guardian termed Miss Horne as "firm, vocal, and accurate."

Other highly favorable reviews came from the Sun and the Daily Mail.

Miss Horne is married to Henry Lewis, associate conductor of the Los Angeles Philharmonic.

Hall is Speaker

NEW YORK—Roger Hall, manager of Red Seal label for RCA Victor, last week addressed the Armed Forces Communications and Electronic Association in Omaha.

CARNEGIE HALL A LANDMARK

NEW YORK—Carnegie Hall was designated as New York's eighth historic landmark. In ceremonies here Friday (6), Mayor Robert W. Wagner accepted a plaque from Ronald F. Lee, regional director of the National Park Service, U. S. Department of the Interior. The Interior Department's decision to list Carnegie Hall has been so designated, will be affixed to the front of the building.
"PRETEND YOU DON'T SEE HER"
and 'EV'RY LITTLE BIT HURTS'

BOBBY VEE

IT'S A BIG ONE FOR BOBBY!
IT'S A BIG ONE FOR LIBERTY!

LIBERTY ENTERTAINMENT IS FOR EVERYONE!
JACK JONES—DEAR HEART (Norbirdige-Witmark, ASCAP) (2:41)—The coupling of a beautiful movie theme written by Livingston, Evans and Mandel with the voice of one of America's finest is a Don Costa arrangement all add up to a powerhouse of a record. Heavy air and strong mentions sales. Flip: "Emotional" (Miller, ASCAP) (3:13).

AL MARTINO—YOU'RE ALL I WANT FOR CHRISTMAS (Porgrie, BMI) (2:33)—Done in his current contemporary Christmas style. This could be the big Christmas ballad this year. Flip: "Silver Bells" (Paramount, ASCAP) (2:34). Capitol 3311

REVIEWED THIS WEEK, 119—LAST WEEK, 146

GUEST PANELIST OF THE WEEK

GEORGE KLEIN

WHQB, Memphis
WHQB-AM (6:10 p.m.), W-Most.
WHQB-TV, 5-6 p.m. Sat.

WALK SOFTLY

Joanne Touchstone

Soundstage 7

Each week a program director and/or director is invited to sit-in and help Billboard's review panel spotlights. When unable to come to the New York office, guest panelists fill in via special NHL long-distance telephone hook-up. An opportunity is also given to publish his own or station's pick of the Week.

SANDY SHAW—(THERE'S ALWAYS SOMETHING THERE TO REMIND ME (Jangzikel Blue Jean-Jas, ASCAP) (2:42)—Seems we've heard this tune before. Exciting pop-r&b entry cut by Lou Johnson a white back. Current in Top 5 on British chart. Sounds like a smash. Flip: "Don't You Know" (Glossando, BMI) (2:08). Repprise 9320


CHRISTMAS

FOUR SEASONS—I SAW MOMMY KISSING SANTA CLAUS (Harman, ASCAP) — and this mono is a swingers! Hit sound of Seasons with the high-pitched vocal of oldie Christmas tune. Boys give it a rockabilly twist. Flip: "Christmas Time" (Lion BMI).

REACH THE BOYS—THE MAN WITH ALL THE TOYS (Sea of Tones, BMI) (1:29)—Yes, mother, there is a surfin' Christmas. Boys give a folkish harmonica treatment to cut-up tempo Christmas-type tune. Flip: "Blue Christmas" (Bibco, ASCAP) (3:07). Capitol 3312

CHRISTMAS

GLORIA LYNNE—On Christmas Day (Soulful, BMI) (2:24). EVEREST 5001

MIDDLEROAD

NANCY WILSON—AND SATISFY (Kacy, ASCAP) (2:34)—Class and commercialism blend as Nancy sells a fine sloppy tale about the man in her life. Swings all the way. Flip: "Take What I Have" (Roosevelt, BMI) (2:17). Same strength as previous. Capitol 6319

DON COSTA—IF I HAD A HAMMER (Lodlow, BMI CO) (1:54)—Could be the third go-round for this hit evergreen. Stirring, powerful arrangement. Great for air play and strong sales appeal. Flip: "Put Your Head On My Shoulder" (Spanka, BMI) (2:39). DCP 1211

JUNE VALLI—EMPTY ROOMS (Zeller, ASCAP) (2:49)—A country styled tear-jerker rendered by Miss Valli in fine style. Simplicity and beauty make it a good bet for the charts as well as spics. Flip: "I'm Made For Love" (South Mountain, BMI) (2:45). DCP 1120

SHIRLEY BASSEY—GOLDFINGER (Unart, BMI) (2:48)—Fine performance from the soundtrack of the James Bond film. After a hit abroad, will draw well in this country. Other outstanding performances of this theme are done by Marty Gold on R.V. and John Barry on U.A. and Billy Strange on Crescendo. Flip: "Strange How Love Can Be" (Gallahad-Clappell, ASCAP) (2:19). Capitol 3284

UNITED ARTIST

CLAUDE KING—THIS LAND OF YOURS AND MINE (Cedarwood, BMI) (2:12)—Excellent pop packer that could possibly hit the pop market after it hits the c&w charts. Flip: "Whirlpool" (Gallio, BMI) (2:24). Some commercialism evident. Columbia 43157


GEORGE JONES—I WOULDN'T KNOW ABOUT IT (Goldale, BMI) (2:35)—Autograph record and/or cover is identical to that used in Billboard's review panel spotlights. When unable to come to the New York office, guest panelists fill in via special NHL long-distance telephone hook-up. An opportunity is also given to publish his own or station's pick of the Week.

KODY WELLS—KILL THEM WITH KINDNESS (Acuff-Rose, BMI) (2:34)—Good advice to the girls smoothly read by the hard to beat Kody Wells. Plenty of sales here! Flip: "I'll Repossess My Heart" (Wells, BMI) (2:50). Decca 31785

MIDDLE ROAD

VIC DANA—Goodbye April (Acuff-Rose, BMI) (2:23). DOLORES 281
FRANCES FAYE—Goodbye April (Acuff-Rose, BMI) (2:05). DCP 3073
REGINA 1324
JOHN PROSIA—Goodbye April (Acuff-Rose, BMI) (2:05). DCP 9728

RHYTHM & BLUES

THE JIVE FIVE—United ( Polydor, BMI) (2:47). SKETCH 239
JOHNNY CASH—United (Lightning, BMI) (2:30). Polydor 72362

COUNTRY & WESTERN

DIXIE WOOD—Walk the Line (Hill & Range, BMI) (2:42). MARSHALL NORTHERN MERCURY 72362
MARGE SINGLETORN—Don't Be Good To Me (Four Star, BMI) (2:10). MARSHALL NORTHERN MARSHALL 72362
LEO VAN Dyke—Ain't a Days Work (Bardillos, BMI) (4:50). MERCURY 72362
BOB LARRY—Down South (Bardillos, ASCAP) (1:52). MERCURY 5009

CHRISTMAS

SEBASTIAN TEMPLE—The Perfect Family (Eurica & Bob White, ASCAP-BMI) (2:41). CAPITOL 5831

BILLBOARD, November 14, 1964

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A NEW BIG SMASH ON RSVP

TIGER IN THE TANK

The Chariots

RSVP 1105

100,000 SOLD IN 5 DAYS

Order Now:

RSVP RECORDS, INC.

1650 Broadway
New York, N. Y. 10019
212 JUdson 6-6707
DEAR FT.C.
I read your rules but...

With customers like some we've got, who can we exclude? And with an ever-widening view of our business, we're getting to know them. Knowing Sam, and his loyalty (he breaks out in a song whenever he has to pay a bill) I examined his "return" carefully. If he's left his virginity sealed as the day we shipped it to him, my guess is that the company order department, and enough there was in the day-to-day run for a title-to-tittle similar shipment dated one day after his request to return was made.

This return and re-order policy, we figure, costs Sam (in freight bills etc.) about 30% of its possible profit he can make on our line of a whole year's run. Don't try to embarrass him by telling you his real name. I don't know who he is—our promotions manager may not even know who he is—why we're promoting a name that doesn't have a name to him today—he's no longer our customer.

Actually we were lucky this time. Usually Sam doesn't pay and doesn't return either. We're lucky.

Respectfully yours.

ARThUR SHinsky

 Saul's at 630 Fifth Ave., N.Y. 20, N.Y.

P.S. All customers named Sam who pay their bills—

RHYTHM & BLUES

RAB DJ ROUNDUP

The information below is reported each week by leading R&B disk jockeys. The Contributing Editor is ALL REDIST. FACTS.

NATIONAL BREAKOUTS are those records regaining sales in a significant number of regions and are listed in alphabetical order. LOCAL BREAKOUTS are those records breaking in one or more regions of the U.S. but not in sufficient number of areas to date in the Top 15.

R&B disk jockeys are those that are making their first appearance in the local Top 15, the local breakthroughs, records to watch based on initial action in such markets.

= Hall Jackson—WJRE, MANHATTAN, TENN.
= Bill Ford, DIGGY DOO & BIG JIM, WLOM, MEMPHIS.
= Dick (Cane) Cole, PERRY ALLEN, BILL TERRY, T. WASHINGTON.
= Ike Richardson, WJRE, HOUSS, I.A.
= John Richburgs—WAC, MASTHOON, TENN.
= Ruben (Suga Daddy) Hughes, WMGM, NEW YORK.

= First appearance in local Top 15

=_records to watch

= records to watch

= records to watch

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= records to watch

*ALBUM REVIEWS*

FOUR-STAR ALBUMS

The following albums are new with significant commercial success, as designated by our critics. The albums are rated on a scale of one to five stars, with five being the highest rating.

COLLECTORS SHOWCASE, VOL. 3—R&B

TOPOKAPI

Jimmy McGriff

See 112

New Release

DON'T DO IT NO MORE

Symbol 204

SUE RECORDS

265 W. 54th St., N.Y.C.
(212) 7-7731
Watch it, Oscar! Here comes Jack!

Here comes Jack Jones with a top contender for the 1964 Academy Award.

