New York — Columbia Records is continually developing new merchandising avenues to keep its original Broadway cast albums in retail flow. The label is planning a big summer tie-up campaign with musical concert promoters and bus-and-truck companies, and planning to use this strategy to market Columbia Records albums as the Society of Theatrical Arts called Society of the Theatricals.

"The pitch for the Society is the same as that of the Columbia Record Club, except that it deals only with original Broadway cast sets of musicals and straight plays. The Society of Theatricals, according to Bill Gaglione, Columbia's vice-president in charge of marketing, is just a merchandising concept to appeal to the cast members whose main interest is in the theatre. The opening free offer for joining the Society, for example, is the original cast album of "Hamlet" with Richard Burton and Edward Albee's "Who's Afraid of Virginia Woolf?""

According to Gaglione, the company keeps looking for new marketing concepts like the summer tent tie-in to keep the show catalogs alive even when the shows are not playing. This was the situation last summer with the original cast albums of "Hello, Dolly!" and "Funny Girl" on Capitol. To get Columbia's cast album properties moving during that time, British producers have gained unprecedented prestige. The three hot independent producers have been leaning toward securing American affiliations. Skaff says Columbia has contracted with Charles Blackwell to ask Jackie DeShannon and P.J. Proby producers, with Miss DeShannon's single "Don't You Know We're in Love," set for release. (Continued on page 48)

U.K.-U.S. Harmonizing: Skaff

Hollywood — "English act" albums are looking like a more significant market for material and production contracts. The English producers also want to record American artists for the American market. Exposing these developments is Bob Skaff, Liberty Records vice-president and head of its Imperial subsidiary, who recently returned from a business trip to Britain with Liberty president, Al Bennett.

Skaff explains that due to the success of the British rock 'n' roll groups over the past year, British announcers are looking to cover the market. The plan is to develop a 100-record roster of acts. Seven different types of programs are already available, including fairy tales and cartoons, children's classics, history, etc. The total of these programs currently is 35. Cy Lebo, president of Pickwick International, stated last week that 25 more are to be released within one month, with 10 additional in the planning stage. In one year's time a library of 350 programs are envisioned. The 35 programs already available include such titles as "Wizard of Oz," "Gingerbread Man," "Cinderella," "Peter Pan," "Sleeping Beauty," "Swiss Family Robinson," "Paul Bunyan," "The Wright Brothers Flying Machine," "The Elephant and His Nose," etc.

"Pickwick is the only company in America that has the money to produce," said Lebo. Leslie states that it has been difficult to keep up with the great initial demand for the phonographic and the phonogram. The products are being carried by chains and department stores, as well as with giant outlets as Jordan Marsh, Korvette, Bloomingdale's, etc. Distribution in the country is carried out by the General Electric Supply Company, but it is expected that supplementary distribution will be set up soon.

Leslie, as he steps up his production of the programs, is interested in working with indie producers.

FCC Seeks Answers on TV Stereo Before Acting

Washington — Exciting prospects for all aspects of stereo sound recording emerged last week with FCC's proposal to authorize stereo TV. The Federal Communications Commission wants comment within the next 60 days on these aspects: Will stereo sound add to the "realism" or otherwise improve present TV programming? What program material and techniques are available for use in stereo TV? (The music industry will come up with answers to this one.) From the engineering standpoint, the FCC wants to know what types of stereo equipment and techniques will be compatible with ordinary monophonic TV sets now equipped for the double-track sound effects. The Commission wants estimates of the cost and complexities involved in equipping transmitting and receiving equipment for stereo.

In 1961, the FCC refused to authorize AM stereo, but did permit it for FM radio, where it is going strong on some 300 stations. In 1961-1962, both Philco and GE, since "other methods may be available for the narrow viewing angle of home TV," Stereo TV would bring the in-depth sound to a whole new segment of the viewing and listening public. If authorized, the richer sound could escalate the TV audience to stereo music and soundtrack as the movie audiences were to wide screen and multiplex entertainment.

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HOORAY FOR HIRT
—THE SEASON'S SWINGING-EST SANTA
Al Hirt with the season's biggest new single "HOORAY FOR SANTA CLAUS" c/w "White Christmas" #8478

RCA VICTOR
The most trusted name in sound
Parleys Help RIAA, NAB Air Problems

By GIL FAGGEN

NEW YORK — The record and broadcasting industries are being brought together on a management level as a result of the Record Industry Association of America's active participation in the National Association of Broadcasters regional meetings.

The RIAA, for the first time in the history of both organizations, was given a place at last year's NAB Convention in Chicago, to tell its story of the value of music to today's radio programming. Reaction was so favorable from NAB members that the RIAA was invited to participate in all eight fall regional conferences this year.

The format last year included a representative of the record industry as a panel member on a programming panel at each regional meeting. This year the RIAA, using statistics gathered by Billboard's research department, buttressed their presentation with a color slide presentation first introduced at the March convention.

Prior facts about the world of records revealed to broadcasters.

(Continued on page 36)

GEMA Income at All-Time High

By OMER ANDERSEN

MUNICH—West Germany's ASCAP-type organization, GEMA, boosted royalties to an all-time peak in 1963, according to its just-issued annual report.

GEMA's total collections amounted to DM 165,600,000 (about $33,300,000), an increase of 7.3 per cent over the previous year, in turn, was up 6.6 per cent over that for 1962.

GEMA paid out DM 89,600,000, a new company record, to composers, authors and music publishers and their heirs. This compared with a 1962 payout of DM 83,000,000.

GEMA's General Manager Dr. Emil Schutze, said that the industry enjoyed another high income for 1964. The projections for 1965 show collections amounting to DM 110,000,000 for all.

Progress Reviews

In a review of GEMA's progress over the past decade, Dr. Schutze disclosed that radio-TV royalties have increased from 24.8 per cent in 1953 to 36.5 per cent; phonograph and tape royalties from 17.9 per cent to 22.4 per cent; mechanical music royalties from 0.4 per cent to 11.4 per cent. However, income from live music was 26.1 per cent in 1953 to 13.7 per cent last year.

Dr. Schutze pointed out that GEMA thus not only boosted total royalty revenue by some 400 per cent in the decade, but also managed to replace the loss of royalties from filmed performances.

GEMA continues to be highly decentralized, with some 450 foreign managers. Dr. Schutze pointed out that GEMA paid out to its 91 German and foreign performing rights organizations a total of DM 179,000,000, but was only able to send DM 57,000,000 to foreign royalties.

GEMA is now in a position to push missionary work among foreign performing rights groups aimed at increasing the sale of German musical product and tightening foreign royalty collections. GEMA claims to be the most efficient performing rights society in the world. Its zeal extends to darning American royalty rights on

(Continued on page 112)

Hilltop Expands Its Activity in Recording & Publishing of C&W

NEW YORK — Pickwick International affiliate, Hilltop Records, is rapidly expanding its activity in the country and western field. Cy Leslie, head of the operation, said last week that this activity is going forward on a record, publishing and recording levels.

Pickwick's budget country line, Hilltop Records, organized about six months ago, has done so well that it is now exposed in approximately 23,000 to 25,000 retail outlets. Pickwick International, according to Leslie, now does an annual dollar volume of over $6 million, and of this $1.98 million is other Pickwick c/o product account for up to $2 million. Hilltop albums, which retail for $1.98 retail, are distributed by 92 indie distributors and an equal number of co-distributors, including Handelman's, U. S. Records, Tip Top, etc.

Hilltop's production and promotion is under the wing of Joe Abend, who is currently adding product to the line. Abend is doing this through the acquisition of old masters by signing new artists and scheduling new recordings. The label's success has thus far been its acquisition of a flock of masters, both old and new artists—such as such artists as Ferris, Jimmy Wayne, Paty Clark and many others. Hilltop improved the sound of these albums by remastering and augmenting with extra musicians. Much of the old material is of value to collectors, and after the early years of Bill McCalli's Star label.

(Continued on page 44)

Liberty Sales Test is Won by Nash Distrib

HOLLYWOOD — Southern Record Distributors of Nashville placed first in highest sales percentages attained in Liberty's fall sales incentive's campaign. Sixty prizes were won by Liberty fieldmen in the contest begun last July and continued through October, according to marketing director Don Bohan. The top prize was an RCA color TV set.

Bohanan said the combined efforts of the label's 11 distributors enabled the company to surpass its $2.3 million quota. Bohan said that this was the largest quota in the company's history.

The distributorship with the greatest sales over its assigned quota was given the top award, with each individual selected on a random basis from among 20 offered.

The pace-setting Nashville distributor was Karl, headed by Randall Davidson, William Sandifer, and Bob Wier, according to Bohan. Roy Madeo of Los Angeles, and Frank August of Chicago, were in second and third place, respectively.

Bohanen said that these contests were successful because of merchandise gifts. Previous sales contests offered trips and commissions.

Through deft planning, Liberty involves each salesman's wife in the contest. All prize announcements and progress reports are mailed to each salesman's home where his wife could select a prize, see her husband's progress and feel some family influence.

The second-place prize, a trip to Hollywood, was won by Karl's, headed by Karl, Martin, and Reddow.

SOUTHERN MUSIC TOPPER ROY HORTON, second from left, at a recent meeting in Nashville with a trio of prolific songwriters who have been the backbone of Southern the past two decades, accounting for 30 million records sales. The writers, left to right, are Vaughn Horton, Ted Daffan and Floyd Tillman.

November 28, 1964, BILLBOARD

Yorke Completing Staff Before Moving

NEW YORK — Bob Yorke, who recently took over as vice-president and general manager of Colpix-Dimension Records, has virtually completed the formation of an efficient staff, he said.

With the addition of Orla Keppel to his staff as national sales manager and Ben Hurwitz as general sales manager, Yorke's appointments will be announced later this week, and he's ready to move his base of operations to Hollywood on Dec. 1.

Lenny Adelman, who has had a long association with Columbia Pictures, has been appointed as controller of the record companies, Ray Lawrence, who has also been with Colpix-Dimension in various capacities, has been named field sales manager.

Sill Heads Music Plans at Col-SG

NEW YORK — Lester Sill is taking the reins of Columbia Pictures-Screen Gems Music Division's newly formed Creative Music Group.

Sill, who will report to Don Kirshner, president of the Columbia Pictures-Screen Gems music operation, will work on special music projects, headlining in Hollywood. He'll handle talent and expand the company's in-house pool of music in the music industry. His product will be made available to all labels.

Sill, a veteran of 17 years in the music publishing and recording industry, will work with the executives of the Columbia Pictures-Screen Gems music operation in placing songs and in working with writers and artists in developing new material. He will also be active in obtaining recording contracts and in direct recording artists to the parent motion and television companies.

Sill has been functioning as an independent producer and operator of his own publishing firms after selling his interest in Phile's Records in 1962.
BILLY "Elvis" Presley, who died Aug. 16, 1977, left a lasting legacy with his music and the way he presented himself. His influence on the music industry and popular culture is undeniable.
A Great Day for Sales!

NEW ALBUMS

NEW SINGLES
"SEND ME NO FLOWERS" 4-43153
"CHRISTMAS PRESENT" 4-43174

DORIS DAY ON COLUMBIA RECORDS

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DORIS DAY ON COLUMBIA RECORDS

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THE BEATLES' STORY
A NARRATIVE AND MUSICAL BIOGRAPHY OF BEATLEMANIA ON 2 LONG-PLAY RECORDS

includes
SELECTIONS FROM THEIR HIT RECORDS
INTERVIEWS WITH THE BEATLES AND THEIR FANS
MANY NEW PHOTOS
THEIR WHOLE STORY ON RECORD... FROM BEGINNING TO FABULOUS FAME!

Backed with special window streamers and eye-catching counter-holders!
On-the-air promotion on more than 100 top 40 major stations.

STBO 2222
NEW SINGLE!
Their next Number One! 5327

THE BEATLES
I FEEL FINE
SHE'S A WOMAN

PLUS THESE CONTINUING BEST-SELLING ALBUMS
ST 2047 ST 2080 ST 2108

THE BIG 5 FOR CHRISTMAS THIS YEAR!

www.americanradiohistory.com
WASHINGTON—Talent bookings on the campus circuit are proving to be money-spinning, with tremendous activity on the part of folk, pop and jazz record agents. A number of college towns are staging record shops on campus and in town to promote album sales and to increase in sales when acts play the campus dates.

There is a report on some key campus dates, beginning with the recent one in New York.

Both Miles Davis and Nat "King" Cole appeared at the same time. At the Miles Davis show, the record shop opened at 8 p.m. and closed at 9 p.m. The show itself lasted from 9 p.m. to 1 a.m., with the band playing four sets. The band consisted of Miles Davis, Wayne Shorter, Ron Carter, and Billy Hart. The show was sold out, with a capacity of 2,000. The band played a mix of older and newer material, including songs from their latest album, "Bitches Brew." The show was well-received by the audience.

The Nat "King" Cole show was held in the same venue, the new Colin Ball. He played a set of his own music, including his hits "Nature Boy" and "The Very Thought of You." The audience was captivated by his smooth vocals and his natural performance.

The college circuit is proving to be a lucrative market for record agents and record companies. College towns are ideal for promoting new releases and for bringing in talent from around the world. The colleges and universities provide a captive audience, and the record agents are able to negotiate exclusive deals for college dates.

The success of the college circuit is also attracting the attention of national record labels, who are increasingly looking to the college market as a key area for expanding sales. This is evidenced by the growing number of college-only releases and the increasing number of record companies targeting the college audience with special promotions and events.

In conclusion, the college circuit is a thriving market for talent bookings, with record agents and record companies benefiting from the interest and enthusiasm of the college audience. The trend is likely to continue, as more record companies look to the college market as a key area for sales growth.
NOV. 30th WILL MARK SIR WINSTON CHURCHILL’S 90th BIRTHDAY!

Mercury Records takes great pride in issuing the original sound track from the motion picture, "The Finest Hours," complete in a two-record volume. These are the sounds of history that have touched the lives of every American. The voices of Sir Winston Churchill, John F. Kennedy, Franklin Delano Roosevelt, and Neville Chamberlain. Including seven pages of photos, truly a volume no family should be without.

Mercury Records

The Finest Hours
SIR WINSTON CHURCHILL’S own story as told in his memoirs of The Second World War
Complete in a Two Record Volume
Story told by Orson Welles and Patrick Wymark
Music by Ron Grainer
A Columbia Pictures Release
Includes the voices of:
Neville Chamberlain
Franklin D. Roosevelt
John F. Kennedy

Original Motion Picture Sound Track from Jack LeVie’s

Stereo—SRP 2-604 Monaural—MGP 2-104

Narrated by:
ORSON WELLES AND PATRICK WYMARK

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THIS WEEK'S NEWSMAKERS

CHRISTIE BARTER, left, newly appointed manager, press and information services in the East for Capitol Records Distributing Corp., is welcomed to the label by CRC Vice-President Brown Meggs.

ROY ORBISON, right, at the Decca press reception in honor of his performance on "Sunday Night at the Palladium" TV show in London, is presented with the first Record Mirror Topper by jockey Jimmy Savile. The Topper is an award made to artists reaching No. 1 in the Record Mirror British charts.

MARY WELLS, 20th Century-Fox artist, is greeted on her return from Europe by personal manager George Schack, right, and public relations topper for Schack's office Dick Kanelis.

THE SUPREMES accept Billboard's "No. 1 in the Nation" plaque for their Motown recording of "Baby Love." Looking on approvingly are Billboard publisher Hal B. Cook, left, and Harry Ausink, in charge of Eastern operations for Motown.

FRANK SINATRA and Reprise Records singles artist and repertoire man, Jimmy Bowen, preparing for Sinatra's next single, "Somewhere in Your Heart."

STELLY VARLAN, rock 'n' roll singer from France, arrives in New York to record her first American disk for RCA Victor.

PLAYWRIGHT ARTHUR MILLER, center, introduces Mercury's Hal Mooney and Irwin Steinberg to the New York theatrical world. The trio is going over contracts in the ANTA theater in New York. Mercury will produce Millar's "After the Fall" on the first album in the label's new agreement with Lincoln Repertory Center.

STANLEY ADAMS, second from left, president of the American Society of Composers, Authors and Publishers, and Lou Levy, Irving Caesar, Jerry Herman, and Paul Creston, left to right, place a wreath at the statue of the late Victor Herbert on the Mall in New York's Central Park. This event marked the completion of the 50th anniversary celebration of ASCAP's founding.
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

phase4 stereo

Listen; Speak Low; Baghdad Blues; Serenata; The Engulfed Cathedral; Samba D'Orfeo; 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)
Philips Squires Vee Jay Overseas Distrib Rights

By ANDRE DE VEKEY

LONDON—Philips wrapped up a deal here last week with Vee Jay Records for world-wide release of Vee Jay and its subsidiary labels, Tollie, Fanne, Goldwand and Nola on the Philips label. The deal, however, does not include Cananda.

