Mercury Names Scott in Spoken Word Expansion

CHICAGO—Mercury Records is launching a full-scale push into the spoken word field and has named Joe Scott, New York playwright and writer, its director of dramatic plays.

Scott will head a department that will produce material on the Mercury label but with special promotion and packaging. He'll be assisted by his brother Bob Scott, well-known musical composer, and the range.

In making the announcement to Billboard, Irwin Steinberg, Mercury executive vice-president, noted that the firm wished to expand its entry foothold in a field in which it already recorded Arthur Miller's "After the Fall," being done in New York's Lincoln Center Repertory Center.

Mercury is also negotiating for "Incident at Vichy," another Miller production.

Record and Buy Masters

Scott will not only record original material but will purchase existing masters. Steinberg noted that the principle medium of exposure for this type material would be FM and college radio stations.

He credited much of the interest in the spoken word field to the younger generations which were becoming more exposed to literature.

"With the growing college population, there is a greater interest in preserving ideas expanded in dramatic plays beyond the limited audience of the plays themselves," Steinberg said.

He noted that records would be used to capture significant dramatic works by specific artists as just records have been used to do this in the field of music for many years.

Joe Scott was most recently associated with "Sunday," which is to go on Broadway, and together with his brother Bob wrote the opera "Amaranth." Bob wrote the music for "A Taste of Honey" and has been arranging for Bobby Darin, Sarah Vaughan and Harry Belafonte.

RCA to Issue Caster Of Flora, Red Menace

NEW YORK — RCA Victor will release the original Broadway cast album of "Flora, the Red Menace," the musical which will mark the Broadway debut of Linda Minnelli, Judy Garland's daughter.

Miss Minnelli, who is a Capitol Records artist, will be given an okay to record the cast package for Victor. She's currently scoring for the Capitol label with an album entitled "Liza Liza."

"Flora" is being produced by Harold Prince and marks Victor's entry into the musicals, in concert with a Prince musical. The other is the top-selling original Broadway cast album of "Fiddler on the Roof."

The new musical, which was written by Jerry Kass (music) and Fred Ebb (lyrics) with a book by Robert Russell, is scheduled to open on Broadway on May 1 after a tryout tour starting March 29. The musical will be directed by George Abbott.

The score for the show will be published by Tommy Valando, who, incidentally, publish the "Fiddler on the Roof" score written by Jerry Bock and Sheldon Harnick.

Newport Fest's New R.I. Site

BOSTON — The Newport Jazz Festival and Folk Festival will operate in the 1965 edition in Rhode Island although the locale will be changed, according to George Wein, who dropped in at his home town this week. A city license has

CONNIE FRANCIS sings her newest hit single, "Whose Heart Are You Breaking Tonight?" (13-303), in her current engagement at the Sahara Hotel, Las Vegas. Also part of her night club act are songs never before recorded by Connie, now in her latest LP, "A New Kind of Connie" (E/SE 4153).

(Advertisement)
“FANCY PANTS,” AL HIRT’S SWINGING NEW SINGLE SERVED UP IN HIS HONEY HORN STYLE  c/w “STAR DUST.” “8487

RCA VICTOR
The most trusted name in sound
NEW YORK—Atlantic Records will put a heavier empha-
sis on the popular Fletcher Henderson activities in the
coming year. With re-
cent appointment of Abe Kehid as head of its sales and promo-
tion office on the West Coast and with a man about to be
designated in the Midwest, At-
lantic will have developed a force that can touch all points around the
country.

According to Len Wesler, Atlantic’s vice-presi-
dent, the men in the promo-
tion departments have been trained as merchandising and sales re-
presentatives rather than just promotionists. In this respect Wesler explained, their duties extend beyond selling air tickets to “Air play without sales is meaningless,” he emphasized.

In addition to this promotion operation, there has such additional chores as visiting distributors to check on open numbers as well as to
visit the retailers to do a “mis-
sionary job” for the company with dealers and distributors, with the belief that the better the dealer will help the retailer and in turn benefit the company.

Atlantic’s promotion staff is rounded out by National promo-
tion man Joe Medlin, based in New York; Joe Galkin, a
dependent salesman who covers the Midwest for Atlan-
tic with Harry Weil of the northeast, and Matt Parsons, another inde-
pendent promotion man who travels down the East Coast on
special projects, such as his recent assignment in New York on King’s “E" Letters,” and Joe Smith based in Miami covering the South.

The national promotion op-
eration, which reports to Wes-
ler, is headquartered in New York by George Furness.

The latest addition to the Atlantic family is Florence Weisberg, who is handling pro-
duction details under Bob Kern-
heiser, national sales manager, and Licensing Manager Bill Key, in charge of
bum merchandising. Miss Weis-
berg came to Atlantic after a stint with Carter and Sohier’s Redbird label.

“We’re now geared,” said Wesler, “to getting the greatest possible mileage out of all the records in every part of the country.

In addition to working on
bums issued on the Atlantic label, Atlantic has just entered into a relationship with the covers the subsidiary Ario line as well as labels which are handled by Atlantic for national distribution.

TOKYO—World Wide Radio (JQQR), Tokyo and Billboard magazine are participating in a
ightly broadcast titled “World Wide Hit Parade” spon-
sored by Sony, Japan’s leading electronic manufacturer.

The broadcast is heard Mon-
day through Saturday evenings at 10:15 p.m. (Tokyo time), par-
ticipates are disk jockey and master of ceremonies Terry Isono, an executive of the New York Billboard staff. Isono’s trans-see-call are made weekly to Owens in New York where during which the Billboard Top 10 and news of recording stars are discussed. The conver-
sation is taped and later used in the nightly broadcast.

A new program, 40 records for that week are played by Isono, who also interprets the conversation of Owens for the audience here. The new program has proved to be very popular and regular ra-
dio programs in Tokyo, according to the newspapers here. Plugs are made for additional features of the broad-
cast such as transatlantic phone conversations between Isono and Owens and top recording stars.

Liberty Ups Mendell, Feed

LOS ANGELES—Lee Mendell, Liberty Records album sampler manager, has been pro-
moted to marketing director for Liberty and its two subsidiaries, Dolton and Imperial. Bob Feen, promotion director, moves up as national sales manager.