JACK JONES
SINGS
DEAR HEART

THE TITLE SONG FROM THE NEW WARNER BROS. PICTURE WHICH COULD BE AN ACADEMY AWARD WINNER

(45 RPM)

Jack Jones records exclusively for Kapp Records
C & S Gala
Set Nov. 15

NEW YORK — The sweet sounds of nostalgia will fill the nation’s airwaves Sunday, Nov. 15, as the Chase & Sanborn 100th Anniversary Gala sets sail for NBC Radio’s Morn-
ing. The 55-minute spectacle will recall the programs of the ’30s by bringing together old favorites, gathered around the Avisitent Kent every Sunday night to hear old-time radio programs in show business.

These names will be back, to be heard as they were originally broadcast. Edgar Bergen, Gale Gordon, Mortimer Snerd, veterans of many a Chase & Sanborn Hour, will be heard directly from old electrical trans-

missions. The show will be broadcast.

(Continued on page 40)

KHFJ-TV Theme

HOLLYWOOD — KHFJ-TV’s “9th Street West” show theme has been provided by Barry Young on the AM label. This is pronounced news. In this column we feel that a local TV show’s theme song has been put on wax. Host Steve Hergke recorded an 8-minute theme for NBC’s 9th Street West which played for 1 week were Bobby Vinton, Lou Johnson, Roosevelt Grier, the Rip Chords and Lou Christie.

PROGRAMMING NEWSLETTER

Comments on Record Business

By BILL GAVIN

WE Seldom COMMENT in this column on various details of the record business, interesting though they may be. It is the belief of most record buyers and sellers about the producing and selling of phonograph records should be reserved to those who have more first-hand knowledge and experience than we do. The following comments about the record business are offered simply because certain current develop-

ments strongly effect radio programming practices and policies. The material in the material here and read about the record business it would appear (1) that singles by retail outlets are constantly changing. The value of a retail outlet is being accounted for by the tracks, (2) that a growing number of singles are being sold directly by one-stop. (3) that a few large record sellers own subsidiaries. (4) that some small record executives or from distributors in other cities, which may be owned or controlled by the record buyer himself through complex and interlocking corporation setups.

Whether these are good things or bad things, they are left it to others for determination. From radio’s point of view, there may be good or bad, but they present some present problems. One of the most biggest problems is the growing difficulty bought in and record retail business in determining which records are hits.

IN THE OLD, PRE-TELEVISION DAYS, hits were determined by the sale of sheet music. Then, in 1926, the ‘hit parade’ announced that its hits were determined by a combination of record sales, sheet music sales and juke box play. With the advent of ‘top 40 radio’, a hit was determined by a survey of record retail sales in a single geographic area. Then, the ‘hit parade’ offered a progressively smaller number of single records to follow, then, that as the retailer’s share of the singles market continues to diminish, retail sales also affect the listening audience.

MANY RECORD PEOPLE bawl the present tendency of pop formatting stations to curtail their playlists and their charts. The radio people reply that the public doesn’t just read reporting. Anybody doesn’t have any idea about the number of records that are sent out to hits or to the top 15 or 20 in the larger cities. What do it is to make it increasingly difficult for record buyers to make decisions about what records to buy. What makes the radio station or the record outlet has to exercise greater caution in stocking new material, and as the distributor is less inclined to take chances with new material. However, the interest of record buyers in new hits tends little by little to change.

Record buyers can hardly expose radio to a wide variety of new product when current trends in record merchandising are pointed toward greater concentration on proven material.
THE HULLABALLOOS

Recorded in England by

THE HULLABALLOOS

A Smash in England and Clear Across the U.S.A.

THE HULLABALLOOS

Now on Roulette

ENGLAND'S NEWEST SINGING SENSATIONS

I'M GONNA LOVE YOU TOO

The Hullaballoos

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www.americanradiohistory.com
WE WENT BIG FOR NOVEMBER...

SANTA ORDERS are already in—enough sure-fire Mercury hits to keep his elves loading up the sleigh from here to Christmas. Santa's learned you can't go wrong with Mercury when it comes to satisfying your customer. The November list has a host of favorites for every taste. Don't worry about how to fit an LP into a stocking. Take a tip from Santa: "Throw away the stocking and stock up on Mercury." Good advice, especially now that the big releases are ready, breaking just in time to capture the Christmas rush.

**POPULAR** From the Smothers Brothers to Abbe Lane, from Johnny Mathis to Quincy Jones, we have a release that reaches into every important market.

**GREAT MUSIC SERIES** Everyone can have a complete collection with this brilliantly compiled series.
SANTA’S ORDERS

COUNTRY & WESTERN It’s sure to be a country Christmas for many gift-givers with these new albums.

LEROY VAN DYKE AT THE TRADE WINDS—The electric and exciting highlights of Leroys big hit “Country Dance Time” gives Leroys first album a new meaning. Nothing but great.

CAPTAIN ADVENTURE SERIES Albums that educate in a manner that is fun for all children.

GOLDEN HIT SERIES 144 of the all-time golden favorite hits now in this twelve album series, sure to be remembered by buyers from 15 to 30.

NAME COMPANY TITLE ADDRESS CITY STATE

MANY SIDES OF ABBIE LANE—Abbie Lane SR 00910 MG 20900
GOLDEN BOY—Quincy Jones & His Orch SR 00918 MG 20938
TOUR DE FARCE (American History & Other Unrelated Subjects)—Smithers Bros SR 00986 MG 20944
COUNTRY MUSIC FOR PEOPLE WHO CAN’T LIKE COUNTRY MUSIC—Cliftonff SR 00910 MG 20940
LEROY VAN DYKE AT THE TRADE WINDS—Leroys Van Dyke SR 00910 MG 20950
TALK OF THE TOWN—Dale Dudley, the fastest rising star in the Country field sings the plight of love gone wrong.

THE PICK OF THE COUNTRY—19 of the all-time great country numbers turned into hits over the years by the tremendous talent of Roy Clark.

STORY SONGS OF MOUNTAINS AND VALLEYS—Specially designed to inform the child through entertainment.

GREAT MUSIC OF THE BAROQUE ERA

VIVALDI CONCERTOS—Solicits & Orch. A. Denne C. SR 00601 MG 20901
COUPERIN Les Nations; RAMEAU Concertos en Symphonie; Stuttgart M. Couraud SR 00602 MG 20902
OBRE CONCERTOS—Handel, Telemann, Dittersdorf, J. S. Bach SR 00603 MG 20903
BAROQUE DANCES & DIVERSIONS by Corelli, Purcell, Viradil, Albinoni, and others—Bach SR 00604 MG 20904

GREAT MUSIC OF THE CLASSICAL ERA

MOZART Sarposses, Eine kleine Nachtmusik, Wind Sonatas No. 10; London Sym—Dorati, Eastman Wind Farrell SR 00612 MG 20912
MOZART Piano Concerto No. 20; Clara Haskil, Piano; Vienne Sinf. & B. Peirarger SR 00613 MG 20913
HAYDN Symphony No. 85—Sym. No. 85, Piano Concerto in D, Los Angeles Orch—Bomar, Ingrid Hauber, Piano SR 00614 MG 20914

CAPTAIN ADVENTURE SERIES

PICCOLO, SAXO AND A LITTLE STORY OF A BIG ORCHESTRA CCM-200
PICCOLO, SAXO & THE VOLLEY TIME CIRCUS CCM-201
AROUND THE WORLD WITH PICCOLO, SAXO CCM-202

CHILDREN’S CLASSICS

Children can listen to the story as well as hear the music played by important orchestras in these unique albums.

GREAT MUSIC OF THE GREAT GROUPS—Volume 1

GREAT MUSIC OF THE GREAT GROUPS—Volume 2

GREAT MUSIC OF THE GREAT GROUPS—Volume 3

GREAT MUSIC OF THE GREAT GROUPS—Volume 4

Copyrighted material
Focus on the Deejay Scene

Western Pennsylvania or no Western Pennsylvania, KQV "Great Country Western," has been creating quite a stir in the market on the air. This station, which features country music from the Ol' West, has been a hit among the listeners.

KQV's programming includes a variety of shows, such as "The Western Roundup," which features interviews with country music stars, and "The Western Jamboree," which features live performances.

The station's success has been attributed to its strong community involvement, which includes hosting events such as "Country Western in the Park," a popular outdoor concert.

KQV's success has also been due to its commitment to providing quality programming. The station's playlist includes a wide range of country music, from classic hits to contemporary chart toppers.

KQV has also been successful in its efforts to reach out to the community. The station has partnered with local businesses and organizations to sponsor events and promotions, which have helped to increase its listenership.

Overall, KQV "Great Country Western" has been a success in Western Pennsylvania, providing quality programming and strong community involvement to its listeners.

KLEF's Newest in FM Field

HOUSTON — FM is undergoing a major transformation with the arrival of two new FM stations in Houston, KFBR and KQW.

KLEF, the newest FM station in the city, has been drawing a huge audience with its unique programming. The station features a variety of shows, including "The Western Roundup," "The Western Jamboree," and "The Western Swing," which features live performances.

The station has also been successful in its efforts to reach out to the community. The station has partnered with local businesses and organizations to sponsor events and promotions, which have helped to increase its listenership.

Overall, KLEF is a success in Houston, providing quality programming and strong community involvement to its listeners.

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Overall, KLEF is a success in Houston, providing quality programming and strong community involvement to its listeners.
THE KENNEDY WIT
NOW AVAILABLE ON RECORD

Selections from famous Speeches, Press Conferences and Off-the-Cuff Remarks—Edited by BILL ADLER

DAVID BRINKLEY
Narrator

Spoken Introduction by
ADLAIE E. STEVENSON

RCA VICTOR
The most trusted name in sound
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<th>No.</th>
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<td>The Beatles</td>
<td>A Summer Song</td>
<td>1-34</td>
</tr>
</tbody>
</table>

**BUBBLING UNDER THE HOT 100**

<table>
<thead>
<tr>
<th>Artist, Label &amp; Market</th>
<th>Title</th>
<th>Week Ending November 14, 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Love</td>
<td>Baby Love</td>
<td>61-90</td>
</tr>
<tr>
<td>Dion</td>
<td>Leader of the Pack</td>
<td>1-8</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Last Kiss</td>
<td>7-16</td>
</tr>
<tr>
<td>The Beatles</td>
<td>We'll Sing in the Sunshine</td>
<td>5-24</td>
</tr>
<tr>
<td>The Beatles</td>
<td>You Really Got Me</td>
<td>4-26</td>
</tr>
<tr>
<td>The Ventures</td>
<td>Chuck-A-Luc</td>
<td>3-39</td>
</tr>
<tr>
<td>The Four Tops</td>
<td>Tobacco Road</td>
<td>2-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Ain't That Lovin' You Baby</td>
<td>1-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Time Is on My Side</td>
<td>7-34</td>
</tr>
<tr>
<td>The Supremes</td>
<td>I'm Gonna Be Strong</td>
<td>6-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Is It True</td>
<td>5-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Mr. Lonely</td>
<td>4-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Everybody Knows</td>
<td>3-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>I Don't Want to See You Again</td>
<td>2-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Dancing in the Street</td>
<td>1-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>I Like It</td>
<td>7-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>I'm Crying</td>
<td>6-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>I'm into Something Good</td>
<td>5-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Everything's Alright</td>
<td>4-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Reach Out for Me</td>
<td>3-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>Right or Wrong</td>
<td>2-34</td>
</tr>
<tr>
<td>The Beatles</td>
<td>A Summer Song</td>
<td>1-34</td>
</tr>
</tbody>
</table>
Another Top 10 for THE NASHVILLE TEENS

Already a smash in England!