The release in Japan will be handled through Nippon Columbia, which was previously handled by the EMI group.

In an exclusive interview with Billboard here, Randy Wood, vice-president of Vee Jay, commented on the British record scene: “If you can’t beat them, join them.”

Mr. Wood has a number of questions to ask about developments in Britain. He said that his trip here made him realize more than ever before the importance of the record industry in the business, and he believes that U.S. companies have to gear their product to England and the Continent. “The line between material usually categorized as rhythm and blues, folk, country and western etc., and that which makes the pop charts is ever narrowing. So hopefully the British artists and much of its recorded material will become a part of our marketing strategy in the original domestic version. Carter will be on regular visits here with Wood to seek new talent and material for release in the U.S. as well as for the British market.

Ronsald Kass, Vee Jay’s European representative, is in Lugano, Switzerland, to coordinate activities with Philips Europe concerning all aspects of promotion, including personal appearances, with artists Richard, Jimmy Reed, John Lee Hooker, and Bettye Everett.

First release on Fontana scheduled for Nov. 27 is Little Richard’s single, “Blueberry Hill.” In it from Holland for the signing was Tony Van De Haar, commercial director of Philips, Baarn.

Philips Stages Parley To Boost Yule Sales

LONDON — On the eve of announcing its acquisition of the Vee Jay label, Philips staged a deal in conjunction with the Boost Christmas sales — and the acquisition on CBS product, which Philips will lose early in the New Year to the now CBS-Financed Ovalie Record.

Philips General Manager Lester Good told dealers who packed the conference room of a London hotel: “We’ll have asked you to come here because we are convinced that this is the only way to communicate. Mailings have got to stop because there are too many waste paper baskets.

The presentation of Philips’ product was the first of a hurried series aimed, by last minute booster to Christmas sales. The company’s sales manager, Darcy Glover, is current in scheduling getting dealers to the major centers.

Dealers are shown a 50-minute program of color slides featuring the release of Christmas products. The slides are supplemented by tape recordings of extracts from the albums and specially illustrated brochures are made available.

The West End of London is the family material, CBS: two-bed room sets for father, musicals and operetta for mother, jazz for the elder brother, folk for the elder sister and beat music for pop and the younger member of the family. That’s the line Philips has based its Christmas selling on.

San Remo Songfest Top-Drawer Event

SAN REMO—This year everybody wants to take part in the San Remo Song Festival for Jan. 28, 30, and the re-creation of 24 songs to be sung by as many Italian singers and an equal number of foreign singers is beginning to look tougher than ever.

No little part in the popular contest is due to some foreign participants even though the annual Eurovision event in international interest in music which is held in March, the songs which came out of the 1966 renewal sold more than 5 million copies in Italy and, perhaps even more, abroad.

The offsprings of former Italian, and British, Australian, French and Spanish songs which have been used in previous years for similar purposes are expected to have a good impact.

GI DEEJAY MAKES PLEA FOR TAPES

“Continued from page page 1”

Jockey who is now plying his trade in uniform. He writes: “If possible, would you be kind enough to send me some American tapes, anything new if possible? I have been away from home and have no tapes with me. I am quite all right, thank you.”

Schulze is trying to circumvent the high court setback and is planning to sue all the manufacturers for payment of a lump-sum fee, which the manufacturers then would add to the price of their equipment. These negotiations are unlikely to get off the ground.

50th YEAR FOR BUMA

AMSTERDAM—The Dutch Bureau of Music Copyright (BUMA) on Dec. 15 will celebrate its 50th anniversary and the opening of a new office building in one of the new suburbs of Amsterdam. On the evening a farewell-concert will be given in the Concerthouw, featuring a popular and a classical orchestra. The bureau was founded in 1914 by several Dutch composers and writers’ union, the Society of Music Publishers and the Society of Music Dealers.

Shaman Buys Rank Puberry

LONDON — Harold Shampa, formerly general manager of Music Publishers’ Association, has bought out the Rank Organization’s interest in the publishing company, and will develop the enterprise as a managing director.

Shampa joined Rank in 1942, and was appointed to his present post in 1959. Two years later he arranged with Sir Ivor Novello for the year’s most successful hit, “Walking Back to Happiness.”

Shampa was responsible for introducing the newly highly successful screen music writers John Barry, Norrie Paramor and Ron Goodwin to the film public.

Newswire Reports

Winnie Set Is Offered on Installments

LONDON—British Decca is introducing a pay-as-you-play plan in this country in line with Winston Churchill’s speeches. The set retails at $37 and Decca is making it available for a deposit and six monthly payments of $5. The set consists of a one-cartridge, one-speed turntable being marketed in the U.S. by London Records at $100 a set.

The set is available in all English-speaking countries and in countries where Decca have any stores. The set will use the 56-page introductory book published in London by Robert Stace that comes with the set.

Decca plans a huge sales campaign for the set although details have yet to be disclosed. One thing is certain—Winnie will have in its store for no less than 20 years.

GEMA Income At All-Time High

GEMA Income At All-Time High

*Continued from page 3*

music played at church services and schools for classroom concerts.

While literally overlooking no potential source of royalties, GEMA manages to operate with what Dr. Schulze claims is the world’s lowest overhead. Dr. Schulze states that GEMA’s recent economy campaign has cut overhead to around 15 per cent of total income and that this figure will continue to drop through 1964.

Schulze has been less successful, however, in running the legal battle with German tape recorder manufacturers over payment of music-writing royalties. The West German high court has rejected GEMA’s suit, thus tying the manufacturers to supply the names of composers.

GEMA, armed with this information, would then dues tape manufacturers for music-writing royalties. The courts have upheld GEMA’s right to collect royalties from any set owner, irrespective of proof of their fact use to their equipment to tape music. But the courts rejected a series of GEMA suits to compel the manufacturers to work that out in the high court has now dismissed that disheartening.

Schulze is trying to circumvent the court setback and is planning to sue all the manufacturers for payment of a lump-sum fee, which the manufacturers then would add to the price of their equipment. These negotiations are unlikely to get off the ground.

U.S. $10 Billion Pirate Radio Ship Off Britain

LONDON—Financed by an investment fund with the Mercantile Trust Company, in this country to replace the kibitzer with a reserve of $1,000,000, a new commercial pirate radio ship was launched last week. The station’s general manager is Philip High, and during the first two years in America studying radio techniques.

The ship has American radio equipment and some of its shows are even sponsored by American advertisers. (Continued on page 20)

U.S. $10 Billion Pirate MV Galaxy, its broadcasts are supervised by former American commercial radio chief Ben Tony. The station’s general manager is Philip High, and during the first two years in America studying radio techniques.

The station, based on the River Thames Estuary aboard the ship, is broadcast on its approach, 800- and 160-meter radio bands, and its owner, Mr. High, is a great fan of Britain, where commercial radio stations are broadcast on a regular basis.

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International News

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http://www.americanradiohistory.com
Whipping up a storm—direct from the
BEATLES BRITISH TOUR

TOMMY QUICKLY

'The Wild Side of Life'
Liberty Records
Sole Director Brian Epstein

RIGHT HERE IN AMERICA—RIGHT NOW!
AUSTRALIA

On the strength of Cliff Richard and the Shadows’ hit, "Mona Lisa," Overseas chartologists are predicting that Australia’s first all-comedy album, "The Topples," will be a hit. The album is on the Australian ABC label and is due for release in April. Meanwhile, Cliff Richard has begun work on his next album, "The Jukebox," which is due for release in May.

BRUSSELS

The Supreme, top vocal female group for the moment on the Belgian charts, have been in Delphine's studio recently for a special TV show called "The Golden Age of Hit Parades." The show is scheduled to be broadcast on the Belgian TV network "Telechrome" on April 15th.

Canadians abroad: a note on the music charts

The Canadian Music Charts, published weekly in Canada, have all been chart winners. She will also be appearing in the British TV series "The Johnny Whatley Show." The show is due to air in April.

More news from the world of music

The Canadian singer-songwriter, Joni Mitchell, has released her latest album, "Blue," and it is quickly becoming a best-seller in Canada. The album features her most personal songs to date and is receiving critical acclaim.

MUNICH

The Harold Bauer orchestra will be hosted by the German Electronics Society and will play at the annual Munich Fair on November 15th. The orchestra will perform a selection of popular songs and classical music to entertain the visitors.

The Canadian singer, Joni Mitchell, will be appearing at the Fair on November 16th, performing some of her latest songs.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 17th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 18th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 19th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 20th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 21st. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 22nd. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 23rd. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 24th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 25th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 26th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The Canadian Music Publishers Association (CMPA) has announced that it will be hosting a lunch meeting for Canadian music publishers and songwriters in Munich on November 27th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.

The German Music Publishers Association (GMPA) has announced that it will be hosting a lunch meeting for German music publishers and songwriters in Munich on November 28th. The meeting will be held at the Hotel Deutscher Hof and is free to attend.
Munich composer-lyricist Peter Igelhoff wrote the musical "Auf dem 28" for the 2nd German TV network. Peter Kreuder composed the musical, "Lady Windermere's Fan," with Kurt Wild, to be shown at the Volunteer Theater in Baden-Baden, starring Zarah Leander, Paul Hoerbiger and Frieder Crepe. Wild, a former member of the Berlin Weber and U. S. Drummer Freeman Brothers Band, is CBS's German hostess for the American TV show "High Society." The Leander band, the Rackets, in the Top 20 with "The First Love," is Munich's best loved German jazz band. The charts with her Metro-Goldwyn-Mayer, "Ozark, Ich Geh," guest star at a night spot in Tokyo. Philip's producer Ernst Verch produced the first two German numbers with British singer Susan Milligan, "Abendrot," the Blue Beat singer Millie Small arrived in Munich to tape her first two German songs for the Leander movie, "Ein Bett Mit 100 Pfennigen," and her arrangements for Herbert Czepa, "Decca London."}

...
DOUBLE DYNAMITE

IT HURTS TO BE IN LOVE

AND ELEVEN MORE HIT SONGS

A BILLBOARD NATIONAL BREAKOUT ALBUM

IT HURTS TO BE IN LOVE Gene Pitney. Musicor MM 2019 (M), MS 3819 (S). Currently riding the singles charts with "I'm Gonna Be Strong," Gene opens this new package with his hit and adds 11 more. All done in the distinctive Pitney artistic and commercial style, this should prove to be his most potent package.

BILLBOARD HOT 100 SINGLES CHART

FIFTH WEEK OF RELEASE, HEADLING FOR THE WINNER'S CIRCLE!

THIS IS GENE PITNEY'S GREATEST SINGLE HIT!

JUST RELEASED, BACHRACH-DAVID

BIG HIT BY JIMMY RADCLIFFE

"LONG AFTER TONIGHT IS OVER"

INTRODUCING TWO NEW MUSICOR ARTISTS

AUDREY FREEMAN

Georgianna / I'm Gonna Give

THE CRITTERS

Looking For Me / Three Rooms

SMASH LATIN ALBUM TITO RODRIGUEZ

CARNIVAL OF THE AMERICAS / TITO'S GREATEST VOCAL ALBUM TO DATE

CONGRATULATIONS TO GEORGE JONES ON YOUR CURRENT COUNTRY & WESTERN HIT "THE RACE IS ON". LOOKING FORWARD TO YOUR JOINING MUSICOR RECORDS JANUARY, 1965.

COUNTRY & WESTERN SPOTLIGHT CONNIE HALL / "I WISH I WAS A BOTTLE"
**ACROSS-THE-BOARD SPOTLIGHTS**

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

**THE BEATLES — I FEEL FINE (Maelac, BMD) (2:40) — She’s a Woman (Maelac, BMD) (2:57) —** This should rated high on the chart quickly with both sides. A gift to Capitol on the group’s first anniversary with the label this month. Capitol 5327

**THE ANIMALS — BOOM BOOM (Conrad, BMD) (2:57) —** This one should explode immediately! Driving, screaming blue rocker spotlighting lead vocal, combined hi-fi and zinging guitars. Flip: “Feeling Blue” (Boy, BMI) (2:29). MGM 13298


**MARTIN & VENDELLANDAS — WHO IONE (Jubete, BMI) (2:39) —** Piercing vocal coupled with pounding beat. Flip: “Dancing Show” (Joe, BMI) (2:00). Gordo 7386


**SHIRLEY ELLIS — THE NAME GAME (Galileo, BMI) (2:40) — Cumbersome gal should have the audience behind with this one. Lyric gimmick is a grabber. Beat is a shaker! Flip: “Whisper to Me Wind” (Galileo, BMI) (2:21). Congress 230


**THE PETITES — IS THERE ANY YOUNG IN FALL IN LOVE? (Blackwood, BMI) (2:17) —** Exciting recording on the group’s debut performance. It’s the sound that makes it all worthwhile. Flip: “I’m Gonna Love Him (Yeah, Yeah)” (Tender Tunes, BMI) (2:15). Ascent 2166

**JOE HENDERSON — I AIN’T NEVER (Cedarwood, BMI) (2:22) —** Appealing pop blues reading by the late vocalist. Good instrumental and chorale background. Flip: “River or the Railroad” (Cigma, BMI) (2:18). Ric 1141

**MR. RALEIGH & THE CUPONS — WHITE CLIFFS OF DOVER (Paragon, BMI) (2:13) —** With the success of Chad and Jeremy, this group opens the same straight reading of a standard. In this vein their new full-length chart piece reveals its soul with “Something In Other” (Burdette, BMI) (2:15). A & M 757

**CHART SPECIALS**

**(Bottom 50 Chart Potential & “Bubbling Under”)**

**HOT POP SPOTLIGHTS**

**RIGHTEOUS BROTHERS — You’ve Lost That Lovin’ Feeling (Seren Blues, BMI) (2:56) —** With a note of the group’s vocal power. Flip: “Eleanor Rigby” (Carnaby, BMI) (2:18). Ric 1201

**BOBBY SHAPTO — Who Wouldn’t Love a Girl Like That (Sisqo Music, BMI) (2:00) —** T.H. - “Who Wouldn’t Love a Girl Like That” (Sisqo Music, BMI) (2:00).ubbie 1878

**LUCY & THE COMET RHYTHM (Mallie, BMI) (2:52) — PARADISE (12:00) —** With an almost impossible to catch a sound of the group’s potential. Flip: “Crazy Cajun” (BMI) (2:37). Ric 129

**BRENT & RENY — Please Don’t Leave” (Brent, BMI) (2:15). Columbia 2489**

(Continued on page 48)

**SPOTLIGHTS OF THE WEEK**

**WORLD PANEL OF THE WEEK CAMERON PAUL (WQXL, Atlanta) 7:21 p.m., M.F.**

**TOKYO MELODY**

Helmut Zacher & His Orch

Deco 31715

Reviewed this week, 135—Last week, 150

**GUEST PANELIST OF THE WEEK**

**PAUL DREW**

**PROGRAMMING SPOTLIGHTS**

Outstanding singles for radio station programing, but not necessarily Top 50 chart potential.

**MIDDLE ROAD SPOTLIGHTS**


**JIMMY ROSELLI — ANEMA E CORE (Leeds, ASCAP) (2:45) —** Fine leg performance. Ideal for programming and a good bet for rinking sales in the middle of the road market. Flip: “Oh Marie” (Public Domain) (1:21). RIC 138

**CHRISTMAS**

STEVE LAWRENCE & EDDIE GORME — WHICH HOLLY FEELING (Westside, BMI) (2:56) —

- HAY FOR THE WHOOPEE (BMI) (2:39) — With a swing’s big band behind them, Eddie and Steve create a warm, romantic holiday splashed with a fine rhythmic feel. Lots of play here. Flip is a well-done revival of the Irving Berlin standard.