Mendell, a native of Man-
chester, England, operated a record store in Montreal, served as Capitol’s Montreal branch manager, was an RCA Victor branch manager before being put in a year with Mercury as West Coast manager, and joined Liberty in 1962 as West Coast divisional man-
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START THE NEW YEAR RIGHT WITH
THESE 5 GREAT SINGLES on DECCA CORAL

BRENDA LEE sings
Thanks A Lot
The Crying Game
Decca 31728

BURL IVES sings
(I Hear You) Call My Name
My Gal Sal
Decca 31729

THE KINGSTON TRIO sing
I'm Going Home
Little Play Soldiers
Decca 31730

PETE FOUNTAIN plays
Mr. Stick Man
Amazon
Coral 62441

RED FOLEY sings
Shame On You
Chained to a Memory
Decca 31727

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IT'S OFFICIAL: The entire catalog of Mercury and its subsidiary labels will be available on Revere-Wollensak stereo cartridge tapes. Signing the deal were, Mercury executive vice-president Onickers are Kenny Myers, vice-president in charge of the Mercury label; Lou Simon, Philips; Carroll H. Boyd, Revere-Wollensak division general sales manager; Charles Pach, Smash, Fontana and Cumberland; Dick Bruce, Blue Rock, and Dick Sherman, Limelight.

Mercury Catalog Will Be Available on 3M Tapes

NEW YORK—DCP Records, Don Costa's label, is winding up its first year of operations in 3M's stereo market with further build-up plans scheduled for the coming labels.

Costa has blueprinted a program for more album releases and will continue to sign top artists and groom new talent. He'll also acquire masters for release on DCP.

During 1964, the company scored with several top pop and strong sellers, including "I'm on the Outside (Lookin' In)" and "Give Me the Night," by Little Anthony and the Imperials; "I Didn't Know What Time It Was," by the Crampton Sisters; "Lost Without You," by Teddy Randazzo; and "Put Your Head on My Shoulder," by the Don Costa Orchestra and Chorus.

Several established artists were brought into DCP during the past year. These include Jimmy Stewart, June Valli and Kathy Keegan. Other artists that were signed are Larry Banks, Nicole Cresbilli, Bobby Duke and the Coasts, the Galwey Singers, Perkins Gray, Delta Bears, Hamilton Lee, Jess Young, Betty Mahdy, the Reventos, Eddy Casals, Bobby Wilding, the Simple Sisters, Mike Scott, and British group, the Minots.

The current staff of DCP, in addition to Costa, includes Leo Costa, office manager; Joe Zalewski, sales and promotion manager, and Howard Cook, director of publicity and public relations. The DCP line is distributed through United Artists Records.

NARL Making Survey; Members Given Queries

PHILADELPHIA—Confidential questionnaires distributed by the 1964 National Association of Record Merchandisers' study are being sent to all NARL members, according to Jules Malamud, executive director of the rack merchandiser group.

Results of the fourth annual NARL survey will be made public at the group's annual convention, February 1-3, at the Fairmont Hotel, San Francisco. A brochure based on the survey will be issued in the phonograph record industry and to business and trade papers. The study will also be sent to schools, universities and colleges.

Some of the ground to be covered will include number, type and geographical placement of records sold. Disclosures whether or not the locations are discount operations, type of rack product by type, speed, type of music, gross dollar volume, number of catalogs, and total warehouse space devoted to phonograph records. Cumulative figures are used, with no information about individual firms disclosed.
5 NEW SINGLES TO MAKE YOUR POST-CHRISTMAS RUSH THE BIGGEST ONE YET!

Artists like these made Capitol the best-selling label in 1964. The sooner you order these singles, the more you'll sell!

PETER AND GORDON
I GO TO PIECES
b/w Love Me, Baby
This one's had plenty of air exposure already. It's in demand now and you asked for it!

WAYNE NEWTON
COMING ON TOO STRONG
b/w Looking Through A Tear
Wayne's come up with an exciting new teen beat/top 40 sound that's going to get strong chart action.

BUCK OWENS*
I'VE GOT A TIGER BY THE TAIL
b/w Cryin' Time
Buck had his best year in 1964 and this novelty tune starts 1965 with his first major pop possibility.

BOBBY DURHAM
SO WELCOME TO THE CLUB
b/w It's Too Much Like Lonesome
Bobby's second Capitol release — excellent C&W material.

DONNA LOREN
TEN GOOD REASONS
b/w Ninety Day Guarantee
This one single got her three appearances on Shindig, and she's singing it Jan. 6, 20 and 27.

*Appearing January 21st on the Jimmy Dean Show
Rodgers Stages Runaway In Groove on All Fronts

- Continued from page 1

of the soundtrack, George R. Marek, vice-president and general manager of the RCA Victor Record Division, is delighted to have this endearing musical for our work on their label, and we are certain the marvelous movie version of the Broadway hit will add a new excitement and lure to its already legendary success story.

Columbia also is planning to cash in on the release of the movie by packaging its original Broadway cast album of the musical and giving it a new promotional push. Columbia's Broadway cast album, which stars Marty Martin, was released in 1959. It was certified by the Record Industry Association of America for a gold record for having achieved over $1,000,000 in sales soon after.

Clay Opens New Store

TACOMA, Wash.—Sherman Clay & Company, music specialists, recently held the grand opening of a new store at 904 Broadway. The store is at 303 S. Washington St., and is operated by James Gistham, store manager.

The firm's previous store was destroyed by fire last year. Sherman Clay has now added a stereo and TV department, under the management of John Peacock, in addition to musical instruments, records and sheet music. Sherman Clay was established in San Francisco in 1870, moved to the Northwest at the turn of the century, and opened in Tacoma shortly before World War I. There are nine stores in Washington, as well as many stores in Oregon and California.

BUSY IMPRESARIO

Landi Lining Up Array of Top Italian Talent for U.S.

NEW YORK—Eberto Landi, known as the Saluk Hrol in the field of Italian artists presentation, is planning an impressive number of concerts in early 1965 featuring top names from Italy.

