Decca to Strengthen Its Activity in the R&B Field

By MIKE GROSS

NEW YORK — Decca Records is preparing to step up its activity in the rhythm and blues field. Although the label has not been completely out of the R&B picture during the past several years, Milt Gabler, Decca's vice-president in charge of artists and repertoire, has mapped out a campaign for his company to assert itself more strongly in a musical area it helped to create but soon to prune in the early 1940's.

Gabler's initial effort will be through independent disk producers. He's already洽谈ed on to several indie producers and is undergoing auditioning all who come to him with an R&B bent. Decca'siscal for independent producers stems from Gabler's conception of the record market today. (Continued on page 8)

RCA's Franchi To Cut Caster For Columbia

NEW YORK — Broadway is once again going to bring down the barriers between record companies. It will happen next spring when Vee-Jay Franchi, an important artist on the RCA Victor roster, moves over to Columbia Records to appear on the original Broadway cast album of "Do I Hear a Waltz?"

The musical, an adaptation of Arthur Laurents' play "The Time of the Cuckoo," by Richard Rodgers (music), Stephen Sondheim (lyrics) and Arthur Laurents (book), will mark Franchi's first try in a Broadway musical and his first recording date away from Victor. Record company courtesy on page 9.

Bonn Companies Eye Threat To Retail Price Maintenance

By OMER ANDERSON

BONN — The record industry is anxiously studying what threats to be a breakdown of retail price maintenance in West Germany.

Binding price agreements have broken down in the retailing of record albums, radio and TV items, chocolate, liquor, and detergents. These fissures are viewed as merely the prelude to a possible general collapse of fair trade practices which would bring disk prices tumbling, too.

What is happening now in the camera business is regarded by record industry executives as a red alert for their own trade sphere.

Major camera producers, it is learned, held a secret meeting in Stuttgart two weeks ago to consider methods of suppressing a wave of price-cutting in retail camera prices.

It has become common practice among large retailers to sell their stock at "wholesale" prices to smaller retail dealers whose volume is too low to enable them to the 40 per cent quantity rebate given by manufacturers — primarily in the form of stock.

The large retailers again have been unable to sell them at reduced rates to other dealers.

Other Areas, Too

This situation prevails not only in Germany but also in other merchandising areas. The German retail market has been under pressure for months from discount houses and so-called "gray" dealers who sell a large assortment of products at prices far below the established retail price level agreed to between manufacturers and retail dealers.

Camera industry executives are predicting the complete collapse of the price system by next spring unless new action is taken at once. By next spring, it is pointed out, the large retailers again will have surplus rebate stocks on hand which they will wish to pass on to the smaller units.

There are predictions that when this break in the price system occurs, it could force out of business at least half of Germany's retail camera dealers. These would be the smaller retailers who are able to stay from discount houses and so-called "gray" dealers who sell a large assortment of products at prices far below the established retail price level agreed to between manufacturers and retail dealers.

Clark to Head AB-PT; Top ABC-Para. Post to Newton

NEW YORK — Sam Clark, who headed ABC-Paramount Records since it was formed 10 years ago, moves up the American Broadcasting-Paramount Television's corporate ladder to head the 400-channel chain operated by AB-PT.

Moving up to the presidency of the record label is Larry Newton, vice-president in charge of sales. Both appointments become effective Jan. 1.

Billboard reported that the shift was imminent in its Nov. 7 issue. Clark's title will be vice-president in charge of theater operations.

Newton's replacement, together with other promotions in the record organization, will be announced at or about Jan. 1. Newton and Clark had worked closely together during the last two years. (Continued on page 5)

Crisis Hits Italy Market; Record Sales Are Down 30% Over 1963

By PIETRO A. MALASPINA

MILAN — Overproduction, the repercussions of the last San Remo Festival, which resulted in six times the sales in 1963 over the previous years, and the general economic situation in Italy, has brought on an overall drop of about 30 per cent in record sales during the current year.

Most record men, after sales have almost been nullified during summer and all of September, now agree in calling it a crisis, and are trimming expenses to weather the present difficult period.

With small LP sales in Italy, anyway (less than 5 per cent of total sales), this large drop in the singles market has been giving the industry some headaches.

The popularity of foreign artists singing in Italian versions has dropped to a low ebb. Whereas before Italian song sung by American or British artists in passable Italian was accepted, now the disk men find it necessary to record local artists in good Italian language.

According to Ecco Gianetti of CGD, unless U. S. artists are prepared to come over here regularly for personal exposure, (Continued on page 8)

VEE-JAY IS DEFINITELY THE SIDE YOUR ALBUM BUSINESS IS BUTTERED ON

4 ALBUMS OF HIT PROPORTION

THE NO. 1ヒット アルバム HAVE I THE RIGHT DELICIOUS TOGETHER BETTY EVERETT & JERRY BUTLER THE GREAT HITS OF 1964 VEE-JAY RECORDS

(Courtesy of Billboard)
Another Winner From Mancini!

THE TITLE SONG FROM THE NEW MOTION PICTURE

HENRY MANCINI
DEAR HEART
(Tune song from the Warner Brothers motion picture "Dear Heart")
HOW SOON
(Tune song from the Warner Brothers motion picture "Dear Heart")

" How Soon " #8458

Watch for Mancini's new album, " Dear Heart and Other Songs About Love" LPM/LSP-2990—coming in January!
Sales, Programming Parlay Is WSM Hit

NASHVILLE — The Sales and Promotion Division, sponsored by WSM Friday (6) in Studio C developed into one of the highlights of the Country Music Festival honoring "Grand Ole Opry"(6) 39th birthday celebration.

The sales segment of the par- lay, conducted by national radio sales chief Len Hensel, examined why and how advertising and promotions featuring country music, continue to be handled, consisting of Joseph Epstein Jr., director of advertising for Laziaene Coffee and Leland Barnhart, brand manager of Pet Milk Company; and executive consultant to Martha White and Pet Milk TV AM programming, brought the national press the M.E. Division. The audience, totaling approximately 200, was made up of radio and TV directors, com- missionaires, disk jockeys, program- ming executives, and the personal- last-named including promotional executives from 32 WSM affiliated stations.

The record company executive gave a glimpse of some interesting data—such as the fact that some country (Continued on page 4)

EDITION

Industry’s Range

In recent days the record industry has focused its attention upon (1) the country music industry on the occasion of WSM’s "Grand Ole Opry" celebration, and (2) the historic speeches and recorded tributes adored for its Records on Sir Winston's 60th birthday, Nov. 30.

Focusing on the scope and color of the record business—an industry which ranges from the hills of Tennessee to the sophisticated large, whose product includes The Wabash Cannonball of the man who guided Britain to ultimate victory.

Will be put into the world is indeed wondrous and magical; and this, in a sense, explains the strong hold the industry has upon those who are part of it.

Al Green is an edgy man, endlessly fascinated by the entertainment and cultural opportunities afforded by the recording process.

PRESS, TEENERS GET EYEFUL

TAMI Electrovision's Latest, Gets N.Y. Showing

NEW YORK — Electrovision debuted its second theater film presentation and the first specifically designed for teenagers, this time in a special press preview Wednes- day (11). It provided a special emotional experience, presenting 12 top record acts for one hour of continuous film. The Electrovision process was first demonstrated by Bob and Burton's Broadway performance of "Hamlet," which was earlier shown in theaters and on a special two-day period. The performances cameras, up to 10 at a time, are similar to TV cameras. The images get are fed to a master control center where a director chooses the image he wants to place on the master tape. From the tape, a commercial motion picture film is produced, which is shown in theaters.

The latest production is called "The TAMI Show," and features Jan and Dean, who head the charge, plus Chipmunks, The Beatles, Chet Baker, The Micronesians, James Brown and the Flamin' Groovies, as well as others. The TAMI show is a company of "teen" music, from which the film is shown in theaters.

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Fantasy Barred From Selling Baez Records

SAN FRANCISCO — Judge Edward Molkenkamp of the Su- preme Court here has handed down a permanent injunction against Fantasy records, forbidding the label or any of its agents or representatives from selling any record called "Joan Baez in San Francisco.

The decision, handed down in a case that resulted in action instituted on behalf of RCA Victor Records, no- tionally Solomn, Vanguard president, said the ruling pre- vents the illegal release of a tape made by the late Joan Baez. He said that Miss Baez had not approved the tape for public sale.

The court held that the tape in possession of Fantasy was a demonstration tape and that Fantasy had no commercial rights to it.

The order requires Fantasy to deliver to Miss Baez all masters and acetate tapes of the records, to recall from distri- butors all copies of the records, to return all records to RCA to be scrapped, to destroy all acetate tapes, master tapes and printing plates of the rec- cords to recall all tapes from all distributors, to destroy all positions of all records previously released, and to destroy all sales records.

The court also held that the illegal tapes had interfered with Miss Baez's contract with the Vanguard Records Society.

Miss Baez lawyer had filed separate suits against the record companies in St. Louis, Philadelphia, Chi- cago, Boston, New York and Detroit. The San Francisco de- cision disposed of all these actions.
Steinberg to NARAS Chapter:
Artists Should Seek Exposure

By NICK BIRO

CHICAGO—Ivan Steinberg, Mercury executive vice-president, last week urged recording-artists to make a direct appeal to the recording companies for more exposure of their acts, rather than to rely on outside promotions.

Steinberg, who has been associated with the recording industry for the past 20 years, said as an executive of Atlantic, the present system of promotions has a few weaknesses.

The artist must deal with a large number of different people and lose control of his own music. The record company must compartmentalize the artist by his gay, its sales, and his merchandising. The artist must be allowed to perform his own music and to control his own image.

Steinberg said that the only way for an artist to get more exposure is to go to the record company himself and make a direct appeal to the president or to the recording company's management.

The artist should not rely on outside promotions, but should develop his own market and make a direct appeal to the record companies.

The artist should not rely on outside promotions, but should develop his own market and make a direct appeal to the record companies.
TONY'S MAGIC
Presto! A best-selling single, "WHO CAN I TURN TO," becomes a best-selling album ON COLUMBIA RECORDS.
AIRS NEW DISK BEFORE RELEASE
KRLA Gets a Beatles Exclusive

LOUIS ANGELES—KRLA secured the city's first Beatles new single 18 days before its domestic release dates, resulting in calls from other West Coast stations inquiring about offering to buy or trade for the exclusive release.

Program director Bob Foster said the station obtained the disk on an exclusive basis, airitng it one hour to claim a world-wide first. Capitol's national promotion manager for the single, "I Feel Fine," backed up Foster's statement. Nov. 23, Foster said that after the station began emphasizing the single, a neighbor of deejay Charlie D'Oonnell admitted he had a copy of the single five days before the station obtained its furtive copy.

For explained that exclusivity and speed were important in radio today and that somehow the news that KRLA had obtained a copy of the single should have spread across the country. "We've received calls from Florida, New York, Chicago, and New Jersey offering to buy or trade for the disk.

ABC BREAKS DISK IN EAST

NEW YORK — Two ABC-owned stations were the first stations to receive the new Beatles release, "She's a Woman" and "I Feel Fine." John Pizza, general manager at KYW, Philadelphia, obtained the disk on Wednesday (11) and subsequently pipped the record to sister station WPEN in New York, which began to feature the disk several times per hour. (END)

KATHY'S 13 LP's Bowed By Roulette

NEW YORK — Roulette Records is winding up its album releases for the year. Five of the 10 which are either by new artists or by established acts and introduced this year, are being dropped from Roulette family. The 13 albums are combined with the label's 1963 releases, which results in a 15 per cent decrease in five merchanacies on both coast. The special program is in effect until Nov. 30.

A Latin treatment of "My Fair Lady" by Tito Puente contrasts with a jazz version of the show score by Arturo Sandoval. The Paul Williams mark his return to records, another 16,000 copies of the 5 week old "Across the Breakwater," and a Sammy Davis Jr. album, "Swing Away." These are the only albums to be released this month, beginning early in 1965.

The process is good and so was direction by Steve Binder, musical direction by Jack Nitzsche, production by Andy Warhol's "CA" and Buddy Adler's "B." The album is available on the Roulette label on a single-sided cylinder.

Cap Appointments

Continued from page 3

theodore of the East Coast. Stated in the new post of manager of administration, sales, and promotion, to handle labor relations, labor contract negotiations and CRI administration. Several of these posts were handled by Richard Quinn, recently resigned industrial relations coordinator who entered private practice. Kearns has been with Capitol since 1960 and handled personnel and sundry other positions.

NASHVILLE — Notables at the ASCAP cocktail party during the Country Music Association show last week got a kick out of the youngest member present, Paul Costello. The 11-year-old of pioneer country and western sxr executive, to handle labor relations, labor contract negotiations and CRI administration. Several of these posts were handled by Richard Quinn, recently resigned industrial relations coordinator who entered private practice. Kearns has been with Capitol since 1960 and handled personnel and sundry other positions.

Grra Slates Product Show

LONDON—Britain will put its product on display in an "Entry Preview" in the second year. The Gramophone Record Retailers Association will hold its second product fair in conjunction with the London record show.

The Grra executive committee has engaged a firm to set up a "new" facility to be called "The 1965 Disk Show," and will be staged simultaneously with the conference at London's Royal Hotel in Southport on April 25 and 26.

The Audio Fair immediately precedes the record festival.

Gersh PR Firm

Continued from page 4

eration, has not yet named a successor. His first step has been preparing to drift the company's base of operations to the West Coast by the end of the year.

Gersh, who had his own public relations business for close to 10 years before joining Colpix, has also been lined up several clients to start off his independent operation again.

BONN COMPANIES EYE THREATS

Continued from page 3

dealers are having their camera stock filled to the brim with 35mm and 16mm color films and reimporting them into Germany through the use of permits, which are necessary for this purpose in Liechtenstein.

What is happening to cameramen could happen to phonograph records, particularly with the growth of the "pop" music industry in the area including Austria and Switzerland. Crack in the retail price maintenance coincides with a slowdown in the German disk industry, according to some trade executives as described by "stagnation."

The listless market is encouraging price cutting, and the majors are trying to improve their positions by girding to defend the fair trade ramparts. All dealers are tightening sales agreements to discourage price cutting.

Discount alarms are increased by the belief that the current situation in this country of the practice of super markets and record shops to use discount records as loss leaders.

Moreover, repercussions are feared from the action of the Dutch government in repealing price discrimination. The high cost of electrical household goods indicates the effect of an end at the end of the year.

Continued from page 3

MATHIS SETS UP ROJIN FIRM

HOLLYWOOD — Johnny Mathis has set up Rojin Production, a new firm to be headed by Ed Blau as principals. He is still under contract to Nega Enterprises, according to Helen Noga said. Under terms of this contract, currently in its ninth year, Nega will distribute and acquire all records and publications and publishing 50 percent.