- BURL IVES — A HOLIDAY JOLLY CHRISTMAS (St. Nicholas, ASCAP) (2:00) — Burl rides right into the holiday charts with this entry. Painted by Johnny Marks of "Rudolph, the Red-Nosed Reindeer" fame, the number is featured in a color TV musical special. Flip: "Snow for John" (Bible, BMI) (2:35). Decca 31699


**Album Reviews on Page 64**

**COUNTRY & WESTERN SPOTLIGHTS**

**RUBY WRIGHT — BILLY BROKE MY HEART AT WALGREENS (Moss-Rose, BMI) (2:44) —** Chalk up another hit for the "Denn Ya" gal. Said tale here with a lyric that makes you want to listen to it over and over. Keep her in the pop field. Flip: "You’re Not Really Leaving Me" (Cedarwood, BMI) (2:18). RIC 145

**CHRISTMAS**

JIMMIE DAVIS — IT’S CHRISTMAS TIME AGAIN (Davis, BMI) (2:48) — Pretty holiday ballad is given a moving sacrative treatment by the Governor. Flip: "I Got It On the Mountain" (Public Domain) (2:10). Decca 31686

**NOVELTY SPOTLIGHT**

SHORTY LAYENDER — HELLO, DOLLY! (Morriss, ASCAP) (2:49) — Shorty is long on banjo and comes up with a great treatment of the hit. Play it and watch a crowd gather to hear it. Catchy enough to hit the charts. Flip: "Boo-Na Boo-Na" (Livingstone-Evans, ASCAP) (2:06). RIC 139

**RYTHM & BLUES SPOTLIGHTS**

**JOE TES — HOLD WHAT YOU’VE GOT (Tree, BMI) (2:43) —** Pretty holiday ballad is given a moving sacrative treatment by the Governor. Flip: "Yes I Like It" (BMI) (2:18). Hold 185

BILBOABO, November 26, 1964
Burning up the Charts!
MESSAGE COMING THROUGH LOUD AND CLEAR

COME SEE ABOUT ME
THE SUPREMES
MOTOWN 1068

HOW SWEET IT IS
MARVIN GAY
TAMLA 54107

TOO MANY FISH IN THE SEA
THE MARVELETTES
TAMLA 54105

WITHOUT THE ONE YOU LOVE
THE FOUR TOPS
MOTOWN 1069

WILD ONE
MARtha AND THE VANDELLAS
GORDY 7036

Hits Are Our Business
MOTOWN RECORD CORP.
2648 WEST GRAND BLVD., DETROIT, MICHIGAN
French Operator-Owner Brings Home Fresh Ideas
By FRANK LUPPINO

NEW YORK—Maurice Buisson, operator of about 150 record locations in department stores throughout France and owner of three important record shops in New York, which are at the famous Lido night club, has returned from a two-week visit here. During his stay, he studied American record marketing activities and concluded several arrangements, including one to import labels for French distribution and one which will sell MJQ, Philips Enter Pact

NEW YORK — The Modern Jazz Quartet has made a deal with Philips Record to handle the foreign distribution of their upcoming album releases. Atlantic Records, for which the MJQ has recorded for the past 10 years, will continue to handle the group’s new releases in the U. S. and Canada.

Atlantic, which has a catalog of more than 15 MJQ albums, will retain overall distribution rights, through its licensees, of the albums recorded before the Philips tie was made. Neshzli Ertogun, Atlantic vice-president, will continue to handle the MJQ’s recording sessions as he had done for the past 10 years.

Morrell Heads Cryovac Div.

NEW YORK—Manning Morrell has succeeded Bradley Dewey Jr., as president of the Cryovac Division of W. R. Grace & Company. Dewey becomes a senior vice-president of the parent company and will headquarter here.

The firm is a leading supplier of machines and material for the plastic industry, operating a range of products ranging from plastic record albums to poultry. Gene Wyckoff continues as merchandise manager of the Cryovac Division.

Mercury Buys Rights to Wax Center Plays

CHICAGO—Mercury Records took an important step into the dramatic arts field last week by acquiring the recording rights for all plays produced by New York’s famed Lincoln Repertory Theatre. (See Billboard, Thursday, August 19, 1964, p. 58.)

Irwin H. Steinberg, Mercury’s executive vice-president who signed the agreement in New York last week, Tuesday (12), cited a growing interest in the recording of dramatic works, particularly at the college level.

“The Lincoln Center plays will provide us with a media for a full series of dramatic plays, which we feel will not only improve our reputation for potential but will also establish a cultural contribution,” Steinberg said.

As a result of the visits, Buisson plans to mail roll-on advertising in France-America, a newspaper that has widespread readership among those whose mother tongue is French as well as to students of the language.

“Some promotion will appear prior to the holidays. Buisson was surprised at the price tag French records carried in a French book shop. The high price caused us to plan to enter the roll-on field.

Buisson imports albums from all of the U.S. these year, the amount of $100,000.00 annually. Of the imports, about 70 percent are jazz, the rest is spread across other categories. U.S. singles hold little interest for the consumer in France although some go to juke boxes. Krakowitch indicated that the price of singles in France is about 2$1/2, with the French press. Many of our singles are popular, especially that price. Albums range from 4/$ to 6/$ in most categories except for the classical works which range about 1$.

Buisson opened his roll-on operation in 1959 and was servicing only 10 stores with 30 stores. Until 1962, he was the only roll-on operator, he said. In France. Then Barclay Records formed a firm called Cogedep for this purpose. In 1963 Philips became financially involved with the Barclay roll-on firm and the amalgamated operation is reported to have done $3 million in volume this year Buisson said. His roll-on operation also did the same amount of business, he said. He is now involved in his roll-on operation but he now has a job that suits his work.

The most consistently rewarding business investment you can make is

BILLBOARD, November 28, 1964

Breaking Out Singles

★ NATIONAL BREAKOUTS

WITHOUT THE ONE YOU LOVE

Four Tops, Motown 1069

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard’s Hot 100, have been getting strong sales support by dealers in major markets) listed in parentheses.

I DON’T WANT TO WALK WITHOUT YOU

Phillips McGarrigle, Capitol 3010 (Farmington, CT)

THE JERK

Dukery, Jerry 053 (Patten, BM)

I WANT YOU TO HAVE EVERYTHING

Roger, Aloma 052 (Talladega, BM)

HAWAII TATTOO

Worknas, Lepp-Winter’s Circle 30 (Zephyr, BM)

A-B Names Coast Mgr.

NEW YORK—Tony Newman has been named manager of West Coast operations for April-Blackwood. He will report to Ed Silvers, associate professional manager for A-B. Newman will represent the miners’ writer and material on the West Coast. His duties include liaison with ad, net-work, independent TV and motion picture producers.

Newman worked for NBC in radio and television production, with the Russell Clarke advertising agency and as an ad producer for Capitol Records.

The Lincoln Center plays are being taped in white leatherette with gold engraving, and designed to be sold at $35.00.

Each record in the set is individually presented in its own five-color, double-fold album cover illustrated with reproductions of Old Testament art works.

The full written text of the biblical selection being read by Oliver, also illustrated with full-color masterpieces, is bound into each album cover.

The box, over three years in production, was recorded in England under the direction of Douglas Fairbanks Jr., with musical supervision by Cyril Ornadel.

Much of the original music is by Paul Ben-Haim, one of Israel’s leading contemporary composers. Among the top religious leaders to praise the work to date are the Archbishop of York, the General Secretary of the Baptist Union, the General Secretary of the Congregational Union, the General Secretary of the Presbyterian Church, the Chief Rabbi and Dr. Billy Graham.

JERRY LOVE, left, of New York’s Alpha Distributors; Joya Sherrill, 20th Century-Fox artist who recorded the title song of the movie, “Goodbye, Charlie,” and Bernie Wayne, 20th’s A&R director, got together at the recent preview showing of the film in New York.

‘Living Bible’ Albums Bowled By Mercury

CHICAGO—Mercury is introducing an elaborately packaged “Living Bible” recording of 12 boxed albums featuring the famed British actor Sir Laurence Olivier reading from the King James version of the Old Testament with a musical background of traditional Hebrew themes and selected contemporary Israeli works.

The complete package is bound in a white leatherette with gold engraving, and designed to be sold at $35.00. Each record in the set is individually presented in its own five-color, double-fold album cover illustrated with reproductions of Old Testament art works.

The full written text of the biblical selection being read by Olivier, also illustrated with full-color masterpieces, is bound into each album cover.

The box, over three years in production, was recorded in England under the direction of Douglas Fairbanks Jr., with

STG reading someone else’s copy of BILLBOARD

SUBSCRIBE NOW

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GALE'S GREAT NEW SINGLE —
"LOVIN' PLACE"
A SURE-FIRE FOLLOW-UP TO
"WE'LL SING IN THE SUNSHINE"

Gale Garnett

Lovin' Place
I Used to Live Here

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London Records is HOT...and here's why:

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- England's No. 1 Group: The Rolling Stones
- Ireland's No. 1 Group: The Bachelor Back Again

Original hit version:
- Mono: LL 3352
- Stereo: PS 392

4 Exciting Jazz LPs:
- Stereo: SP 44053
- Mono: LL 3322

Six months on charts:
- Stereo: SP 44037
- Mono: LL 3363

Stereo at its best:
- Stereo: SP 44051
- Mono: LL 3383

Miss Showbiz:
- Mono: LL 3363
- Stereo: PS 363

The Great Big Heath Sound:
- Mono: LL 3367
- Stereo: SP 44046

Best Sellers

- Mantovani: Especially for Christmas
- Mono: LL 913
- Stereo: PS 142
Overseas Pop, Record Upswing Laid to U. S. Musical Snobbery

NEW YORK — Neil Sedaka attributes the burgeoning business in pop music and records overseas to the fact that there are few musical snobs there. Sedaka, the young Polish-American singer-artist, who spends close to 35 weeks a year appearing in foreign countries, says that pop music Overseas is readily accepted by the adults as well as the kids. In fact, it is even an importance that, in most instances, it does not receive here.

To add weight to his case, Sedaka points out that in Italy, especially, all credits on a record are given when it is played on the radio. The same is done in France and Japan. He also has developed night club acts which he does completely in Italian and Spanish. Now touring in Spain, Sedaka has more foreign dates lined up for next year in Germany, South America and Japan. He is scheduled to return for a tour in Italy in January and March. Aided in recording in the Italian language, Sedaka also has recorded in French, Spanish and Japanese.

Beatles, New U. S. Wave Causes Hardly a Splash

NEW YORK — The Beatles may be on top of the charts these last three weeks, this time via both national television programs. Friday (13) Carol Burnett narrated "The Beatles in America," on CBS in color. The next night, NBC's "The Tonight Show" featured the group in a first production number "Don't Forget 127th Street" from his Broadway show, "Hair.

Signings

Woody Herman has joined the Columbia Records roster. Herman, who has been with several companies for the past few years, was a Columbia artist in 1945. In addition to his own band, he is planning to join Herman with such other artists as Tony Ben- netz for a series of recordings.

Robert Goulet: A Star Cooking on Five Fronts

NEW YORK — The same Robert Goulet is magic these days with New York giving the Columbia Records artist a warm welcome.

Currently riding high with his first hit single, "My Love For Give Me," the former "Steve Lawrence" duet partner has five new projects going.

Billie's Life to Be Filmed

NEW YORK — A film of Billie Holiday's life has been titled "Lady in Blue" and has been produced by the Metropolitan Opera for over a year by Marc Brown. Louis McKay, the late Miss Holiday's brother, is the producer of the film which will be filmed in the spring of 1970.

Goulet revealed during a segment of the TV special that the trio will make 20 records, including his singing which was Frank Sinatra, Barbra Streisand and Guy Lombardo, who played the star of the Broadway musical "Camelot," which made Goulet a pop star.

Now, with a decade of show business under his belt, Goulet has enough material to keep him busy. His album "Broadway, records, TV, night clubs, and the management of the Goulet label.... Plus that credit, he and Mrs. Goulet (Carol Lawrence) became the parents of a boy, Christopher, Tuesday (17)

Klein to Pursell

NEW YORK — Marty Klein has joined the staff of Gerald W. Pursell Associates, management firm. Klein's duties will be to assist in managing the firm's new office in Florida. Prior to his assignment with Pursell, Klein had been in the sales manager of the special projects development division.
becomes a SMASH LP!!

MARTIN DENNY/HAWAII TATTOO

PEARLY SHELLS
HAWAIIAN WEDDING SONG
BEYOND THE REEF
SWEET SOMEONE
NOW IS THE HOUR
SAIL ALONG SILVERY MOON
ANALANI E
RED SAILS IN THE SUNSET
SONG OF THE ISLANDS
SWEET LEILANI
LEAH

"HAWAII TATTOO"
MARTIN DENNY

SINGLE: #55754  LP: LRP-3394/LST-7394

LIBERTY ENTERTAINMENT IS FOR EVERYONE!
An exceptional new album which is the subject of a total concept campaign. See your Liberty representative.
**BREAKOUT ALBUMS**

**NATIONAL BREAKOUTS**

Welcome to the Ponderosa

Lorna Green, RCA Victor LP 2842 (M); LSP 2645 (S)

For Swingin' Livers Only

Allen Sherman, Warner Bros. W 1569 (M); WS 1569 (S)

New action LPs

These new albums, not yet on Billboard's Top LPs chart, have been reported getting strong sales action by dealers in west markets.

**DRACULA'S GREATEST HITS**

Gene Mess, RCA Victor LP 2977 (M); LSP 2977 (S)

I Don't Care

Book Owens & His Buckaroos, Capitol T 2186 (A); ST 2186 (S)

Sex X-Ponent

Rusty Warren, Jubilee JOA 2054 (A); (No Stereo)

**SONGS FOR LONESOME LOVERS**

Roy Charles Singers, Command RS 874 (M); RS 874 SD (S)

Hold it!!!

Willy Mitchell, Hi HI 1201 (M); SHL 3201 (S)

The greatest live show on earth—Jerry Lee Lewis

Smokie MGM 37056 (A); MRS 67056 (S)

I'm on the outside (lookin' in)

Little Anthony & the Imperials, DCP DCL 2801 (M); DCS 6801 (S)

A New kind of Connie

Connie Francis, MGM T 4233 (A); SE 4235 (S)

The Hollywood Strings play hits made famous by the four seasons

Capitol T 2191 (A); ST 2191 (S)

Big band, beatle songs

Bob Leaper, London (No Memo); SP 44055 (S)

States the broad spectrum of the traditional country music scene, including "Willie Ray, the 'Ding Dong Boy,'" the classic and romantic "Ding Dong Daddy," and "Five Story Board Music," two songs, such as the "Weirdos of Westmorland."
A Years Thanks to Everyone in the Music Business. I hope you like my new RCA Christmas Single.

"HOORAY FOR SANTA CLAUS"
RCA VICTOR 8478

Joseph E. Levine Presentation
"SANTA CLAUS CONQUERS THE MARTIANS"
An Embassy Pictures Release
Season's Greetings

JOHNNY MATHIS
Sounds Of Christmas

Produced by:
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Exclusively on
Mercury Records
GENERAL ARTISTS CORPORATION
Make this a **BRENDA**

**An Exciting NEW Album!**

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CHRISTMAS WILL BE JUST ANOTHER LONELY DAY
c/w THIS TIME OF THE YEAR

Jingle Bell Rock
c/w WINTER WONDERLAND

Packaged in full color sleeves for more SELL-ABILITY!
A BRAND NEW HIT SONG FOR CHRISTMAS

from the pen of Johnny Marks

A Holly Jolly Christmas
Sung by BURL IVES

See and Hear Burl Sing "A Holly Jolly Christmas" on The General Electric Fantasy Hour—"The Story of Rudolph The Red Nosed Reindeer"

Sunday, December 6th
On NBC-TV
5:30 to 6:30 P.M., EST

Only on DECCA
ALBUM REVIEWS

Continued from page 30

Philharmonic Orchestra, Vienna Boys Choir and various soloists. This de luxe edition contains the composer's beloved settings in German and English. Should be a cherished holiday gift album.

COMEDY SPECIAL MERIT

IN PERSON

Allen & Ross. Mercury K6 20679 (M); GO 46779 (S).

Taped during a performance at a Las Vegas night club, this disk picks all of the funny and many astute remarks that go on Allen's routine. This is a hit; laugh quartets and Steve Rossi's "Hello Mr. Steps" are as fresh as ever.

SACRED SPECIAL MERIT

SWEEPING STRINGS

Kurt Kaiser. Word 3521 (M).


INTERNATIONAL SPECIAL MERIT

YVES MONTAND'S PARIS

Columbia CS 2254 (M); CS 9034 (S).

Montand's frequent appearances in the U. S. on TV and in clubs have acquainted the American record buying public with the heartfelt sincerity of his music. He has few equals when it comes to expressing the feeling of romance through his inspiring interpretation of the songs he sings. He is a well-known favorite in "La Vie Est Belle," "Pente Cariote," "Dans Le Ciel de Paris.

SPOKEN WORD SPECIAL MERIT

BILLY SUNDAY

Soundtrack. Word 2527 (M).

Billy Sunday was the most powerful evangelist ever to hit the American continent. This soundtrack is from the "Billy Sunday" motion picture and narrated by H. D. Stimson.

SPECIALTY SPECIAL MERIT

ASCULTATION OF THE HEART

Stephen O'Reilly. London E 8723 (M).

This may be a record of limited appeal, but it is a most interesting piece of work. The entire ensemble is instrumental, with voices only in the recitatives. The composer, S. J. F. Beethoven was also a large part of the heart. In these songs there is humor and humor, making the LP an interesting contribution to learning about cartology. Should be a must for the mad student and the professional.

DOCUMENTARY SPECIAL MERIT

THE MIRACLE OF LOURDES

Various Artists. 4 Camera FCL 4204 (M).