Here's their follow-up smash to "Tobacco Road"

GOOGLE EYE

Clarence "Frogman" Henry
now on PARROT RECORDS
with his GREATEST EVER!

HAVE YOU EVER BEEN LONELY?
VOX JOX
By GIL FAGGEN

KOV's (Pittsburgh) Dex Allen showed me the postcard winners of a recent contest he conducted on the ABC-owned station inviting his listeners to write "Frank Sinatra Sings for the Young at Heart" as many times as possible on a post card. It's amusing to see how industrious some listeners can be. A few of the cards I saw had the phrase written 656 and 417 times. The winners received a set of 10 Sinatra albums. Sandy Lesberg left for Europe to tape interviews for his WEVD celebrity show. Among those scheduled for on-location interviews are Kim Novak and Sir Alec Guinness.

Radio KING's Al Cummings worked a full 24-hour shift as an apprentice deckhand aboard the tub Carol Fens while his listeners received regular reports direct from the tug as she cruised Seattle waters.

Stations are to be on the alert for Phil Chase, currently on an 80-city road promotion junket. Phil makes the whole scene a breeze as he autographs his car and his car in on every radio tower he sees along the way.

Big A Collins and Jim Lange have been busy pecking away at the typewriter lately when not doing their air stints on KSFO (San Francisco). Al wrote the introduction to Jimmy Smith's Verve album "The Cat." Jim Lange contributed the notes to the wacky Mercury Smothers Brothers album.

Recently on Jack McDermott's all-night show on WKAT (Miami), Jackie Gleason's musical director, Sammy Spear, had a reunion with Charlie Spivak, who is appearing at the beach. KVI (Seattle) deejays paid off a debt to McChord Air Force Base recently by selling "Airmen Basix" for the day. The payoff was a result of a bet made by KVI's Hardwick on the University of Washington-AFC football game. The KVMEN broadcast for 12 hours from four different locations at the air base.

Cash In!
EXTRA CHRISTMAS DOLLARS FOR YOU

"BRING ME A BEATLE FOR CHRISTMAS"
by CINDY RELLA
with Teddy Phillips Orchestra

Drum Boy #112

Order Today
Stations: Write for DJ copy. Distributorships available in some areas.

DRUM BOY RECORD CO.
2833 South Halsted Ave., Chicago 23, Illinois

The Munsters TV show is now firmly established. Recently, a new musical group performed called the Munsters, all of whom perform while wearing the masks of the TV counterparts. To call attention to their initial album on Deco, one of the Munsters donned the mask of Herman Munster, one of the stars of the show, and paid a visit to Los Angeles deejays in the unusual car that provides the TV family's transportation.

KLAQ Pow'r Hike

HOLLYWOOD — KBLA, a Burbank KBLA-based station, has passed all equipment tests to the FCC's satisfaction and is seeking for its power increase and new format change around Nov. 15. Station management is gearing its new operation for that date, but says it could get the green light one week on either side of that date.

Station will begin with a new roster of air personalites which general manager Mel Leeds has assembled. He is still keeping the format and day-line top secret although speculation is that the programming will be middle-of-the-road. Current sound is top 40 hits. Deejays already announced are Paul Worth, Sid Wayne, Tom Clay, Dick Wittington and Bob McFadden, who will do a taped mystery show. It is known Leeds is still talking to deejays about other spots.

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BIG NEW HIT . . .

"SAM HILL"
Jimmy Dean

Published by:
CENTRAL SONGS, Inc.

Written by:
TOMMY COLLINS

KVAO Moves
Baltimore-Waco, the Plough-owned radio station in Baltimore has moved, to new studios adjacent to its transmits....

KBLA Pow'r Hike
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The most talked about...

SATURDAY NIGHT AT THE UPTOWN
Recorded Live On The Spot

Picked by all trade papers, survey sheets and innumerable DJ's.

THE DRIFTERS – Under the Boardwalk • PATTY & THE EMBLEMS – Mixed Up, Shook Up, Girl • WILSON PICKETT – If You Need Me • THE VIBRATIONS – The Watusi • PATTI LA BELLE & HER BLUEBELLS – Down The Aisle • THE CARLTONS – Can't You Hear The Beat • BARBARA LYNN – (O Baby) We Got A Good Thing Goin’ • AND MANY MORE HITS.

The most played...

The best selling albums...

MR. ACKER BILK
GREAT THEMES FROM GREAT FOREIGN FILMS
Mr. Acker Bilk’s most appealing album since “Stranger On The Shore.”
Atco 33-170/SD 33-170

JACK WILSON
THE JAZZ ORGANS
with Genghis Kyle & Henry Cain
Three jazz organs produce a powerhouse release.
Vault 108/S 108 (distributed by Atco)

ATLANTIC ♫ ATCO
REPRISE REPERTORY
MUSICAL THEATRE
PRESENTS
MIGHTIEST TALENT
ARRAY EVER ASSEMBLED!

PARTICIPATING ARTISTS:
ROSEMARY CLOONEY • BING CROSBY
SAMMY DAVIS JR. • CLARK DENNIS
THE HI-LO'S • THE MARY KAYE TRIO
THE McGUIRE SISTERS • DEAN MARTIN
LOU MONTE • JOHNNY PROPHET
DEBBIE REYNOLDS • ALLAN SHERMAN
DINAH SHORE • FRANK SINATRA
KEELY SMITH • JO STAFFORD

STARRING IN:
GUYS AND DOLLS • KISS ME KATE
SOUTH PACIFIC • FINIAN'S RAINBOW

CONCEIVED & PRODUCED BY FRANK SINATRA
MUSICAL DIRECTION BY MORRIS STOLOFF

FINIAN'S RAINBOW - 2015 • GUYS & DOLLS
Long to Christmas...

The Set of Four Gift-Boxed:

Christmas '64 belongs to Reprise
This Could Easily Be Your Most Potent Album Selling Tool During the Big Xmas Sales Season!

OUT NOW And READY FOR IMMEDIATE DELIVERY ORDER NOW WHILE SUPPLY LASTS

DEALERS—SAVE MONEY

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

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<th>WITH IMPRINT</th>
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<td>25,000 or over</td>
<td>7c</td>
<td>7.5c</td>
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<tr>
<td>10,000 to 25,000</td>
<td>7.5c</td>
<td>8c</td>
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<tr>
<td>5,000 to 10,000</td>
<td>8c</td>
<td>8.5c</td>
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<tr>
<td>1,000 to 5,000</td>
<td>9c</td>
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</tr>
<tr>
<td>500 to 1,000</td>
<td>10c</td>
<td>10.5c</td>
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<tr>
<td>100 to 500</td>
<td>11c</td>
<td>11.5c</td>
</tr>
</tbody>
</table>

SPECIAL BONUS!

This handsome RECORD PREVIEW display carton FREE with orders totalling 1,000 or more copies. October and December issues combined. Available through selected independent Record Distributors (see Billboard's 1964-1965 BUYER'S GUIDE) or direct. Use the order form today.

www.americanradiohistory.com


Next week, there will be a new issue of Billboard, with a special feature on rock and roll. The headline article will be a profile of the band The Rolling Stones, covering their rise to fame and the impact of their music on the world. The article will also feature interviews with band members and industry insiders, providing a comprehensive overview of the band's career. Additionally, there will be a section on the evolution of rock and roll, exploring how the genre has evolved over the years and its influence on popular culture. The special issue will also include reviews of the latest rock albums and interviews with up-and-coming artists in the genre.
## Billboard Top LPs

**Billboard** magazine published a chart of the top-selling LPs for the week ending November 14, 1964. The chart included various genres and artists that were popular at the time, reflecting the music landscape of the mid-1960s.

### Chart Highlights

- **Star Performances:** LPs that had been on the chart for 9 weeks or less, registering the greatest proportionate upward progress this week.