Mathis still has more than two years to his Mercury distributing contract, and according to Rojin Records he produces his sessions for Mercury, and Miss Noga that he would have not renewed his contract after its termination. John Rojin, located at 6290 Sunrise Boulevard, will handle Mathis touring concerts, Bailey said. Mrs. Noga is president of Rojin.

With the ending of tense relations between Johnny Mathis and Manager Noga, the vocalist filed suit in Los Angeles Superior Court last week, asking that the terms of the contract be declared void, that an accounting of funds be provided and that Mathis be declared against future sales of his records.

A significant management and that Mrs. Noga was not licensed to act on his behalf, signed with her on June 15, 1957, as a minor.

Continued from page 3

OTHER NOTEWORTHY NEWS

Primas in Film

HOLLYWOOD — Louis Prima and his wife Gina Malone have left the stage to enter the world of film. An endeavor, "King Louis the Movie," will be shown at the Ambassador and the Savannah in Las Vegas. Producer Maurice Dukas has signed up to produce and direct the film with the Witnesses for the comedic world. Commenting into film, said Mr. Ross, the "Candide."

"Shaggy Dog" Buyers

NEW YORK — Two music companies got hot on the tail of "Shaggy Dog" buyers. The Ame Records obtained a copy of the recording by Steve Harris' Survey Mu- sic, a Coast-based firm. The broad first two LP's received simultane- ously on both coasts are "Jazz Organ," feat- ing Jack Wilson, Henry Clay Wilky and Acker Bilk's "Famous Themes From The Dean's List," and "Runnin' Atten.

In addition to pressing news items, Monarch will also be handled by additional catalog items as situations arise.

LIVE MUSIC DISCOTHEQUES

TORONTO — Cashing in on the popularity of discotheques, like many other spots, many of which have pretty dance instructors teaching patrons the frill, has had a run of the discotheques, much in demand by local groups.

A showroom of the Sea- way Hotel advertises "discotheque dancing" to the music of Jimi Hendrix, while Le Cabaret has dubbed it "hetero-dalee" and proclaims "Live is more fun." Meanwhile back at the Inn on the Park, the Andoros and the Steak Pit, there are old-fashioned dis- cotheques with diskss.

BMI Affiliate Acquired by C. Schirmer

NEW YORK — Associated Music Publishers, Recordings, Inc., BMI, affiliate, has been sold to C. Schirmer, an affiliate of the Ditson Music Publishers, Authors and Pub- lishers, Associated, which has been a wholly owned subsidiary of BMI since 1947, is a major pub- lisher in the field of American composers and one of the foremost representatives of several important European publishing houses.

According to officials at Schirmer's office on West 40th Street, which will be operated as an independent company, all music published by Associated will continue to be handled by Ditson, who has also retained all other rights.


ALL PRESSES LP's on COAST

LOS ANGELES — Atlantic has begun pressing albums on the West Coast, with several of the first two LP's receiving simul- taneous on both coasts are "Jazz Organ," feat- ing Jack Wilson, Henry Clay Wilky and Acker Bilk's "Famous Themes From The Dean's List," and "Runnin' Atten.

In addition to pressing news items, Monarch will also be handled by additional catalog items as situations arise.
LAST NIGHT
Peter and Gordon announced this great new album to 28 million people watching the Ed Sullivan Show,

sang the smash single it was named after

and began this nationwide tour:

ROCHESTER, NEW YORK, NOV. 20;
CRYSTAL LAKE, CONNECTICUT, NOV. 21;
HARTFORD, CONNECTICUT, NOV. 21;
MEMPHIS, TENNESSEE, NOV. 24;
HOUSTON, TEXAS, NOV. 25;
AMARILLO, TEXAS, NOV. 27;
DALLAS, TEXAS, NOV. 28;
ATLANTA, GEORGIA, NOV. 29;
MILWAUKEE, WISCONSIN, DEC. 2;
NEW YORK CITY, DEC. 5;
ALBANY, NEW YORK, DEC. 6;
CLEARWATER, FLORIDA, DEC. 10;
LOUISVILLE, KENTUCKY, DEC. 11;
CHICAGO, ILLINOIS, DEC. 12;

Cash in on this exposure now!
ST 2220 5272
(ALBUM) (SINGLE)
Crisis Hits Italy Market; Record Sales Are Down 30% Over 1963

Mr. Record Dealer
For Fast Profits and Quick Turnover in Records
BULLETIN DEFINITELY IS YOUR BEST BUYING GUIDE!

Just mail request order today
BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio, 45214
Please enter my subscription to BILLBOARD for
[ ] 1 YEAR $15 [ ] 3 YEARS $35
[ ] New [ ] Renew [ ] Payment enclosed
[ ] Payment enclosed
[ ] Payable enclosed
[ ] Overseas rates on request.

Company
Name
Address
City........ State & Zip

For subscription
Type of Business

Display Billboard's Big "HOT 100" and "TOP LPs" Record Charts
That Come to You Every Week
THEY'LL INCREASE SALES
Subscribe Now→

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SAP CLARK
LARRY NEWTON

and it is expected that the shift will not alter the label's policies to any substantial degree.

The record company will move to new quarters at 1330 Sixth Avenue Jan. 1. It will occupy a full floor of the new ABC Building, which will house the executive offices of all the ABC-PT divisions.

Clark will not completely sever his connection with the record industry. He will stay on as a board member of the record company and will consult on occasion with Newton and other top ABC-Paramount executives.

Clark entered the record business in 1945 with a distributorship in Boston. Within five years he became one of the largest distributors in the nation. In 1952 he was associated with Archie Bleyer in the formation of Cadence Records. Three years later he was appointed president of A-M-P, Par Record Corporation, which later became ABC-Paramount Records.

In his tenure at ABC-Paramount, the label grew to one of the world's top independent labels. The label also owns Command, Grand Award, Impulse, Westminster and Music Guild and two publishing firms, Ampco and Pamo Music.

Newton entered the record industry in 1938 while he was still in high school in Philadelphia. He worked in the stock room of the local Columbia Records distributor.

Later he was a salesman for Varsity, Cosmo and Rainbow Records. After five years in World War II as a paratrooper, he formed his own label, Derby Records, and turned out hits by such artists as Sonny Gale and Jaye P. Morgan.

He joined ABC-Paramount in 1956 as sales manager. Three years later he was named vice-president in charge of sales.

Decca to Strengthen Its Activity in the R&B Field

With 50 per cent of the current pop hits R&B-oriented, he said, "the R&B market has to be given the importance it deserves and since the records are coming out of all parts of the country you can no longer rely on an area sound and you can no longer go along with just one man's thinking." Diversity apparently is the key to Decca's thinking and therefore his yen for different producers with different ideas.

Already set up by Gabler are production deals with such indie operations as Straight Ahead Rhythm, Capricorn Productions and Simmons-Floyd-Issel Productions. Gabler's deals with these firms, as well as with others he expects to bring into the Decca fold, go beyond the straight master record purchase. Although all are by independent producers, Gabler retains "control and supervision." He's at present at all the recording sessions and he okays the artist as well as the material before anything goes into the groove. The financial arrangements with the independent producers run along standard royalty lines which call for royalties that range from 6 to 10 per cent.

When the disks Decca will release shortly to launch its refined efforts in the R&B market are completed "Midnight Tears" (from Simmons), "The Lady in the Red Room" (from Floyd) and "Love Theme from "The Young and the Restless" by Jimmy Lovemaker (from Capricorn Productions) and "Wanderin' Man" (from Straight Ahead Rhythm).

Another factor in determining Decca's decision to strengthen its image in the R&B field was Gabler's visit to a concert this past August. At the NARA conference, Gabler found that a new generation of R&B disk jockey was coming to the fore. Many stations were hiring young college graduates whose main interest is in music and who also were interested in creating a new image for their disks and their station in general. Gabler, indicated, that the "wheelers and dealers" were on the wave and reputable record company executives once again had a chance to capture the market, with the quality of the disk as the only criteria.

For Gabler this move also marks a re-entry into a field in which he worked in the past. Although the Decca artists he mentioned were R&B-oriented, Gabler was with ABC Paramount, Jordan, Buddy Johnson, Sister Rosetta Tharpe, Billie Holiday, Andy Kirk, Lionel Hampton, Jimmy Lancelot, Lucky Millinder and Clark 

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RCA's Franchis To Cut Caster For Columbia

Continued from page 1

artist loan-out for Broadway cast spotlighted in new earlier this season when Reprie Beswick was signed by Sammy Davis to appear on the "Golden Boy" cast issue by Capitol. The highlight loan-out last season was Columbia's Barbra Streisand to Capitol for her original cast album of "Funny Girl."

"Do I Hear a Waltz?" Is Columbia's third Broadway musical acquisition this season. The other two, which have not yet opened on Broadway, are "Bah" and "Kelly." Columbia has been active in the off-B'way market this season. The label cut "The Secret Life of Walter Mitty" last week, and is scheduled to make a cast of "The Cradle Will Rock."

"Although these jobs, we had a hard drop in sales and 1963, looking at these figures, the story, is not the fact that we have lost 30 per cent of the market. The fact is that we have a crisis that is going to be more severe next year."

The situation is certainly a difficult one, but 1963, we are not going to have a crisis specifically for the record market. We are only having a slight increase in the usual annual increase which the former years have shown. With sales in terms of disks, singles, we have been able to go up to high levels during the past year. The market in Italy has never got stronger than about 5 per cent of a usual annual increase in sales. We have lost the stability factor of that market, which, in contrast, does not show sudden rises, but is also protected against depressions.

Among sales managers, we are being a significant sign of distress, the usual pickup of business after Christmas. This year of two full months and Christmas, sales are too seasonal to give away any indication of the solution of the crisis.

"This will be a strong argument for the record market to get out of the present involvement, besides general political situation and the conspicuous increase in the value of the dollar, is an increasing value of the records, are now replenishing their stocks for the Christmas season."

At Durum, Sales Manager Gianpaolo Scussel said: "A lot of singles and LP's have gone down quietly steadily during the last year and the market does not show any signs of pick up very soon."

Here are some quotes from several leading record experts:

"The Christmas, sales are too seasonal to give away any indications of the solution of the crisis."

"This year, for the reasons above explained, there will be a strong argument for the record market to get out of the present involvement since general political situation and the increased value of the dollar, is an increasing value of the records, are now replenishing their stocks for the Christmas season."

At Durium, Sales Manager Gianpaolo Scussel said: "A lot of singles and LP's have gone down quietly steadily during the last year and the market does not show any signs of pick up very soon."

Among sales managers, we are being a significant sign of distress, the usual pickup of business after Christmas. This year of two full months and Christmas, sales are too seasonal to give away any indication of the solution of the crisis.
THE RAY CHARLES SINGERS
GREAT NEW SINGLE
ONE MORE TIME
b/w BLUESEETTE
RELEASED ONLY 23 DAYS AGO!

HIT CASHBOX TOP 100
HIT BILLBOARD HOT 100
HIT MUSIC BUSINESS POP 100
HIT RECORD WORLD TOP 100 POPS

AND THE FABULOUS NEW ALBUM BY
the RAY CHARLES SINGERS
SONGS FOR LONESOME LOVERS

SELECTIONS: ONE MORE TIME • I'LL NEVER SMILE AGAIN • THIS IS MY PRAYER • OVER THE RAINBOW • A TOY FOR A BOY • BY MYSELF • DEAR HEART • PEOPLE • SMILE • I WISH YOU LOVE • WILLOW WEEP FOR ME • I AIN'T GONNA CRY NO MORE #874

AVAILABLE IN STEREO MONAURAL 4-TRACK TAPE

One of America's most exciting recording groups

IN CANADA: DISTRIBUTED BY "SPARTON OF CANADA"

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a subsidiary of ABC-PARAMOUNT RECORDS, INC.
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Your Christmas Package

Give the Gift That Keeps on Giving

BIG COLORFUL LIGHTED WINDOW DISPLAY. A sure shopper-stopper for your window! Big 34" x 42" dimensional display piece is brightly lit for maximum eye appeal—features 20 top-selling albums in full color.

CONTACT YOUR DISTRIBUTOR FOR DETAILS OF THE RCA VICTOR WINDOW DISPLAY CONTEST.
...a complete promotional program that gives you the merchandising—the advertising—and the point-of-sale support to make this your most profitable holiday season ever!

---

Powerful national advertising in top consumer publications will reach record buyers across the country—will push the same best-selling albums shown in your window display.

Versatile counter display is a 19" x 25" exact full-color replica of the big window display. Use it "as is" showing the 20 top albums or slip in any 12" album cover you want to feature.

Mounted album covers in full color with easel backs for use with the window display or separately.

Timely radio scripts featuring Christmas themes give you another way to tie in with RCA Victor's national advertising.

Millions of dollars worth of free publicity on radio, television and in national magazines. RCA Victor artists headline the top-rated shows and are featured in glamorous illustrated articles that keep their names constantly in the public eye. You can count on RCA Victor artists to use their personal appeal as sales power to boost your profits.

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RCA VICTOR

The most trusted name in sound
R&B DJ. ROUNDUP

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

NATIONAL BREAKOUTS are those records registering at a significant number of records and can be classified as new hit records.

REGIONAL BREAKOUTS are those records breaking in one or more regions of the U.S. but not enough in number of seven to date to be considered national. Individual disk jockey reports give those records that are making their first appearance in the local area, in the local disk jockey's report on initial action in each market and the Top LPs.

- CLARENCE OF THOMAS-KNIGHT DADDY-CARRIE & DAVE (THE BAYE) OLIVER-WHOOO, CHATTANOOGA, TENNESSEE
- E. NANNY CLARK & (HAPPY JOHNNY) PETTIT-WOGO, MOBILE, ALA.
- E. MANNY CLARK & (HAPPY JOHNNY) PETTIT-WOGO, MOBILE, ALA.
- GEORGE WOODS & JIMMY BISHOP-MICH., PHILADELPHIA
- NOTHING BREAKOUTS:
  - E. MANNY CLARK & (HAPPY JOHNNY) PETTIT-WOGO, MOBILE, ALA.
  - E. MANNY CLARK & (HAPPY JOHNNY) PETTIT-WOGO, MOBILE, ALA.
  - GEORGE WOODS & JIMMY BISHOP-MICH., PHILADELPHIA

WALTER JACKSON

"It's All Over"

BILLY BUTLER AND THE CHANTERS

"Nevertheless"

TED TAYLOR

"Don't Deceive Me (Please Don't Go)"

THE VIBRATIONS

"Sloop Dance"

RHYTHM & BLUES

IN PHILADELPHIA IT'S Quaker City For QUICK ON THE AIR— FOR YOUR WISH LIST QUICKLY CONVINCED THAT IT'S WHERE YOUR LINE SHOULD BE Quaker City Record Distributing Co., 710 W. Girard Ave., Philadelphia, Pa., 19123 WA 5-1413
THE HIT VERSION

JANE MORGAN SINGS

THE ORIGINAL VERSION

"FUNNY WORLD"

(THEME FROM "MALAMONDO")

AS SUNG BY JANE MORGAN
IN THE SMASH MOTION PICTURE
"MALAMONDO"

CP-754

COLPIX RECORDS®

A Division of Columbia Pictures Corp.