Recorded at Lourdes, France, during actual appearances. It captures the thought of the Our Lady, the Catholic Mass of the Assumption of Notre Dame de Lourdes, preparations for ceram, the Marian Procession, and other scenes which describe the annual activities in five languages, English, French, German, Italian and Spanish.

LOW PRICE CLASSICAL SPECIAL MERIT

SIBELIUS: SYMPHONY NO. 2 IN E FLAT MAJOR, OP. 43

Halle Orchestra (Barbirolli). Vanguard SV 132 (M); SV 132 (S).

Sir John Barbirolli and the Halle orchestra give a moving interpretation of the Sibelius score, and "Pulitzer's Daughter," and a first-rate performance of the Finnish composer's "Valse Triste.".."

LOW PRICE SPECIAL MERIT

THE NUTCRACKER PRINCE/THE TWELVE DANCING PRINCESSES

Minneapolis Symphony (Dukas). Mercury Wax CCM 150 (M).

Parents on the lookout for ways and means to expose their youngsters to classical music will be delighted upon discovering the Mercury's "Nutcracker" for Children. This album, and another release, "The Composer's Apprentice," and "The Fiddler's House," are told interestingly with the complete musical scores performed by Arleen Driffel and the Minneapolis Symphony and Paul Peters and the Detroit Symphony. Jerry Farquhar's story telling is so adept that every youngster will be entertained.

FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial appeal in their respective categories to merit being played to most audiences, with no risk involved to listeners choosing that category.

POPULAR

THE ALL STARS PLAY THE EXCITING MUSIC OF OUR FAVORITE LADIES 4 Camera FCL 4200 (M).

I'M TONGUE UP

Crash Crockett. King 912 (M).

ROOM AT THE BOTTOM

Charles Earle. Room at the Bottom LP 1990 (M).

KICK OFF, U.S.A.

University of Michigan Band (Revelli). Vanguard VR 5125 (M); VED 79155 (S).

ARTHUR MURRAY PRESENTS DISCOGRAPHUE DANCE PARTY

RCA Victor LPM 2976 (M); LSP 2998 (S).

DISCOGRAPHUE DANCE PARTY

Various Artists. MGM E 4292 (M); SE 4292 (S).

MUSIC FOR SKATING

Billy Newman & His Orch. Vocalion YL 3526 (M).

COUNTRY

PATSY MONTANA AT THE MATADOR ROOM

CS 12 (M).

BOBBY BARNETT AT THE CRYSTAL PALACE

CS 118 (M).

THE WONDERFUL WALTZES OF COUNTRY MUSIC

Various Artists. Starkey HLP 297 (S).

BLUEGRASS WALL OF"PAME, VOL. 2

Various Artists. Starkey HLP 296 (M).

\(Continued\ on page 42\)

It's From This Great Album

November 28, 1964, BILLBOARD

BOBBY VINTON'S "DEAREST SANTA"

It's From This Great Album

BOBBY VINTON

A Very Merry Christmas

LN 24122/EN 20122 Stereo

\(\text{C} 1964 \text{ \textregistered} \text{ALPINE RECORDS} 35\)
Jim Barnett and Johnny "T" (aka Pal"e" D'Ala) dejay Clark Race has been nominated and will run unopposed, for the office of U. S. Postmaster on a slate headed by Ringo Starr.

IndUSTRY on NEBEL show
NEW YORK — The music-recorder industry will get a thorough airing Nov. 25 on the Long John Nebel show on WNBC, New York. Archie Bleyer, former president of Ca- denza Records; Don Antony, talent manager; Miles Cruger, record producer; David Dachis, author of the controversial book on the music-recorder industry, "Anything Goes" and Henry Belfour, executive secretary of the Records Industry of America will participate in the broadcast.

Innovations This Year
First, the country music label has joined the 27-year-old show, and has invited the group to the radio station where the show is taped.

I PROGRAMMING NEWSLETTER

LoseHurt Theirselves, Others

Parleys Help Problems of NAB, RIAA

--- Continued from page 3 ---

casters that 6,500 singles and 2,500 albums were released last year, the costs of $68,750,000 by the industry. The figures showed that the average cost of a single is $2,500—an album is $15,000.

Of special importance to the radio station operators were the RIAA break-downs of singles and albums sales by type in various sections of the nation.

Broadcasters were also given information concerning the buying habits of males, females and various age groups. The area, area, economic, educational attainment and geography were included in the introduction to give radio programmers information that may help them to program more effectively.

The $68,750,000 was also discussed at the Westinghouse Broadcasting Company annual meeting, which was held last July after years of financial losses, the Justice Department, NBC, RKO General and Philco. The two major parties agreed on the transfer and the FCC gave NBC up to Nov. 30 to pack up for Cleveland.

It appears that at least one party directly involved will have to come to a pre-arranged agreement, at present suit by RKO General Broadcasting to prevent the switch, claiming that it would lose more than $2,000,000 due to price agreements with other companies which was originally to swap properties with RKO's WNAQ-Radio and WABC, New York.

March Hold-Off
It will be a happy day for CATALOG and the complicated affair may be held up until March 6, 1965, if the WMC appeal succeeds.

The KYW, RWCV switch will turn out to be a revenue situation in market as far as programming goes (Bill- board's ' clique of black stations will take over WHK as the primary proponent of contemporary-pop music). The Philadel- phia's two hot spots vying for the audience sales for many years by WBYG, the 30,000-watt station Wisteria.

The sense battle between KYW and WBYG still continues, with the latter appearing to take the edge after a five-year fight to regain its top dog spot. With the appearance of WRCV in Cleveland, it appears that the relationship between the two stations will feature a great deal more activity in the popular music market. WRCV was at its peak when it was 45 years old, and it was then that it was brought back to life. However, the station was known for its "rock" vis-a-vis Metromedia's WHK when it hit the air.

Group W is expected to be a solid FCC good or bad, and Johnny "T" (aka Pal"e" D'Ala) dejay Clark Race has been nominated and will run unopposed, for the office of U. S. Postmaster on a slate headed by Ringo Starr.

... benefits that no singles of any kind are to be played, and that its station will announce its new format.

Step No. 3 is to tighten up the format. "The disk jockeys are talking too much—gotta play more music, that's the impression," the editor says. "So everybody spends up, with almost exclusive emphasis on new disks. Now that he's finished his work, it becomes obvious to the manager that his DJ's are no good, so he starts hearing them in on the program director; at other times he starts with the engineer. In one case, his station's main program director, who learned the DJ's are no good, so he starts hearing them in on the program director; at other times he starts with the engineer. In one case, his station's main program director, who learned the DJ's are no good, so he starts hearing them in on the program director; at other times he starts with the engineer. In one case, his station's main program director, who learned the DJ's are no good, so he starts hearing them in on the program director; at other times he starts with the engineer. In one case, his station's main program director, who leaned the DJ's are no good, so he starts hearing them in on the program director; at other times he starts with the engineer. In one case, his station's main program director, who learn...
STAND BACK...

the Cosby people are coming!

Not since Sherman and Newhart has the following of a new comedian achieved so rapidly the numbers, fervor and status of a cult!

And now—an upcoming rash of TV appearances, club dates and DJ play will trigger enough Cosby addicts to transform his newest LP into one of the surprise album-gift ideas of the '64 holiday season!

So—call your WB distributor now! Stock up, and get set for a profitable siege of Cosby clamor. Let Bill Cosby crank up your customer count!

...from the first name in sound!
YESTERDAY'S HITS

Change-of-pace programming from your listener's shelves, featuring the disks that were the hottest in the land 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's chart of that time:

1959

1. "My Kind of Woman," Frank Sinatra
2. "Like a Rolling Stone," Bob Dylan

1954

1. "I'll Never Love Again," Perry Como
2. "The等","Ours"
The Hits Are Here—1960, Part 1

WYLY (1040) 1940 AM: 100,000 hits
WYNY (1230 AM) 1940 AM: 50,000 hits

MIDLOSS: 250,000 hits, Independent, French language, religious program

PHILADELPHIA AREA:

Fourth largest radio market, 11 AM, 3 FM, 60 Pop Standard, 95 Rock-And-Roll, 4 Gospel, 5 Soul, 2 Top-40, 20 News, 11 Local Call, 1840 AM: 11,000 hits

WCAU 50,000 hits, CBS owned, CBS affiliate, Music format: Pop Standard, Editorials aired on local issues only, Eagles, Penn State football, 76ers pro basketball, 3 hr. newscast, electrom. news. V.P. & Genl. Mgrs. John A. Davis, Prog. Mgr. John McKee, Staff Writers.


Jack Jones sings Dear Heart.

It’s the original. We think it’s the best.

JACK JONES
DEAR HEART
(From the Warner Brothers Picture "DEAR HEART")
EMILY
(From the M-G-M Production "THE AMERICANIZATION OF EMILY")

Jack Jones records exclusively for Kapp Records
NEW ALBUM RELEASES

This form is designed to appeal dealers in ordering and programming in 20.

NEWMAN, Louis

COMMENTS FROM THE NEW YORK TIMES

KRLD Airing

Teen Comment

MANNING, DICK

KEX in Spirit

PORTLAND, Ore.—KEX, the

KYVA’S BIG PLAYLIST

GALLUP, N.M.—KYVA is

BENTON, WALTER

KEK SING in Spirit

PORTLAND, Ore.—KEX, the

KYVA’S BIG CARDINAL

WALTER SLEAZAK—Emil and the Selectors

KEX IN SPIRIT

PORTLAND, Ore.—KEX, the

KYVA’S BIG CARDINAL

WALTER SLEAZAK—Emil and the Selectors

NEWLY ELECTED OFFICERS AND DIRECTORS OF THE Country Music Association. Standing, left to right: Bill Williams, assistant treasurer; J. William Denny, Griswold, Oklahoma, president; Bob Brown, assistant secretary; Dick Stepp, vice-president. Seated, left to right: Harold Hirt, Jack Loezt, Charlie Atkins, W. E. Moeller, Jerry Glaser, Joe Allison, Johnny Bond, Tex Ritter, president; Mrs. Frances Preston, chairman of the board; Wesley Rose; Mrs. Joe Walk- er, executive director; Roy Horton, Hap Peebles, Dick Schefield, trainer; and Hal Cook, vice-president. Directors Roy Drusky, Mrs. Juanita Jones, Bill McK and Ben Nelson were absent when the photo was taken.

BILBOARD, November 28, 1964
CHUBBY CHECKER PRODUCTIONS PRESENTS...

NIKKI BLU
FORMERLY WITH THE ORLONS
(WHOA! WHOA!)
I LOVE HIM SO
P-931

HOT SPOT
THE BRONZETTES
P-929

THE BIG ONES ARE ON CAMEO/PARKWAY
**ALBUM REVIEWS**

**CLASSICAL**

DYOKA: SYMPHONY NO. 5 IN E MINOR, Op. 39 (Cathedral Chamber Orchestra, Clive Greensmith, cond.) (E吃的)

CHOPIN: PIANO SONATA No. 2 in B FLAT MINOR, Op. 35; PIANO SONATA No. 3 in E MINOR, Op. 52 (Talas, Deutsche Grammophon DG 8.23853 (S))

RAVAN, MARK: ANERRONES NO. 9 (New York), NO. 19 (New York), NO. 50 (Tokyo) (Enigma, Broadcast Records, DG 43459 (S))

POLJAN, SOYAN: SONATA FOR CLARINET AND PIANO/SOYAN NO. 3 IN E FLAT MINOR (Michael Thompson, clarinet; Mark Sullivan, piano) (New York, Broadcast Records, DG 43459 (S))

HINDEMITH: VIOLIN CONCERTO/WEILL: CONCERTO (Robert Goslin, Westminster X2127 (S); WCX 19707 (S))

**SOUNDTRACK**

MALLAMO (M) 3842 (S) (NBC)

**RHYTHM & BLUES**

AS LONG AS I HAVE YOU (Giant, National Aud 3004 (S); UAS 6396 (S))

**FOLK**

THE SONG OF THE SOUND MUSIC, Vol. 1, Various Artists, Vanguard SRF 460 (S) (Vanguard)

**THE SPARKING-KEENG OF CALYPSO**

MGC 4389 (S); ER 4389 (S)

**GOSPEL**

NEW AND OLD GOSPEL SONGS (Pennsylvania Christian, Heart Warne LFP 1790 (S))

**Country & Western**

TALKING THE TOWN (Decca, Mercury MG 4290 (S); SSM 7070 (S))

**Three-Star Albums**

The 11.5, 28, and 50 are the only ones that ship within each album's chart category.

**Jazz**

THE JAZZ STARS, Jo Jones, Vinyl (S) (GM)

**Christmas**

THE AMERICAN JAZZ WALTZ, Patience Nelson, RCA (S) (CBS)

**JOY AND PROUDNESS**

**KYW, WRCV Swap**

**Continued from page 36**

Programming coupled with $5,000 in advertising and the promotion of Joe Nick and Jerry Stevens, the station was able to generate $3,775.

**V.I.P. APPOINTMENTS**

Don French, owner of the KFW (Los Angeles), was appointed program manager of the station. He was succeeded by George Taylor, program director of the station.

**Continued from page 36**

WHB (Kansas City) for 7-10 p.m.

**MGM**

Robert Crowell, manager of the company, has announced the appointment of Joe Roberts, a well-known talent agent, as manager of the company's New York office.

**Continued from page 35**

OLD TIMEY MUSIC (New Orleans, Disc 126) (S)

**Sacred**

THE SCRIPTURE IN SONG SERIES BOOK #5—THE HARMONIZING FOURS

**International**

CHRISTMAS ON THE HIGH SEA FILES (MGM 4349 (S); SSM 4349 (S))

THREE-STAR ALBUMS

The 11.5, 28, and 50 are the only ones that ship within each album's chart category.

**Jazz**

THE JAZZ STARS, Jo Jones, Vinyl (S) (GM)

**Country & Western**

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TALKING THE TOWN (Decca, Mercury MG 4290 (S); SSM 7070 (S))

**Three-Star Albums**

The 11.5, 28, and 50 are the only ones that ship within each album's chart category.
ONE SMASH SIDE LAST WEEK!

TWO SMASH SIDES THIS WEEK!

"Ev'ry Little Bit Hurts"
"Pretend You Don't See Her"

BOBBY VEE
Hilltop Expands Its Activity in Recording & Publishing of C&W

*Continued from page 3*

According to Leslie, some of the Hilltop albums have already achieved sales figures of 100,000. Artist recently signed to make new recordings for Hilltop include the Tillman Frank Singers, Johnny Paycheck, and others. Leslie and Abend have also entered the country publishing field through the creation of Varmour Music, a BMI affiliate. Country Johnny Mathis, Paycheck and others have already been signed as exclusive writers.

Hilltop has also entered the singles field and has issued singles by Gene Autry, Tillman Frank Singers and Paycheck. Hilltop President Bob Abend announced a deal with Phillips for overseas distribution.

Leslie, in commenting on this heightened activity, said: "We find that country and western music is easily the largest growing segment of the record business. It comprises up to 33 per cent of our sales."

The executive added that Pickwick, through Hilltop's Varmour, is interested in purchasing catalogs and masters. The C&W activity, Leslie feels, will prove to be valid as a business move and will materially contribute to the growth of country music — insomuch as this type of music is growing not only in the South but also in key urban areas such as Detroit, Los Angeles, etc.

COUNTRY MUSIC

WITH THE COUNTRY JOCKEYS

BY BILL SACHS

New releases on the KXSh label are "The Gonna Ask Me Tonight" b/w "How Can Anything Be So Wonderful" and "Lonesome Old World" by "Pickin' Pedros" by Gene Gallia. Deejays may obtain copies by writing on their station letterhead to Cyle Ravers, 726 16th Avenue, South, Nashvoile, Tenn. Martin Ferris, president of Blanks Records, 1941 Western Avenue, Chicago, Ill., Greenbush, Pa., invites country deejays to write him for copies of three new releases. One is "Square Dance in the Park," by the Kay-Kill Sisters. The broadcast is issued by Sam Sher & Co., of Del-Ray Records, 4 Central Street, Harrington, Del., who holds samples on new release by Billy Walker.

COUNTRY DJ OF THE WEEK

WBN Radio's "Mr. D.J. U.S.A." Nov. 27 will be Dean Hous of Radio KOPI, Allie, Tex., Dover, formerly a member of the Wash Family Trio on Columbia Records, has been program director for KOPI 12 months. In addition to his P.O.D. duties, Dover does a four-hour C&W show five days a week.

Wallace, Howard Vokes, Rose and Dixie and Rusty Thacker. Bob Abend meets the turntables at KCMK, all-country station in Kansas City, Mo., and Bill Rogers of WCQA, Calhoun, Ga., puts up an excellent set for each hour.

The station runs country six days a week. Joe Poorey has given up his country music show recently at KPCN, Dallas, to take a road man's post with Slim Records in Nashville. All deejays should note that the show is directed by Jim Newton or Kent & Gay on KPCN.