### Top LPs

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PEP</td>
<td>Porter Wagoner</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>EVERYTHING'S GONNA BE ALL RIGHT</td>
<td>Lenny Welch</td>
<td>Vee-Jay</td>
</tr>
<tr>
<td>3</td>
<td>THE BEATLES—A HARD DAY'S NIGHT</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>HOW GLAD I AM</td>
<td>Jilly Cooper</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>SOMETHING NEW</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>ALL SUMMER LONG</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>THE ABBEYS</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>8</td>
<td>GREAT SONGS FROM MY FAIR LADY AND OTHER BROADWAY HITS</td>
<td>Rodgers &amp; Hammerstein</td>
<td>Decca</td>
</tr>
<tr>
<td>9</td>
<td>THE BEST OF JIM REEVES</td>
<td>Jim Reeves</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>10</td>
<td>SUGAR 'LIPS</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>11</td>
<td>THE IMPRESSIONS KEEP ON SHOWING</td>
<td>The Impressions</td>
<td>Vee-Jay</td>
</tr>
<tr>
<td>12</td>
<td>HELLO, DOLLY!</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>13</td>
<td>COTTON CANDY</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>14</td>
<td>PETER, PAUL &amp; MARY IN CONCERT</td>
<td>Peter, Paul &amp; Mary</td>
<td>Vanguard</td>
</tr>
<tr>
<td>15</td>
<td>DREAMLOVE</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>16</td>
<td>GLAD UNLESS</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>17</td>
<td>HELLO, DOLLY!</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>18</td>
<td>THE LATIN ALBUM</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>19</td>
<td>THE UNSINKABLE MOLLY BROWN</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>20</td>
<td>FUNNY GIRL</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>21</td>
<td>KINGSMEN, VOL. 2</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>22</td>
<td>MY FAIR LADY</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>23</td>
<td>TRINI LOPEZ AT P1</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>24</td>
<td>MORE OF ROY ORBISON'S GREATEST HITS</td>
<td>Roy Orbison</td>
<td>Monument</td>
</tr>
<tr>
<td>25</td>
<td>BE MY LOVER</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>26</td>
<td>WHERE DID OUR LOVE GO?</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>27</td>
<td>&quot;ROPO&quot; GOES THE TRUMPET</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>28</td>
<td>THE PINK PANTHER</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>29</td>
<td>IN THE WIND</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>30</td>
<td>HONEY IN THE HORN</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>31</td>
<td>THE COMEDY SING THE BEATLES HITS</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>32</td>
<td>JOHNNY RIVERS AT THE WHISKEY A GO</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>33</td>
<td>UNDER THE SAME OLD SKY</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>34</td>
<td>SO TENDERLY</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>35</td>
<td>AL-DIA AND OTHER SPECIAL SONGS FOR YOUNG LOVE</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>36</td>
<td>MOON RIVER AND OTHER GREAT MOVIE THEMES</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

**Compiled from national retail sales and radio station play by the Music Popularity Dept. of Record Market Research, Billboard.**
MATHIS BREAKS THROUGH WITH THE HIT OF THE YEAR!

LISTEN LONELY GIRL
JOHNNY MATHIS
72339

Production: Global Records Inc.
Agency: G.A.C.
RCA Camden albums are loaded with sales appeal — great artists... varied repertoire... fine sound... attractive prices. Cash in on this big profit potential with big features of RCA Camden in your advertising and store displays.

RCA Camden

AMERICA'S BIGGEST ENTERTAINMENT VALUE AND STILL
AMERICA'S FAVORITE IN BUDGET PRICED RECORDS

RCA Camden

THE GIRL FROM IPANEMA


MUSIC FOR EVERYONE

BOB RALSTON

Singer and Organist

Music for Everyone

First recording by this feature performer whose music has been enjoyed by millions. 11 organ instrumentals that are sure to add up to a new best-seller. "Tico-Tico," "I Want A Girl," "Two For Two" and others. CAL/CAS-843

COMING
SOON!

EDDIE CANTOR
SINGS

"IDA, SWEET AS APPLE CIDER" AND OTHER HITS.

RCA Camden

Here's hit-maker Miller with a dozen songs done in the style that has sent his singles soaring on the charts. Includes: "You Don't Want My Love," "Trouble on the Turnpike," "I'm Just A Rocker," "Hitch-Hiker." CAL/CAS-881

SOGNS OF FAITH

THE STATESMEN QUARTET

A group with a big following of loyal fans. Added attractions are individual performances like Big Chief Weatherington's "How Great Thou Art," Rosie Rozell's "If I Can Help Somebody," 12 big ones in all. CAL/CAS-843

First recording by this feature performer whose music has been enjoyed by millions. 11 organ instrumentals that are sure to add up to a new best-seller. "Tico-Tico," "I Want A Girl," "Two For Two" and others. CAL/CAS-843
THE EMPHASIS IS ON BUDDY GRECO

LN 24116/BN 26116* Includes such hits as "Baubles, Bangles and Beads," "Get Me to the Church on Time," "Zip-A-Dee-Doo-Dah," "The Rules of the Road" and 8 more.

THE EMPHASIS IS ON THE BACK PORCH MAJORITY

LN 24123/BN 26123* This great new group brings fresh interpretations to "Friends," "Silver Dollar," "Cotton Bale Levee," "Ol' Dan Tucker" and 8 more.

THE EMPHASIS IS ON THE MONSTER/TV CRAZE

LN 24125/BN 26125* Includes such popular themes as "The Munsters," "The Addams Family," "Bewitched," "Dracula" and 8 more.

THE EMPHASIS IS ON THE VILLAGE STOMPERS


*Stereo
Benefit in Honor Of Hal Horton

DALLAS—The late Hal Horton, noted radio announcer who died a few years ago, was honored with a country & western show here recently in the form of a Benefit For Angels, Inc., a school for mentally retarded children.

Many country & western performers who have now hit the top have credited Horton with helping them find success. Featured in the show were Hank Thompson, Bob Wills, Ernest Tubb, Kinky Wells, Johnny Wright, Bill Phillips, Leon Payne, Bob Shelton, the Bills Gray and Dewey Groom bands.

WMSR Radio's "M.I. U.S.A. Nov. 13 will be Smiley" Dewey Caldwell, W1035 Radio, was in charge of the show. Caldwell held down the 11 a.m. to 4 p.m. slot each day on the 1,000-watt station.

KSON Marks Yr. As C&W Station

SAN DIEGO, Calif.—KSON celebrated its first year as a country & western station by presenting the "Grand Ole Opry" in concert Friday (23) and offering a round of promotions.

One contest invites listeners to guess the number of records stacked in front of the station's public address system, with the closest guess getting $1,000 as the top prize.

In general, station Manager Don McKennon, station plans to promote itself during November with special promotions, such as contesting KSON's billboards, newspaper and air contest.

Della Rae Signs With Chet Atkins

SPRINGFIELD, Mo.—Chet Atkins, RCA Victor artist, last week signed 18-year-old reigning Miss Rodeo America (and future Miss Rodeo U.S.A.) Della Rae, to a recording pact. Atkins said he signed the record for early release some original material written by Wayne Carson of Springfield.

Her first release is scheduled for the early November on General Records, a subsidiary of RCA. Recently, Della Rae has been appearing as the American Bandstand in the Colonial Hotel here.

Della Rae, one of 17 children, is working under the personal management of Dr. Simon, well known country music impresario and publisher, of this city.

Copyrighted material
so... let's talk about hot singles

now let's talk about great new albums
Fинтер Goes For Push in Small Marts

PHILADELPHIA — Harry Finfer of Harry Finfer & Son, a small but highly respected concern specializing in general American records and record industry veteran, is concentrating his promotion in various small markets.

The Finfer approach is far more consistent than usual promotional methods whereby the pressure is put on power house stations in the large markets for exposure of new material.

"Many large stations in the big markets automatically ignore the smaller labels," charged Finfer, "and don't even open the case after they've reached in."

Finfer pointed out that new records are not held up in the smaller markets, but rather receive instant air exposure.

"Many of the stations in these markets rely heavily on listener-phone polls where the best records received during the day are aired for listener approval. The kids who do know if a record is a good one," observed Finfer.

Included among the test areas used by General American are: Johnstown, Pa. (Larry Ford, WCMK), Manchester, N. H. (WFEL), New Haven, Conn. (WAVZ, WNL), Norfolk, Conn. (WRU), Springfield, Mass. (Ken Capurso, WHYN), and Worcester, Mass. (Bobby Moore, WORC), through WORC, has long been recognized as a key record test area.

Finfer, responsible for the initial release of "Last Kiss," by J. Frank Wilson on the Tamara label before it was picked up by Joe and the Group, is now handling "I'll Never Let You Know," by Steve Jordan of the Jordanaires and "Sincerely Yours," by Brenda Lee. Finfer has been with General American for 15 years.

KPEG Marks New Qtrs.

SPokane—KPEG unveiled its ultra-modern facility on Crestline Street, at a re-ception and open house Oct. 30. Opened in what looks like a ranch house, the offices have been custom-built designed. The station has two studio-control rooms and a specialty for inter-view, news, and panel programs. The eight of the studio control room will be utilized primarily for production. Both control rooms are equipped with tape and recording machine.

KPEG has provided an attractive and functional home for its 3,000-record collection, 1,000-album library. The architecture of the 12,000 square feet is nestled into the house and designed by artists and title. The room also contains a custom-built audio unit that enables the program director to audition tapes and cartridges, and to monitor the competition.

**BREAKOUT SINGLES**

**THE PRICE**
Solomon Burke, Atlantic 2229 (Celliot, BMI) (New York)

**WALK AWAY**
Harry Monroe, Liberty 55748 (A&R-Imperial, BMI) (Detroit)

**THE 81 . . .**
Candy & the Kisses, Cameo 352 (Hill & Range, BMI) (Philadelphia)

**SCRATCHY . . .**
Toriya Wummuck, Aru 204 (Bolanda, BMI) (Los Angeles)

**I WANT YOU TO HAVE . . .**
Lee Rogers, Devon 1035 (Muh, BMI) (Detroit)

**SLOOP DANCE . . .**
Vibrations, Ohio 7205 (Joyline, BMI) (Philadelphia)

**ARTISTS' BIOGRAPHIES**

For your programming use here are pertinent facts about their disk articles. If clipped and pasted in a 3 by 5 card these biographies will help you build a convenient file of such data.

**THE ROLLING STONES**
Brian Jones (20), Bill Wyman (23), Keith Richards (21), Mick Jagger (24), and Charlie Watts (23). They formed at the Marquee Club in London to listen to music and ended up forming their own group. Their approach to music is different than other English groups . . . they have exciting basic rhythm and blues approach. And apparently the public likes it. Every one of their records has been a hit. Their favorite performer is Chuck Berry. The Rolling Stones is the title of an old Muddy Waters blues.

**LATEST SINGLE** "Time Is On My Side," No. 30 on Billboard.

**Exhib Spots Stereo Radio**

WEST BERLIN—The 1964 German Industrial Exhibition is particularly highlighting stereo broadcasting.

All major German radio manufacturers are exhibiting new stereo receiving sets, and trade experts at the fair are predicting that all home radio sets will be stereo equipped within a few years.

Radio Free Berlin is broadcasting all programs in stereo sound during the week-long exhibition. The Berlin radio station, a pioneer in stereo broadcasting, will go on an autumn schedule of three-hour daily stereo transmission.

Radio manufacturers are cooperating at the exhibition in operating a stereo concert hall in stereo broadcasting.

Most German radio stations are now programming daily stereo transmissions, and, according to manufacturers, the test programming already has increased the sales of stereo radio sets.