COLPIX RECORDS • 711 FIFTH AVENUE • NEW YORK, N.Y. 10022
FATHER TIME ROBS 'CRADLE' IN THEME AND IN PURPOSE

NEW YORK — Marc Blitzstein's "The Cradle Will Rock" is an old-fashioned revival musical—"old fashioned," as in "old fashioned." It has the spirit and honesty but lacks in self-preservation. For although it is supported by one of the finest casts ever assembled, it is not a "revived" musical, it's just an old fashioned one.

No longer is the battle between the forces of good (labor) and evil (capitalism, corruption), but actually it is the play per se now that is conflicted, with time as its foe. When the play was first produced in 1937, Blitzstein did not have this to reckon with; in 1937 the play had significance and meaning and echoed the voices of a generation. It has not been included in a cappella of social injustices. It was Blitzstein, along with Orson Welles, that opened the eyes and other lesser known playwrights, who led the crusade on stage.

Blitzstein was a genius, a composer, a lyricist, and perhaps if the music had been more substantial, more melodic, the play would fare better today. There are many things that have been remembered, "Have You Been to Honolulu and the Blues That Nickel Under Your Feet".

The cast is a gifted lot, endearing and talented and as actors they perform with skill and understanding. Especial mention must be made of George Beva, who displays a fine humanistic vision throughout the play, the rich, Luveri Peters is excellent as Moll, the prostitute; Nancy Anderson is excellent as the cabaret and portrays Mrs. Mister with exuberance and a conviction that the play is not imbued with the machinations of shysters, Beck is convincing as the union leader. (Also impressive were Doris Dowling, Gary Simms, Gordon B. Clarke and Jack Grant). They are all a strong group, filled with highly professional, established performers and talented newcomers. Howard Da Silva's direction is superb. A special touching moments, the "opera" is simply unable to withstand the antedatedness of theme and tone.

"Something More" is a musical with lyrics by John LeRoy (libretto by Sammy Fain) and music by Percy Faith. The show opened on March 11, 1953, at the Eugene O'Neill Theatre. It was based on a novel by Bibi Knecht, "The Cradle Will Rock," and a famous song from the oldies era, "My Favorite things." The show was very successful and ran for 297 performances.

The cast of "Something More" included: Fred Kasten as "Bill Bailey," Ethel Merman as "Dorothy," and Sophie Tucker as "Mama." The show received mixed reviews, but it was a commercial success and a critical failure. It was nominated for several Tony Awards, including Best Musical, Best Score, and Best Book of a Musical.

Despite its mixed reviews, "Something More" was a hit and is considered a classic of its time. It remains a popular show and is often revived and performed today.

ROBERT SOBEL
An historically hysterical record milestone topping five hit albums
CLASSICAL MUSIC

CLASSICAL SPECIALISTS

Harris' Store Is 'Butch' Paradise

HOLLYWOOD—When classical buyers want merchandise they head for Phil Harris Records on Hollywood Boulevard, where the man behind the counter is the self-appointed classical dealer, with opera his specialty. Forty per cent of Harris' sales are derived from classical sales; 15 per cent are of that from opera purchases.

Harris offers a standard 25 percent commission. Over the years he has developed his own mailing list which he keeps for five years, with record manufacturers paying for printing and postage. Harris then sends out a list to his suppliers to see if they have any items for sale or have new releases of older releases. Harris says he gets a return of about 2% of his list and he has on his list about 15,000 names.

Harris' philosophy anent customers is: "Treat them like you'd want to be treated. Don't breathe down their necks." The owner, who operates the store with his wife and son, never gives a customer an argument about a returned album. "Today records are put out in large quantities, so why not give the customer the benefit of the doubt?" he asks.

Based on many problems in the past, Harris has set up a tape-playback system so that any tapes of interest can be listened to. He also gives customers a list of tapes that he feels are "fulfill of ballyhoo for price cutting." Harris' philosphy anent customers is: "Treat them like you'd want to be treated. Don't breathe down their necks." The owner, who operates the store with his wife and son, never gives a customer an argument about a returned album. "Today records are put out in large quantities, so why not give the customer the benefit of the doubt?" he asks.

The tape-playing system he has set up is...
TOGETHER AGAIN!
THE TWO FABULOUS
"THE DAYS OF WINE AND ROSES"
AND "MOON RIVER" TALENTS.

ANDY WILLIAMS
SINGS
"DEAR HEART" 4-43180
BY HENRY MANCINI

LATEST HIT VERSION OF
ANOTHER SURE ACADEMY
AWARD WINNER
ON COLUMBIA RECORDS®
A SMASH HIT . . .

from RICK NELSON

on DECCA

A HAPPY GUY
c/w
DON'T BREATHE A WORD

31703

Now in stock at all Decca Branches
VOX JOX

By GIL FAGGEN

Awards and giving ceremonies last week wind up with The James Brown revue broke all records at the theater.

**SEGUE**

Randy Wood has taken over the all-night shift on KITE (970) in Atlanta. He went to a 24-hour schedule last week.

Jim Gerhart, WPXM Consumer Electronics program director, joins WPXM (Philadephia) as air personality.

Jonathan Kimbell has a new evening time (7-2 p.m.) on WDNW (Downeast) (16). Jon is the son of Arthur Schwartz, composer of such gems as "Dancing in the Dark," "You and the Night and the Music," and many other great songs.

Morton (Doo) Downey has been appointed music director at WCPG (Philadelphia). He is responsible for all music on WAKR (Akron).

Woo, who comes to the station from WJJD (Chicago), will host the 2-6 show on WAKR.

**VQ INTERVIEW**

V. B. Sullivan, vice-president and general manager of WNEW (New York), has been appointed head of the newly-created WNEW v-p, and general manager department. The move was announced on Friday.

Tom Bradway, KKRO (Aberdeen, Wash.), has recently completed the last two years of his research, writing, and production, 13-week series entitled "Memories in Music." The one-hour show highlights the top sellers of the past 50 years, including the Edison cylinder records.

Dave Rodman introduced his "Rodman's Route" 4:15-6 p.m. on WNAC (Boston) Nov. 9. Along with the latest in pop music, Dave will be spotlighting his characters Nelson Hooper and Dr. Gertie Krank.

Carroll Hardy, WEBR (Buffalo) personal air personality, and Leo Smith, pianist-composer of the University of Buffalo, pooled their efforts for a benefit concert to raise money for the American Heart Association's "Little Hearts." Pete Johnson, who directed the entire WEBR jazz program of the concert, says he will be in the contest for the concert of Johnson records this year.

**TRIP MAPS - FIGHTING**

LOS ANGELES - Dick jockey Peter Tripp has charged "disk jockey mismanagement." Dick charged the group of promoters at the PRICED SIGNED smoke out in Los Angeles and have charged the booking of three of the city's top disk jockeys. The one-hour show is "Music from the Mountains." Peter Tripp has been associated with the PRICED SIGNED smoke out and has charged the booking of the show.

**SUNDAE**

By BILLBOARD

Billy Ward and the Dominoes' "Devil or Angel," currently climbing the charts, will be on the radio next week. The song is a reissue of the group's hit "Orange Skies." The song has been in the charts for five weeks and has climbed to the number three position.

**CLAY-LISTON ON GIANT NET**

**NEW YORK** - The show will be a 30-minute broadcast from Boston Garden Monday (9) at 7:30 p.m. The show will be broadcast to 670 WOR and 1080 WOR stations in 74 Canadian stations and 24 stations in the United States. The show will feature the work of the Mercury Seven group, scheduled to be launched this summer.

**SUNSHINE OFFERS POP SONATA**

NEW YORK - Viewers across the country must check their TV dial for "Suntown.""

**DIARY**

By BILLBOARD

Billy Ward and the Dominoes' "Devil or Angel," currently climbing the charts, will be on the radio next week. The song is a reissue of the group's hit "Orange Skies." The song has been in the charts for five weeks and has climbed to the number three position.

**PAYS FOR MUSIC**

ATLANTA - WSB has been granted an additional 50-minute program for each of its radio stations. The program will be called "WSB's Music Machine," and will feature the work of the Mercury Seven group, scheduled to be launched this summer.

**BILLBOARD**

Newspaper column that features radio and television listings and reviews.
this is the freshest, funniest, most farcical
Allan Sherman LP of them all!

NOW AVAILABLE! SEE YOUR DISTRIBUTOR
FOR COMPLETE DETAILS OF MAMMOTH
ALLAN SHERMAN SALES CAMPAIGN

#1569
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label &amp; Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BABY LOVE</td>
<td>Bobby Vee, RCA Victor</td>
</tr>
<tr>
<td>2</td>
<td>LEADER OF THE PACK</td>
<td>The Ventures, Imperial</td>
</tr>
<tr>
<td>3</td>
<td>COME A LITTLE BIT CLOSER</td>
<td>Bobby Vee, RCA Victor</td>
</tr>
<tr>
<td>4</td>
<td>LAST KISS</td>
<td>Carla Thomas, Capitol</td>
</tr>
<tr>
<td>5</td>
<td>SHE'S NOT THERE</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>6</td>
<td>TIME IS ON MY SIDE</td>
<td>Julie London, Mercury</td>
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<td>7</td>
<td>MR. LONELY</td>
<td>Bobby Vee, RCA Victor</td>
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<td>8</td>
<td>IM GONNA BE STRONG</td>
<td>The Righteous Brothers, IMP</td>
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<td>9</td>
<td>OH, PRETTY WOMAN</td>
<td>Carla Thomas, Capitol</td>
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<tr>
<td>10</td>
<td>YOU REALLY GOT ME</td>
<td>The Righteous Brothers, IMP</td>
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<td>11</td>
<td>THE DOOR IS STILL OPEN TO</td>
<td>Julie London, Mercury</td>
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<td></td>
<td>MY HEART</td>
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<td>12</td>
<td>I'M SORRY I'M LATE</td>
<td>Julie London, Mercury</td>
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<tr>
<td>13</td>
<td>Ain't That Loving You</td>
<td>Bobby Vee, RCA Victor</td>
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<tr>
<td>14</td>
<td>IT'S ONLY A PAPER HEART</td>
<td>The Righteous Brothers, IMP</td>
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<tr>
<td>15</td>
<td>Delta Baby</td>
<td>Bobby Vee, RCA Victor</td>
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<tr>
<td>16</td>
<td>MOUNTAIN OF LOVE</td>
<td>The Righteous Brothers, IMP</td>
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<tr>
<td>17</td>
<td>I'M GOING SOMEWHERE</td>
<td>The Righteous Brothers, IMP</td>
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<tr>
<td>18</td>
<td>Weep No More</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>19</td>
<td>Right On</td>
<td>Alfa Records, Italy</td>
</tr>
<tr>
<td>20</td>
<td>I'M SORRY I'M LATE</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>21</td>
<td>REACH OUT FOR ME</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>22</td>
<td>EVERYTHING'S ALRIGHT</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>23</td>
<td>LITTLE LIONELLA</td>
<td>The Righteous Brothers, IMP</td>
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<tr>
<td>24</td>
<td>I DON'T WANT TO SEE YOU</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>25</td>
<td>Big Man In Town</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>26</td>
<td>I LIKE IT</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>27</td>
<td>DANCE, DANCE, DANCE</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>28</td>
<td>CHICAGO-LUG</td>
<td>Super Hit, Capitol</td>
</tr>
<tr>
<td>29</td>
<td>COME SEE ABOUT ME</td>
<td>The Righteous Brothers, IMP</td>
</tr>
<tr>
<td>30</td>
<td>SIDEWALK SUGAR</td>
<td>The Righteous Brothers, IMP</td>
</tr>
</tbody>
</table>

For Week Ending November 21, 1964

Record Industry Association of America seal of certification as Million-selling singles

HOT 100—A TO Z—(Publisher-Licensee)
don't blow your yule...

YOU CAN'T AFFORD TO MISS THE SELLINGEST ALBUM OF THE HOLIDAY SEASON!...

The Incredible Jimmy Smith

YULETIDE CAROLS LIKE YOU'VE NEVER HEARD THEM BEFORE... PLAYED WITH JIMMY SMITH'S OWN BRAND OF HAMMOND ORGAN EXCITEMENT!

Verve Records is a division of Metro-Goldwyn-Mayer, Inc.
PROGRAMMING NEWSLETTER

Major Change in Pop Format

By BILL GAVIN
Contributing Editor

POP FORMAT RADIO has recently passed through a short but sharp revolution. Within only a few months time traditional policies and formats were tossed overboard to make room for new concepts. The major change, of course, has been the shortened playlist. In almost every market, large, medium and small, the pressures of competition brought a sharp reduction in the number of records approved for airplay. Where previously the playlist had ranged from 75 to 100 or more titles, the average in now somewhat between 50 and 55. A few very successful major stations operate with playlists of only 40 to 45 titles.

From the standpoint of record programming, certain results above become immediately apparent. Where in the "old days" the DJ's could pick and choose from a long list of extras, there is now an inseparable concentration of play for every playlist item. Each record is played an average of once every three hours. The longer playlist encouraged music directors to take a chance in selecting new material. The tendency today is to require a much higher degree of certainty as to the hit potential of every new record. In some cases, a music director is permitted only one "ear pick" per week. Beyond that, there must be solid evidence that each new addition will make the grade, either from the proven popularity of the artist or from reports of sales and requests in other areas.

MANY MUSIC directors are now taking a much closer look at the weekly retail sales reports. They are aware that in certain cases retailers may be slow to stock some of the new records that the station has been playing. As a result, the people who contact the stores for their reports often run through a checklist of newer items to find out (1) if the records are available and (2) if there have been any sales for the most available items.

The tendency among a majority of pop format stations seems to be toward eliminating the fastest dropping older hits from the playlist, although these may continue to be included on the published chart, a certain few newer items that have just begun to sell in volume are played with the frequency regularly accorded established hits.