Landi, who presents concerts in Carnegie Hall and throughout the Eastern half of the United States, recently flew to Capri in a two-week tour in January. In February, Milva will appear in concert in New York and Rita Pavone will appear at Carnegie Hall.

Landi has a law degree from the University of Milan and a journalism degree from the University of Perugia, as well as a varied career in U.S. radio on WNCW, WBKN, WHOM and WHOM. He also broadcasts special feeds for Italian Radio through the Voice of America. From 1943-1948, he worked for the International Division of the National Broadcasting Company. He also created and packaged the first foreign TV show on April 1949. It has continued in his weekly presentations of "Continental Miniatures," which feature international music.

Landi's first concert presentation was with Italian singer Renzo Arbore in New York. His success led him to present Italian artists Domenico Modugno, Donato Villa, Renato Caroncino, Robe-mundo, Mario Marini, Luciano Vergili and Giacomo Rondinella.

Landi has also brought the major Italian Song Festivals to the U.S., among them the San Remo and Naples festivals and, most recently, the Cantagiro Festival which played to good houses.

Landi often serves as his own master of ceremonies, performing in both Italian and English. He is aware of the likes and dislikes of his audiences through continuous research of his firm, Landi Advertising, which is kept on developing trends in music and new artists through associates in Italy and throughout the world. At one time, few of the young Italian composers had any hold on this country before they came to the U.S. for Landi-sponsored shows. Their situation has changed now. Most Italian artists are here with important records or their records on American labels. Their records have served a notable purpose in creating wider international appeal of music and artists and Landi's continuing service to the Italian-American community has given him rewarding satisfaction.

15,000 Attend Rites to Sam Cooke

CHICAGO—A crowd estimated at 15,000 flocked to the Tabernacle Baptist Church on the South Side Thursday night (17) to pay last respects to Sam Cooke.

Only a third of the crowd could be accommodated in the church and 50 policemen were called out to shepherd the overflow which milled about in near-zero weather for several hours to pay their last respects to Cooke's casket after the church emptied.

Earlier in the day, heavy weight boxing champion Cassius Clay viewed Cooke's body at a funeral home.

The RCA Victor recording artist, known throughout Los Angeles by a woman hotel manager who said he burst threatening into her office. The shooting was ruled justifiable homicide.

Tearful and poetic eulogies were intoned by several Negro minsters who viewed Cooke's body at a funeral home.

Cooke graduated to the High-Way Winners recording label after the family moved to Chicago from Mississippi.

Cooke, who has been described as a "devoted gospel-music follower in his time," is survived by his wife, Rev. Lewis Rawls. He inspired many youths of all races and creeds.

E. Rodney Jones, representing WVON radio station owner Leonard W. Davis, who operates WGES-AM as music exists, said Cooke will live on. "WVON broadcasts the memorial service.

Cooke was buried in Los Angeles.

Stop reading someone else's copy of BILLBOARD

SUBSCRIBE NOW

The most consistently rewarding business investment you can make

HARMONICAS

Harmonicas Prove Sweet Sound of Success in the U.S.

NEW YORK — The sale of harmonicas in the United States is close to 4,000,000 annually. This figure is predicated upon the American Music Conference's estimate for 1957, plus an increase during 1964 of between 30 and 40 per cent. This increase for the past year is the estimate of M. Hohner, president of the manufacturer who dominates the market.

According to Hohner, all models are up in sales. The most popular models—the one used by blues and folk artists—is the Marine Band. The chromatic harmonicas have enjoyed the greatest proportion of sales increase.

Hohner also noted that a boom in harmonica sales to the retail market has not only been unprecedented, but such as Sonny Boy Williamson, who is playing the instrument, and Brian Jones of the Rolling Stones, who uses Hohner's right-handed model, and B.B. and Fred Mann, are noteworthy performers. According to Jones, every second group in England uses the harmonica." Jones notes that even some rock and roll bands buy the bluesy because they are unfamiliar with the bluesman's trick of using a harmonica in a key-fifth above that of the band—so that notes ordinarily shown are available as draw notes—technique which is an aid in making music.

Britshers coming to America brought the harmonica boom with them. A new instrument is being made in this country that was going on anywhere, according to such folk artists as Bob Dylan and imitators. The growth of the sales of the Hohner harmonica and the harmonica playing of Negro bands, such as Jimmy Reed also helped.

Harmonica playing by the Beatles and the Rolling Stones, and by Rodney Argent of the Zombies, Ray Davies of the Animals, Johnnie Ray and many of Herman's Hermit's—have kept sales up. In Britain, folk music seems to be growing, in the United States, it's blues.

Bluesy harmonicas were made in the United States with the Hohner company, dig them if you can. He says Hohner is one of the most. She states that Mel Lynman, who plays with Jimmie Wood, and the Supremes, bought one of these tuners from their own, notably Tony Glover. Another is John Hammond Jr., who presently has one. There are also Jack Elliott, who learned to play from Woody Guthrie and the American Folk Festival. Chicago—style, low down, bluesy harmonica is catching on all over the world and is proving fruitful for the harmonica. Sonny Terry, as harmonica player, has gone even further at the height of his popularity.

Epic Sales Up 87.5%

Continued from page 3

"Close All the Honky Tonks," a record set in the international field, Epic clicked with Cliff Richard and the Drifters, and Jerry Lee Lewis also made a dent in the comedy market with George and Fred's "Ready or Not," and scored in the folk area with the Byrds and "Mr. Tambourine Man".

For the coming year, Epic has blueprinted campaigns for the Beatles and the Rolling Stones, and pop singer Danila Jo, whose national tour began last week, will be released this month, and the husband-and-wife team of Hank and Jean Q. Oake.

Oke Records, Epic's rhythm and blues division, will be rolling with Major Lance, Wat- ter Jackson, Ted Taylor and the Veejays.

On the classical end, Epic has signed former New York Philharmonic clarinetist, archaicist, Frederick Kipp, and Flaherty and Charles Rosen.

Epic Sales Up 87.5%

Continued from page 1

been granted a new deadline for the event fixed for the July 4 weekend with the folk festival being moved up to the third or fourth weekend of July.