**WEIGH SUIT ON RADIO TAPISTS**

NEW YORK — ABC-TV is exploring possible legal action against radio stations that repeatedly taped the recent performance of the Beatles from their concert at Madison Square Garden. As a warning to radio stations, it is illegal to tape record performances from TV or radio and replay it on the air or for profit anywhere without obtaining written permission from the originating source.

**KIRK BARTLETT**

BILBO, November 14, 1964

Copyrighted material
WINDFALL!

Already received and evaluated by 3285 AM, 527 FM radio stations, 27 TV producers, 128 columnists, 216 newspapers/magazines, 30 distributors, 43 promotion men...

...most of whom consider these albums a potential-plus holiday offering. Are you for a big pre-Christmas traffic push?

...from the first name in sound!

WARNER BROS. RECORDS

ALLAN SHERMAN
For Swingin' Livers Only! (lyers

SONGS FOR SWINGIN' LIVERS ONLY! • Allan Sherman W 1569

SEX AND THE SINGLE GIRL
Neil Hefti

SEX AND THE SINGLE GIRL • Sound Track W 1572

SOFTLY, THE BRAZILIAN SOUND
Joanie Sommers with Laurindo Almeida

SOFTLY, THE BRAZILIAN SOUND W 1575

THE INSANE (BUT HILARIOUS) MINDS OF COYLE & SHARPE

THE INSANE (BUT HILARIOUS) MINDS OF COYLE & SHARPE • Coyle & Sharpe W 1573

PICCOLA PUPA
Piccola Pupa

PICCOLA PUPA • Piccola Pupa W 1574
Detroit Expects Top Christmas

By HAL REVES

DETOUR—Christmas business, in the opinion of all Detroit Motor City dealers report. If the broadcast business gets off to a bad start, it will be a disappointment to the industry in view of the present high price levels.

An important consideration affects all marketing here—Detroit has been without newspapers for three months, and prospects for settlement appear remote. Consequently all promotional plans are on a catch-as-catch-can basis.

Despite the newspaper void, however, business among retail stores is reported good. And it is on this background of solid cash register performance that retailers rest their pleasant anticipations for the holidays.

The automobile labor negotiations haven't had a little effect here. Wornied by the months of seesaw, manufacturers are spending for home entertainment resources. The dealers are profiting and expect to continue.

Business is up some 30 per cent over 1963, according to Milt Keverson, Uptown Radio Company, a major suburban outlet. One big reason is that the firm has concentrated on better merchandise—lines like Scott, Magnavox, Imperial and Ampex. "This means dollar John volume, and we're getting it," he adds. Significantly, he finds that people are buying better quality tape recorders than a year ago. For the holidays, "the outlook is very good. We are looking forward to showing a lot of high end goods."

Business has been well ahead of last year for the great Grinnell chain. One reason has been a program of growth, with a new store just opened in Toledo, two in Michigan opening this week, and another shortly in the new Mall Shopping Center at Louisville, operated under the Shackleton chain name. The imputation of fall is expected to carry right through the holiday season—and even the absence of newspapers is not expected to hurt too much in the home town.

One of the most significant points noted in assessing business came from Lou Salas, operator of the Mansfield Music Shop. "The perennial slump in record sales, when the youngsters feel they must have a certain item simply because it's available, really has stopped. There are no sales, and then was off. The Beatles are credited with setting the pace for the music business in this year."

"There is one fly in the ointment according to Salas: "The profit picture is not as good (despite high volume) because we are selling at greater discount to meet the competition."

"This, however, is apparently only a local phenomenon."

At the Good Housekeeping Shops, an important chain, business is "excellent—perhaps the best ever. We can't understand it. Business is running at an all-time high. The year as a whole will be up substantially," according to Harold Baker, advertising manager. He stressed the point that this climactic level has been held despite the missing newspapers.

Plans for Christmas

With this prevailing high optimism, most dealers are setting their plans for holiday promotion. The day-to-day unmerchandising has been replaced by firm confirmation of detailed plans impossible. In addition, retailers are naturally reluctant to tip off their plans to their competition.

Some major changes in use of media are expected. Merchandise men are striving to keep their programs flexible. J. L. Hudson Company, generally regarded as the world's largest department store (doing tremendous business in the home entertainment field), has been doing excellent business throughout the newspaper strike. A special tabloid circular... (Continued on page 46)

CHILDSHIPS SHOULD BE BEST EVER

In this second of a series of regional reports on Christmas merchandising, home entertainment dealers in Michigan, Kansas, Colorado and Alabama all predict a great year—perhaps the best ever. A survey of key markets as New York, Milwaukee and Memphis reveals that the expected consumer is expected to be color TV. Close behind, however, is the stereo console, the portable CPU and the tape recorder. Many dealers also tout greater interest in high-end merchandise, as opposed to the budget lines. While the novelty of many of the new home entertainment products is invariably cited as contributing to the boom, the big reason appears to be simply one of economy: The $2,000 consumer is well-heeled, and home entertainment dealers expect to get at least their share of the pie.

(Tape recorders are perhaps just missing the "hat in this part of the market," he explained. "Generally speaking, we don't look for a big unit in particular field of merchandise, however."

John Blackwood of Blackwood's, which merchandises high quality machines almost exclusively, expressed confidence of these.

"There is a slight drop in the better machines because of the high pressure coming from imported merchandise," he explained. Blackwood's plans no special holiday promotion, but does plan to push any particular product.

"Sales this year have been..."

See Kansas Boom in TV's and Consoles

By BEVERLY BAUER

HUTCHINSON, Kan.—With business in Wiley's Inc., music department up 15 per cent over last year, Harry Etherton, store manager, is looking for a "real Christmas" season. Business is up over 20 per cent.

"People are buying," Etherton says, "we're hitting the Christmas season with newspaper and radio advertising. We're having local demonstrations on TV and stereo sets, and our in-store displays will be categorized—grouping stereo together, TV's together, portables in one section.

"Mrs. Betty Griffith, manager of the music department, said Christmas merchandise will be played throughout the store. The music department will be decorated with candles and Christmas flowers.

Push Color

"We will be pushing colored TV and home entertainment.

Denver Dealers See Big Yule; Cite Peak Interest in Stereo

By BOB LATIMER

DENVER—As Christmas approaches, Denver home entertainment dealers are looking forward to a big year. Behind the optimism is the increase in 1964 sales over 1963. The store is responsible for layaway purchases already made.

Dealers contacted by Billboards expressed satisfaction with year-to-date sales figures despite a slow 1964 start. Good economy, low interest rates on radio, tape and electronics, the dealers agree, have all combined to make this a solid sales year.

Dealers are utilizing plenty of promotion, chiefly newspaper advertising and competitive price specials to maintain volume. For Christmas merchandising, however, such dealers as Lindy Lindeinmire, head of Lindie's Appliances, will switch to a quality approach, and concentrate on sales of top-drawer, better priced stereo phonographs, color TV and home entertainment equipment in general.

Lindeinmire plans to use home demonstration as a potent sales tool over 1963, adding to the gift-for-the-whole-family theme in offering stereo phonographs up to the $500 and higher mark. Every indication is that with an elaborate choice of financing methods, and general high interest in stereo, the bulk of Christmas profits will be earned in better price phonograph brackets, as well as tape recorders and TV.

"Pat" Patterson of Patterson's in the Denver suburb of Englewood, developed a clever idea for selling big, bulky home entertainment items during the holiday season.

Well aware that it is difficult... (Continued on page 46)

Alabama Dealers Optimistic

By JEANETTE FORMBY

DOTHAN, Ala.—Christmas figures this year are shaping up to be a profitable one, declare dealers in Southern Alabama.

Home entertainment retailers in Montgomery point to the wide interest in stereo which has been fostered by a very full promotion all through 1964. Most dealers report volume up for 1964 over 1963, particularly in the area of higher priced phonographs. A typical dealer, Raymond Cohen of Montgomery, credited the low introductory prices, the widespread ad blitz, and higher profit interest in stereo to the fact that sales have been down in lower priced portable and tabletop phono-stereo, but maintain volume in phonographs over $500 has well offset that problem.

Christmas merchandising, for the greater part, will consist of heavier newspaper and direct-mail campaigns, with some emphasis on variable time payment plans which will make it easier for the consumer to buy in ex-

(Continued on page 46)
WINNING SLATE

"NOBODY LOVES ME"
ANNA CRAIG
FOX 540

"AIN'T IT THE TRUTH"
MARY WELLS
FOX 544

"GUNS AT BATASI"
THEME FROM
ORIGINAL SOUND TRACK
FOX 547

"LITTLE DRUMMER BOY"
HARRY SIMEONE CHORAL
FOX 429

"GOODBYE CHARLIE"
JOYA SHERRILL
FOX 548
Detroit Expects Top Christmas trade. Other Christmas plans are not available or firmly set. Preliminary reports indicate that most of the radio stations in the area are being built around the Griffith-sponsored "Top Christmas," which is also the "Detroit Teen Queen." A special sideline will be a three-day "holiday party" for five couples tied in with the opening of the movie "My Fair Lady," with tickets in each package. Three of four or five brochure holi-
day mailings will add to a list of about 50,000 names—
some 30,000 from the station's own mailing list and from various directory listings. Brochures are in color, and prices range from $2.50 for Grif-
fov and Pilot are being used. In addition, some custom-prepared mailings are also planned.

Lists of professional people are used for the mailings. Mailings to successful settings aim at some of the better income groups. Dart's quick reaction to the first advice is to verify (of mailings) will be more effective. This seems to work better for accurate information.

Upswing will spend about $55,000 on advertising for the Christmas season, to make the store attractive and seasonal in its visual impact on prospective customers and passing traffic.

BILBOARD, November 14, 1964

---Continued from page 26---
She has a hit and she's now on Vee-Jay Records

Shelley Fabares

VJ #632  I KNOW YOU'LL BE THERE
Vee-Jay is still only #7 in sales

A DUNHILL PRODUCTION
BULK VENDING news

NAMA and Better Business Bureau Warn Blue-Sky Ops

CHICAGO — The National Better Business Bureau and the National Automatic Merchandising Association warned today that some unscrupulous promoters are utilizing the growth of the vending industry to fleece uninformed persons with false promises of large profits. State and federal officials are through the operation of vending machines.