ONCE THE RANK and file of station owners became convinced that the shorter playlist was a proven rating builder, they made the switch with remarkable speed and unanimity. Today, since the shorter playlist has become a fairly standard policy, it has ceased to bring competitive advantage and is simply a prevailing practice. Pop format radio, never at any time notable for a creative diversity of programming, now sounds more conformist than ever. With a greater similarity of playlists in each market, the emphasis returns, even more strongly than before, to the quality of a station's promotion, production, and, most of all, its disk jockeys.

Knowing the essentially volatile nature of radio, we can hardly expect the present programming equilibrium to endure for very long. Ambitious and imaginative broadcasters continue to explore new music policies and devices. Just what they will come up with is impossible to foretell with any certainty. One experiment now being made is a highly selective list of old hits, based on regular sales reports on which of these policies are in great demand.

Other stations are experimenting with album programming. It is being recognized in a few quarters that in addition to hit singles there are also hit artists whose album packages attract more consumer dollars than their hit singles. A partial list of such artists would include The Beatles, Roy Orbison, Bobby Vinton, the Beach Boys, the Dave Clark Five, the Searchers, and the Supremes. There are many more artists who also command listener attention, and whose album sales are just as valid a program guide as are their singles sales. The most successful programming in this direction has been accomplished by stations that encourage listener phone requests.

It appears that the coming year may be one of experiments in these and other new directions. It may be only a short time until the tight playlist is an old-fashioned as the top 40 concept has now become.

YESTERDAY'S HITS

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

<table>
<thead>
<tr>
<th>POP—5 Years Ago</th>
<th>POP—10 Years Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 23, 1959</td>
<td>November 20, 1954</td>
</tr>
<tr>
<td>1. Mack the Knife, B. Davis, Alice</td>
<td>1. I Need You Now, E. Fisher, RCA Victor</td>
</tr>
<tr>
<td>2. Mr. Blue, Fleetwoods, Dolton</td>
<td>2. This Ole House, R. Connolly, Columbia</td>
</tr>
<tr>
<td>3. Don't You Know, D. Breeze, RCA Victor</td>
<td>3. Hey, There, R. Connolly, Columbia</td>
</tr>
<tr>
<td>4. Heartaches by the Number, G. Mitchell, Columbia</td>
<td>4. Mr. Sandman, Chordettes, Columbia</td>
</tr>
<tr>
<td>5. Put Your Head on My Shoulder, P. Anka, ABC-Paramount</td>
<td>5. Papa Loves Mambo, P. Connors, RCA Victor</td>
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<tr>
<td>7. Beck Of Cards, W. Martindale, Dot</td>
<td>7. If I Were My Heart to See, D. Day, Columbia</td>
</tr>
<tr>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>9. Shake, Rattle and Roll, B. Haley, Decca</td>
</tr>
<tr>
<td>Dance With Me, Drifters, Atlantic</td>
<td>10. No One Else, L. Mystery, Mercury</td>
</tr>
<tr>
<td>Lonnie, P. Blue, Fleetwoods, Dolton</td>
<td>10. We Get Love, B. Rydell, Cameo</td>
</tr>
<tr>
<td>So Many Ways, B. Benton, Mercury</td>
<td>RHYTHM &amp; BLUES—Five Years Ago—November 23, 1959</td>
</tr>
<tr>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>Mack the Knife, B. Davis, Alice</td>
</tr>
<tr>
<td>Dance With Me, Drifters, Atlantic</td>
<td>Al Green, A. Turner, Big Ten</td>
</tr>
<tr>
<td>Lonnie, P. Blue, Fleetwoods, Dolton</td>
<td>The Clouds, Sunbeam, Alton</td>
</tr>
<tr>
<td>So Many Ways, B. Benton, Mercury</td>
<td>Came into My Heart, L. Price, ABC-PARAMOUNT</td>
</tr>
<tr>
<td>Don't You Know, L. Brown, Atlantic</td>
<td>Patsy Cline, Conway, Atlantic</td>
</tr>
</tbody>
</table>

MIDDLE ROAD SINGLES

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Week</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>Ruth Brown</td>
<td>Ruth Brown</td>
<td>Decca</td>
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<tr>
<td>2</td>
<td>4</td>
<td>Johnny Tillotson</td>
<td>Johnny Tillotson</td>
<td>MGM</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
<td>We Could Be So Happy Together, D. Martin, Capitol</td>
<td>We Could Be So Happy Together, D. Martin, Capitol</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>R. Lewis, R. Lewis, RCA Victor</td>
<td>R. Lewis, R. Lewis, RCA Victor</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>Visit Our Store, B. Haines, Atlantic</td>
<td>Visit Our Store, B. Haines, Atlantic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>Dixie, R. Lewis, RCA Victor</td>
<td>Dixie, R. Lewis, RCA Victor</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>7</td>
<td>11</td>
<td>Hey, There, R. Connolly, Columbia</td>
<td>Hey, There, R. Connolly, Columbia</td>
<td>Columbia</td>
</tr>
<tr>
<td>8</td>
<td>12</td>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>9</td>
<td>13</td>
<td>More Than I Can Stand, J. Jones, ABC-PARAMOUNT</td>
<td>More Than I Can Stand, J. Jones, ABC-PARAMOUNT</td>
<td>ABC-PARAMOUNT</td>
</tr>
<tr>
<td>10</td>
<td>14</td>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>Don't You Know, D. Breeze, RCA Victor</td>
<td>RCA Victor</td>
</tr>
</tbody>
</table>

TIME IS PRICELESS—OURS—YOURS—OURS—LET'S NOT WASTE IT!

JACKIE ROSS

"HASTE MAKES WASTE"

Chess 1915

IT'S A WINNER

CHICAGO CHICagosites D6915

BILBOARD, November 21, 1964

www.americanradiohistory.com
THE IMPRESSIONS

The Hottest Group in the U.S.A.!!

...Now Pouring on the Coals with a blazing new single!

AMEN

c/w LONG, LONG WINTER

ABC-10602

ABC-PARAMOUNT

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
HOW'S BUSINESS? Once I was younger and given to outbursts of enthusiasm, in answer to my boss's question, "HOW'S BUSINESS?" I had straightened my tie, flipped open my pen, and said, "Splendid!" Instead of looking up, he just murmured: "And production ...?" "RIGHT ON SCHEDULE!" I beamed as I circled the desk on my hands and knees trying to free my eye. He put his reading glasses down and swiveled to gaze out of one of his four office windows. "Hummm ... get the shrimps and billings out on time for the weekly report," I chirped as I left to my feet, "at least you CAN'T SLEEP IN THE HOUSE." At this point the boss actually laughed—a pleasantly, but he looked. He then picked up his reading glasses, pointed them in my direction, and, very slowly, whispered: "And tell me, what's your collection?" I crumbled. I heaved. I haved. The boss put his glasses on and went back to his work without so much as a nod or a smile, since that day the first question I always ask is: WHO'S COLLECTIONS? And I asked that question this morning—it's a Monday and—collections, they tell me, are—"emergency, them, so BEG, SILENCE, V.I.P., or NO V.I.P.—If you don't pay we can't ship you! Respectfully yours.

ARTHUR SHIMKIN Golden Records 630 Fifth Ave., N.Y. 14 P.S. If you did pay—order our latest titles prepsacks 56553, 66703, 66702, 56612. 56641 right away!
GREAT NEWS FROM KAPP RECORDS!

For the first time, 3 Kapp hit LP's in a beautiful "My Gift To You" box . . . all wrapped and ready to go.

- A gift package promotion with 3 times the selling punch
- The one gift that everybody will love every day of the year
- 7 magnificent gift packages to choose from
- Each one pre-gift-wrapped in eye-catching red and gold or silver and blue
- Supported by a fantastic merchandising and consumer advertising program

The perfect gift for every occasion: from classics to children's records

Great music from these fabulous Kapp artists in "My Gift To You" packages

1. Jack Jones (KGP 100/ KGPS 300)
2. Roger Williams (KGP 101/ KGPS 301)
3. Chad Mitchell Trio (KGP 102/ KGPS 302)
4. Louis Armstrong/ Joe Harnell/ Hugo Winterhalter (KGP 103/ KGPS 303)
5. The Do-Re-Mi Children's Chorus (KGP 104/ KGPS 304)
6. Opera without Words (KGP 105/ KGPS 305)
7. Roger Voisin (KGP 106/ KGPS 306)

Every box available in monaural or stereo
BREAKOUT ALBUMS

NATIONAL BREAKOUTS

JOAN BAEZ/S
Vanguard VPS 9180 (M); YSP 7160 (S)

I STARTED OUT AS A CHILD

Bill Cosby, Warner Bros. W 1657 (M); (No Stores)

NEW ACTION LP's

These new albums, not yet on an Artist's Top 10 LP list, are generating strong sales action by recordists in major markets.

WELCOME TO THE PONDEROSA

Lonne Greene, RCA Victor LPA 2843 (A); LSP 2843 (S)

FAMILY ALBUM OF HYMNS

Roger Williams, Kapp K 1205 (M); KS 3959 (S)

SPECIAL MERIT PICKS

Special Merit LP's are now available of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

THE HOLLYRIDGE STRINGS PLAY HITS MADE FAMOUS BY THE FOUR SEASONS

Capitol T 219 (M); ST 219 (S)

HOLD IT!!!

Willy Mitchell, Hi HL 11001 (M); SHL 33021 (S)

A NEW KIND OF CONNIE

Connie Francis, MGM E 4233 (M); SE 4233 (S)

GO LITTLE HONDA

Holden, Mercury MG 20944 (M); SE 69040 (S)

DEL SHANNON-HANDY MAN

Amo 9000 (M); (No Stores)

(Continued)
FABELDIS asks: WHAT'S YOUR PROBLEM?

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FABEL CYCLOMAT 6:
- Fully automatic: one second opening time;
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DL 4571 DL 74571 (S)

LEON KELNER
DL 4599 DL 74599 (S)

NOW AVAILABLE AT ALL DECCA BRANCHES
Continued from page 28

• ALBUM REVIEWS

FOUR-STAR ALBUMS
The four-star rating is awarded new albums with sufficient essential material to warrant categories of their respective categories to merit being studied by most admirers of the featured artist's handling that category.

POPULAR
JUST ONE MORE TIME
Earl Grant, Decca DL 4976 (M)
Duke Ellington Plays with the Original Motion Picture Score Mary Poppins
RCA Victor R 4279 (S); R 4014 (S)
International Guitars
Decca DX 114 (M); Decca DL 5874 (S)

LITTLE SOLDIERS

THE BROTHERS FOUR
Charge Up the Charts!

"LITTLE PLAY SOLDIERS"
on Columbia Records 4-43147

CLASSICAL SPECIAL MERIT

VON WIESER OVERTURES
Orchester des Bayerischen Rundfunks (Kubelik), Deutsche Grammophon SPO 10642 (S)
Six overtures from operas by Carl Maria von Weber are performed with Jazzy by Kubelik Conducting The Bayerische Rundfunksorchester from its extensive German repertoire. 
Wien in the voice of German and English.

CLASSICAL SPECIAL MERIT

HANDEL ACLINA HIGHLIGHTS
Jean Sutherland, London 5874 (M); CS 25974 (S)
Although this is not one of the more popular operas, the performances are of the highest quality. The harmonies are exquisite, the orchestration is superb, and the quality should never be dismissed for appeal.

CLASSICAL SPECIAL MERIT

DVOŘÁK: STRING QUARTETS
The Janacek Quartet, London CM 5394 (M); CS 6874 (S)
The Janacek Quartet features Jiří Trnka and Adolf Shpen, with Jiří Knöedl, violin, and Kurt Erbel, cello, in a highly dynamic and well-recorded venture in Brean. The quartet is a model of musical perfection, with each member excelling in his role. The unique aspects of the quartet are its harmonies and its ability to blend the different instruments together.

CLASSICAL SPECIAL MERIT

BEETHOVEN: QUARTET NO. 16;
GROSSE FUDE
Koln String Quartet, Columbia ML 57576; MS 6387 (S)
The Koln String Quartet is among the most esteemed string quartets performing on or off records today. They are known for their sparkling and brilliant performances in the early 1800s. Their recording of the Grosse Fuge is a perfect example of their musical mastery.

CLASSICAL SPECIAL MERIT

VERDI: BISOGLIOTTO
Various Artists, RCA Victor LM 7207 (M); LSC 7207 (S)
This is a fine recording that emanates from a three-voice quartet in Verdi's opere. It is a perfect example of the artistry of theVerdi's performance and the vocal abilities of the performers. The voices are bright and well-supported.

LATIN AMERICAN SPECIAL MERIT

CARNIVAL OF THE AMERICAS
Tito Rodriguez & His Orch. Musicor M 5198 (M); MS 2018 (S)
A thoroughly musical presentation of songs and rhythms from throughout Latin and South America, recorded in the capital of musical ambience, Tito Rodriguez. It is not all slick and fast-paced, but provides a wealth of different rhythms, melodies, and harmonies. The recording is a perfect blend of Latin and American music.

SACRED SPECIAL MERIT

THE CHURCH'S ONE FOUNDATION
Mark Stewart Simpson, Columbia CL 2138 (M); CS 1925 (S)
Mark Stewart is a counterpointed popular singer who has turned to a career as a performer and composer. His voice is perfect for this type of music, which is set in counterpoint to the scores of musical ambience. The album is a perfect example of the choral tradition of the Church's one foundation.

GOSPEL SPECIAL MERIT

THE VERSEABLE VOICE OF BOBBY GREEN
 Hearl Worthing LSP 1740 (S)
Bobby Green lives up to the word "veratable" in his rendition of the title of this album. He is a master of the gospel style, and his voice is perfect for this type of music. The harmonies are perfect, and the album is a perfect example of the gospel tradition.

CLASSICAL SPECIAL MERIT

THE MEIER OVERTURES
Orchester des Bayerischen Rundfunks (Kubelik), Deutsche Grammophon SPO 10642 (S)
Six overtures from operas by Carl Maria von Weber are performed with Jazzy by Kubelik Conducting The Bayerische Rundfunksorchester from its extensive German repertoire. 
Wien in the voice of German and English.

CLASSICAL SPECIAL MERIT

HANDEL ACLINA HIGHLIGHTS
Jean Sutherland, London 5874 (M); CS 25974 (S)
Although this is not one of the more popular operas, the performances are of the highest quality. The harmonies are exquisite, the orchestration is superb, and the quality should never be dismissed for appeal.

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Amos, gim' me another 10,000 of SOMA 1417! Yeah .. "RUN, RUN, RUN" By the Gestures !!! RUSH!