There will be a spoc- ium on the lawn for artistes to be given the freedom to play anything they like. The festival will also be a platform for the new Freshley Park. The folk fest will prove itself a success.
now... a double-sided hit single

RONNIE DOVE

KEEP IT A HELLO SECRET PRETTY GIRL

D 176

thanks for making me one of the top new vocalists of 1964 in Cashbox Year End Survey

Ronnie Dove

thanks for making me one of the top new vocalists of 1964 in Cashbox Year End Survey

Ronnie Dove

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<th>Rank</th>
<th>Title</th>
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<td>1</td>
<td>I FEEL FINE</td>
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<td>2</td>
<td>COME SEE ABOUT ME</td>
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<td>3</td>
<td>MR. LONELY</td>
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<td>WIN' OUT OF MY HEAD</td>
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<td>AMEN</td>
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<td>TIME IS ON MY SIDE</td>
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<td>12</td>
<td>I'M INTO SOMETHING GOOD</td>
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<td>DANCE, DANCE, DANCE</td>
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<td>LEADER OF THE LAUNDROMAT</td>
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<td>OH NO, NOT MY BABY</td>
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<td>THOU SHALT NOT STEAL</td>
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<td>AS TEARS GO BY</td>
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<td>DEAR HEART</td>
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<td>TOO MANY FISH IN THE SEA</td>
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<td>MOUNTAIN OF LOVE</td>
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<td>SATURDAY NIGHT AT THE MOVIES</td>
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<tr>
<td>22</td>
<td>DON'T FORGET I STILL LOVE YOU</td>
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<tr>
<td>23</td>
<td>I'M GONNA BE STRONG</td>
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**HOT 100-A TO Z (Publisher-Licensee)**

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<td>Amos Milburn / Mainline 47005</td>
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<td>Alton / Mainline 47006</td>
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<td>Amos Milburn / Mainline 47003</td>
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**Compiled from national retail sales and radio play data by the Radio-Television Survey Institute, Billboard.**
1965’s FIRST WINNER!

Connie Francis sings

WHOSE HEART ARE YOU BREAKING TONIGHT?

AND

COME ON JERRY
K-13303

MGM Records
<table>
<thead>
<tr>
<th>No.</th>
<th>Title/Artist</th>
<th>Label/Other Info</th>
<th>Weeks on Chart</th>
<th>Peak Position</th>
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<tbody>
<tr>
<td>1</td>
<td>Rostabouth</td>
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<tr>
<td>2</td>
<td>The Beach Boys Concert</td>
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<td>3</td>
<td>The Rolling Stones 12 X 5</td>
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<td>4</td>
<td>Mary Poppins</td>
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<td>5</td>
<td>Where the Yellow Rose          [Broadway]</td>
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<td>6</td>
<td>The Beatles' Night             [Broadway]</td>
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<td>7</td>
<td>The Beatles' Story             [Broadway]</td>
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<td>8</td>
<td>People</td>
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<td>9</td>
<td>The Door Is Still Open to My Heart [Broadway]</td>
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<td>10</td>
<td>My Fair Lady</td>
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<td>11</td>
<td>Great Songs from My Fair Lady and Other Broadway Hits</td>
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<td>12</td>
<td>Joan Baez/3                    [Broadway]</td>
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<td>13</td>
<td>Everybody Loves Somebody</td>
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<td>14</td>
<td>Something New</td>
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<td>15</td>
<td>The Impressions Keep on Pushing</td>
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<td>16</td>
<td>How Glad I Am</td>
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<td>17</td>
<td>The Cat</td>
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<td>18</td>
<td>Fiddler on the Roof          [Broadway]</td>
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<td>19</td>
<td>Getz, Brazil, Jobim</td>
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<td>20</td>
<td>Peter, Paul &amp; Mary In Concert</td>
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<tr>
<td>21</td>
<td>Hello, Dolly!</td>
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<td>22</td>
<td>Funny Girl</td>
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<td>23</td>
<td>Hello, Dolly!</td>
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<td>24</td>
<td>The Best of Jim Reeves</td>
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<td>25</td>
<td>Walk, Don't Run, Vol. 2</td>
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<td>26</td>
<td>The Sidewinder</td>
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<td>27</td>
<td>All Summer Long</td>
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<td>28</td>
<td>More of Roy Orbison's Greatest Hits</td>
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<td>29</td>
<td>Invisible Tears</td>
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<td>30</td>
<td>Cotton Candy</td>
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<td>31</td>
<td>The Pink Panther</td>
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<td>32</td>
<td>&quot;Pops&quot; Goes the Trumpet</td>
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<td>33</td>
<td>For Swingin' Lovers Only</td>
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<td>34</td>
<td>Trini Lopez Live at Basin St.</td>
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<td>35</td>
<td>The People Chorus</td>
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<td>36</td>
<td>The Animals</td>
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<td>37</td>
<td>The Incomparable Mantovani</td>
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<td>38</td>
<td>She Cried</td>
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<td>39</td>
<td>This Is Love</td>
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<td>40</td>
<td>Barbra Streisand, The Third Album</td>
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<td>41</td>
<td>Boy Orson's Greatest Hits</td>
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<td>42</td>
<td>It Happened One Night</td>
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<td>43</td>
<td>Dancing in the Dark</td>
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<td>44</td>
<td>I'll Close My Eyes             [Broadway]</td>
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<td>45</td>
<td>So Tenderly</td>
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<td>46</td>
<td>Welcome to the Ponderosa</td>
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<td>47</td>
<td>Little Old Lady from Pasadena</td>
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<td>48</td>
<td>Kingsmen, Vol. 2</td>
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</tbody>
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Compiled from national retail sales and radio空气 listenership data by the Trade Promotion Bureau of Record World Magazine, Billboard.
Supported 1964 Dealer Sales with the kind of PIN-POINT CONSUMER ADVERTISING that only RECORD PREVIEW can deliver

ON-TARGET PROMOTION . . .