Tour Torence has taken over the C&W program at Minneapolis, Minn., following Ralph Bebeau's move to the station's sales department. KTBC programmer Bebeau has received more than 300 cartoon drawings in his Draw What You Think the Jolly Jaffey Bird Looks Like Contest. Jaffey is using the winning entry on his personal stationery and card cover. KTBC's Texas Bill Stengle has a contest of his own going. He is giving away a German shepherd puppy in his name the Pappy Country Club. Marvin Belz, who conducts the "Country Corner" disc show on WENX Radio, Dixon, Ill., promises to personally audition all c&w releases mailed to him. He also needs promotional materials such as fan club newsletters, etc.

Howard Vokes and Summer Jr. are excited over their latest tune, "Ain't It Hard to Love," as did the deejays on KXSh. Songs missed in the mailing are invited to write to Del-Ray Records, Center Street, Harrington, Del., for a copy. Putting in a plan for a forthcoming disc show, Belz also had a lot to say about specs and dates are Cash McCall, WCLC, Joliet, Ill.; Donnie Deen, KTEL, Box 1028, Walls, Va.; Chuck, KWEF, Oil City, Pa.; Lee Shannon, WKKN, Youngstown, Ohio; William H. Nelson III, WMSP, Harrington, Pa., and Bob Cosner, WOEP, Pittsburg. Howard Vokes, P.O. Box 1299, New Kensington, Pa., says he has available deejay samples for those who will write him.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY for Week Ending 11/28/64

HOT COUNTRY ALBUMS

THE "JIMMY DEAN SHOW"

Spotlights This Week

JOHNNY CASH

FLOYD CRAMER

NORM CROSBY

MOLLY BEE

ABC-TV NETWORK, Thursday, Nov. 28, 10:00-11:00 P.M. EST

BILLY JOEL, BUCK OWENS AND THE BRONCOS

BILLY JOEL, BUCK OWENS AND THE BRONCOS

BILLY JOEL, BUCK OWENS AND THE BRONCOS

BILLY JOEL, BUCK OWENS AND THE BRONCOS

BILLY JOEL, BUCK OWENS AND THE BRONCOS
COUNTRY MUSIC CORNER

BY BILLY SACHS

The gospel-singing Blackwood Brothers were scheduled to tour the remainder of November, as follows: Avis, Md.; 17; St. Louis, 20; Memphis, 21; Winston-Salem, N.C.; Chicago, 27; Knoxville, 27; Greenville, S.C., 28; and Nashville, N.C., 29. Station WDRB's "Holiday Jam- boree," Providence, R.I., presented its biggest ecumenical show ever, Nov. 11, with a talent brigade headed by Johnny Cash, along with Tex Ritter, Jane Carter, the Tennessee Three, and the Statler Brothers. . . . Marty Robbins embarked on his 12-day tour of Japan Nov. 5.

George A. Crump, president of WCMA, Murfreesboro, Tenn., announced the line-up for his next "Radio Ranch Grand Ole Opry," to be presented in two performances at Norfolk's Municipal Auditorium Nov. 22. The show will feature Hank Snow, Carl and Pearl Butler, George Jones, Melba Montgomery, the Jennings Boys, Stonewall Jackson, Carolina Charlie, the Rainbow Ranch Boys, the Blue Ridge Quartet, the Four Cs and Gallop'ic Cliff Armstrong. Eocene choirs will be handled by WCMA's personalities—Sheriff Ted Davis, Huguley Joe Hoppin', Charlie Wiggins, Wild Bill Carroll, Travelin' Jesse Travers and Sheriff John Carraway.

Joe and Rose Lee Maphis this week concluded a three-week swing through Hawaii, and a West Coast tour for their first major appearance at the new Flamingo Room, Minneapolis, for the Nov. 23-25 period. Ralph Emery, Mercury artist whose current release, "I Cry at Bill Green's," is reported effective Dec. 1, was in Cincinnati Saturday (11) for a guest shot on WWCX, while western Hayride. He moves into Fargo, N.D., for a week's stay at Todd's Lounge beginning Nov. 30. . . . Darrell Tate is on a personal appearance trek through Georgia and Florida. . . . George Kent, Rice Records artist, kicked off an eight-week stand at the Mayflower Cafe, Cheyenne, Wyo., Nov. 9.

THE YEAR: 1906

. . . . and knocking 'em dead on the vaudeville circuit were the Franks Sisters and their "scientific Novelty Bag Punching Act"

On page 38 of that same edition, Shapiro Music Publishers (formerly of Shapiro & Bernstein) was plugs some of their hot new sheet music. "In a Little House That's Built For Two" and "If Anybody Wants to Meet a Jonah, Shake Hands With Me."

And in that same rousing year of 1906, American Graphophone and the Victor Talking Machine Company were still having a devil of a time gaining broad public acceptance for Thomas Edison's "gimmick" with its cranks and cylinders and discs . . . which some people felt had all the audio charm of a "dying cat."

In its productive 70-year history, Billboard has lived through and reported every growing pain of the music-recording industry . . . each agonizing setback . . . each joyous triumph . . . and the eventual emergence of a mature, progressive and world-influencing industry.

Billboard looks back with great pride on its varied and colorful history as the "official voice of all show business" . . . and looks forward with equal pride in its modern, specialized role as the "official voice of the music-recording industry."

1894 - THE COLORFUL SEVENTY YEARS 1964

Twice the international circulation of any other music-record business paper

Now devoting all its rich heritage of experience, knowledge and publishing professionalism exclusively to the music-recording industry.
You get Lloyd Price, Erma Franklin, the Big Lloyd Price Band, with arrangement by Slide Hampton on the fantastic Monument recording of

AMEN

from the motion picture "Lilies of the Field." And this single is the one destined to become the classic. Amen. #45-865
If you want to know All there is to know about
FOLK MUSIC

Read SING OUT—the national folklife magazine. In each issue, traditional songs, songs of other countries, new songs, articles on folk singings, books and music reviews, etc. Articles and songs by Louis Lebelle, Bob Dylan, Joan Baez, Woody Guthrie, Alan Lomax. Edited by Irvin Silber: Pub. bimonthly.

Subscription: $3.00 per year
$5.00 two years

SING OUT!
165 W. 46 St., N.Y. C.
The National Folk
Society Magazine

2 NEW ARTISTS WITH
2 SMASH SINGLES
BILLY HARRIS
"WHERESOEVER YOU WERE"
AND
"LET IT RAIN"
LEE LAMONT
"THE CRIMING MAN"
AND
"I'LL TAKE LOVE"

NEW SENSATIONAL ALBUMS
"REMEMBER ME (SERNOMETTE)"
"TROUBLE DON'T LAST"
ALL REVEREND CLEOPHUS ROBINSON
PEACOCK 3032
Duke and Peacock Records, Inc.
620 S. MADISON ST.
HOUSTON 24, TEXAS
S. 2-8911

\* \* \* \* \*

Bobby Skel
KISS
AND
RUN
Harold Melvin
& The Blue Notes
Soft #826
Landa
703

GET
OUT

JAMIE/GUYDEN DIST. CORP.
PHILA., PA.

"YOU'LL NEVER BE MINE"
by
THE ROYAL JACKS

DANO RECORDS

Music Suppliers—Chicago
Fanway—Pittsburgh
Seaboard—Harford

Chicago—Philadelphia

Danco Records
1630 Broadway New York City
Marty Wee—Record Promotion

RYLEMGARYLEMELGARYLEMELG
EMELGARYLEMELGARYLEMELG
RYLEMGARYLEMELGARYLEMELG

Say You Saw It in Billboard
ACCLAIMED: A Top 10 Hit!

enough said

THE SMOTHERS BROTHERS
TOUR DE FORCE: AMERICAN HISTORY AND OTHER UNRELATED SUBJECTS

www.americanradiohistory.com
Angel's Carmen (Callas) Newest Entry in Arena

By ELLIO T TIEG E L

HOLLYWOOD — The battle of the "Carmens" is shaping up with a New York rival to RCA Victor's next month of Maria Callas' interpretation of Bizet's opera. Two "Carmen" packages have already dared the classical market: Decca, with a recording starring Leontyne Price, Franco Corelli, Roberta Peters and Premuzic; and EMI, with Maria Callas and Herbert von Karajan, with the Vienna Philharmonic Orchestra, the leading album on Billboard's best selling classical album chart. The other compet-

ting "Carmen" is on London and stars Regine Crespin, Maria Del Monaco, Joan Sutherland, Tom Krause and Thomas Schippers, with L'Orchestre de la Suisse Romande.

Angel's package featuring the considerable talents of Miss Callas has been gaining con-

sumer attention through a soph-

isticated advertising campaign by Jack Brandwein, Angel's international marketing man-

ager. The ad is unusual in that Miss Callas is dressed in a style-

ishly evocative gown, Brandwein points out, setting this presenta-

tion apart from the usual pattern of advertising opera start in
costume. The key line in the ad is "Calla-

lus Is Carmen," taken from a laudatory critic's quote who re-

ceived an advance previewing of the package, which is set for a
Dec. 28 release. The Angel pack-

age will sell for $22. It took two and one-half weeks of planning
and two and one-half weeks to

record the opera at Paris' Salle Wagram, more accustomed to bowling sports events than op-

eras. Supporting Miss Callas is Nicolai Gedda, Andre Guist, Robert Massard, Nadine Saut-

reau, Jane Bertho, Jean-Paul Collin, Gigli Tiberini, Costanza Maggini and Renato Frigerio.

Despite the fact that London released its "Carmen" last Jan-

uary, and that Angel's recording features the voice of its own star, Miss Callas' powerful name

value.

Miss Callas is scheduled to make her first appearance in the New York Metropolitan Opera in eight years March 17 when she does "Tosca" for a $75,000-;

"Tosca" cost. She will then return to the Repertoire, which is set for a
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For layman, professional and legal adviser 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.

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Please send _______ copies of THIS BUSINESS OF MUSIC as soon as it's off the press (Late fall, 1964) and bill me at $10 per copy, plus postage and packaging.*

I prefer to save postage and handling charges and enclose payment here.*

*Note: New York City and California residents add 4% sales tax and use tax.

Please type or print:

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**ADDRESS**

**CITY**

**STATE**

**ZIP**

*0027*
WHENCE PAY TV?

Field May Grab Chi. Franchise

By RAY BRACK

CHICAGO — Subscription television in private homes — rejected by a 2-to-1 margin in the recent vote on California's controversial Proposition 15 — will likely be featured in other major market areas, according to Sylvester L. (Pat) Weaver, president of Subscription Television.

Even while refunding $5 million in installation charges to 6,000 Los Angeles and San Francisco subscribers, Weaver's firm is negotiating for customers in New York, Philadelphia, Boston, Minneapolis and here. Weaver may find a fertile Chicago pay TV field.

A new division of Field Enterprises, Field Communications Corporation, has indicated strong interest in pay TV. Officials of the firm have conferred with Weaver and viewed Steph's facilities in Los Angeles, according to Mel Barker of the Field subsidiary.

NEW PRODUCTS

Two New 12's From Zenith

DuMont Bows Three Consoles

Circus Wagon Jr. Displays Line

Scott 80-Watt S.-S. Amplifier

Personal portables with 12-inch screens (74-inch picture area) are available from Zenith Sales Corporation. Both models, the Jetline and Superjet, have Zenith's handcrafted, horizontal chassis with no printed circuits, plus an 82-channel tuning system. Each set weighs about 20 pounds. Suggested retail for Jetline (model M12350): $119.95. Superjet (model M12350): $129.95.

The LaScala is one of three new 100-watt solid-state stereo FM/AM radio-phonograph consoles now being shipped by the DuMont Division of Emerson Radio, Inc. All three have six-speaker systems, and Garrard Lab A record changers. Suggested list price for the LaScala, the Conservatoire and the Tangwood is $465.

New Circus Wagon Jr. display piece by Channel Master (Ellenville, N. Y.) has solid wood shelves on heavy gauge steel wire. It is designed to display the firm's line of radios, tape recorders and TV sets. As a counter-top model, it requires only 36 inches of counter space and provides eight feet of display space on its three shelves. When used with the wire floor stand, an additional shelf is added. Unit is trimmed in red, black and gold.

Topping the Bulova home electronics line is the new S-919 transistorized portable stereo phonograph. "Briefcase-sized," it sells for $349.95 as suggested retail. The wings separate up to 20 feet, and the changer will interlock 7, 10- and 12-inch disks.

The Olympic Radio & Television November model sheet lists new promotional models in almost every category in the manufacturer's line. Model K985, pictured above, combines 23-inch (Continued on page 52)

Tube Sizable Tussle

For the record (and perhaps for emphasis) the Electronic Industries Association has repeated its arguments (presented orally Oct. 20) to a proposed FTC rule change regarding the way TV picture tube size is measured for the consumer. The diagonal measurement practice "has become ingrained in the consumer," the EIA brief declared, adding "... the proposed rule would create confusion in the industry and thus in the consumer."

UHF-Consciousness

A recent survey of dealers by The Chicago Sun-Times indicated "a greater awareness of UHF" on the part of the public. Most customers, the survey reported, are asking for UHF and are willing to buy UHF sets because they cost no more.

$85 Million in Components

B. S. Durant, president of RCA Sales Corporation, in introducing Radio-Distributor's Association early next year will be R. H. Weiss, author of "Death of the Independent Retailer," a book that has stirred so small amount of discussion around the trade. The meet, NARDA's 21st, will be held Jan. 14-17 at Hollywood, Fla. Weiss will speak on the evening of the 16th.

September Radio-TV Figures

Production and distributor sales of home television as well as radio sets rose in September as compared to a year ago. Production and sales of monochrome TV sets for the first nine months of 1964 were almost a one thousand sets per day, according to figures released by Electronic Industries Association's Marketing Services Department.

Color Paces Zenith Records

Zenith established new sales and earnings records for the third quarter and nine months, thanks, say company officials, to "the significant and continuing growth of Zenith color television." Production and flooding shipments of nearly daily pace figures and accounted for one of every five Zenith receivers sold.

Small Business Workshop

Formulas for international selling adapted to the small business- man will be discussed in a workshop sponsored by the EIA's Interna- tional Department in San Francisco on Nov. 30 at the Fairmont Hotel. The EIA Winter Conference runs Dec. 1-3.
NEW PRODUCTS

TV behind sliding door with 8-channel UHF solid-state tuner; a 20-watt AM/FM/TV radio and a four-speed record changer with a dual sapphire turnover stylus. The Rembrandt (Model CD330AU) is a color-contrast 8-channel UHF/VHF turret tuning. The Niels (Model F99) is a stereo photo features 20-watt AM/FM radio, tilt-down stereo record changer and four-speaker sound system. A 19-inch slim line portable TV, the Judson (Model J99), has all-channel tuning, solid-state power supply and 40-inch telescopic antenna. And the Melchior a 10-transistor portable AM radio, includes a five-inch antenna behind good reception in low-signal areas. It comes gilded. All models are at list.

Sylvania Bows

HaloVision TV

Sylvania's new table model TV (VT3106) features the Halo-Vision champagne gold mask, which surrounds the screen with soft light for easier viewing. Available in a variety of styles, the manufacturer's list price for the contemporary model is $208.71 (mahogany or walnut finishes), and for the Early American $218.63. The spice rack stand is an additional $10.

This Amplifier

Budget-Priced

The Ampli-Vox line of all-transistorized audio units now includes an economy-priced push button amplifier, the S-800. It incorporates a coupled bass and mid-range speaker and is designated to retail at $8.

SONY TO BOW

HOME VIDEO TAPE RECORDER

OKYO — Sony Corporation announced that it will market a "home video tape recorder" in the United States next year at somewhat more than $600.

The machine, Sony says, will be put on the market in Japan next April at $550, and in the U.S. at a later date and a higher price. The relatively high-priced machine does not use standard audio tape, but special half-inch-wide tape, running at a speed of 7½ ips. As accessories, Sony plans to offer a channel camera at $244 and a 12-inch monitor at $181, bringing the cost of a complete outfit to about $1,000 in Japan, higher in the U.S.

The Sony recorder can be adapted to an existing TV set for about $30, a company spokesman said.