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THE ORIGINAL SOUN D TRACK RECORDING IS AVAILABLE ONLY ON

Saperstein to Spoken Arts

NEW YORK—Marvin Saperstein has been named vice-president in charge of sales and marketing for Spoken Arts Records. He had recently been a sales consultant for a commercial lighting fixture company and previously had been with Lever Bros.

Saperstein will report to Dr. Arthur Luce Klein, Spoken Words president, and will direct the label's expansion into new markets, both in this country and abroad.

Billboard, November 21, 1964
TWIST...FRUG...MONKEY...SWIM
They Were All Number One Dance Sensations!

NOW
A NEW
HOT NUMBER!

"THE 81"

CANDY AND THE KISSES

THE BIG ONES ARE ON CAMEO/PARKWAY
**ALL DEALERS !!!**

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**GET 1 FREE**

**on DOOTO'S**

**NEW RED HOT BEST SELLING ALBUM RELEASES**

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- 214. Life Of The Party (Redd Foxx)
- 215. Last Of The Party (Redd Foxx)
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- 218. Last Of The Party (Redd Foxx)
- 219. Last Of The Party (Redd Foxx)
- 220. Night In Hollywood (George Kirby)
- 221. The Skidplate (Redd Foxx)
- 222. Allee Drew's Big Party (Allee Drew)
- 223. Last Of The Party (Redd Foxx)
- 224. Stag Party (Redd Foxx)
- 225. The Laff (Redd Foxx)
- 226. Last Of The Party (Redd Foxx)
- 227. Last Of The Party (Redd Foxx)
- 228. Last Of The Party (Redd Foxx)
- 229. Last Of The Party (Redd Foxx)
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- 249. Last Of The Party (Redd Foxx)
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**MANFRED MANN**

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**NEWS OF THE WORLD**

**RIO DE JANEIRO**

Trii Lopez made two TV appearances, one in Sao Paulo and another in Rio... Sambas Monaento returned from his tour of main cities in Latin American... Rosinha de Velleda, Sergio Mendes Trio, Wanda and Jorge Ben are leaving for a long tour across Mexico and U.S. Group will be presented in 15 American universities, sponsored by Brazil's Foreign Department... Promotion man Walter Silva presented his show "O Remedio E' Rosso" (Reds Is the Remedy) for 3,000 at Paramount Theater in Sao Paulo. The show was recorded live by RGE... Hazy Osterwald and Gloria Lasso are the new international attractions to be presented in Brazil this month and December... Limer notes of the Mocambique LP for Rio's Fourth Centenary will be written by well-known novelist Raymundo Magalhaes Jr. ... "Trii Lopez at P. J.'s" and "Trii Lopez Latino Album" are the top sellers of the week, in the LP field. ... Sue Clark is the new secretary of Philips general-aro-ordinator Alain Trousson... Paulo Rocca, RCA Victor aor, man returned from his 20-day visit to Rome... Abraham Medina, one of Rio's most popular businessmen, is signing artists for the shows he's planning for the Showboat when the old ferryboat he just bought is transformed into a beautiful and spacious floating theater. ... CBS released two jazz LP's: "Quiet Nights," with Miles Davis and "Crisis Cross," with Thelonious Monk.

SYLVIO TULLIO CARDOSO

---

**BREAKOUT SINGLES**

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

Overlanders, History 1275 (Hill & Range-Shadows, BMG) (Chicago)

**BIG BROTHERS...**

Dickey Lee, Hull 1924 (Jack, BMI) (Houston)

**LOVE POTION NUMBER NINE...**

Searchers, Kopp Woman's Circle 27 (Quintet, BMI) (New York)

**MY ADORABLE ONE...**

Joe Simon, Vee Jay 669 (Dovem, BMI) (Memphis-Nashville)

---

**ROME**

Selection of songs competing at the San Remo Festival will be made between Nov. 12 and 20. Among those who may participate are Paul Anka, Neil Sedaka, Gena Pitney, Joe Dassin, Dianne Warwick, Jody Miller, New Christy Minstrels from the U.S.; Elke Sommer and Udo Jurgens from Germany; Rosal Yanda from Japan; Richard Anthony, Nana Mouskouri, the Surfs, Petula Clark from France, and Cilla Black, Cliff Richard and the Rolling Stones from England. Currently on tour are Claudio Villa in U.S. and Neo Pidaco in Australia.

Bruno Canfora will conduct the new "Scudio One" series on TV with Kessler Sisters and Mima as top names. Later has just won the prize of Milan Critics group... Ri-Fl, distributing Command Records here, is pushing Enno Light with his third

(Continued on page 56)
in a manner of speaking, this may be a Sinatra Christmas...

"I Heard the Bells on Christmas Day" is the new Sinatra Single that may easily take it all this season.

Not in recent memory have you heard a Sinatra performance so eloquently suffused with warmth and grace and holiday sentiment.

To describe it, you may wish you hadn't wasted so many adjectives, these past years, on record offerings far less meaningful...far less deserving.

* Music by Johnny Marks . . . Lyric adapted from Henry Wadsworth Longfellow
This Business of Music

by

Sidney Shemel, L.L.B. & M. William Krasilovsky, L.L.B.

Edited by: Paul Ackerman

TO ALL BILLBOARD READERS...

on the most important book to be published for the Music-Record industry in over a decade!

THIS BUSINESS OF MUSIC

by

Sidney Shemel, L.L.B. & M. William Krasilovsky, L.L.B.

Edited by Paul Ackerman

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442 Pages—5½ x 9¼

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PLUS—over 190 pages of forms and appendixes supplying working samples of contracts, licenses, agreements, payment formulas, writer and publisher applications...and pertinent excerpts from important copyright statutes.

FOR LAYMAN, PROFESSIONAL AND LEGAL ADVISOR ALIKE, THIS BUSINESS OF MUSIC PROMISES TO BECOME AS INDISPENSABLE A TOOL FOR THE MUSIC-RECORD INDUSTRY AS THE DICTIONARY IS FOR THE WRITING PROFESSION.
**Neal Offers C&W News To Stations**

CINCINNATI — Bob Neal, who controls the Bob Neal Agency, Nashville, last week announced the formation of Country Music News Service, a new firm devoted to offering taped reports to radio stations, featuring news items regarding the country music field and interviews with top country music performers.

Neal explained that the firm will mail taped reports weekly to subscribing stations, offering at least 15 live news items concerning new personalities and the country music business itself. An interview with a top country music personality will be included in the weekly tape, Neal said. Thus, in addition to the artist interviews, a weekly package will give the stations 15-30 seconds of new items reported by Neal for use in connection with their newscasts or as a premium for spot sales.

Neal says the idea of the new service is to give country music stations a supplement of interesting news reports from Nashville, the center of country music. The rates will be reasonable and the service will be offered to these stations on a market-to-market basis.

In addition to the tape reports, regular subscribers will also be offered a ‘hot-line’ news service via telephone or radio in a slight additional fee.

**Barton Exits KMAC; Forms Own Firm**

SAN ANTONIO—M. J. Barton, director of special production and station KMCA here, has announced his resignation to head his own booking and recording firm, with offices and studios at 1702 Cantrell Street, San Antonio. Associated with Barton in the new venture is J. L. Portman.

Barton has been issued an agent's license by the American Federation of Musicians. The discom will be known as the Hemis-Fair Booking Co., concentrating on spiritual, sacred and country music.

First release on the Hemis-Fair label is "Drinking Nails in a D. J.'s Coffin" b/w "San Antonio." The D. J. side is an instrumental featuring the Joe Portman Ensemble.

**Owens to Hawaii**

BAKERSFIELD, Calif.—Buck Owens and His Buckeroos, who followed their visit to the recent country music festival in Nashville with a swing out to England the past week, plans to leave Los Angeles this weekend for a 10-day trek through Hawaii. Miss Bonnie will make the trip with them.

Jack McEdden, exclusive agent and manager for Buck Owens and His Buckeroos, announces that he is moving offices from Sacramento, Calif., to Bakersfield, Calif., to be closer to the talent he represents. Buck, and the other talent McEdden represents, which includes Tommy Callaway, Joe and Rose Lee Maphis, and Miss Bonnie, reside in the Bakersfield area.
IT'S NICE TO KNOW WE HAVE BEEN YOUR FAVORITE VOCAL GROUP


Teddy & Doyle 1964

the WILBURN BROTHERS

EXCLUSIVE MANAGEMENT: WIL-HELM AGENCY
801 16th Ave. So. 244-1403
NASHVILLE, TENNESSEE
Decca Records are now overwrapping albums in CRYOVAC Y-Film because of the advantage of extra product protection. Strong, tight-fitting Y-Film makes it possible for L.P. Albums to stand up under the rough and tumble abuse of self-service retailing. Its clarity and high gloss adds extra impulse appeal that insures extra sales. That's why albums in CRYOVAC Y-Film perform better at retail. Why not investigate this overwrap now and find out why it is the sure way to wrap up self-service sales.

WONDERLAND

"KISS sales.

CRYO

Bobby Alepa

RUN" Soft

WINTER

the impulsive package for self-service sales

W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, S. C.

THEIR THIRD STRAIGHT

NUMBER 1 SINGLE!!

THE SUPREMES

Come See About Me

MOTOWN RECORD CORP.

There'll Always Be A...

WINTER WONDERLAND

...And Always

Those Great Recordings!

Bragman, Vucco and Conn, Inc.

NEW YORK - HOLLYWOOD

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Jack Reno departed HOW, Clinton, Ill., Nov. 1, to join KKNY, Davenport, Iowa, where he will share turntable duties with Jim Holob. Both stations are 100 per cent country. Eddie Zack, of the WDAY (Hayflick Lamborn) at Providence, R.I., was in New York recently to cut two new sides with Connie Ritchie. Release is set for mid-November. Deejays not already on Allstar Records' list for promotion copies are urged to write to us on their station letterhead to Dan J. Mechura, Allstar president, P. O. Box 626, South Houston, Tex., or Stan Sheahan, P.O. at KDAY, Lubbock, Tex., reports the station's most requested country tune at the moment is Billy Walker's "Cross the Brazos at Waco" on Columbia.

Bobby Perkins, now to the recording field, has a release on the Challenge label, coupling "It's So Nice to See You Again" and "The Last of the Lovers." Deejay samples are available by writing to Bob Sikora at 701 West Van Buren, Phoenix, Ariz. The following country deejays sound an SOS for country, gospel and bluegrass releases: William Nelson III, WMBB, Hammond, La.; Stan Shelton, KDAY, Lubbock, Tex.; Terry Fouche, WMN, M. Paul 4, Miami; Dave Bruce, WCF, Murphy, N. C.; Frank MacDonald, CKTL, Dallas, Tex., C.F.C, North Bay, Ont.; Mary Boswell, WKX, Adrian, Mich.; Ken Rose, Lancing, Mich.; Ronnie Nogues, 60 W. 64 Terrace, Miami; Gary Jennings, 39 Millside, St. Louis, Mo.; Sun River, Mass., and Jim Wagen, 215 Ivy Avenue, Manchester, Mass.

OF Mike, program director at KFTF, St. Henry, Ky., writes: "This is to crow a little bit about the fantastic success and growth of KFTF, the only 10,000-watt full-country muscle station here in Kentucky. We cover 82 per cent of Kentucky and portions of Ohio and Indiana. The mail response has tripled the last month, and advertising business has quadrupled. We call the station the Radio Ranch on WFTF and the Ranch Hands are yours truly—OF Mike. Directed Bob Kinney, Grosvenor Jim French and Ric Young. Recently, we asked John O'Reilly and Old Opey to the station, and therein lies a success story. The show has been in the mail before on a Top 40 station, with little or no success. Convinced this was a promotion gimmick, we dropped the program. We took it on, and the first 10 advertisers we contacted signed for 26 weeks space. Then the show started touching music, and especially "Grand Ole Opey," promoted properly and to the right audience, is a powerful station-building factor."

Tom Nicholson, PD at KZNG Radio, Hot Springs, Ark., writes: "Help! It appears that we've decided to go country in the morning and we're not getting any distribution on country class. We need all we can get, both major labels and indies, as long as they're country and have a hole in the middle. Would appreciate your running a plea in your fine column." . . . Old buddy Al Lynn is back between the turntables again—this time in the S. A. on KHNK Radio, Albuquerque, N. M. At KHNK, he has taken it upon himself to put out more local and city requests in records and LPs for airing, as well as taped promos and IDs. . . . Lynn typewrites.}

Gene Lester is the new country jockey at KJAG, Texarkana, Tex., dropping the evening to 6 a.m. slot. WCMC's other country music dispensers are: Caroll Charles, Jesse Travers, Shirley Terrell, Max Davis, Junior Davis, etc. . . . Station WCFO, Jackson, Mich., has gone Top 40 and is country. Carl Cash McCall as staff jockey and program director. Cash will have both a morning and p.m. show. Red Meadows, KROI, Dallas, Tex., will continue on a part-time deejay basis, and all are desperately in need of programming material. Deejays needing a copy of "The Red Meadows" by Mark Allen, "The Lumberjacks" by Hal Willis, need only put their request on their station letterhead to Chris Beavers, 226 16th Avenue, South, Nashville.

K. Dee Adds Band

WOOSTER, Ohio—Country pop singer Kathy Dee, heard on the United Artists label, has formed a new band to round out her "Kathy Dee Show" for club and road work. The band is fronted by veteran sideman Lucky Gaines, of Akron, who is well known in the country music field. The Dee unit is headed by Quentin (Boo) Wehry, of B-B Music, Inc., here.

TEX RITTER, president of the Country Music Association, beams approvingly as he gets his first peek at the official plaque proclaiming him winner of the CMA's 1964 Hall of Fame Award. Shown here making the presentation at the recent Country Music Festival in Nashville are Mrs. Jo Walker (left) executive director of the CMA, and Mrs. Frances Preston, chairman of the CMA board of directors.

Mary Bradley, after a three-year hitch with Uncle Sam's Army, has taken over the show chores at WIXX, Dixon, Ill. Prior to his service, Mary did the daily show at KWNT, Davenport, Iowa. The station is presently running a three-hour seg of on-air music Monday mornings from 9 until noon. "The program is being well received," says Marc, "but our record library is not what it should be, and we'd like to put in a plea for releases in the country field, new and old. . . . Desperate in need of country, gospel and bluegrass recordings are the following: Pat O'Connor, CJDV; Drumblaster, AKA, Can; Yville Brown, 929 S. 14th Street, Silvia, Ill.; Jim Landers, KDKA, Benton, Ark.; Hank Davis, KETL, Box 246, Walls, Wash.; Rose Stone, WIII, 507 N. 2nd Street, Houston, Tex.; Bob Cousins, WEEF, Pittsburgh, and Bill Maxum, CFBC, Box 298, Cannon, Alta., Can.
An exciting new concept by Johnny Keating

Wallop and Warmth...