Each copy of RECORD PREVIEW is put into the hands of a buyer right in the record seller's store. That's why—for sure—RECORD PREVIEW is read only by active record buyers. And that's why—by conservative estimate—a quarter of RECORD PREVIEW is read by all general consumer magazine readers. Another way of putting it is: RECORD PREVIEW 500,000 minimum distribution guaranteed per issue is actually read in album buying between 1,000,000 and 1,200,000 copies of general consumer magazine advertising distribution. So, RECORD PREVIEW advertising is big-time advertising . . . of the kind that makes sales for dealers—a point well worth keeping in mind as you check the RECORD PREVIEW advertisement list at the left.

AND DO THEY BUY?

Indeed they do . . . according to actual dealer reports based on survey conducted following complete distribution of one 1964 issue. Actually 35%—better than half—all copes distributed by dealers delivered album sales directly traceable to RECORD PREVIEW. Of these dealers say 27% were back with their selections actually marked off in a copy of RECORD PREVIEW; 16% bring back, or mail, the bound-on-order form, and 47% make direct reference to RECORD PREVIEW when they come to make their next record purchases. Apply these figures to RECORD PREVIEW's total 1964 distribution and you come up with this one hard-fitting fact: RECORD PREVIEW, in 1964, accounted for a total of $275,000 album sales and this figure is based on the purchase of only one album by each person who, dealers say, were stimulated to buy direct, by RECORD PREVIEW. And experienced record industry people readily acknowledge that of the many copes is much more likely to have averaged between 2 and 3 LP purchases—a potential 1964 total of $1,070,000 LP purchases sparked by RECORD PREVIEW.

DEALERS LIKE IT . . . BUY IT . . . USE IT

RECORD PREVIEW is the ideal universal magazine-advertising tool celebrating today. Not just a sampling of any one company's product, but an in-depth list of records that most stores can't begin to deal. Beautifully printed, conveniently sized, carefully edited, full-color publication containing all of the best elements of a feature magazine with the sales appeal of new current and best-sellers. LP's of all sizes and all major artists—with up to 150, and more, in full color—with descriptions, song titles, record numbers, labels, and other prices—everything a record consumer wants, and needs, to select and buy records for himself or to give as gifts to friends and relatives. Want proof of RECORD PREVIEW's sales power? Write to J. A. Lash of the Allegro Music Shop in Pacific Palisades, Calif., in care of RECORD PREVIEW all through 1965: "We certainly are pleased with the publication. It has brought us lots of plus business."

RECORD CONSUMERS GO FOR IT . . . BUY FROM IT . . . WANT EVERY ISSUE

How do we know? First, through dealers who report strong favorable consumer reaction with not a single scalping sale. And by survey among a sophisticated group of record buyers of 1964 New York Hi-Fi Show: 83% plan to see RECORD PREVIEW in order to know the records they would buy for themselves, and another 8% of would like to count on getting every issue of RECORD PREVIEW. And, finally, there are some direct consumer reactions. Write to RECORD PREVIEW: "beautifully printed and expertly edited—we would love in determining the selections to purchase . . . would be by all music shops." For you, see your operators. It will work for you . . . and will buy from it—end with a subscription [not with RECORD PREVIEW can't help but sell more LP's and make more money for you!"

Dealers: Order Now for All of 1965 and Save!

The following chart filled in by one, shows how I wish my order fulfilled.

ISSUE DATE
March (out Feb. 15)
April (out Apr. 15)
October (out Sept. 15)
December (Christmas Gift Box issue—out Nov. 15)

TOTAL QUANTITY
Price per copy (use price schedule)
Total Price
Write in 10% pre-publication discount
Subtotal discount. This is your NET TOTAL PRICE
Enclose 10% of the Net Total Price as a "binder" with this order

Your Name (print):
Your signature:
Store Name:
Address:
City-State-Zip:
Phone:

Download www.americanradiohistory.com
HOT POP SPOTLIGHTS
(Immediate, BMI) (2:49)—Dirty gut-bucket ballad in the same smash vein as their past hits. Flip: "What a Shame" (Immediate, BMI) (2:50). Decca 31728

BRENDA LEE—THANKS A LOT (Hotpoint, BMI) (2:37)—The CRYING GAME (Southern, ASCAP) (2:38)—On the top side Brenda starts the new year off with a powerful commercial belter, destined for fast chart action. Flip side she offers a sensitive reading of a strong heart-breaker ballad, also a hot sales contender. London 9725

PETER AND GORDON—I GO TO PIECES (Vicki, BMI) (2:20)—English duo registers with slow 'n easy ballad in the best modern United Kingdom tradition. Written by Del Shannon, tune should hit the charts soon with a wallop! Flip: "Love Me Baby" (Noel Gay Ltd.) (2:14). Capitol 5335

THE ROLLING STONES—HEART OF STONE (Immediate, BMI) (2:49)—Diry gut-bucket ballad in the same smash vein as their past hits. Flip: "What a Shame" (Immediate, BMI) (2:50). London 9725

THE NEWBEATS—HEY-O-DADDY-O (Acuff-Rose, BMI) (2:17)—With two consecutive hits on their credit it seems unlikely that the group will miss on this one. The tune is penned by team that delivered "Bread 'N Butter." Flip: "Break Away (From That Boy)" (Acuff-Rose, BMI) (2:25). Hickory 1290

MICKIE LEE LANE—THE ZOO (Survey, BMI) (2:06)—Rockin' follow up to his recent "Shaggy Dog" hit. Strong monkey dance beat. Flip: "(They're All In) The Senior Class." (Survey, BMI) (2:50). Swan 4199

RONNIE DOVE—HELLO PRETTY GIRL (Picture, BMI) (2:20)—Well done rocker with Tex-Mex flavor. Ronnie gives song same powerful emotional delivery that put him on top with "Right or Wrong." Flip: "Keep It a Secret" (Shapiro, Bernstein, ASCAP) (2:20). Diamond 176

JIMMY GILMER—BREAK HIS HEART FOR ME (Dundee, BMI) (2:34)—CINNAMON CINDY (Dundee, BMI) (2:10)—Side 1 has great shuffle-along beat with raunchy instrumentation and interesting story line. Flip is the solid rocker built around a gal named Max. Dot 16687

CHART SPECIALS
(Bottom 50 Chart Potential & "Bubbling Under")