BEST SELLING

PHONONOGRAHS, RADIOS & TAPE RECORDERS

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

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer returns. Pegboard tabulations are based on the rank order of manufacturers' sales at retail and are determined by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

BEST SELLING AM/FM TABLE RADIOS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Brand</th>
<th>% of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/15/64</td>
<td>Magnavox</td>
<td>18.5</td>
</tr>
<tr>
<td>1/22/64</td>
<td>Westinghouse</td>
<td>17.2</td>
</tr>
<tr>
<td>2/5/64</td>
<td>RCA Victor</td>
<td>16.7</td>
</tr>
<tr>
<td>2/12/64</td>
<td>Masterwood</td>
<td>7.6</td>
</tr>
<tr>
<td>2/19/64</td>
<td>General Electric</td>
<td>6.9</td>
</tr>
<tr>
<td>2/26/64</td>
<td>Panasonic</td>
<td>6.8</td>
</tr>
<tr>
<td>3/5/64</td>
<td>Motorola</td>
<td>5.7</td>
</tr>
<tr>
<td>3/12/64</td>
<td>Philco</td>
<td>3.5</td>
</tr>
<tr>
<td>3/19/64</td>
<td>Others</td>
<td>13.9</td>
</tr>
<tr>
<td>3/26/64</td>
<td>Others</td>
<td>20.0</td>
</tr>
</tbody>
</table>

This chart is based on the previous month's sales, it is conceivable that certain brands may appear on one time and not the next due to many influencing factors. Thus it does not indicate that the above rankings apply for any particular period. Those brands that appear in previous issues for this category and do not happen to make a listing above are shown below with their rank order in the issue indicated in parenthesis.

Sylvia H. Sears

November 28, 1964, BILLBOARD
CAROLINA MEET SHOWCASES CHARITY SPONSORSHIP PLAN

By NICK BIRK

CHARLOTTE, N.C.—The meeting of the Carolina Bulk Vendors Association here last Saturday (21) calls attention to one of the most successful sponsorship programs in the country.

Since 1962, some half-dozen of the association’s members have been operating under the auspices of the National Retarded Children’s Charity, contributing 20 percent of their earnings to the foundation.

Lee Smith, president of the Carolina Bulk Vendors Association, estimates that close to 10,000 machines in North Carolina, South Carolina and Tennessee are involved in the program.

The operators’ contribution since 1962 totals $59,000, a

figure that represents 29,000,000,000 of the nation’s needy children.

Carolina operators helped celebrate National Retarded Children’s Week (April 15-22) by presenting their monthly contributions check to the charity at a gala dinner attended by members of the foundation, civic leaders and State officials.

No more than this than Rep. James Vogt, chairman of the Mecklenburg County convention committee, presented the foundation with the Carolina group’s monthly check.

Michael Kusk, Nashville, national board member of the charity and a past president of the charity’s Tennesee chapter, was on hand as was Sen. Martha Evans, president of the Tennessee chapter and attended representatives from the North and South Carolina chapters.

The dinner capped a day of activity by the Carolina group. It all started with a morning open house hosted by Southern Aces, Sales to the Carpenter Air.

South Carolina Bulk Vendors’ Association held its regular full business meeting in the afternoon from 2-5. Scheduled was a report on the recent National Vendors Association directors’ meeting in Chicago.

A number of machine and supply company representatives were on hand including Carmen DiAngelo, Cramer Gum; Margaret Kelly and Leon Hardman, Penny King; Leo Leary and Bubul Gum; Leaf and Brands; and Herb Goist, Oak.

The Carolina association is now in its fourth year. President Lee Smith, Jack Thompson, secretary-treasurer, who coincidentally is also Smith, is currently in the Southern Aces.

First-hand report of the Carolina’s new Billboards’ Ray Bruck will appear in next week’s Billboard.

FOR BULK VENDING

PENNIES KING SHOWS NEW RINGS & MIXES

PITTSBURGH—Five new rings plus some repackaged mixes were introduced last week by Penny King Company. All are packed 100 to the poly bag and in three separate poly bags.

Four rings are in four different designs and with assorted color stones, list at $.35 per ring. Each ring will have flashing designs and colors, list at $.50 each.

Twin Pearl rings have assorted colored pearl-like stones and list at $.43 each. A single large pearl in a

class setting and list for $.45 per bag. Girl’s Moon Glow rings have a “moonstone” and list at $.49 each.

Penny King has also repackaged a variety of items. Available in bags of 500 are Animal ring designs, list at $.45 each, Dog rings with 12 signs of the zodiac at $.49 each. Four rings with 12 different dogs at $.49 and 100 Fish rings with 12 signs of the zodiac at $.49 each. The firm is also introducing a new ring at $.50 for 1,000 bulk packed in 500 boxes. The Bag Mix consists of the new Zen and Wonderland and Wonderland mixes. Eliminated from the line are the B.J.G. and Western ring mixes, which formerly were a part of the Wonderland and Wonderland mixes.

The B.J.G. color-plated mix and the King mix is, however, still available separately. The former lists at $.59 per 1,000; the King mix at $.75 per 1,000.

EPPY BOWS ITEMS

JAMAICA, N.Y.—New items being introduced by Eppy Charms, Inc., are Indian Miniature Hanshaw and Leperanah. A brass safety pin on the reverse side of the bows makes it easy to wear as an item of jewelry.

ANNOUNCING THE FIRST AND NEWEST NORTHWESTERN

NEW NORTHERN MEET SETS RECORD

CHICAGO—A record 9,853 vending industry traders and guests attended the National Automatic Merchandising Association’s 12th annual convention at McCormick Place here last month.

In announcing the final tally last week, C. W. Evens, NAAMA president, noted that it exceeded the 1963 mark of 9,200, by one per cent. The show also set a new exhibitor mark of 100, compared to last year’s figure of 155.

The vending industry’s next show will be the Western convention at the Ambassador Hotel, Los Angeles, Nov. 20-22. NAAMA’s 1965 convention will be held at Miami Beach Convention Hall, Oct. 16-19.

LEWISTON, Me.—National Vendors Association of Maine, held its two $800 suits in Androscoggin Superior Court here, charging two New England men with converting vending machines to dance machines.

Advertising brought against Benson & Sullivan Company and F. R. La- page by Evens involves candy and cigarette vending machines, according to the plaintiff.

Expect 200 Canada Ops At Eppy VOSCO Session

TORONTO—Vending Operators Supply Company and Eppy Charms, Inc., are planning a three-day bulk vending seminar here. The announcement of the semi-

nar was made by G. W. McLoughlin, head of VOSCO, and Eppy, president of the candy manufacturing firm.

Attention is expected to reach 200 and the seminar will be held at the Holiday Inn in southern To.

In New York George Eppy,

commenting on the co-sponsorship arrangements, Canada, told Billboard. "We felt that the Canadian operator was in need of new product for his bulk vending routes. Don’t forget that our company once operated machines in Canada, so we know quite a bit about the situation. The alert Canadian bulk vending operator can use new product and Eppy Charms, Inc., is happy to announce that Vending Operators Supply Company has been appointed Canadian distributor of our complete line."

Eppy, who recently returned from a sales swing through the Southwest, will be on hand for the seminar here.

Ships Cat, Dog Charms

NEW YORK — Panned cat and dog charms with eyes that actually move and can be shipped to the trade by Karl Guggenheim, Inc.

The charms are priced 7¢ per 1,000 and include free labels with each order.
Autom'tic Bows
Two Vendors

CHICAGO — Attractive new twin machines for merchandising candy and cigarettes were introduced to the industry at the MOA convention by Automatic Products of St. Paul.

The venders displayed merchandising so clearly that many onlookers dumped fingers against the front glass attempting to reach candy and cigarettes.

Attending the Automatic Products booths were Arthur Brier and Bill Herbard.

Looking for New Type Locations?
Try an Automobile Parts Store

National Vendors Association has settled on the Sheraton Chicago for its annual convention next spring (March 31 to April 4)...

VICTOR'S NEW TOPPER *60*
Now Vends Capsules

The most durable and dependable machine ever built. New and exclusive design. Vends 500 capsules at 50c or 60c. Available 210 and 150 size gum. Machine specially designed to accommodate newer attractive straw on display panel.

NEW CASH BOX. Supt. is at crank box makes collection quick and easy. Coin operated, coin box optional.

NEW VEN--CAPSULES...Victor introduces a brand new catcher capsule. Capsules are smaller in size, yet larger in capacity.

"Y" Capsules...$4.50 per Doz. (50c Lat.)

"Y" Capsules...$2.00 per Doz. (5c Lat.)

"Y" Capsules...$12.50 per Doz. (25c Lat.)

This is Victor's new Topper "60." Ex. 1000 W. Briar.

LOGAN DISTRIBUTING, INC.
Chicago, Ill.

YOU COUNT MORE WITH OAK

VISTA MODEL 300

This machine will hold 160 small capsules or 8 lbs. of 210 count gum and charms. It features a rotating plastic, wide top globe with no rods to obstruct the view. It stands 13" high, is 7" wide and 7" deep. Shipped two and a half ton, shipping weight is 14 lbs.

Three payments available on Oak Machines through all distributors.

November 28, 1964, BILLBOARD
WITH THE NEW ROCK-OLA PRINCESS ROYAL PHONOGRAPH

SERVICE IS A CINCH

here's why: You get more than new beauty and big sound—new compactness and versatility—with the new Rock-Ola Princess Royal. Rock-Ola unitized engineering and simplicity of design assure easiest possible servicing if ever needed. Fewer service calls, less service time, mean more profit for you, plus happier locations.

Rock-Ola Princess Royal Phonograph plays 100 selections of 33 1/3 or 45 RPM, 7" albums or singles, stereo or monaural intermixed, for programming in any bank, any sequence. Model No. 424

Revolved Record Magazine Engineered with famous Rock-Ola simplicity. Famous the world over for dependability, the Rock-Ola revolved record magazine has proved itself through years of trouble-free service.

Exclusive Mechanical Selector Fastest selection-to-play cycle available. Coupled with revolved record magazine, it selects any record in 10 seconds or less! Ends selector coil problems and sticky selector levers...replaces them with positive-action mechanical selector levers.

"Common" Receiver System Operates with the Rock-Ola Princess Royal and other current model phonographs. Ends cost of multi-receiver system inventory...plays with 100 or 160-selection wallboxes. Just one example of how Rock-Ola design simplicity benefits you.

Transistorized Amplifier All new! Provides lifetime service for phonograph. Saves money on tube replacements. Elimination of excessive heat saves wear on other components. Noise suppressor automatically eliminates surface noise. Circuit protector bulbs prevent damage to transformer if speaker leads should be shorted.

Exclusive Mech-O-Matic Intermixes Completely automatic changer intermixes 7" LP albums, 33 1/3, 45 RPM stereo-monaural records in any bank, any sequence. No wires, micro-switches, electronic aids for changing motor speeds or spindle sizes.

Automatic Coin Counter Sealed, tamper-proof plug-in unit counts nickels, dimes, quarters, half-dollars. Totals exact machine receipts; "totals" reading visible through window. Works with Rock-Ola Phonette Wallbox also.

Look to ROCK-OLA for advanced products for profit

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651
**Bigger & Broader MOA Outlined by F. Granger**

By NICK BIRO

SOUTH BEND, Ind.—Music Operators of America Managing Director Fred Granger drew the outline for a "bigger and broader" national association during the annual banquet of the Music Operators Society of St. Joseph's Valley here last week.

Speaking before some 50 operators and guests, Granger called for MOA to serve as "an umbrella under which all segments of the record and coin machine industry can gather," Granger drew particular attention to the need for closer cooperation between the national juke box operator association and one-stop owners. He credited much of the revived interest in MOA on the part of record companies for one-stop owners attended the association's convention last month in good number.

**Mutual Benefit**

"Many of the record companies felt they had lost contact with the operator," Granger said. The presence of one-stop owners and operators at one convention was particularly beneficial, he told the St. Joseph operator group.

In elaborating on his "umbrella" concept, Granger said that MOA "could serve as the gathering point for the following segments: In of the coin machine and record industries:

Operators—whom he termed as the backbone of MOA:

- Juke box manufacturers—whose active support of MOA's last convention was a vital factor in the association's success,
- Granger said.

Amusement machine manufacturers—who Granger said had not received appropriate attention to date. He said MOA hoped to erase the "second-class citizen" category of this group.

Distributors and jobbers—necessary both for their own survival and for securing operator memberships.

Record companies—who were returning to MOA as evidenced by 12—including five majors—Exhibiting at last year's convention.

One-stop owners—who have mutual problems to solve with record companies and operators.

Allied industries and State and local associations.

**Membership Drive**

Granger said that MOA would work with distributors and jobbers around the country. He said MOA was always in need of new members and was launching an immediate membership drive.

"Last year, a successful convention was the first order of business," the MOA managing director told the group, "If we had failed, MOA would most likely have gone under—we didn't because all segments of the industry gave their support," Granger said.

Granger also drew specific attention to support received by (Continued on page 65)

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**EDITORIAL**

**Bold Step Forward**

The "bigger and broader" Music Operators of America outlined by Managing Director Fred Granger last week represents a bold and ambitious step forward.

MOA's success very obviously depends on it representing a broad segment of the coin machine and record industries. Both Granger and MOA must work together for concrete steps toward making this a reality.

In his speech before Music Operators Society of St. Joseph's Valley last week, Granger made many points: Among these, the correction of certain inequities that exist toward certain exhibiting group, the seeking of closer co-operation between MOA and one-stop owners, and the improvement in the physical programming of the annual convention.

MOA obviously has the interest of all segments of the coin machine and music industry at heart. It deserves their support.

**St. Joe Valley Ops Have Swinging' Bash**

SOUTH BEND, Ind.—In a city famous for spectacular Notre Dame victory celebrations, Music Operators Society of St. Joseph's Valley threw a bash that has to rank with one of the best.

While the occasion was not a football victory, it was more than a victory of sorts for a small but active local association that is one of the most successful in the country.

Al Evans, in charge of the group's annual banquet and floorshow, summed it up when he said, "we're sure not the biggest, but as far as I'm concerned, our spirit is the best."

Attend Evans was undoubtedly right. Some 50 operators and guests attended the group's dinner at Irvin's Supper Club here. Guests included Fred Granger, Music Operators of America managing director, who used the occasion

(Continued on page 65)

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**Music Programmer Bowed by Seeburg**

CHICAGO — An electronic memory programmer to be used in conjunction with Seeburg's background music system was introduced by the first last week.

The programmer enables a location to insert commercials, announcements or even special music such as French or Italian, into the regular background program at preset intervals.

The unit was demonstrated for Seeburg distributors recently by Joseph Harts, vice-president of the firm's background music division. Both the Seeburg "100 Compact" background music system and the new programmer can work together through any speaker system.

**Game and Vending Firms Exhibit at Park Conclave**

CHICAGO — The 46th annual convention and International Outdoor Amusement Exposition, sponsored by the International Association of Amusement Parks and International Association of Swim Clubs, Pools and Beaches, should draw more than token coin machine interest by virtue of the banker's dozen amusement machine and vending firms exhibiting.


The show will be held at Chicago's International House Nov. 29-Dec. 2. Exhibits will be open daily. Business sessions and trade meetings on the amusement industry plus numerous social activities round out the program.

**JOINING IN A 550-PERSON TRIBUTE for Philadelphia distributor David Rosen (right) last week were Judge Leo Weir, Judith Beinn, State of Israel Consul to New York; Mrs. David Rosen and Joseph Silverman (standing), executive director of the Automatic Vending Machines Association, which co-sponsored the dinner with the State of Israel Bonds committee.

**Italian Pinball Appetite Kept Alive Through Movie Scenes**

ROME — If Italian movies offer shows scenes of pinball machines, it's due to the efforts of the Italian Cinema Association. Object is to keep alive the national appetite for "the national pinball machines."

No sooner is a new film announced than the producer and director are approached with catalogs showing the latest games and their adaptability for the films. Use of the apparatus for furnishing of an entire room with the games is offered with
**Canadian Coin Collections Show Encouraging Gains Over Last Yr.**

By EIT MORGAN

TORONTO—There are notable exceptions, but the consensus here is that the state of the Canadian coin machine business somewhat improved over a year ago.

On the average, reports from Western Canada indicate that both music and game collections are about even with last year. In Ontario, fish box sales are up from 7 to 10 per cent, with revenue from games showing a marginal increase. In all, music collections are on an upswing, while the income from games may have dropped as much as 20 per cent this year, leveling off after a boom year in 1963.

The straight commission arrangement continues to prevail here, and in the battle of operators versus juice box locations as to the present, the match appears to be going to the locations.

When the major music operators associations formed a few years ago, organized programs brought location commissions down to 15 per cent or 40 per cent generally. However, some locations held out for 50 per cent with threats to switch to new operators otherwise. And new companies did indeed break the commission pattern to enter the field.

Now all but the slowest locations of the 50-50 split. A very few choice new locations are demanding, and sometimes getting, 60 or 65 per cent, or a premium by way of a location loan or the full take for the initial two, four or six weeks.

In games, the 50-50 commission split remains standard. Location loans are definitely less an issue in Canada than in the U.S., though one Toronto operator was told 10 juice box reports that he has made between 20 and 30 locations this year have yielded less than $1,000 each. Other operators flatter to make any loans and so have found their activity on location with this policy. A few have lost a couple of locations to others in sticking to their no-loan guns.