Hear it in a great new LP

"THE KEATING SOUND"

Wallop and Warmth...that's the Keating sound! The Wallop of thirteen brass and three drummers...the Warmth of four French horns, four woodwinds and harp.

Johnny Keating leads twenty seven men in a bold program of great material, exciting arrangements, thrilling performances, different sound...THE KEATING SOUND: WALLOP AND WARMTH

LONDON

phase 4 stereo

Listen; Speak Low; Baghdad Blues; Serenata; The Engulfed Cathedral; Samba D'Orée; Brave New World; For All We Know; Paris; The Sacrifice; Everything Happens To Me; A Night In Ancient Babylon

SP 44058 (also available in mono LL 3100)
NEWS OF THE WORLD

* Continued from page 38

MANILA

Louis J. Witkoff was here on business with the Villar Bros. (Mareco, Inc.). Witkoff visited the Mareco manufacturing and Quezon City pressing plant which also houses the broadcasting stations of the record manufacturing firm — stations DZVM and DZLM; the renowed L. R. Villar record department on the Escolta (the department store is now exclusively catering to Villar and Maritime labels, plus many different U. S. labels that the firm represents here. The visiting American businessman was also one of the principal sponsors (Simpal, Louis I. Witkoff, Nemesio Dizon and Jose P. Villar, Mrs. Rosario R. Villar, Rosenda V. Palma and Luz Aguiler Pancho) to the wedding of Diocesa (Baby) Pancho of Cagayan de Oro City and Ron J. Villar, son of Mr. Manuel M. Villar and Mrs. Assuncion Javier Villar of Manila and Quezon City.

Bob Crosby and the Bobcats with Fred Payne, Ken Littlewood, and others, played at the Araneta Coliseum here.

Ezeth Merman will play for one week in Manila. She will give a one-hour concert nightly with a 14-piece orchestra, that is if present negotiations with R. Zahnert's Am Corp. local booker, are consummated.

LUI S M. A. TRINIDAD

TOY KO

Nippon Columbia's business for the first fiscal six months of 1964 was $36,516,660. Figures include sales of records and electronic merchandise. Net profit after tax was $1,045,555, with a dividend of 16 per cent per annum. Record sales achieved were $7,198,219, which corresponds to 20 per cent of the total sales. Nippon Victor's sales for the same term was $45,061,59, which indicates a gain of 3.3 per cent over the preceding accounting period. Profit after tax was $2,465,213 and the dividend 20 per cent per annum. The amount of records sold is $7,683,333, which corresponds to 7.3 per cent of the total sales.

Victor concluded a contract with Cam label of Rome and will release its initial batch of disks Dec. 1. CAM recording company was established in 1956 and owns 80 per cent of soundtracks of Italian films. Jesus Gonzalez, Spanish guitarist, arrived for the second time to give performances in Tokyo and other key cities to Nov. 26.

Tomiko-Marimono Quartet gave three concerts at Nikkei Hall Oct. 21, 22 and 23, presenting new works based upon Japanese folk songs.

NEW YORK

United Artists has acquired "The Dave Clark Five," a seven-minute Technicolor short starring the British group who recorded for the Epic label. The film is being released to coincide with the group's current U. S. tour.

MIKE GROSS

Journey to Bethany

* Continued from page 16

screening of the album for church leaders and critics to gain publicity for the project.

The album intentionally gives no credit to the authors, so the listener will not be influenced by their previous works. The project took three years to produce.

Cincinnati businessman Thomas Wood is the producer of the album. Other credits include: Earle Williams, a Lor vice-president, technical adviser; Cecil Maidon, script author; Kurt Jensen conducting the Royal Copenhagen Symphony; Billy Gould, special effects, and audio engineers Don Thompson and Herman Blomert.

Break-Out Singles!

CHAD & JEREMY

WILL YOU WEEP FOR ME

World Artists

BABY WASHINGTON'S

IT'LL NEVER BE OVER

FOR ME

RING CROSBY'S

IT'S CHRISTMAS TIME

AGAIN

BAYRIA

THE WELLINGTONS'

LET'S FALL IN LOVE

Capital

Follow-Up: "Let It Be Me"

Betty Comatt & Barry Butler's

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JAMES CARONE

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It's Fabulous!

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PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a monthly study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week, thus category appears approximately every 14 weeks.

The percentage figure shown for each brand is that of the total number of all other brands when the price points are based on the rank order of their prices at sales each dealer, and weighted by size of outlet. Only manufacturers earning 5 per cent or more of the total dealer points are listed below.

BEST SELLING TRANSISTOR RADIOS

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BEST SELLING CLOCK RADIOS

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BEST SELLING AM-FM TABLE RADIOS

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PHOTOGRAPHS, TELEVISION, TAPE, HI-FI COMPONENTS, ACCESSORIES

PHOTOGRAPHS, RADIOS & TAPE RECORDERS

EQUIPMENT NEWSLETTER

Writer Uses Crystal Ball for ’65

By DAVID LACHENBRUCH
Contributing Editor

What’s in store for 1965? Trends in product design are beginning to jell, and it’s possible to take a look into the crystal ball of new entertainment equipment. Here are some probabilities for next year:

HIGH FIDELITY AND PHONOGRAPH EQUIPMENT

The swing to transistorization will be completed, or virtually completed, by the end of 1965. This will not only be possible but also desirable from the standpoint of equipment, and greater emphasis will be placed on middle and high-end instrumentation from all dealer respondents.

TAPE RECORDERS—Tape should have an especially good year, thanks to the decision of manufacturers to aim at a broader, non-enthusiast segment of the public. The keynote will be simplicity of operation, with fewer knobs and meters, automatic recording level adjustment, self-reversing features. Lower-speed operation (1/4", and 1/5"ips) will be more popular than higher speeds.

HOME VIDEO TAPE RECORDERS—RCA has made available its 10,000 units, although in limited quantities. Overall, the year may see a limited introduction of new models.

Report Active Response to New German 15-Band Portable Radio

LONG ISLAND, N.Y. Three months after its introduction to the U.S., the Nordmende Globetrotter 15-band portable radio imported from Germany in 1964 has been given a strong endorsement as a good product manufacturer's take of the U.S. market.

"Sales have been nothing short of fabulous," reported Louis Silver, President of Sterling-Hoff, distributors of the Globetrotter.

The Nordmende company in Bremen, Germany, has been unable to supply the demand for this item on the U.S. market. "Prices increase production are the only way," Mr. Silver said.

Described as "the first of its kind in the world," the Globetrotter is a compact 15-band stereo FM, AM, marine, long-wave and 11

CAPITAL'S NEW TAPE SYSTEM

BY ELIOT TIEGEL

HOLLYWOOD—Capital has developed a 1/2-inch-per-second tape speed, with high quality sound and is issuing five pre-recorded twin packs in its first release. Price per pack is $20, with two hours of stereo music, $3.98.

The introduction of the slower speed, priced at $2, does not affect the sale of 7½ ips. packs which will continue to be sold.

If anything, the new product will spur tape sales. Becket feels, despists a comparable two

Continued on page 45
SITUATIONS WANTED

ANNOUNCING a new low rate for SITUATIONS WANTED ADS to help people to the allied fields of MUSIC, RECORD, CONV. PROMOTION, ENTERTAINMENT to make the arts, music, comedy, recording, distribution, printing, shipping, music publishing, etc.

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The job is easy;

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Cuscous - Cascal - Brunswick - Erentz - Chancellor - Canadian - American - Prestige

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All questions answered about Recording, Distribution, Printing, Shipping, Music Publishing, etc.

FEES To be determined.

SOFT-USED

Tape and paper are available from your local music store. We also need your old records.

USED RECORDS WANTED

WANTED.--SHARK ARTISTRY. PUBLICATIONS. SELLER'S TIPS. ALL KINDS OF RECORDS TO YOUR ORDER. (Write for special prices.)

HELP WANTED

SINGERS, SONGWRITERS, DON'T WASTED YOUR TALENTS, COME WORK AT OUR STUDIOS. (Write for list of openings.)

DISTRIBUTING SERVICES

DISTRIBUTORS WANTED

FOR NEW INVENTIONS, INCLUDING RECORDS AND TATTOO STEELS. IT'S A WINNER!

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DEALERS...ONE-STOP

RACK JOBBERS

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Record Preview

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Henry Stone, President

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ABC-Paragon, Argeo, Atlan,

Bonaroo, Big Top, Blue Note, Canadian American, Canmore, Chess/Checker, Chess, De-Lite, Decca, Del, Imperial, Jumbo, Lee-Royal, Mod-Town, Monument, Newborn, Old Town, Olympic, Prestige, Parkway, Philles, Roulette, Sar, Sar-

Super, Savannah, Tone, United Artists, You Joy, Ward.

NEW Acrosound 45s FOR SELLING

Country, Pop, Rock and Classical. Join the biggest distribution net work. Write for terms. Write for our complete list. Call your local distributor or write: AMERICAN RECORDS, 814 Logan Ave., Highland Park, Ill., 60035.

Unwrap Euphonics Silicone Cartridge

SILICONIC U-15, LOW-MASS TONE ARM

CHICAGO—In a showing for original equipment manufactur- ers here last Thursday (29) the Euphonics Corporation intro- duced new a semiconductor stereo phono cartridge which, when used in low-impedance circuits, will provide 100 times the power of ceramic cartridges and 10,000 times the power of magnetic cartridges.

Introdcution with the cartridge were a Power Source and a companion low-mass tone arm capable of tracking warped or

POWER SOURCE

eccentric records in any position, even upside-down.

The Silicone U-15, the new cartridge may be used with conventional vacuum tube amplifiers and will handle any cartridge, regardless of construction.

The new components will be made available to audiophiles through electronics parts distributors and hi-fi dealers throughout the country after the first of the year.

Price is competitive with similar quality equipment now on the market, Wood said.

Introduce Stenotape Versatile Recorder

NEW YORK—The Stenotape Division of American Geloso Electronics is shipping a sixteen-hour, tape recorder, magnetic tape dictation-transcription-conferep recorder called the "4-10.

Priced at $269.95 (plus F.E.T.), the machine is offered by an official as "ideal to fit in completely with any office or home decor.

The three-speed machine will operate for 10 hours on the storage reel of tape supplied with the recorder. Also included is the four-speed, remote control hand microphone, a five-inch reel tape, with reel and its supporting battery reel.

Stenotape also announced the appointment of John T. Car- roll firm of Indianapolis as sales outlet for Indiana and Kentucky, and the R. E. Combs Company of Brooklyn, Mass. was named New England outlet.

German 15-Band Portable Radio

Continued from page 45

German 15-Band Portable Radio

Continued from page 45

Capitol's New Tape System

Continued from page 45

New tape pack in the $15 speed selling for $14.98 as against the $3.00 $9.95 price.

The pact includes: George Shearing, "Deep Velln," "Blue Chipper," Eddie Dunstedte, "The Bells of Christmas," "The Bells of Christmas Chimes Again," Fred War- ing and the Pennsylvanians, "Now Is the Carolling Season," "Souls of Christmas," Norrie Parmer, "In London in Love," "In London on the Avenue" and the Hollywood Bowl Symphony, "This Is the Hollywood Bowl." These are versions of the new system, according to Beizer, is the in- creasing use of music on one reel (almost two hours). Company has prepared a special box for the seven-inch reel designed to set it apart from normal tape packages. This box has a book like spine and large print infor- mation. A tape loader counter box will be offered dealers to introduce the tape to customers.

St. Louis Ad Mat

ST. LOUIS—Eugene Korn- Bum, of St. Louis Music, has made available a new newspaper ad mat the size of a sheet of Apollo Space drone kit.

The kits, priced as low as $30, "are the ideal value for the school drum market," Kornbhum reports.

BILBOARD, November 21, 1964
**BULK VENDING NEWS**

Blue-Sky Ops Leave Chicago For Suburbs and Small Towns

By NICK BIBO

CHICAGO — Blue-sky operators, who once were a cinder in the eye of the legitimate bulk vending industry, have left the city in favor of the suburbs and small towns.

The big city has become far too sophisticated for the high pressure, wheel-dealer who would usually promise a girl something, but seldom deliver anything.

The bulk vending industry, on the other hand, couldn’t be more pleased.

Operators and distributors contacted by Billboard last week were unanimous in denouncing the promoters who not only hurt their victims, but gave the entire bulk industry a black eye.

**See No More**

Paul Crisman, president of National Vendors Association, and a vice-president of King and Company, large bulb vending distributing firm here, noted that “you don’t see too much of that sort of thing anymore.”

Crisman credited the daily newspaper for keeping the problem “so many times when they don’t take the ads like they used to.”

Dick Boylan, general manager of Logan Distributing Company, another large distributing firm, noted that blue-sky promoters in Chicago were a thing of the past — for the bulk vending industry at least.

**Phone Calls**

Boylan noted Logan still gets phone calls — about three to five per week. Last from people who have been cheated by promoters, but most of these calls are from outlying areas.

Crisman noted that he last saw a blue-sky ad in his neighborhood Elmhurst newspaper “back in 1958.” He said he immediately called the newspaper and had the ad removed.

“Since the newspaper calls me whenever they have something about which they are aware,” said Crisman, “there are usually easy to spot. They talk about ‘part-time, low investment and high profits.’

**Bad Name**

“It’s an unfortunate thing when a promoter can sell people a $15 machine for $51.50 gives the entire industry a bad name.”

Boylan noted that the biggest hardware done by blue-sky operators was in running potential locations.

“A blue-sky promoter will go to a location and promise commissions as high as 50 per cent or 75 per cent. He will even kick out a legitimate operator to make room for the blue-sky promoter.

**Sophisticated**

“Naturally, after the blue-sky route is sold, the new owner can’t even stay in business. He usually has to pull out after about a week.”

Crisman noted that after this, it usually takes a long time before a new location can be opened up again.

**Small Towns**

While Boylan noted that “a thing of the past in Chicago, it is far from a thing of the past around the Midwest. A favorite mode of operation of the fast buck promoter is to give up a medium-sized cities not far apart.

A promoter might, for example, run ads for several days in Rockford, Ill., and Dubuque, Ia. The promoters will usually utilize a nationally known brand name in the ad.

**Favorite Promoters**

Favorite promotions in recent years have featured machines dispensing Hersheyettes and Gillette Blue Blades. The potential victims were usually young girls who the companies were behind the promotions, when in truth, they knew nothing about machonics.