HOT POP
WAYNE NEUTON—Coming On Too Strong (Benchwood, BMI) (2:28). Capitol 5338
CATHY AND JOE—A Day at a Time (J. D. A., BMI) (2:39). Smash 1193
RICK AND DONNA—What Good Is Love (Dee-Fam. ASCAP) (2:02). Tower 112
BOBBY FREEMAN—The Mean Around (Starfire-Bellini, BMI) (2:25). Jolie 928

MIDDLE ROAD
MOTHER MAYBELLE CARTER—Just A Stranger Away Lady (Wilderness, BMI) (1:50). Smash 1418

COUNTRY & WESTERN
JOHNNY WHITE—If I Live To Be A Hundred (General, ASCAP) (2:45). Spinet 460

RHYTHM & BLUES
BO DIDDLEY—Hey, Good Lookin' (Ace, BMI) (2:35). Checker 1698
TOM JONES—Try To Get In My Life (Sputz-Barnes, BMI) (2:45). Symbol 205
THEketts—Nobody Loves Me (Modern-Placid, BMI) (2:40). Modern 1992

POLKA
DICK ROGERS—THI We Meet Polka (Public Domain) (2:21). Decca 37129
THE SUNGLOWS—Peanuts (La Cacahuate) (TNT, BMI) (2:25). Sunglow 107

SPOTLIGHT WINNERS OF THE WEEK

SINGLES REVIEW POLICY
Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlights only. No listing is printed of records receiving a D Star rating or under.
EXCITING NEW SINGLE BY

SAM COOKE

“SHAKE”

c/w “A CHANGE IS GONNA COME”

#8486

REORDER NOW ON THESE TWO GREAT ALBUMS

BRING IT ON HOME TO ME - HAVING A PARTY - YOU SEND ME ONLY SIXTEEN - EVERYBODY LOVES TO CHA CHA CHA - FOR SENTIMENTAL REASONS - WONDERFUL WORLD - SUMMERTIME - CHAIN GANG - CUPID - TWISTIN’ THE NIGHT AWAY - SAD MOOD

the BEST of SAM COOKE

LPM/LSP–2625

Sam Cooke at the Copa

Recorded live at the Copacabana, New York City

LPM/LSP–2970

RCA VICTOR
EMI: An Empire Spreading Out Its Image to the World

**Continued from page 1**

The world's most famous recording company, and claims that one in four of all disks sold comes from its outlets.

EMI records and issues records for the British Empire, plus the numerous dialects of the Indian and African territories. People new to EMI are not aware of the company's activities this decade," says Ken East, deputy general manager, Overseas. "We are not sure that there is a company that is more international than EMI, and we have no idea how much of its music is sold in the world.

The world-wide web of operations developed from the EMI's acquisition of the Gramophone Company (HVM), which was founded in 1899, when EMI was born.

The international flavor of the group is all the more apparent when one looks at the staff list. There is a Scot in charge of the French company, a Frenchman runs the company in France, Spain, and Belgium. A Swiss runs the Italian company, a Swiss the Austrian company, and a Frenchman runs the company in Hong Kong, company, etc.

There are 29,200 employees of the EMI company, of whom 10,000 work throughout the EMI empire, and 200,000 more work for supervisory responsible for several countries each, excluding the United States, which is responsible for 40% of the company's profits. The United States is the only country in Europe where EMI is fully owned by the EMI company.

In the U.K., EMI looks toward a big development in the future. The company is very optimistic about the future of the music industry, and is carrying out a large-scale campaign to attract more listeners to the music. In the United States, EMI is working on a new strategy to increase the music industry's share of the consumer market.

Caruso about 1902 at $28 each. (These records are still in production.)

Although fashions have changed, the pattern remains much the same, and there is still a need for constant exchange of artists and equipment. In this country, the exchange is done through the record companies. Travel by company experts to ensure technical specifications are met. The recording of a group, international conferences on classical and popular repertoire, all are part of the scene. And the recording of a group of fans, the fans are the keepers of the art.

A cross-fertilizing of ideas and marketing techniques takes place at many seminars, says White. An Italian classical recording is an example of an agreement with major overseas companies. An important part of the hit disk coming from any part of the globe, EMI is well geared to make such a disk available for sale in every part of the world, with a shelf life of two weeks.

Importance of U.K. Product

With the U.K. record production currently being more than 50% of the world's output, one of the prime sources of international repertoire is the United Kingdom. Of all the EMI groups, the one that is most important is the U.K. group. EMI has the largest number of recordings by visiting artists from all over the world, and has a strong presence in several languages. Open-minded voice ensembles have the opportunity to interview with Cliff Richard, for instance, ending with "Song of the Century," "Great Recordings of the Century," "The Best of the World," etc.


HAMBURG

Deutsche Grammophon is strengthening its South American operation and taking steps to establish itself as a major player on the world market. In Latin America, it has been active for over 50 years, and has a strong presence in the region. It is well known for its recording of classical music, and has a strong hit disk coming from the region. The company's biggest hit is "Song of the Century," a hit disk that was released in 1967.

As of October 1, 1967, the company's sales in South America have increased by 20% over last year, reaching a total of $5,000,000. The company's biggest hit is "Song of the Century," a hit disk that was released in 1967.

The last full list of singers is not yet known and it is obvious that some of the names will be sung by their authors in the future. (See next week's "Song of the Century." The names are: George Seidel, Leopoldo Lehmann, Mauricio Pellegrini, and Giuseppe Verdi.)

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produced German hit tunes. "Sundie Show" and Donna Warwick recorded their first German records for the German label "Weiter Glücklich Sein Wie Die Andere". (There's Always Something There to Remind Me) and "C'mon Violets" (Walk On By). Composer Bert Buchholz was very impressed.