The Canadian operator has two major problems, one financial and the other legislative.

There are no juice box manufacturers in Canada (1,703 were imported last year) and the importing distributor must pay 8 per cent exchange on the Canadian dollar, 20 per cent duty.

11 per cent federal sales tax, 15 per cent excise tax, plus brokerage.

A machine which costs the distributor as much as $1,600, might cost the Canadian distributor as much as $2,500. Some operators have signed on for $3,000. It takes the Canadian operator longer to get his investment back, and when compared to the larger investment, but he becomes a gimmick to the competition to enter the field.

As a result, the operators associations were formed a few years ago, organized programs for location commissions down to 15 per cent or 40 per cent generally. However, some locations held out for 50 per cent with threats to switch to new operators otherwise. And new companies did indeed break the commission pattern to enter the field.

The state tax rate varies slightly from 25 per cent to 35 per cent, with no excise tax.

Among the legislative problems of juice box operators are the liquor laws, which vary from province to province. In Ontario, juice boxes are not allowed in premises which serve alcoholic beverages, even beer and wine, except for the installation of wall boxes with individual speakers which have been approved by the province. In some western provinces, juice boxes have been allowed where only is served, but not where hard liquor is sold.

Sunday "blue laws" close drinking spots in most provinces on Sunday, Saturday night is a legal day. It is not allowed in beverage boxes or cocktail lounges in most Canadian provinces.

Individually, though not through any associations, many operators complain bitterly about the liquor laws. Some feel there will be no change for the better until there is a "new generation" on the boxes, replacing those members who understand so little of the music machine business that they refer to juice boxes as "slot machines" and think of such a machine as an interloper.

Game operators have it even tougher legislatively. The liquor laws are at least clearly set out and apply to an entire province. The laws covering the operation of coin-operated games have been described as "so ill-defined that they could outlaw all telephones." It is left to local magistrates to decide individually whether

A machine is a game of skill or a game of chance. On its face, a pinball machine has been judged a game of skill. In Hamilton, less than 190 miles away, they are considered a game of chance and are, therefore, illegal. Pinball machines are widespread throughout the province of Quebec, but in its largest city, Montreal, they are not allowed at present.

**Supreme Court Case**

The city of Montreal has taken in case against Pinball machines to the Supreme Court of Canada to have the case decided by the court that they are amusement games. Operators across the country are waiting for the case to come to court and a decision to be handed down.

Now, as one operator put it, "You keep your head down and cross your fingers. If the police confiscate them, you go to a lawyer and he tells you the decision will depend on what side of the bed the magistrate got out of this morning."

It is not only pinball machines that are in jeopardy. The Quebec Sudden Board has been a favorite in beverage rooms in Ontario for some time, the only games allowed in licensed premises. But the games are not legal in pubs in Western Canada. Bingo games are not allowed in Ontario and Manitoba, but are permitted in parts of the Maritime provinces and in Quebec.

**Diversification**

The problem is that it is imposed on box operators by the liquor laws, and the law of games machines and records, the restrictions on games and their state of flux, plus the growing scarcity of new locations for some machines and decreasing play on others, are forcing more and more operators to diversify.

Music operators are expanding into games. Game operators are getting into ridge pub and arcade amusements at resorts and clubs, and it seems, good for the overall business. And Canadian operators as a result, are optimistic.

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**San Antonio Operator Submits Fail-safe Bid**

SAN ANTONIO—B. J. Nichol outbid B. J. Nichol for a concession here in San Antonio last week.

The bids were received at the city clerk's office for the operation of an amusement downtown at the International Airport. Five bids were opened.

In one case, the bidder signed himself. In the other, Nichol signed as manager of the Sutherland Music Company.

The Nichol bid was the highest. For the concession he offered to pay the city 10 per cent of his annual gross up to $600, or $1,200 per cent of the gross over $600 and 150 per cent of the gross over $1,200.

Nichol the individual bid slightly lower.

The location for the machines is to be located near the main entrance of the airport terminal and will feature an assortment of coin-operated amusement machines.

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**Coming Soon:**

Nov. 24—Music Operators of New York annual dinner meeting, Queensbury Hotel, 5 p.m.

Dec. 6—North Carolina Music Operators' association meeting. Charlotte, N. C.

Dec. 11—Coin-operated Amusement Association of South Dakota meeting, Pierre, S. D.

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**Expands in New Hampshire**

MANCHESTER, N. H.—The Williams Machine Company, a coin-operated amusement machine operator as well as a leading producer of game and slot machines, has just opened a branch office in this city, recently held the grand opening of its enlarged headquarters building.

The business is now located at 62 Lowell Street. The opening was heralded by a double-page layout in the local paper featuring the company's history and achievements from local firms and dignitaries.

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**Pinball Ordinances Confuse Canadians**

EDMONTON, Alta.—Like most Canadian cities, Edmonton has its own set of bylaws relating to the operation of amusement games. Local regulations are generally set by the city's recreation department prior to proposed revision.

Local bylaws generally govern the law forbidding persons under 16 from entering bowling alleys without the presence of an adult. The ordinance was intended to prevent youths from playing the pinball machine coin-operated games.

Some bowling rooms have put up signs that they do not allow minors in the bowling alleys.

City councilors are having a meeting this week to determine the validity of the restriction on games and the state of flux, plus the growing scarcity of new locations for some machines and decreasing play on others, are forcing more and more operators to diversify.

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**Wico Appoints Two Salesmen**

CHICAGO.—The appointment of two new salesmen for Wico has been announced.

C. W. C. Ramey has been named the manager of the new branch office to be located at 5911 S. Michigan Avenue, Chicago. He is successor to the late R. C. W. Ramey, who had been with the firm for 15 years.

Headquartered in Detroit, and handling Wico's coin machine and slot machine business in the western U.S. and Canada, will be Jim Bonn.

The new salesmen are Tony colours, who will cover all of New York, State north of Pennsylvania. Tony's offices are in Newark, New Jersey.

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**Say You Saw It in Billboard**

BILBOARDS, November 28, 1964
THE BRITISH TARIFF
Dealer Sees Dip in G.B. Trade

CLEVELAND—The additional 15 per cent duty on virtually all imports announced recently by the British Government will almost certainly diminish the export volume of coin-op machines to Great Britain, according to Morris Gisser of the Cleveland Coin Machine Exchange.

The hill, the experienced export executive said, could not be delayed until after current orders are filled. It could fail to materialize, Gisser added, if the embargo is as temporary as it has been described by the British Government.

Regardless of the future of the British market, Gisser said, Cleveland Coin's exports are booming. He expressed confidence in continued high export activity due to expansion of trade outside the Continental market.

New Markets
"Europe is becoming so competitive that U. S. operators are cultivating new markets in the emerging nations of Africa and Asia," Gisser declared. The increased European competition, he said, is largely due to the much-improved quality and greater quantity of games, phonographs, and vending machines now being produced by European manufacturers. "Of course, the U. S. retains the reputation for the highest quality of any country in the world," Gisser said.

Cleveland Coin Machine Exchange now does about 35 per cent of its business overseas. Fifty per cent of this volume is in phonographs, 35 per cent in games, and about 15 per cent is vending equipment.

"Coin has never been as busy as today," Gisser reported. He disclosed that Cleveland Coin is now diversifying into the export of coin-operated parking meters and laundry equipment.

J. Chambers Dies After Auto Wreck

WEST MEMPHIS, Ark.—James John Chambers, owner of the Custom Music Company, died last week of injuries suffered in a truck-train crash which instantly killed his helper, Anthony Nowak.

The music company's pickup truck was hit by a fast-moving Missouri-Pacific freight train at a grade crossing controlled by electric signals between West Memphis and Marion, Ark., five miles away.

The two men were on a routine round of location spots to keep order in the company's coin machines.

Authorities have not been able to find out what caused the derailment, believed to have been Chambers, to drive onto the tracks in front of the train.

Three Burglaries

Claremont, N. H.—Four times in the past few weeks burglars have broken into a local service station and attempted to rifle the coin box of the pinball machines located there.

On the second attempt the intruders took the coin box away with them. The first and third attempts were frustrated.

Racial Problem

Also appearing in the local picture has been the racial strife, encouraging people to stay away from arcades, eating places and taverns. This erupted last month into serious race riots that resulted in losses of thousands of dollars in equipment for both distributors and operators.

The only "shining light" has been the vending trade. Though cigarette machines earlier in the year dropped as much as 75 per cent, there has been a marked upturn in recent weeks. The last quarter should find cigarette machines manuring a strong comeback.

The real cause for the vending optimism is the fact that the last quarter of the year should see the introduction of much new equipment and thus stimulate a real rise in machine collections. Distribution interest is evident and enthusiasm has never been higher among operators over the propsect of higher collections with new equipment.

There is excitement also about the new phones soon to be introduced. The new equipment, it is expected, will stimulate interest anew in the "box play" and may well provide the "arm" which this phase of business seeks.

The city's resettlement program, leveling buildings in virtually every section of the city, has eliminated many choice locations. With the new construction, the old locations are gone from the map and taverns that remain are doing less business, with the result that collections are appreciably lower.

Philly Anticipates
Fourth Otr. Surge

By MAURIE ORODENKIER

PHILADELPHIA—While business for operators and distributors alike has left very much to be desired during the balance of the year, operators of the year, plus the fact that the final quarter will reverse this trend.

While not plagued by any local taxation or legislation problems, the operators in this city were hit generally poor business conditions, particularly at the tap and tavern locations.

Night club life in Philadelphia is almost nonexistent. This situation, coupled with a sharp drop in business at the tap and taverns (which were always the best stops for music) has hit operators hard.

The city's resettlement program, leveling buildings in virtually every section of the city, has eliminated many choice locations. With the new construction, the old locations are gone from the map and taverns that remain are doing less business, with the result that collections are appreciably lower.

The real cause for the vending optimism is the fact that the last quarter of the year should see the introduction of much new equipment and thus stimulate a real rise in machine collections. Distribution interest is evident and enthusiasm has never been higher among operators over the propsect of higher collections with new equipment.

The new phones soon to be introduced. The new equipment, it is expected, will stimulate interest anew in the "box play" and may well provide the "arm" which this phase of business needs.

Our modern factory is exclusively devoted to manufacturing high quality coin-operated machines.

SCHMELKE \nQUALITY CUE STICKS \nProfessional Design—Long Life

Write for details.

SCHMELKE MFG. CO. \nSHAKOPEE, MINNESOTA

VENDING

Apo Ice Maker—Dual Compressor $950.00

Rowe 101A Ice Maker $950.00

Rowe L-1000 with Reynolds Ice Maker $675.00

Rowe 20-200 Cigarette 155.00

Cerast 30-10 175.00

Cerast 20-10 145.00

Rowe 77 Candy 175.00

MONROE COIN MACHINE CO., INC. \n2431 Washington Ave. Cleveland 14, Ohio \nSuperior 1-6600

GLOBAL NEWS OF THE ENTIRE COIN INDUSTRY

CHICAGO—Another in Atlas Music Company's fall and winter series of coin machine service training sessions is to be conducted Wednesday evening, Dec. 9, in the company headquarters at 2/20 N. Western Avenue, according to Atlas Sales manager, Stan Levin.

The two-hour training session of the evening will be expanded to provide additional training in the maintenance of every Row-AMI phonograph from the 1960 Continental 200 through the latest models.

Handling the instruction will be Chief Buyer, manager of customer services for Rowe AC Manufacturing, and Atlas service expert Frank Bach and Hank Hoevenaar.

November 28, 1964, BILLBOARD

59

new machine.
Music and pool tables account for the bulk of the action. The dealers record’s sparkling juke box patronage in teens locations. But the strength has been in tavern and restaurant spots where stress is on standards and the less raucous type of programming. Operators for the public’s interest in the little LP’s as a growing factor in the improved juke box situation.

Volume Up Clarence Smith, Milwaukee Amusement Company, reports his firm’s volume “appreciably better than last year at this time.”

“In many locations our music receipts are up $100 to $200 to date for the year. The little LP’s have been proving helpful. But I attribute the improvement to generally healthy economic conditions. There’s more money being earned by the people who patronize our locations and we’re getting our share.”

Pool tables and bowlers, adds Clarence Smith, have held up very well. Arcade and baseball pin games have failed to gain ground.

Equipment sales and route take are up “over last year,” according to Sam Hastings, Hastings Distributing Company.

Minimum Guarantees

“Profit margins up a little, too,” adds Hastings. “This is due mainly to the fact that we are getting minimum guarantees in a larger percentage of our locations. The trend is definitely toward realistic guarantees, especially where new equipment is involved. Even in good locations where the commission set-up formerly called for a 50-50 split, we are now on a $20 minimum per week.”

Jerome (Red) Jacomet, Red’s Novelty Company, reports business in a healthy state: “I’m very optimistic about prospects for the rest of the year.”


Pool Tournaments

Inter-location pool table tours were also praised by Arnold Jost, Arnold’s Coin Machine Company. “We’re getting prepared to recognize our leagues this fall. One of our pool table leagues will have a circuit of 16 taverns competing among themselves. These tournaments are valuable traffic stimulators, especially for the neighborhood taverns.”

Wurlitzer distributor, Harry Jacobs Jr., Inc., claims his volume has been “about even” with last year.

Something new has been added to the United, Inc., operation: exporting used equipment to Europe via the St. Lawrence seaway. Carload shipments of used equipment were sent by United, Inc., from the Milwaukee port to England and Antwerp. “Exporting used equipment to Europe is still a relatively small portion of our volume,” Jacobs says. “But it provides a welcome outlet for the trade-ins we’ve been taking in on new Wurlitzers.”

N.C. Operators Meet Dec. 6

CHARLOTTE, N.C. — The young N. Carolina Music Operators Association will hold its third general meeting in Greensboro on November 19.

Organized last January, the group has elected considerable interest among operators throughout the state, reported Lawrence J. Field, president of the L. Stearman Distributing Company here.

Game operation is not permitted in this state.

President of the association is G. B. Garrett, J. F. Reynolds is secretary-treasurer.

Alabama Ops Report 10-15% Drop in Play

By JEANETTE FORMBY

DOTHAN, Ala.—Collections for 1964 are slightly lower than for the same period of 1963, in the opinion of Southeastern Alabama operators, with some reporting 10 to 15 per cent decrease in game and music income.

Amusement machines of all types have suffered the most, operators report. This was a shock to operators, inasmuch as the Southeast enjoyed the happiest tourist traffic in several years. Music collections didn’t fall off at the same rate, undoubtedly due to the introduction of new types of phonographs and better acceptance of stereo music.

Operators and distributors expect “at least a fair return” for the 1964 winter season. The relocation of many large textile plants from North Carolina and Georgia will help, they say, providing record employment for much of the current area.

Distributors say that new game and phonograph sales have fallen off since the summer, but that there is more movement in used equipment than at any time during the past several years.

Except where expensive phonographs are installed with a 60-40 commission, there has been no reduction in weekly rentals this fall, according to reports from Franco Novelty Company, Colbaths Motor Novelties and Dixie Amusement Company.

Chicago. Chicago’s dynamic line of coin-operated pool equipment is expanding with the addition of a new distributor—SEEBURG DISTRIBUTING, the North Carolina, South Carolina and Georgia’s Seeburg distributor.

Irv Sandler, head of the new distributor, and a veteran in the coin-operated amusement field, said that he and his staff “are ready to provide the operator with the same high level of service as before.”

Sandler invited regional operators to stop by and see his line of coin-operated pool equipment, which is the same as that which has been used in the Chicago area for years.

Recent STEREO RELEASES for Music Operators

SANDER

CHICAGO—The Sander Distributing Company of Minneapolis has been appointed Specialty Soft ice model. With its beautifully designed line of pool equipment, it is sure to meet the demands of the Chicago area.

The announcement came last week from Mert Sorensen, distributor of sales for the manufacturer.

Said Sorensen: “We are certain that Sander Distributing Company’s experienced sales and service department coupled with Top Stereo Releases for Music Operators

WIDE HOSTS VEND CLASSES

CHICAGO—The first of two November meetings devoted to the Seeburg Cold Drink vending machine was held for area operators and servicemen at Worldwide Distributors last week.

Instruction in assembly, disassembly and troubleshooting was under the direction of Leonard Kennard, Seeburg Field Service District Manager.

Irv Ovitz, Frank Gunna, Dave Gottlieb and Howard Freer represented Worldwide at the session.

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Memphis Business Up 5-15%

By ELTON WHISENHUNT

MEMPHIS—Music and game operators had an increase in business during the last three months of this year compared to the same period last year and reported a 10 to 15 per cent increase for the last quarter.

Of seven operators interviewed, five reported increased collections ranging from 5 to 15 per cent per store and two per store reporting 10 to 15 per cent in business the same as 1963.

A composite average of the seven would be about a 7 per cent increase.