**Ads Similar**

The advertisements were usually similar: “Man wanted, part-time service to machines — no doubt selling must have references and be able to post bond.”

The promoter would take a lavish suite of rooms in the leading hotel in each town. Possible answering the ads would be told about the business in glowing terms.

If the prospect had any money, the promoter would “allow” him to invest a piece of the business for himself. Naturally, the prospect’s hopes were short-lived, but by then the promoter had left town and was never heard from again.

**Paid $500**

A subdividing Chicago woman paid $500 for a route of 20 machines — each of which was listed nationally at $15.20.

A recent promotion featured roll-top stamp machines at $700 each. Routes of seven machines were sold for $700.

In addition to being inflated in price the machines were usually an inferior brand and seldom worked. When the billed purchaser would bring one of the machines to a legitimate bulk vending distributor for repair he would find they were unrepairable.

One Illinois promoter sold machines valued at $15 for $59 each in one of the machines.

Another sold promotion machines filled with Hersheyettes for $79.50 each. A local distributor estimated that the machines were worth some $600 — $55 for the sell.

**Many Addresses**

A further study of the promoto is to use a variety of names. One Illinois promoter gave the distributor 20 addresses by which the machines shipped from Grand Rapids, Mich. and a rented car that was assigned to a nonexistent corporation supposed to be headquarters in Miami.

A typical promoter would try to sell his machines everywhere without any attempt to make the machine attractive.

Machines favored by promoters are usually flashy and often quite out of price governing, but by legitimate operators because it shows dirt too easily.

Another telltale sign of the promoter’s machine is the vertical “ferris wheel” design usually dispensed merchandise, as opposed to the more reliable “mercy-go-round” with prices usually set by the major manufacturers today.

**Straddle Seat**

Needless to say, the promoter seldom tells his victim of such things as licensing requirements, federal and state regulations, sales and use taxes, etc.

In an effort to find out how much of a problem blue-sky operators are today, Billboard interviewed bulk industry members around the country.

Subsequent issues of Billboard will carry reports from other areas.

---

**CAROLINA OPS**

**Acorn Sales**

**Hold Meets**

CHARLOTTE, N.C. — South ern Acorn Sales, Oak distribu tors, will have an open house from 9 a.m. until 3 p.m. at their office at Carpenter Air port Saturday, March 7.

The Carolina Bulk Vendors Association will hold meetings from 2 to 4 p.m. on Saturday.

Rob Cleveland Op

CLEVELAND — Roy E. Frankhausen, vending operator here, lost $2,000 in receipts plus fur and jewelry worth $8,000 when a thief looted his hotel room recently.

---

**BULVERDE**

**Sanitary Vendors**

**SURVEYS U. S.**

Last week the bulk vending industry heard a familiar warning. The Better Business Bureaus and the National Automatic Machine ning Association issued a warning against the ever-present danger of blue-sky operators. The National Vendors Association warned the legitimate members of the industry. The warning is being identified with the small percentage of such operators that still exist.

As everyone knows, blue-sky operators are promoters that sell machines and often complete routes at grossly inflated prices with promises of greatly exaggerated returns. Besides being inflated in price, the machines are often inferior in quality and more often than not, fail to work at all.

The fraud perpetrated on the blue-sky promoter’s victim is bad enough, but, unfortunately, the harm doesn’t end there. The public becomes swayed on bulk vending in general. Locations once biled by a blue-sky promoter will refuse to let a legitimate bulk operator install machines for years. And a public aroused by blue-sky shenanigans can also be the source of discriminatory legislation and taxation.

The problem is not really the industry’s legimate people, since the shady promoter operates outside the law anyway.

In an effort to find out how much of a problem blue-sky operators are today, Billboard interviewed bulk industry members around the country.

Subsequent issues of Billboard will carry reports from other areas.

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**SAVING CHARGE**

**Sanitary Vendors**

**IS BLUE-SKY A PROBLEM?**

**BILBOARDS SURVEYS U. S.**
New York Sky Not Blue, Says Bulk Trade

By FRANK LUPPINO

NEW YORK—Is the blue-sky vending promoter a thing of the past? Not quite, not any longer fast-talking, wheeler-dealers around who sell a $70 deal to an unsuspecting "operator" for $200 and make him think the three bulk vending cents on a triple rack are the greatest investment opportunity since lipstick? In the New York metropolitan area, such seems to be the case, according to industry leaders queried by Billboard.

Charman manufacturer Paul Prather was one who knew of any activity along blue-sky lines recently. Sidney Epp, another charmania manufacturer, also reported no activity from blue-sky promoters. He felt the same held true for his brother George, who was on a business trip to Texas.

Another charman manufacturer, Bob Guggenheim, said that there was. "If we say activity at this time although he said, our industry will never be entirely free from these people. The reason is simple. A promoter promises a large return for a small investment and a minimum amount of work. The only place the product will ever turn wrong is about the amount of work."

Hard Work

Guggenheim said his "industry does Arthur Banger. A front for the investment involved, but is the business most people want to make is that many of today's successful operators were promoted into the business. Our charman manufacturers are now being promoted so that machines will sell for $75 and want to sell out to us for $50 per machine. We are trying to save some of his client's investment but it is sad when you have to tele the machines can be bought for about half the lawyer's asking price."

A check of the business opportunity sections of New York City Sunday newspapers failed to disclose any advertising that could fall into the blue-sky category. All the routes and machines for sale were being offered by brokers usually specializing in such enterprises. None remotely hinted at immediate promotions or all locations provided or unauthorized use of brand names like "Planters' Nut" or "Wrigley's Gum," the type of copy often associated with blue-sky promotions.

Neither Moe Mandell nor Al Cohen, Northwestern Sales and Service, have heard of any blue-sky promotions in the metropolitan area. "It has been a year," said Mandell, "since we've heard of any such activity around this part of the country. An unscrupulous promoter may have machines to use in his promotion."

"While many of our manufacturers today are aware of their responsibility to the establishment people in the industry and their machines are sold through recognized distributors, like that," Mandell said, "it is hard for machines to be obtained for promotional schemes if distributors are also alert to their responsibilities to the industry."

At J. Schoenbach's distributor located in Brooklyn and, like Mandell, a member of the National Vending Machine Distributors, Inc., there was also no knowledge of promotional activity. "We are associated with Schoenbach for 15 years. We know they are good people," he said. "They have until the heavy blue-sky activity of seven or eight years ago, but not since then. If, however, I think those days are gone for good. This way is legal, legitimate and has been a pretty good buy for any business," he concluded.

Arthur B. Vending Service, headquarters his operations in the Bronx. He told Billboard, "I haven't heard of any such activity in the city. It's been pretty quiet but it is a subject that is never out of mind."

Another Bronx-based operator of vending machines, Vendors, told him that he had been recently contacted by some of the new vendors. It was at his feeling that "there has been no activity along promotional lines." "We've heard about it," he said. "It is usually the operator who first discovers such activity when he finds new machines in locations that he has never found that they've been installed by someone else."

Blue Sky Ops Leave Chi

For Suburbs, Small Towns

* Continued from page 47

Blue Sky Operators, who once dominated the vending business, are leaving Chicago and heading for the suburbs and smaller towns. General first time the legitimate bulk distributor knows of the scheme is when the disillusioned victim comes to him to try to sell the machines he bought.

Boylin tells of one woman who came to Logan with machines which she bought for $79 and was willing to sell for half. Only the machines were not a nationally known brand (which would be worth $10) but an inferior product which wasn't even worth $1, Boylin said.

"Much of the merchandise is so junky we can't even take it in for trade—we couldn't sell it to a legitimate bulk vending operator in good conscience," Boylin said.

Where the machines or merchandise is salvageable, the victim can often recover some of his investment. In other cases, however, he simply has to take his loss.

Perhaps the only redeeming thing about these schemes is that some of the victims end up trading in their junk machines for good equipment. They go on to make a success of their new equipment, often matching up with a profitable operation even though their initial investment was on a smaller scale. The number of such persons, however, is a matter of blue-sky stories very sad.
MOA Tabs Chicago for '65; Conclave at Pick-Congress

BY NICK BIIRO

CHICAGO—Music Operators of America is staying in Chicago for its 1965 convention, it has been announced. The annual meeting will be held at the Pick-Congress Hotel on fashionable Michigan Boulevard. It is expected to be a popular meeting for the industry, and the hotel is one of the most convenient locations in the city. The convention is scheduled to begin on June 15 and to run through June 18.

MOA announced its decision following a meeting last week between MOA President Fred Granger, managing director, and Mayor Richard J. Daley. The MOA convention is expected to bring a significant amount of business to Chicago, and the city is looking forward to hosting the event.

Coin Shortage Seen as Worst Ever; Mint Vows Relief by May

CHICAGO—The great coin drought that has hit the nation's urban centers has forced banks to close their doors, and operators are being relieved by spring. The shortage has been caused by the Federal Reserve Bank of Chicago, according to officials of the Federal Reserve Bank. By May, they said, a relief plan is expected to be announced, and the rate of production will be increased to meet the demand.

As a stop-gap measure, additional mintage machines have been installed in the existing minting plants in Philadelphia and Denver. The new machines are expected to alleviate the shortage, but it is expected that the problem will continue for a few more months.

Cincy's 'Royal Lounges' Catch Trade's Eye

By RAY BRACK

CINCINNATI—A new brand of billiard parlor with a family-oriented atmosphere has captured the fancy of the local citizens as well as the avid interest of trade executives throughout the country.

A branch of the Royal Distributing Company, the new concept in coin-operated billiard lounges is called the Royal Family Billiard Lounge. Industry observers are speculating that the location innovation may give impetus to the amusement game business in general, and may help to revitalize the industry.

The first such lounge was opened in two months ago. Today there are six, and the schedule calls for 15 by the end of the year.

Each lounge is equipped with 15 to 20 coin-operated billiard tables, the "Royal" model manufactured by National Billiard Equipment Co. They are located in shopping centers, banks, or industrial complexes, and are designed to appeal to the family market.

"We're slanting the enterprise to appeal to the family-oriented neighborhoods," reported Clinton Strokey, Royal Sales manager.

MOA's Tough Choice

Music Operators of America has just had to make a difficult decision. However, Billboard seems to feel, so as it has for the past six months, that the association is making the right choice.

The temptation is great to follow the National Automatic Merchandising Association to Miami Beach during 1965. There is no doubt that the move is the right one for both NAMA conventions and MOA.

However, the hard realities of the situation are that even NAMA has a deep interest in attendance at both conventions. MOA tried a convention in Miami Beach a few years ago, and it was a near-disaster. To try another—at this point when MOA has made such a magnificent comeback—would be too risky.

There is no doubt that by staying in Chicago in 1965, MOA will lose the added drawing power of NAMA. However, it gains the central location and better access to the city. We can but feel more operators and exhibitors will be impressed by the proposed plans.

Letters to Congress

The Federal Reserve Bank's prediction that the nation's coin shortage will be over by next spring is good news. It's difficult to accumulate, but the Federal Reserve has been a leader in coin production, and it has been able to meet the demand.

The shortage is expected to continue for a few more months, but the move to increase production is expected to alleviate the problem.

Some operators have felt the problem at all. Others have not been so fortunate. The National Association of Music Operators of America advises the government to increase production to meet the demand.

Despite the fact that the government has predicted the end of the shortage by spring, we feel the situation varies in different parts of the country. Some operators haven't felt the problem at all. Others have not been so fortunate.

We feel the advantages of such action are twofold: 1) The added contacts will be seen as a reminder to the government that the problem will continue to exist. 2) It will give operators an opportunity to write or wire their congressmen and let them know of their problem.

MOA plans to open new lounges in several cities, including Chicago, New York, and Los Angeles. These will be the first of a series of new lounges that will be opened in the coming months.

The new lounges are designed to appeal to the family market, and are equipped with the latest in coin-operated billiard machines.

Diversification

The rationale behind Royal's move into the franchise field was to expand its business. "Every industry is diversified today, and there are no successful businesses that are not on the alert for diversification opportunities. All types of recreational activities are allied to our business and provide us with potentially fruitful lines of expansion."

Meanwhile, distributors in widely separated sections of the country express interest tempered with a watch-tight attitude toward the Royal experiment.
Virginians Host Granger, Allen

RICHMOND, Va. — The almost certain passage of a State sales tax in 1966 will be a prime topic of discussion when Music Operators of Virginia holds its sixth annual meeting here Nov. 19-21 at the John Marshall Hotel.

Some 200 operators, guests and assorted members of the coin machine industry are expected to attend. All four juice box manufacturers and all major amusement game manufacturers plus a handful of vending machine firms will be represented at the meeting.

Fred Granger, Music Operators of America managing director, and Nick Allen, MOA’s Washington legal counsel, will be featured speakers. Robert J. Habenicht, vice-mayor of Richmond, will deliver the association’s official welcome.

Directors Elected

About half of the association’s board of directors will come up for election. Officers are elected for two-year terms and still have a year to serve.

Fred Granger

A note of nostalgia will be introduced with the attendance of John (Red) Wallace and James K. Hutler, both official representatives of the West Virginia association. It was Wallace and Hutler who together with George Miller, came to Richmond six years ago to help the Virginia group organize.

Passage of a State sales tax was first hinted when the Virginia House was polled privately last year and 56 out of 100 indicated they were in favor of such a measure.

Although the Senate has yet to be polled, the strong sentiment in the House is thought to be sufficient indication that the tax is a virtual certainty.

Hope for Exception

Jack Bess, long-time member of the Virginia group and a coin machine industry veteran, noted that the association’s main hope was to have nickel and dime sales exempted from the tax.

Wurlitzer Winners to Bahamas

HOLLYWOOD BEACH, Fla. — Wurlitzer concluded its annual distributor sales meeting here last Friday and Monday with a baker’s dozen of its distributors and their wives to the Grand Bahamas for a five-day holiday.

The “sideliners” are the winners in the Wurlitzer’s annual juke box sales contest. All distributors who exceeded their sales quotas were invited. The group stayed at the Motor Tar Hotel on Grand Bahama Island, where the activities included such diverse pastimes as fishing, skin diving, sailing, golf, tennis,, bowling, limbo dancing and, of course, shopping in the tariff-free port on the other end of the island.

Hosts for the affair were Mrs. and Mrs. Bob Bear, Mr. and Mrs. A. J. Palmer, Bert Davidson and Mr. and Mrs. Gary Sinclair.

Distributors in attendance with their wives included Lester Godvin, Hope, Ark.; Peter O. Brandt, St. Louis; R. B. Williams, Dallas; Joe R. Steele, Houston; L. C. Butler, Houston; and Bert Davis, New Orleans.