The Lilt Marlene girl is very busy these months. Los Angeles' itinerary looks like Hannover for New Year Show, Stuttgart for a show, Munich for TV, Bremen for a command performance, Jan. 10-Feb. 15, tour of the States, the rest of February, touring Switzerland, Munich, Berlin, Swedeng and Paris. Friedel Hensch and Cyphers, one of the most popular singing groups in Germany, will start for a tour of the States in January. Munich comedian Werner Finck will tour the States in February to guest-star in New York, Washington, Cleveland, Detroit, Chicago, New Orleans, Los Angeles and San Francisco. "Ich Schweere Dich" and "She's A Girl" are the German titles of "Java Jim" and "Choo Choo Girl", originally published by Vogue International. Michel Paje has a big success with these songs in France. He recorded both in Munich in German for Vogue. Joe Secchi will make his debut in the English language, Montana songs. Joe recorded for Atlantic the Lepidol German version of the hit, "Die Musik Lässt die Herzen Singen" recorded by the German label, and by the American version, a hit in Atlanta, "Tommy The Singer". Paladini, originally published by Andromed & Brecknow, was recorded by American star Carlos Otero recorded the Spanish version of Paladini's "Cecil Richards" by Albinson's "La Madona d'Amour". "Rita" Parkinson's "Nina" by RCA is currently being recorded in France of the same title. Bobbie Joins recorded the German version of French Eurovision song "Chez Malloy", "Malloy", for Vogue; "What's This" by Dave & The Gals replaced the Al Martin record, "Baby Beatle Wall", Munich's Montana Rim and the Montgomery brothers and Prof., Werner Von Braun of the American Rocket and Science Expedition for a series of LP records covering his knowledge on rocket and space. The first LP will be titled "My Way to the Moon". For his birthday, the Triola label released the LP album, "Robertino Is 16". Three singles have been sold within one day in January. "My Way to the Moon" and "Elke Special..."

Kurt Geiss compos produced a song for parental release, "Schlag Doch Deine Rotte in Den Kranz Auf!" To honor the 60th birthday of American opera singer, composer Nino D'Alto, the Elke Special label released an LP album featuring selections from D'Alto's operas "Clara", "Monika", "Die Ungliickliche Hochzeit" and "Die Vierte Liebe!" Radio Bremen's jazz department, Segfried Schmidt-Joss has been invited by the U. S. State Department to travel for six weeks in the States. There be will produce a series of radio shows covering the activities in record studios, radio, TV, movies, music, folk music and comedy.

**BILLYBOUR**

**169 Million Pre-Sold**

**JOHN DAVIDSON**

**Fans**

Well, probably not quite that many... 13,000,000 TV viewers weekly for 13 weeks does add up to that figure, but lots and lots of those who tune in on "The Entertainers" have been coming back week after week to see and hear and rave about John Davidson.

Broadway producer David Merrick flatly promises: "John Davidson will be a star!" Carol Burnett says: "He's nice, he's kind, he's sweet — and wait'll you hear him sing!" (For more quotes in the same vein, just ask any of the pre-sold 169 million, especially your wife, daughter and/or secretary.)

You (and they) and the pre-sold 169 million won't have to wait long at all. You can all start looking and listening for John Davidson's big first album just as soon as you break your first New Year's resolution.
PHILIPS BOWS IMPORT PLAN

LONDON—Philips product from the United States, and that otherwise resellers here to be imported by British dealers, is being inaugurated Jan. 1. Dealers will receive a monthly mailing list of the records available for import. Through the month dealers will be able to order from that list.

A small handling charge will be added to the prices of each record ordered. One-time orders will be charged at the standard British prices for singles, EP's and albums.

In Winnipeg and 1,500 in Edmonton, Calgary, Vancouver, Toronto, Hamilton, and Peter and Gordon are on the Capitol label. The company reports that their Canadian top sellers and get lots of radio play. The company said that because over in Toronto, the Manfreds agreed drop in a few hits. Altogether the group has been on London, an ex-Liverpoolian singer from the first single, "I Don't Want You to Get Locked Up.

Tartan Records' Bobby Curtola, who cut his ties with Del-Fi in Canada, will appear on a special appearance on Caruso-Parkway early next year. A recording will be done on TV in "Charlie Love From Liverpool" series for the network's"Old Time Theatre." The show, about a country singer who disguises himself as a Beatle, is part of an effort to bring together six of his hits.

The group, which is on a special stage in the musical "Cindy-Ella" at the Astana's London, is with Phyllis Marshall, whose "That Girl's Classical" has been of Columbia has sparked such reaction that a Phyllis Marshall tour with the Canadian, CIAD, Montreal, and Shirley Marshall will be on tour in Tahmar and Amy in the U.S. and Canada, but will also be on tour to the Pop pick.

There's no doubt that London has been the Herd and with the help of Joe Curtola can play that part. The Toronto Arts Ball at the Royal York Hotel recently at a dance that was a promotion for the show. London for the Fraternity of Erythy Rovers to the boys at the CPW office. "The Beatle" morning man, jazz buff Phil Mastellon, is at the Ryerson Polytechnic Institute, with enthusiasm at the KIT MORGAN.

WARSAW

Poland's Pront firm has issued a Frank Sinatra EP. The recording was purchased from Columbia. The first Polish production of "Our Little Girl," which has been staged by the Polish Musical Comedy Theatre in Warsaw. The first song to be composed with Polish music, which has been written just here by Andrzej Kownacki, has been considered a "shrewd work for 12 voices to the words of a hymn for Pagan's sign." The firm of Esperanto, Ludwik Zamojski, the Pront managing director states that this is the first music of its kind to be written in Esperanto... Ars Polonia, an Esperanto society, will import and export of disks and sheets, and then will become a popular British firm who wants to import Polish materials and have their numbers.

If the Polish records were to take part in a Polish music festival they would automatically become available in the United States. There are plans to tour South America are still on a high note. The go to Brazil in February and March and then play in North America and Europe. Their tour begins in February and March and then play in South America.

ROMEx—Everybody wants to get a piece of the action, and that may be the source of the woes of Italy's disk labels today as well. The success of half a dozen sources of low-priced records comes as cause for worry.

Biggest independent drive is that of fratelli Fabbe, a publisher of the week, who have made newspapers available by a byword by distributing literature, art, booklets, and periodicals in special covers which feature a different instrument every week.

With each issue, which sells for 61 cents, is a seven-inch shellac record of the week, with musical illustrations of the characters.

The series will run 166 weeks and will be contained in 13 volumes, for each of which a fibre binder will be on sale periodically.

Prices are not changed, $250.50. Current circulation is said to be 250,000 weekly.