Of three distributors checked in the survey by Billboard, one reported a 20 to 25 per cent increase in sales, another reported a 10 per cent increase and the third said sales were the same as in 1963.

Average increase for the three would be 16 per cent. All three distributors predicted increased sales for the last three months this year.

Here is a breakdown on report from operators:

Per Cent Increase:
Operator: Per Cent
Charles V. McDowell, Secretary: 10
Samson's Amusement Company: 10
William V. Fornyhe, President: 20
Polar Tune Music Service: 10
Drew J. Canale, Manager: 5
Canale Enterprises, Inc.: 5

The two reporting collections the same were Alan Dixon, general manager of the Memphis Distributing Company, and Eddie McDowell, secretary of the Samson's Amusement Company. Dixon forecast a 10 per cent increase in receipts in the last quarter and Bodenheimer and Beilin declared they thought collections would be the same as last year for him.

No operator interviewed reported a decrease in business.

An interesting thing about the survey was that the operators and distributors interviewed were happy with business and said they expected it to be as good or better.

Here is the distributors' breakdown:

Distributor: Per Cent Increase:
Samson's Amusement Company: 10
Alan Dixon, general manager of the Memphis Distributing Company, was the only distributor the same this year as in 1963.

Strangely, McDowell and a Dixon distributor reported collections the same as last year and increased sales per store and route.

Here are a few significant quotes:
Operators:
H. Rosen: "I think collections are spread out fairly evenly throughout the year. There is more consistency — there is no slump season and big sales season."

Dixon: "The industry could use a good bit of public relations. The public really will go for that. It would help the operators' business any great deal."

Fornythe: "I try program mostly hits, but do have some good rerun restaurants where better music — mostly standards — get extremely good play."

Bodenheimer: "I am at a loss to understand the increase we had on our route at least 15 per cent while our sales of machines remained about the same."

"Here's a changing trend. I've noticed in this business from the programming standpoint: I keep track of the top 100 tunes a couple of years ago, I would check them each week. I was amazed at how rapidly hits come on the air. The top 100 chart changed completely in 10 weeks."

Novarese: "I have had very good success using the one-cent type box now which plays the little I.P.'s. My increase in collections on these machines is a 25 per cent increase.

I am sure effective, the I.P.'s should be changed frequently, I change about a third of them every month."

Canale: "Canale has improved gradually for the past several years. The dog track (across the Mississippi near West Memphis, Ark.) hurts us in our area — it is a tremendous factor."

"But it will close for the season in October and will help give us a good three months this year. Another big factor in this area is agriculture, and we should see a lot of soy bean crops coming this year which will help business."

Dixon: "The dog track has hurt a lot. A number of operators in the large number of cocktail lounges which have been springing up all over town in recent years. These use use the stock, with a juke box used only during intermissions. I have not made any money on these type locations."

Samson, a distributor only, gave the brightest picture of all:

"I've sold more photographs and games so far this year than any previous year. I am experiencing a tremendous increase. I have had a 33 per cent increase in sales. Business is up better all the time. I am selling more of everything than ever before."

"We'll have the best last quarter we've ever had. We have the best cotton and soybean crops in the field we've ever had. The cotton area is good. Our cotton area is good and the cotton and soybean crops, the major ones in this area."

One-Stop Sales Up
For the last number of Poplar Tune Record Shop, one-stop which sells records to all operators were a 25 per cent increase in sales for this quarter over the same period in 1963.

There are no tax or legislative problems facing the industry now. There have been several legislative battles in the past seven years, all successful for the operator and distributor.

The number of regular operators remains the same—50-50. And by operation of law, a considerable number have been made, a trend which developed some years ago and has not changed.

CHICAGO — Waltiki Records, 10-year-old label with distribution throughout the Hawaiian Islands and the Pacific region, is going to take a stab at national distribution.

Waltiki showed its wares at the big Music Operators of America convention two weeks ago —first national trade show ever entered by the firm.

Tom L. Keirn, Waltiki head, said the firm would sell its line of Hawaiian idols to operators at 66 cents with additional "special deals." Waltiki also has a line of albums which it hopes to move to the retail trade nationally.

Kearns pointed out that quite a few authentic Hawaiian songs have become popular. A current example is "Poppa Ao Ewa," which is actually the Polynesian name for Waikiki.

St. Joe Valley
Continued from page 57

... to paint a picture of a bigger and broader national operation (see separate story).

Frank R. Buchanan, chairman of the association, welcomed Granger, assuring him that the St. Joe Valley group was solidly behind the national organization.

Guests were treated to a magic act and danced to the music of the Nomads.

ITALIAN PINBALL

Continued from page 57

... out charge to stimulate interest in the film. Many directors seeking an unusual setting find such a background serves its purpose.

Pinball operators have been particularly successful in placing their machines in episode films which today account for one third of the Italian cinema output. Pinballists have recently been seen in "High Infidelity," "Let's Speak of Women," "The Monsters," "The Two Tons of Steel," and other films of this type.

Although the Pinballists have continued to be barred from public use, awaiting a definite order from the Production Code Administration, still has not acted on the request of the Constitutional Court in favor of more than two years ago, they are currently making their way into scenic settings which show the machines are always set in clubs or dance halls, thus going back prior to the effective date of the law, now unconstitutional, which put them out of business.

No plans have been made on whether the promotion campaign will continue, but the eventual legalization of Pinball machines will once again have to go back to paying rentals for their use.

David Rosen Honored in Israel

PHILADELPHIA — More than 550 persons, among them most of the leading amusement and coin machine industry leaders from around the country, turned out here yesterday for the Belleve-Stratford Hotel here Sunday night, to honor David Rosen, local distributor.

More than $100,000 was raised for the second annual benefit for Israel Bonds charity, which co-sponsored the event with the American Veterans Machine Association.

The money was raised by publicizing the two charitable groups in hosting the dinner were the SONS of Israel and the Philadelphia Israel Chamber.

Cite Service
Rosen received the State of Israel Tribute, symbolized by an impressive plaque, from Ben- net Goodman, governor of the State of Israel, and Ben- net Goodman, governor of the charity.

The inscription read: "In appreciation of extraordinary service and notable leadership in the mobiliza-

The citation reads: "To the leadership and foresight to enable the State of Israel to achieve its goal of development in peace.

Rosen has been a member for many years on the boards of the Israeli Bond Philadelphia committee and has served as chairman of the vending and amusement machine division.

The Sons of Israel honored Rosen with a plaque for his "many contributions to the art and culture of all races, colors and creeds.

The Philadelphia tribute, signed by Mayor James H. J.

ALL MACHINES READY FOR LOCATION

Bally Deluxe Club Bowler. $ 95
Bally Official Jumbo. .75
Bally Spinner. .55
CC Ray Gun. 125
CC Variety Roll Down. 205
CC Rod Pin. 150
Gottlieb Golden. 300
Gottlieb Wheel Train. 125
Wms. Titan Gun. 165
Wms. Hercules Gun. 125
2200 Mortifer. 235
2204 Mortifer. 275

Contact: Lew Jones Distributing Co.
1311 N. Capitol Ave.
Indianapolis, Ind.
Tel. M▪E▪R▪O▪S 5-1593

David Rosen Honored in Israel (Continued on page 62)
Mrs. B. Stone Dies in Tenn.

NASHVILLE—Mrs. Benton Stone, 68, of Lebanon, Tenn., died last week.

Surely the mother of Miss Bennie Stone, bookkeeper for the Nashville branch office of Seaburg, distributor with main offices in Memphis.

Granger Outlines

- Continued from page 37

MOA from Billboard and other members of the trade press.

1965 Convention

Commenting on next year's convention, Granger said the association could very likely make some effort to have "music on the exhibit floor to avoid the feeling of this being a funeral gathering," and there have longer exhibit hours to accommodate operators with limited schedules.

Granger also urged State and local associations to hold regular meetings to solve various problems.

He pledged closer co-operation between MOA and the St. Joseph Valley group, paying particular tribute to Frank Fa- bian of Zanesville.

The two hats of MOA vice-president and St. Joseph's Valley president.

Rosen Honored

- Continued from page 61

burt Horun, I], chairman of the board of the Brown Trust Street Company, and Morris Swift, president of Glencar-Consumer Discount Corporation.

Samuel S. Bickert, president of the Automatic Vending Machine Association, and Maurice Kness, O. K. Vending group, representative of Billboard were among those serving as executive chairmen for the dinner.

Capping the evening was the appearance of "Pro.", Irwin Corey.

Say You Saw It in Billboard

BRAND NEW UNITED

BACK GLASSES

-for SHUFFLE ALLEYS:

RROADWAY

CHIEF

CLIPPER DELUXE

CLIPPER REGULAR

COMET DELTA

DELUXE

5-PLAYER

LIGHTNING REGULAR

MARS DELUXE

MISSOURI

--for GUNS & ARCADE

BONUS GUN DELUXE

BONUS GUN REGULAR

DERBY ROLL

JUNGLE GUN DELUXE

ROTO POOL

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

Write for complete 1965 Catalog of Phonographs, Vending and Games.

Cable: AMUSING-CHICAGO

3125 N. WESTERN AVE., CHICAGO 47, ILL. Aromilge 5-5065

ATLAS MUSIC COMPANY

Regina in Stereo

Little LP Mart

NEW YORK—Regina Records is the latest to provide special Little LPs for the juke box operator.

Two dozen Little LPs are currently available. One is from Jack LaFrog's album "Promise Her Anything," and the other is from his album, "You Fascinate Me So."

A third release by the label, featuring material from their album by Francis Faye, is in preparation.

Wurlitzer representative Roy Gries greeted operators here, in the offices of the New York distributor, during a quick October trip.

The Mountain States' best known the operator of the O. K. Vending Company's Las Vegas cas-ino, Roy Kalber of Durango, Memo-ries, Seaburg, Los Angeles; Larry Greenem, Phoenix; Tony Henderson, Arcadia; Oscar Robbins, Las Angeles; Jack Lowry, Downey; Jerry Ruby, Long Beach; Glenn Wovelt, LaCre-ence, St. Louis; Dennis Yuma, Ariz.; Herman Staf- ford, Salt Lake City; Bill Bennett, Salt Beach; Cecil Johnson, Lancaster; Bill Wynns, Western Sales; A. L. Young, Jones, Music Long Beach; and A. Laymon, parts department, met Wayne Gill, Bakersfield op-erator, and together they were doing business at Lake Isabelle. She and John Stone, manager of an arcade in Big Bear for more than 10 years, were in Las Vegas, State, San Diego, and Joe and Lou Bertolli, operators of the BEB Arcade, Big Bear.

SAM ABROM

DENVER

Deaver operators Charles Deaver (Deaver Company) and Sam Keys (Apollis-Stero) have joined the European jet set. Keys is a frequent European visitor and keys is now touring London, Paris, Rome, and other European cities, bal-ancing Jim Wyatt, of Strube Distri- bution, Denver, as his parts distributor, the operator turned to a aggressive, gaily-litected one-stop shop.

Miss Sylvia (Wurlitzer outlet) is currently touring France with her daughter, Kathy, a student of dancing and drama in New York City; Younger manag- er in the Rocky Mountain West was Jack Helms, son of the veteran Denver salesman. Junior has 25 pieces out on lease to this Denver Operator Jay Shannon, recently taken by the Dying bug, now services his more remote locations.

Nickel play may be on the way back. New Last Smiles have some 60 marginal locations have reverted to 5-cent program-

March is the usual test for the customers of the popular "Mr. Outside." The is the caption used locally to characterize Century-Stereo Music Company partners Frank and Bob Feldman, who handle the outside prospe cting and (ieer holds down the office while the others are busy in this business. Rock-Ola" music dealer Pete Gertler plucks restored several used phones for donation to area hospitals, san-atoriums, and institutions this year. They've been the first such collection ever by a Mr. Gertler.

October was the focal month for Stan Bennett, operator from States, Harris, Frisco, Lake Lure, and Frances Scherbe celebrate the event. Among those attending were Sisters of Charity and a Western representative; Ed Chaf- fer, past president, Chicago; Chuck Check, R. F., Jones Company; Elkhay Ray, Gottlieb; Waste United Sales Distributing; Jimmy Willis, Paul

1/3 Sylvania Stereo

...the third day of the second annual Stereo Convention deal with the theme of "Two Years of Stereo on the Market".

On the theme of "Two Years of Stereo on the Market".

The third day of the second annual Stereo Convention dealt with the theme of "Two Years of Stereo on the Market".

ARIZONA

Paul Hunt, Hurst Amusement Company, former Democratic candidate for the U.S. Senate, was re-elected at the election recently. Wurlitzer Wads, Wade Music Company, has won the biggest tourist season ever for him and his in financial shape now to prepare a good fall pro-

A service for Bud Allen, Sprague and Music Company, Bob Knab, was killed in a wreck recently.

PAM BELL TANNER

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WURLITZER ANNOUNCES MORE NEW LITTLE LP'S

TO STEP UP PLAY AND PROFITS

With the cooperation of Dolton, Imperial, Liberty, Verve and Regina recording companies, Wurlitzer displays another array of popular releases available both in albums and singles.

And remember, with each Stereo Operator Programmer you get a full 7-inch album cover, three miniature color covers and ten title strips for each record. Start profiting now on the greater play these releases will bring you. Order them from your one-stop or local record distributor.

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NORTH TONAWANDA, NEW YORK
108 YEARS OF MUSICAL EXPERIENCE

www.americanradiohistory.com
**POP SPOTLIGHT**

**THE LIMBAZIO YEARS**
Andy Ristino & His Rhythm Orchestra. Capitol STDL 2181

For the local Louisiana fans and for the newcomers, this is a great package is a fine addition to their catalogs. Features are that the music is on par with their contemporaries and that the variety of songs makes for an enjoyable listening experience.

**EYES FOR YOU**
Baal Envik. RCA Victor LPA 2974 (M); LSP 2974 (S)

Ethel Envik possesses one of the finest voices on records today. A highly respected jazz artist, Ethel is a great singer with a great range of style. This is an album filled with songs of depth and beauty.

**SYMPHONY OF SONGS**
Smothers Brothers. Mercury MG 2043B (M); MG 20448 (S)

The Smothers Brothers have a unique sound. They sing on this album, and their fans will probably get more out of the album than some others with different musical styles. The Smothers Brothers are great.

**THAT'S HOW A HEARTACHE BEGINS**
Potter Cline. Decca DL 4566 (M); DL74886 (S)

This album is one of the late Patsy Cline and the excellence of these performances should come across on this album. It is a fine collection of more than just one vocal that you might like.

**SPOKEN WORD SPOTLIGHT**

**THE KENNEDY WIT**
John F. Kennedy. RCA Victor V 950 (L)

To quote the introduction by Adlai E. Stevenson, "The Kennedy wit was swept into the history books". He was a master of wit and wisdom. This collection of speeches by the Kennedy's will be a treasure to read and enjoy.

**SACRED SPOTLIGHT**

**TENNESSEE ERNIE FORD SINGS THE WORLD'S BEST-LOVED HYMNS**
Capitol STBL 2183 (S)

There's no denying the power and appeal of the early years of Ernie Ford when he was in his prime. His songs are timeless classics. This collection is a must-have for any fan of this legendary artist.

**CLASSICAL SPOTLIGHT**

**CLASSICAL SPOTLIGHT**

**MOZART: PIANO CONCERTOS NO. 20 & 23, RONDO IN A MAJOR FOR PIANO & ORCHESTRA**
Vienna Symphony Orch., Paumann etc. Mercury MG 8510 (M); MG 85108 (S)

This is a great collection of performances from these works. It is a fine package. The orchestrations and the music are as good as any other works.

**SPOKEN WORD SPOTLIGHT**

**MR. PRESIDENT**
Lyndon B. Johnson. Liberty LSP 209 (M)

The complete text of President Lyndon B. Johnson's speech to the nation on March 21, 1964, is being released along with excerpts from other speeches delivered between January and July 1964. It is Johnson's unbroken idealistic speeches that he has delivered from 1964 to 1968. This is a fine collection of his speeches.

**SPOTLIGHT ON RICK**
Rick Nelson. Decca DL 4608 (M); DL 4608 (S)

Few record albums have gone for them that Rick Nelson and his family have. At home, a network TV show, good looks and perhaps some of the most unusual songs that They sing, make up their hit album. The song "In the Living Room" of the present style.

**THE FOLK ERA**
Kington Trio. Capitol STCL 2100 (M); 2100 (S)

Outstanding live concert style containing 12 exclusive performances of this group from their first radio show after which their album is named. It is among the 10 best selling singles in the nation today. It was a major hit and its popularity is reaching.

**GENE ITALIANO**
Gene Prizm. Mercury MG 8510 (M); MG 85108 (S)

Promoted by the fact that Prizm is one of the few American hit performers in the Italian idioms. He handles the language knowledgeably and gives a string style album for both fans and the "G."