Wurlitzer Seminar Draws 40 in Dallas

A BANQUET AT THE BAKER HOTEL topped a five-day Wurlitzer service seminar in Dallas last month. Some 40 operators and servicemen attended.

Mrs. Harold Thaymes, juke box operator in Natchitoches, La., graduated from the service school with high honors. She receives her diploma from C. B. Ross, Wurlitzer service manager.

BILBOARD, November 21, 1964
ROCK-OLA MAKES PHONOGRAphS THAT KEEP YOU HAPPY!

Full Dimensional Sound—Add Full Dimensional Sound to the Princess Royal at any time. Takes just minutes to install. "Steps-up" the locations—without investing in a completely new unit.

Princess Royal, Model 424—with Full Dimensional Sound. 100 selections, stereo-monaural. Beautiful, compact . . . at home anywhere. For locations where the ultimate in sound and compactness is required.

Phonette Remote Speaker Wallbox—gives personal listening pleasure and volume control. Permits programming of LPs or singles, 33⅓ or 45 RPM records. Reproduces stereo, too. Famous Rock-Ola quality. Model No. 500—160 selections; Model No. 501—100 selections.

The Grand Prix—prestige stereo-monaural phonograph—160 selections. 33⅓ or 45 RPM records, 7" albums or singles in any intermix. Full Dimensional Sound. Your key to plusher spots. Model No. 425.

New Princess Royal, (Shown Above) Model No. 424—plays 100 selections of 33⅓ or 45 RPM, 7" albums or singles, stereo or monaural intermixed mechanically. Beautiful . . . Compact. Famous Rock-Ola quality. The only really compact unit.

With Rock-Ola phonographs, you get the widest choice of options in the business! You get the equipment you want and can use! For example, the Princess Royal Stereo-Monaural Phonograph is so compact it fits anywhere. You can easily add the Full Dimensional Sound Speaker system to satisfy the very finest locations. Mechanical intermix permits programming in any bank, in any sequence. And for the ultimate in phonographs Rock-Ola offers the prestige stereo-monaural Grand Prix. Rock-Ola is famous for dependability. No obsolescence! Interchangeable parts for fewer service problems! Get into more locations with the phonographs that keep you and your locations happy—Rock-Ola!

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

Look to
ROCK-OLA
for advanced products for profit
Empire Promotes Image

CHICAGO — Empire Coin Machine Exchange has produced a two-color, four-page brochure designed to tell the company story to distributors and operators throughout the world. Entitled “The Growing Empire,” the brochure describes the Empire product lines, service facilities and defines the firm’s Midwest and worldwide sales arrangements. The main office here is headed up by Gilbert Kitt, president, and Vice-President Joe Robbins. Branch offices are in Detroit, Grand Rapids and Menominee, Mich. Sales in the Milwaukee area are handled under a sub-distributorship arrangement with Hastings Distributors. “It’s strictly an image builder,” said Robbins in describing the new promotional flyer.

WURLITZER 2800

Makes the Swing to Higher Earnings

ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD METAL TYPES

Packed in rolls for convenient handling.
Call our PARTS & SERVICE Dept. for all your Typewriter needs.

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Midway’s Success
Short and Sweet

CHICAGO — In its relatively short history, Midway Manufacturing Company here has become a major force to be reckoned with and has made numerous contributions to the industry’s amusement game line-up. In last week’s Billboard, Marcine Wolverline, president, told how the firm was already planning to move to new and larger quarters. Here’s a camera-eye view into Midway’s Franklin Park plant.

Seeburg Picks Up Training Tab

CHICAGO — Serviceemen throughout the country are receiving grants training in vending and phonograph equipment thanks to a recently expanded training program sponsored by the Seeburg company. And it’s costing the company about $250,000 a year.

“We graduate classes in vending and phonograph equipment every two weeks,” reported John Chapin, Seeburg’s director of field engineering and training program. “Each class is composed of 12 to 15 students. We deliberately keep them small. We always have more applicants than we can accommodate.”

The week of training is climax ed by a banquet at Mister Kathy’s or the London house, during which diplomas are presented to the graduates.

Each group of students brings many surprises, Chapin disclosed. “A lot of human interest stories emerge from our classes. One student recently was quite taken aback by our assembly line techniques here at the plant. He had assumed that a Seeburg phonograph was assembled by one man.”

The classes are conducted at the company’s home plant at 1560 Dayton Street. Supplementing this instruction, however, are sales training classes which take instruction directly to the operating company, making it convenient for operator and staff to obtain training during evening hours.

The only expense incurred by operating companies who send their employees to the Chicago school is half the round-trip fare. The other half of the trip is financed for each student by the regional Seeburg distributor. Cost of hotel room, meals and local transportation are borne by Seeburg.

All Chicago training activities are supervised by Freeman Woodhill. He expanded his sphere of instruction last week to embrace Seeburg’s new organ division, organizing a service class for organ servicemen.

Because of the recent acquisition of the Williams and United Manufacturing companies, makers of amusement games, it is quite likely that Seeburg will one day provide specialized instruction in amusement game maintenance.

Instructions for the Seeburg service classes are taken from the regular field engineering and factory training staffs. About 500 men have received their service diplomas under the expanded Seeburg program.

Voters Say No
To Gaming in Hot Springs

LITTLE ROCK, Ark.—The hopes of Hot Springs coin machine operators for that city’s revival as a profitable resort spa were shattered last week when Arkansas voters rejected an amendment legalizing gambling in the city of warm baths.

With 2,671 votes reported, Constitutional Amendment 55 had received 173,344 affirmative against 261,160 negative votes.

The Hot Springs casinos closed in March, cutting the tourist trade drastically. Regional operators, such as the East Gill, of Gill Amusement Company, and W. E. Lewis, of Lewis Novelty Company, among others, joined forces with city officials and the Hot Springs Chamber of Commerce to work for passage of the legalizing amendment.

“Closely-cut down cut deeply into collections,” one operator reported.

The amendment was actively opposed by the State’s church groups.

Rumors circulated immediately after the election to the effect that the operators would close their establishments immediately, but these were denied by Gov. Orval E. Faubus, carried into a sixth term by the election.

“I cannot say whether they will close until the casinos closed,” he declared. “I will use the State police if necessary.”

Under the proposed amendment, seven casino licenses would have been issued to persons with a 10-year minimum residence in Arkansas. Licenses could not be transferred and liens could not be placed against them. No restriction or interest in any gambling operation outside the State.

Wico Canadian Branch Thrives

MONTREAL—Wico Canada, new branch of the Wico Corporation, Chicago, is doing active domestic and export business with the regular Wico line of coins, vending machine parts and accessories.

Manager of Wico Canada is Roger Lane, formerly with Federal Amusement Company here. The Canadian Wico branch is located at 9625 Papineau Street.

Star Shows
Plastic Strips
For Standards

CHICAGO — Plastic title strips for old standard singles are being produced by Stark Title Strip Company. The plastic strips will enable operators to keep their selection panel uniformly updated.

Norman Morgan, Stark executive, stated that up to now, operators had a problem with paper strips for old standards turning yellow.

The new strips are available for a catalog of 100 standards. The catalogs are being distributed to one-stops and State juke box distributors.

Price of the plastic strip is 7 cents for a card of five strips. Stark plans to offer new item in last week’s Music Operators of America show.

Recent
STEREO RELEASES
for Music Operators

NUMBER 1

SEEBURG LITTLE LP’s

Pop Vocal

MACL O D D D O D D S — Try a Little Tenderness

RCA Camden

Tenderly — Never Leave Me — Tender Is the Night — Call Me Irresponsible — Shangri-La — Misty

JOHNNY MANN SINGERS — Invisible Tears — Liberty Invisible Tears — Everybody Loves Somebody — The Girl From Ipanema — Al-De-La Shangri-La — Hello Dolly

Pop Instrumental

JAN GARBER — They’re Playing Our Song — Decca

I Don’t Want to Wait — Without You — Oh! I’ll Be Seeing You — Sentimental Journey — I’ll Walk Alone — I’ll Never Smile Again

Country & Western

JIM REEVES — The Best of Jim Reeves — RCA Victor

He’ll Have to Go — Four Walls — I’m Gettin’ Better — Stand by Your Window — Adios Amigo — Billy Bayou

Christmas

BING CROSBY — Merry Christmas — Decca

White Christmas — Santa Claus Is Comin’ to Town — Silver Bells — I’ll Be Home for Christmas — Beginnin’ to Look Like Christmas — Silent Night

New Year

GUY LOMBARDO — New Year’s Eve With — Decca

Guy Lombardo

Auld Lang Syne — The Music Goes Round and Around — Medley (Additional Old Favorites) — Beer Barrel Polka — I Want a Girl — Show Me the Way to Go Home
Wurlitzer Hosts Los Angeles Ops

By RAY BRACK

This is the second in a two-part series on music and game business conditions in the Chicago area. In last week's survey, operators told us that juke box collections were holding their own. In this week's survey, a less optimistic picture is painted for amusement games.

CHICAGO—Local operators of amusement games are joined by distributor spokesmen in viewing the 1964 business picture rather dimly.

The story was capped off well by Joe Robbins: "The amusement game business in Chicago has been sensational this year, but it's not too big."

Also indulging in understatement, Stan Levin agreed, "Games are still up at least 200 percent in Chicago."

Michael Detzek, of Champion Music and Amusement Company, has been dealing in new and used amusement games since 1945. His view of the 1964 business situation was even dimmer.

"Some operators report business is off one-third from last year," he declared. "Pool-table playing has been a mainstay in recent years and many operators report that pool-table play is down about 10 percent."

Detzek added that amusement business has been dropping steadily for the past few years and will probably continue to decline in 1965.

New Twist Wanted

Turning to operators for comment, billboard received basically the same report advanced by distributors. Asked what they think will be the cause of the steady amusement game profit tailspin, the columnists offered a consistent explanation: the lack of an exciting new game gimmick.

"We haven't had a genuine new twist introduced in this business in the last twenty or thirty years," declared Detzek.

"It was introduced it has been glorified a few times, but nothing completely new has been added," Stan Levin concurred, declaring, "The lack of exciting new equipment is one of the main reasons the industry has had nothing new to offer in the past five years."

Game manufacturers appear to be more interested in improving existing orders, however. Herb Jones, of Bally Manufacturing Company, and Bill Delves, of United Manufacturing, informed Billboard that the new game market was strong, but that most of the new games were variations above normal this year. Bob expressed high final-quarter expectations.

Dispute Problems

Other problems besetting game operators are much the same as those affecting juke box operations. Urban renewal, with its shrinking effect upon the number of money-making "bonky-town" locations; the "two-night" town problem; tax bites, which in certain Illinois communities are very large, and location loan difficulties growing out of increased competition were all named by operators as factors harmful to business.

Almost to a man, local game operators expressed hope that manufacturers would come up with a new amusement idea for 1965.

"Most of us are still driving big cars," confided one operator, "and we're living pretty good. But I wonder how many of us are just living off what we made in the past."

By FRANK LUPPINO

NEW YORK—Mort Hoffman, sales director for Epic Records, told Billboard that juke box operator reaction to the firm's little stereo LPs at the Music Operators of America Convention has been translated into sales at the one-step level.

There are six stereo little LPs in the initial release and others will follow on a fairly regular basis. The same will hold true for the Epic Memory Lane Series.

Hoffman had Epic distributors survey all one-steps in the country. Each has been shipped one of the new display boxes that contain both the stereo little LPs and the Memory Lane series releases.

Epic feels that certain artists have adult appeal and that by providing special material on little LPs, the operator's best interest is served and, at the same time, artists are given wider exposure. Thus, it is a cooperative effort wherein both sides benefit.

OUR MOA POLL PICKED WINNER

CHICAGO—The runaway victory of Lyndon Johnson by more than 60 per cent of the popular vote was strongly supported, according to a straw poll conducted by Billboard at the Music Operators of America convention here. Columnists from 30 states preferred Johnson to the tune of nearly two to one over the former senator from Arizona, Barry Goldwater.
West Memphis Op Killed When Truck Hit by Train

WEST MEMPHIS, Ark.—A young employee of Crown Music was killed and another critically injured when their pickup truck was hit by a fast moving freight train last week (10) near West Memphis

Robert Turner, 17, gravely injured was James Chambers, 19, father of three children. Both lived at West Memphis, across the Mississippi River from Memphis.

A Missouri-Pacific freight train hit the truck at midnight at the grade crossing, controlled by an electric signal, over State Highway 63 between West Memphis and Marion. Marion is about five miles from West Memphis. The men were returning to West Memphis after a service call.

Chambers, route man, was driving. Arkansas State Troopers were puzzled at what caused the truck to cross the track in front of the train. The truck was sent hurtling into a ditch and the men thrown out, one of them seriously

Chambers was treated at Crittenden Memorial Hospital in West Memphis and transferred to Baptist Hospital in Memphis. Thomas Sinclair and Dave Root of Crown Music Company, a juke box and game operation.

Maine Armory To Canteen

LEWISTON, Me.—The Canteen Company will handle revenues from the vending machines at the Lewiston Armory. It has been announced by City Manager Thomas L. Raymond. He said a monthly report will be given to the board on collections from the coin machines on the

AUDIOVISION by MERKLE

New delivering the KIDDIE'S CIRCUIT SHOWS. From silent or sound to the latest 8mm films, We show the games, pop and the golden. Limited distribution. We also offer your own.

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Vikings
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Blackjack
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DETROIT: 7743 Puritan • Diamond 1-5800

West Memphis Op Killed When Truck Hit by Train

CHICAGO

The talents of Seeberg’s Art Music for their ffor a basketball star at Chicago’s Loyola University, have won the attention of Major League Baseball. Anthony McGraw, 2204, DAVID ROSEN, INC.

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E. 7-9367
Here & now! the new Seeburg

**new**
Most sensational money-making feature ever introduced in the history of the coin-phonograph industry! Seeburg's great new play-exciting *Spotlighted Album Award* feature. Now proved in the field to earn more money for operators and locations than any other phonograph feature ever manufactured. You have to see it to appreciate what it can mean to you. Have your Seeburg Distributor show you how this sensational feature works. THEN...ask any operator who has the new Seeburg LP Console/480 on location.

**new**
Thrilling cascade of stereo sound! Seeburg's great new 3-Way Audio feature! Six matched speakers for the most dramatic stereo ever. Super hi-fi tweeters and middle-voice ellipticals at the top...brilliant bass speakers below. There has never been a sound to match it!

**new**
- Display of 15 Additional Albums
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- Illuminated Personalized Panel

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Seeburg has the industry's only complete Income Totalizer