An NBBB bulletin on deceptive vending machine promotions prepared with the cooperation of NAMA said the great majority of those who manufacture, sell and operate vending machines are legitimate business men, but noted that there is a small number of dishonest promoters operating on the fringe of the $10 billion-a-year industry.

The high-pressure salesmen, the bulletin said, are generally independent agents who buy vending machines from small manufacturers and then resell them to inexperienced persons who hope to find an easy route to extra income.

The bulletin said these promoters move from community to community and interview prospective applicants from transparent quarters. Contact is usually made through newspaper classified advertisements.

A typical ad reads: "$300 monthly spare time. National concern will select man or woman to own and operate profitable route of vending machines in this area. No selling. Must have six hours per week spare time, references, and $600 cash immediately available. Income immediately, year ends up $300 monthly, with possibilities of taking over full time, income increasing accordingly."

The bulletin said vending is a full-time occupation requiring capital, knowledge and training, and any offer to get started in the business "should be" almost always suspect.

To curb the activities of unscrupulous promoters in the field, NBBB and the vending industry are prepared to supply to advertising media minimum standards for the acceptance of vending machine advertising several years ago.

Alan E. Bachman, NBBB executive vice-president, noted, "Substantial strides in this direction can be made by the honest operator access to his principal avenue of approach to prospective victims—the classified and display advertising columns in print media."

Seven minimum criteria for evaluating the acceptability of vending machine advertising are incorporated in the NBBB bulletin. They cover references to specific earnings from vending machines, vesting arrangements, misuse of national brand names, misrepresentation of locations, and the sale of machines disguised as an employment offer, among others.

Taking note of the industry's postwar growth rate, the bulletin said there are now more than 4,000,000 automatic merchandising machines in operation. The annual volume of merchandise vending approached $3,500,000,000.

The bulletin said automatic merchandising offers competent individuals an opportunity to make money operating good machines vending good merchandise in good locations. However, (Continued on page 48)

'My Don't Be Smarmed by Blue-Sky Image, Mitchell Warns Industry

CHICAGO — Don Mitchell, National Vendors Association legal counsel, warned the bulk industry against ever letting itself be identified in the public eye with the "small percentage of blue-sky operators that unfortunately will always be a problem."

Mitchell's statement came along with a national warning against blue-sky promoters by the Better Business Bureau and the National Automatic Merchandising Association (see separate story).

The legal counsel noted that blue-sky promoters had always been a problem in the vending industry, and that since bulk operators were a part of the industry, it was a problem for them too.

Mitchell noted however that successful blue-sky promoters were generating an amount of publicity that was causing other operators to take the trouble and expense necessary to be identified in the public eye.

Don Mitchell

were diminishing because of the tremendous publicity given such schemes by organizations such as the Better Business Bureau.

He said NVA has an important role in "maintaining the integrity of the bulk vending industry." He urged members to make the public aware of the existence of the NVA and its ability to serve as a place for the public to check their complaints.

There were any blue-sky operators doing business in the bulk vending industry, Mitchell said he knew of none, but he pointed out that "such promoters are members of NVA. It is important that the legibility of such persons in the business police against such activities."

What to Do

What should you do if you learn of a blue-sky promoter doing business in your area? Mitchell urged members to notify the NVA so the association could notify the Better Business Bureau and take appropriate steps of its own to put an end to the practice. Mitchell said one of the most important provisions was not to have the public identify blue sky promoters with the great majority of legitimate bulk industry members.

He drew an analogy with the brokerage business. He noted that undoubtedly there are still promoters who sell "m horrible things (Continued on page 54)
Retire After 35 Years? Why, He's Just Getting Started

By FRANK LUPPINO

NEW YORK — After a man has been in business for more than 35 years, he usually begins to think of retirement but the exact opposite is true with Moe Mandell, head of Northwestern Sales and Service Company, America's pioneer in the bulk vending field.

He thinks not of retirement but of a career in the bulk vending industry and the opportunities it will offer. Upon returning from recent conventions in Chicago (MOA and NVA) Mandell spoke of what is being sold, what is available to be vended compared to a few years ago and amazing to think that the surface has only been scratched.

It was back in 1932 that Mandell bought his first few bulk machines and put them on location in his own neighborhood in Brooklyn. He bought the machines from Dave Robbins, veteran coinman, located on DeKalb Ave. Mandell later went to work for the Born Automatic Music Company on their joke box routes and then in 1935, went seriously into bulk vending as an operator.

Shortly thereafter, he acquired the distributorship for Northwestern Corporation machines and was ready to send them out his route. He operated his distributorship in Brooklyn for 20 years, then moved to Manhattan's famed 42d Street for three years and for the past 12 years has been located in his own building on W. 36th Street.

Asked about the international aspects of bulk vending, Mandell tells the humorous story of a retired French Army colonel who was living in Venezuela some years back and who approached Mandell to get information about bulk vending. After making some trips to visit Mandell in New York, the colonel purchased about 2,000 machines in short order and was a heavy buyer of concessions to be vended from the machines. The colonel made seven trips to New York, each time learning more about the repair of the machines.

Then, Mandell pointed out, the colonel was not heard from for a long time. Finally, he learned that the colonel had evidently become too prosperous, through operating the machines and repairing them with his own staff that he had briefied in machine repair, that he had become self-sufficient and had even opened his own chewing gum plant to provide product for the machines.

Mandell, in a serious vein, pointed out that he does ship machines, parts and supplies all over the world. He said that in some instances, the foreign market was supplied almost exclusively with product from the U.S. until the U.S. firms worked out arrangements to have licensees manufacture their machines or products abroad. Mandell assisted in the incorporation of his firm by his son-in-law, Allen Cohen, who joined the firm after a stint in the U.S. Army. Cohen planned to return to the war position until his father-in-law suggested he come in with him. Cohen, in addition to being a sales assistant, is an expert in Indian affairs, which he learned while he was in the Army.

Mandell and Allen Cohen are harmony personified.

Both said that the greatest growth in the bulk vending industry has been in the segment dealing with charms and capsules. Although they pointed out that in recent years, the coin-connection sales has not slowed, there are more and more bulk-confection items available for vending until the charms came along. These, added by capsules, have added greatly to heading over-all sales curves upward.

Both look forward to great accomplishments. Their first bulk-Fuji machine introduced by Northwestern which will bulk vend Flors Fingertips. These eating-loading machines will be joined by new machines in Vogue, Mandell pointed out. They'll be available early in 1965 when bulk vending started a new year by heading upwards on the sales charts. Also, sales of their new coin-programs of two fellows whose experience in bulk vending adds up to a hefty 47 years.

Expect Big Turnout
At West Coast Meet

LOS ANGELES — National Automatic Merchandising Association's Western conference and exhibit will present the best program items from the association's recent national convention in Chicago, and is expected to attract a record turnout of West Coast vending tradesmen.

The show will be held at the Ambassador Hotel here Nov. 20-22 and exhibit space has already been sold out to some 66 firms.

Emphasis at the convention will be on merchandising and customer relations and practices and will be specifically tailored to the Western operator.

Panel Slated

Vending operators, school officials, a government official and a machine manufacturer will lead a panel discussion titled "School Vending Market in the West" Friday (20) evening.

Saturday (21) NAMA will repeat its "Five Best Merchandising Ideas" presentation based on the recent national convention for member operators. Also scheduled is a discussion on customer relations, featuring a leading operator and an industrial vending location operator.

Carl Millman, NAMA president, will keynote the Saturday program with a presentation, "Creating a Better Business Climate for Vending." Also on the program is a discussion of legislative problems and reports from the California and Northwest state councils of NAMA.

The exhibits will be open during the afternoons of all three days. The show is open to all vending operators free of charge. The association expects to exceed its last year registration figure of 3,500.

NAMA and BBB

BBB - Continued from page 47

With the current trend in vending, three sections of Missouri, three states in which the vending business is booming, have been chosen for a study of operating conditions. The sections are:

- Kansas City, Mo.
- St. Louis, Mo.
- Springfield, Ill.

The study, conducted by the Better Business Bureau of Kansas City, is designed to give an unbiased view of the vending business in each of these areas.

The results of the study will be available in the near future.

denver Rt. Sold

DENVER — Veteran Denver bulk operator, Doug Bren lerich, who built up a successfully specialized route in universities and schools, has sold his business to Frank Fitzman. Ben lerich's future plans were not immediately announced.

Northwestern

Headquarters

Regardless of your bulk vending requirements, we can serve you well. We offer a complete stock of outstanding Northwestern machines, parts and supplies. Write today for complete information and price list.

L. C. Topper

Birmingham Vending Company

L. C. Topper, Designed for 100-cent gum

High 1175 bulk of 100-cent gum

NOTICE TO OPERATORS

All Operators are cautioned to give only 100-cent gum.

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Midway Expansion Plan: Imre to Play Big Role

By RAY BRACK

CHICAGO—“Midway Manufacturing Company is looking to a greatly enlarged plant next year,” stated company President Marion Imre, in a Nov. 30th interview last week, adding, “While the company has no plans to play an important role in our overall expansion plans.”

The 47-year-old giant of a man best known to the industry as Cyclone Imre. During his 30 years experience in the manufacture of amusement games, Imre has become a key player in every mechanical phase of production.

“I don’t consider myself an electronics whiz,” Imre says modestly.

Cyclone joined the Midway firm quite recently. His title with the company, however, is difficult to define.

He is an engineer, experimenter, tool and die maker, production co-ordinator and designer, whilst being a key figure in outlining Imre’s role. “Louis is a jack of all trades and master of all.”

ELECTIONS IMPACT ON COIN INDUSTRY

WASHINGTON — The re-shuffled congressional alignment which will result from last week’s elections will have an impact on the coin machine industry. At least one important congressional figure in the jockey of change has gone down to defeat. For complete details, see Milford Hall’s page 1 story.

Gottlieb Introduces New 4-Play

CHICAGO—D. Gottlieb and Company will be beginning shipment of a colorful new four-player flipper game called “Happy Clown” early this month.

Prime feature of the product, according to Alvin Gottlieb, is the excitement known as the “spin on the light box.” When one-point values are scored anywhere on the playfield, the clown pops up and down and his eyes sparkle.

“Spinning numbers” are utilized to denote the scoring and the “shoot-again” feature.

Ten times the value of the spinning numbers is the amount that the player strikes all the letters in “C-O-L-O-W-N.” If the letters of the word are struck two times consecutively, the clown scores 100 times the indicated value.

Traditional Gottlieb design and construction features are, of course, incorporated in “Happy Clown.”

Music Shows Profit; Game Income Dips in Chi

By RAY BRACK

CHICAGO—Two nearly unanimous pronouncements on the 1964 business picture came from a cross section of the city’s columns quoted by Billboard last week.

The points of agreement:

(1) Music business, locally, is bumpy, but steady.
(2) Game collections are down, in some cases nearly one half.

Chicago distributors, on the whole, were less gloomy about the local business, but their relative optimism did not extend very far. One distributor gave a 10 per cent hike in 1964 juke box earnings and a candid admission that the amusement game business has sagged again this year.

The PHONO PICTURE

Music operators reporting 1964 collection increases were conspicuous in the minority. Most operators echoed the statement of Earl Kies, president of Chicago’s Recorded Music Service Association.

Said Kies: “The music business currently holds its own in Chicago this year, and there are several good reasons why.”

Pressing Kies and his fellow columnists for elaboration of these reasons, Wally Brack compiled the following information about the Chicago music scene.

"For one thing." Kies complained, “Chicago is a two-night town. He explained that tavern and concert hall profits are what is responsible for a major share of juke box profit, booms in this area.

“Second," it’s been noted, “in the past," the Chicago industry has had a great deal of competition in its operation. A variation of this problem was described by Jack Holt of World Wide Music. Holt has 200 boxes out.

"Coin machine play is a luxury like whiskey drinking," he asserted. "People can’t afford all the luxuries too often, and it’s showing up in our business."
Music Shows Profit; Game Income Dips in Chi

WANTED

CHILDREN'S
KIDDIE RIDES

FOR CAS

Our modern new Factory is devoted exclusively to manufacturing

WANTED

QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

WANTED

COCKTAIL HOURS?

for ROWE AMI music

Music Shows Profit; Game Income Dips in Chi

A chance to watch the situation at a bit closer," Kies declared. "Operators were surprised to learn that the tax, which many

"Our State association will continue to maintain vigilance," said Kies. "Maybe one day the bill will come for elimination of the tax. But we're not going to rock the boat too much."

Joe Robbins, of Empire Coin Machine in Chicago (Rock-

The new State organization mentioned that a third-tierof the ASCAP is headed by Les Montooth,

Rap ASCAP

Chicago operators, predictably, oppose the ASCAP pro-

"The bill comes up annually in Congress," Robbins declared,

A third factor directly hurting local music business was out-

"There are just as many liquor licenses issued annually, but more are granted to liquor and drug stores," he pointed out.

"This means fewer taverns are being operated. Hence the taverns means reduced phonograph profi-

Urban Renewal

Related to the loss of juke box revenues is a slump in taverns and cocktail lounge openings is the impact of Chicago's exten-

Wis. Disk Buying Holds Steady

By BENN OLMANN

MILWAUKEE — One-stop disk dealers continue to report heavy buying by Northern Wisconsin juke box operators. Normally, juke box music and coin operators experience a sharp decline immediately follow-

According to Stu Glassman, downtown Radio Doctors, "Our mail order foot traffic from the juke box operators have been holding surprisingly firm. It could be that more locations are staying open during the fall to attract the hunting and fishing fanciers, and deer hunting crowds."

Mike Geppert, in charge of downtown Radio Doctors' one-

MARKED TREE, Ark.—Coin machine operators in Poinst-

MARKED TREE, Ark.—Coin machine operators in Poinsett County had a vital interest in the recent election when local citizens voted on whether to make the county win or dry.

The wets won by 300 votes. It was a big victory for the operators who had spent a lot of money trying to overcome the no-tobacco forces. The operators reported that they were surprised when the vote was close and that it was the closest they had ever had.

Among the operators, for exam-

The area has no more prosperity than when it was dry. The in-

With the county wet, he said, the area has no more prosperity than when it was dry. The in-

GUNS

Williams

Games

Swimming

$275

Goldfish Flipper Clown

$225

Goldfish Flipper Parlor

$145

BUCKET ENTERPRISES

Newark, N. Y., and Albany, N. Y.

GAMES

Guns

Williams

Space Glider

$235

Williams Hercules

$165

Daily Moonraider

$225

Kneez 2 Sun Fun

$145

Midway Shooting Gallery

$125

Special Brand New

Chicago Coin Sun Valley

$345

BILBOARD

November, 14, 1964
Harbor Operators in Muu-Muu; Host 125 at Big Hawaiian Frolic

By SAM ABBOTT
LONG BEACH, Calif. — Ocean swept breezes and a tropical setting, along with gay muu muus and palm frond hats, supplied the atmosphere for the first luau staged by the Harbor Operators’ Association at The Reef here Saturday evening (11). More than 125 attended the event, which replaced the annual party generally held by the association at Christmas.

The event was well supported by all phases of the industry. In addition to the operator-members and friends and representatives of the equipment manufacturers and suppliers and one-stops were on hand.

The theme was under the direction of Bob Holland, president of the association, and Johnny Miller, a past president and now the secretary. Bill Brown emceed the pre-show event and kept the festivities moving.

The program started at 6:30 with a cocktail hour, followed by a Polynesian dinner. The floorshow featured the Ninuivina Dancers, who were joined by those from the audience, and Chief Sia and the twins, Ross Maury and His Polynesian Playboys for the show and for dancing both before and after the show.

Victor of Japan Eyes Juke Box Mkt. During U.S. Tour

NEW YORK — The Victor Company of Japan, Ltd., has been investigating both the operator-location aspects of the juke box business in the Metropolitan area and their intentions set here last week to visit manufacturers in Chicago to learn that their interests might be in expanding their activities within the Japanese market.

Mr. Toshiyazu Watanabe, assistant chief of the Victor Company’s sales department, was an observer for his firm at the New York World’s Fair. Upon the closing of the fair, he completed several assignments for the company in the principal offices in Tokyo. The final assignment involved investigation of operating relationships in the juke box business and Mr. Watanabe visited not only restaurants and taverns but also visited "coin row" on Tenth avenue where he viewed distribution outlets of both new and used juke boxes.

Prior to his trip for Chicago, where he planned to conduct exploratory conversations with juke box manufacturers, he paid a visit to Billboard’s New York offices to conduct additional research. In Japan, he pointed out, there are many coffee houses where one goes to listen to music, much of it classical. But such music is provided by high fidelity and stereo equipment operated by the management and sold by any of the Cool operated. The Victor firm is highly regarded in the electronics and phonograph record business and it appears that the firm believes increasing opportunities exist in the Cool-operated phonograph business to be placed in a variety of locations in Japan, especially with Western firms and among them American music; are gaining increasing attention and admiration from Japanese youth.

World Wide School Draws Compliments

CHICAGO — Forty-five regional service attended a phonograph service school conducted last Wednesday evening GRI in the showrooms of World Wide Distributors.

Training focused on the Seeburg LPC-30 Spotlight Award Console and was conducted by Seeburg Field Engineer Charles (Chuck) Gates.

An instructional innovation in the semen drew praise from the trainees: "For the first time we’re being trained under location-like conditions." The new method involved rigging typical service calls problems in the mechanism, allowing each service representative to take a crack at solving them.

Representing World Wide at the session were Harold Schwartz, Howard Frer, Tom Higdon, San DiPiero, Paul Freedman, Manual Herman, Newell Bellevamy and Al Holston.

World Wide Distributors, 820 W. Washington Blvd., Chicago 10, Ill., is a subsidiary of Victor Company of Japan, Ltd.

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ATTENTION: ARCADE OPERATERS— IMPORTERS & EXPORTERS

Opening our warehouse. Must make room. The following machines in "As is" condition at low, low prices. Bring your trucks, slight charge for loading.

2 Mutos. Venture-Discographs. En...$100.00
3 Mutos. Princess Phonograph. M...50.00
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November 14, 1964, BILLBOARD
SHAME & SCANDAL
No Air Play, So Ops Break Disk

By FRANK LUPPINO

NEW YORK—The joke box operator and the one stop, from which the operator buys 84.8 per cent of his records (Billboard Coin Machine Directory Survey) have, in recent years, been considered by some record manufacturers as a pestering part of the sales and profit picture and no longer able, as once was the case, to “break a hit.” This somewhat general feeling may be exaggerated, and quickly.

It has been said that airplay of records in juke boxes is necessary to make a hit but Roulette Records have a record that is assuming all the symptoms of being a big hit with all the initial action taking place at the one stop and joke box operator level.

The case in point is a record titled “Shame and Scandal in the Family” by Shawna Elliott. It is receiving no air play whatsoever. Matter of fact, the promotional copies of the record carries the imprint “Not Recommended for Air Play” on the record label. The reason is that the lyrics of the calypso song is a little too sexy and concerns itself with an illegitimate child in the family.

Upon turning of the record, Eric Bernay of A-1 One Stop not only ordered heavily but alerted other one stops. Pat Cohen, Pat’s One Stop, Richmond, Va., wrote Roulette’s sales director Bud Katzel to tell him that he not only was ordering and selling the record but was attaching a list of other one stop association (ROSA) members who should also be contacted and informed about the record.

Other one-stops reporting immediate operator reaction were Ralph Schechtman at Service One Boys, Newark, George Freeman, Northern Record Sales, Cleveland, and Sam Ricklin, California Music, Los Angeles.

Katzel said, “heretofore it was a moot point whether or not a one stop could instrumental in breaking a record because sales-supporting air play was generally available. Now we have a case where one stops have no chance to go the route of producing a hit all by themselves. Of course, the one-stops have to have joke box operator interest and purchases of the record to get widespread exposure to generate full hit status.

But operator reaction has been good and in short order, Morris Levy, Roulette president, pointed out that Al Minisci, who heads up the Paramount Music joke box operation in the Bronx, had already reported good play activity resulting from the programming of the record on his locations.

Since over 60 per cent of joke boxes are located in taverns and bars, where the lyrics would not be heard by minors, the sales potential of the record would be 282,000. This is based on over 60 per cent of the total number of joke boxes on location, reported as 470,000 by Billboard’s Market Research Division director Norman in Billboard’s annual International Coin Machine Directory edition.

It would take only a small percentage of the locations to kick off general consumer interest in the record. If the present one stop could remain, the potential sales would be a major sized hit record on their hands and joke box operators, and one stops, can genuinely point to their ability to introduce a record to the public and generate subsequent interest so boost it to general popularity—all without air play.

S. C.-COA Parley

- Continued from page 48

be open from then until 6 p.m. Exhibitors will also be open on Sunday (23) from 10 a.m. until 1 p.m. A-1 Operators and dinner-dance is slated for Saturday (22) from 8 to 11 p.m. This annual business meeting will be held on Sunday, following the luncheon.

Stereo Releases

for Music Operators

■ SEEBURG LITTLE LP’s

Novelty

THE CHIRMPUNKS—The Chipmunks Sing the Beatles Hits

Please Please Me—You Don’t Want to Know a Secret—Twist & Shout—A Hard Day’s Night—I Saw Her Standing There—I Want to Hold Your Hand

Pop Instrumental

MARTIN DENNY—Latin Village

The Girl From Ipanema—Latin Village

Country & Western

KITTY WELLS—Country Music Time...

Decca: I’ve Thought of Leavin’ Too...Makin’ Beatin’ You—Pass Word—This White Circle—Gonna Find Me a Bluebird

Polka

L’L WALLY—Wish I Was Single Again......Jay Jay Wish I Was Single Again—Just Because Polka—Who’d You Like to Love You—Tick Tock Polka—Happy Anniversary—I’m in Love With You

Christmas

BRENDA LEE—Merry Christmas

Decca: This Time of Year—Blue Christmas—Jingle Bell Rock—Rockin’ Around the Christmas Tree—Marshmallow World—Winter Wonderland

ERNEST TUBE—Blue Christmas

Decca: Merry Texas Christmas, You All—Christmas Island—White Christmas—Ch-r-i-s-t-o-m-a—Rudolph the Red-Nosed Reindeer—Blue Christmas

■ LIBERTY LITTLE LP’s

MATT MONRO—Matt Mono.

Liberty Softly as I Leave You—My Kind of Girl—Portrait of My Love—Let’s Face the Music and Dance—Is There Anything I Can Do—Cheek to Cheek

BUD & TRAVIS—Spotlight on Bud & Travis...

Liberty Mexican Wedding Dance (La Bamba)—Raspberries, Strawberries & Angelitos—Sinner Man—Cloudy Summer Afternoon

JULIE LONDON—The End of the World...

Liberty The End of the World—I Wanna Be Around—I Left My Heart in San Francisco—Fly Me to the Moon—Days of Wine and Roses—Desafinado

MARTIN DENNY—Latin Village

Liberty Angeltino—Corcovado—Something Latin—The Girl From Ipanema—Latin Village—Malaguena

JOHNNY MANN—Invisible Tears...

Liberty Invisible Tears—Everybody Loves Somebody—The Girl From Ipanema—AL-DI-Lo—Shangri-La—Hello, Dolly!

THE CHIRMPUNKS—The Chipmunks Sing the Beatles Hits

Decca Please Please Me—You Don’t Want to Know a Secret—Twist & Shout—A Hard Day’s Night—I Saw Her Standing There—I Want to Hold Your Hand

All titles are listed as original 329 stereo singles packaged for the joke box operator. Further information in recent releases may get weekly listings of their product for sending releases to Juke Box Review, Billboard, 155 W. 46th Street, New York, N. Y. 10036.
A lot of phonograph manufacturers have taken a swing at incorporating a feature on their instruments that would prove an extra powerful play and profit producing stimulant.

It was Wurlitzer that really scored the grand slam hit with its Ten Top Tunes feature.

No other feature on any other phonograph is even in the same ball park when it comes to making money. Get the details from your Wurlitzer Distributor.

WURLITZER 2800
MAKES THE SWING TO HIGHER EARNINGS
Mack’s Machines, South Bend, and Vern Daly of Evans Sales. Among the entertainers will be the "Nomads," a South Bend vocal trio presented through the courtesy of Bud Moore of the Valley Record Company.

According to Society president Joseph Granger, plans are well underway for an "operator's" dinner, to be held in Ivan’s Dining Rooms, 602 South Walnut Street. The cocktail hour begins at 6:30 p.m., with a steak dinner scheduled for 7:30. A lively floorshow is being planned by Joe Macquey of Evans.

J. BERESIN
FEATED WITH OLD MAN TIME

PHILADELPHIA — It was "Old Man Time" in person as well as on records for Jack Beresin, president of ABC Consolidated Corporation, formerly known as ABC Vending Corporation, celebrated his golden wedding anniversary at a private dinner party at Bellevue-Stratford Hotel last Saturday night.

Beresin and his special guest, Jimmy Durante, Rosen distributes Warner Bros. records, is number one on that label is Durante’s "Old Man Time." After Durante sang the tune, Beresin revealed that he was the original Durante-Clyton-Jackson, their first theater job in New York at the old Hippodrome. In honor of Beresin’s 50th wedding anniversary, contributions were made to the Heart Fund of the Philadelphia Variety Club, Tent No. 13, Bogen is Chief Backer of the local showmen’s Tent.

LEX-BOY MOVE

DETOIT—John J. Boylan of Lex-Boy Distributing Company here has announced that the firm will move to the new quarters at 23314 Harper Avenue, St. Clair Shores, Mich. Lex-Boy is the area distributor of specialty charms, gum, vending machines and supplies.

CHICAGO

Jetting around with MOA Executive Director Fred Granger, Nov. 18 in South Bend, Ind., for St. Joe Valley operators meeting, was by proxy Bill Bailey and v.p. Ken O’Connor, owner of Louisiana Machine Company, in Rich- mond, Vt., to Columbian, C.C., for special meeting with Coin Owners Association annual meeting on Nov. 23. According to Beresin, will join her husband at the Red Onion trip, Rock-Ola trio Ed Dorin, Kay and Hugh Gergian, is recently romanized — returned last week from the firm’s Hawaiian tour for distributor.

George Hinchler stayed at Cherry Hill and the territory remained between operators and Rock-Ola’s new Princess Royal phonos. Empire v.p. Joe Robbins also returned from the land of the lave last week, re porting that his "20 (tray) trio, don’t forget our service" they offered last year "two months, I’ll kill re mains. (See story of Mr. Robbins in the Feb. 5 issue of the Chicago Spectator, page 57.)

According to Lens magazine, the ABC Vending Company, of which Beresin is vice president, has a three-week Eastern tour of the company’s new bottling department in suburban River Grove is the enterprise of operator J. H. Keener, who has been buying large to drop in at River Grove and buy him lunch. Bogen is Chief Backer of the local showmen’s Tent.

ATLAS

Special Purchase!

5,000
BRAND NEW
UNITED
BACK GLASSES

For United Glasses made from 1934 thru 1946: MERCURY—MARS—COMET—SHUFFLE TARGET—LIGHTNING, ETC., ETC.

NOW—MAKE OLD EQUIPMENT LOOK GOOD AS NEW! WHILE STOCKS LAST, SO HURRY!

Write for complete 1964 Catalog of Photographs, Vending and Games.

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Chicago:

Don’t Be Smeared

• Continued from page 47

things as waxed stock, but the various stock exchanges and brokerage associations have educated the public to the difference between the fast-buck promoters and the legitimate investment firms.

"The investment business is one of the most respected in the country," Mitchell said, "and rightly so. The bulk industry has to conduct itself more carefully than it used to, to maintain its educational campaign."
Here are More Little LP's

These great new Liberty releases will help you build increased location volume. Available in LP albums only.

Enjoy a greater range of selectivity for every customer listening taste. And... they'll sound better in full dimensional stereo from the new Rock-Ola Grand Prix phonograph (shown below), and the just introduced compact Princess Royal phonograph.

With every stereo operator program, you get a full color, 7-inch album cover, 6 miniature color covers and 20 printed title strips. Don't miss out on the increased play these new releases will bring. You can order them now from your local record distributor, one-stop, or Rock-Ola distributor.

If you have not seen and heard a demonstration of the new Rock-Ola Grand Prix 160-Play phonograph, and the new compact Princess Royal 100-Play phonograph, then drop by your Rock-Ola distributor soon. You'll see that Rock-Ola again delivers outstanding design, beauty and versatility in a stereo, monaural phonograph. Both phonographs play 7-inch LP's, singles, 33 1/3, or 45 R.P.M. records in any intermix.

Never before such unsurpassed selection, versatility and dimensional stereo sound, too.

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

Look to
ROCK-OLA
for advanced products for profit

Artists: Matt Monro
Title: Matt Monro

SIDE ONE
1. Softly As I Leave You
2. My Kind Of Girl
3. Portrait Of My Love

SIDE TWO
1. Let's Face The Music And Dance
2. Is There Anything I Can Do
3. Check To Cheek

Artists: Bud & Travis
Title: Spotlight on Bud & Travis

SIDE ONE
1. Mexican Wedding Dance (La Bamba)
2. Raspberries, Strawberries
3. Angelito

SIDE TWO
1. Sinner Man
2. Country Summer Afternoon
3. Bonus

Artists: Julie London
Title: The End Of The World

SIDE ONE
1. The End Of The World
2. I Wanna Be Around
3. I Left My Heart In San Francisco

SIDE TWO
1. Fly Me To The Moon
2. Days Of Wine And Roses
3. Desafinado

Artists: Martin Denny
Title: Latin Village

SIDE ONE
1. Angelito
2. Concolodo
3. Something Latin

SIDE TWO
1. The Girl From Ipanema
2. Latin Village
3. Malaguena

Artists: Johnny Mann
Title: Invisible Tears

SIDE ONE
1. Invisible Tears
2. Everybody Loves Somebody
3. The Girl From Ipanema

SIDE TWO
1. Al-Di-La
2. Shangri-La
3. Hello Dolly!

Artists: The Chipmunks
Title: The Chipmunks Sing the Beatles Hits

SIDE ONE
1. Please Please Me
2. Do You Want To Know A Secret
3. Twist And Shout

SIDE TWO
1. A Hard Day's Night
2. I Saw Her Standing There
3. I Want To Hold Your Hand