One of the publications which have come to the record business is L'Expresso, which distributes the disc in the river tribe jazz records at special prices in groups of five to read.

The color supplement of Italy's top newspaper, sold separately, is called "Columbia, Romera," Koko Joquillo, Frank Malheye, Elisa Dominguez, and are made a new, welcomed Malheye's visit.

A tour of Manilla and the last he will be remembered for some time by local record dealers, as a gift for a special occasion during his recent short visit to Puerto Rico, where the tango singer, a man from Benny, a terrific gustaviano from our own, the most successful two-spot in the singles chart. Joe Cuba, New York-born of Puerto Rican parentage and they have made hosts of friend in even in the most remote provinces. A bit of credit should go to lovely Mrs. Cuba, who took a very active part in her husband's recent tour, being in charge of many duties at the theater, the night music radio and TV where the Sestet appeared.

Another feather in the cap of Antonio Contras is the sale last month for his new album, "Alegre All Stars Vol. 2," the second volume of the popular standard "El Manojo." The Peanuts (The Peanuts) of the Caruso-Parkway, which are featured on Charlie Palenier collected a star's worth of stars including Andrade, Silva, Quijano, Boulang, Mark West, Fernandez, Monaro, Malheye, Willie Torres, Chicocredits, Elliot Romero and Victor Velazquez, to make six sides of Vol. 2, a which will be the delight of the many branches of the world. There's a new, informal recording dates. The catalog is a good cartoon of the "gang," and will certainly help its sales.

ANTONIO CONTReras

SYDNEY

Elvis Presley's Paramount film "Roastabuzon" premiered in Sydney Dec. 15. RCA has released the soundtrack album that results from the film. But little will be able to get maximum Christmas sales from the release. Gordon's latest single on the local chart, a fine piece of work by Elroy, receiving saturation airplay since it was released. Another Columbia pianist, Ray Graham, has a new release for the festive rush is "Don't Make Me Laugh," by Frank Buhl. Ckew, a local record company has sold its own popularity charts throughout the world. Some companies are releasing material even though they are still searching for routes through in cities throughout the world. They have a new single by the late Jim Reeves titled "I Won't Forget You" and local cdw star Reg Lindsay has a new release by EMI on "My Arms." Australia's top singer Lionel Long has a new album on the market which he recorded a few months ago for leaving for a tour of England. The album consists of 11 folk songs of the sea aptly titled "Songs of the Sea," and a song, "My Love Forgives Me," sung by the English Words. Gordon's last number, "Don't Stop Loving Me," on CBS, John Foster (Dir) and Cardinal (Me) is a number that has hit the BBC for TV, as "Beefeater's new single on Parlophone." "I Found" has made 10 on charts in all States after first week of release.

The recording festival star Lucky Starr, who earned a gold record for the new famous American composition, "I've Been Everywhere," covered by Hank Snow in the U.S., has cut a pilot video tape for a weekly teen-age show for NWS in Adelaide. The artist recently completed a three-week stint at Sydney's plush Chevrot Hotel, supporting U.S. star Vic Dana, and Bain. Their recent music being rushed out by Australian Record Company Ltd., "A Girl Who's Red My Love," by the "You Know Who" group on Kapp label: "I'm Gonna Love You Again" and "Lonely Letters" new English long-hairs the Hubbard, and are: "I'm The One," which is being released by CBS, a musical comedy. "Fade Out—Fade In," produced by the Tivoli Theater in January, and Festival Records is releasing the original Broadway cast of "The Fantasticks," by the license of the ABC-Paramount on their Ampurr label, and is out of the season of seven,

Bill Smith, managing director of Australian Recording Company Ltd. held gala a pre-Christmas party at Sydney's Grosvenor Hotel, Sydney Australia. Company's signed group the Norfolk Singers, sign their folk songs for the second series, "Go Sydney Opera House, entitled "The Opera House Is Falling Down," was presented to the guests and could easily be converted into a successful album. The New Christchurchs and on the local chart, a fine piece of work by Elroy, receiving saturation airplay since it was released. Another Columbia pianist, Ray Graham, has a new release for the festive rush is "Don't Make Me Laugh," by Frank Buhl. Ckew, a local record company has sold its own popularity charts throughout the world. Some companies are releasing material even though they are still searching for routes through in cities throughout the world. They have a new single by the late Jim Reeves titled "I Won't Forget You" and local cdw star Reg Lindsay has a new release by EMI on "My Arms." Australia's top singer Lionel Long has a new album on the market which he recorded a few months ago for leaving for a tour of England. The album consists of 11 folk songs of the sea aptly titled "Songs of the Sea," and a song, "My Love Forgives Me," sung by the English Words. Gordon's last number, "Don't Stop Loving Me," on CBS, John Foster (Dir) and Cardinal (Me) is a number that has hit the BBC for TV, as "Beefeater's new single on Parlophone." "I Found" has made 10 on charts in all States after first week of release.

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This Week's Top Ten

UNITED STATES

1. **I FEEL FINE** - The Beatles (Parlophone)
2. **YESTERDAY** - The Beatles (Parlophone)
3. **HELP!** - The Beatles (Parlophone)
4. **PERFECT** - The Everly Brothers (United)
5. **WILL YOU LOVING ME TOMORROW?** - Peter, Paul & Mary (Philips)
6. **OH, TEDDY** - The Ventures (Sony)
7. **WILLIAM, I LOVE YOU** - The Chiffons (Stateside)
8. **WILL YOU LET ME BE LOVED?** - The Troggs (Parlophone)
9. **LOVE, LOVE, LOVE** - The Beatles (Parlophone)
10. **OH BABY, OH BABY** - The Troggs (Parlophone)

This Week's Top Ten

ARGENTINA

1. **SEÑOR USTAS** - Peter Goldblatt (Columbia)
2. **ME SUICIDE** - Agustín Lara (Philips)
3. **WILL YOU LET ME BE LOVED?** - The Troggs (Parlophone)
4. **THE DAY THE MUSIC DIED** - Buddy Holly (Decca)
5. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
6. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
7. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
8. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
9. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
10. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)

VALENCIA

1. **ALFRED SOL** - Alfred Sol (ODM)
2. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
3. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
4. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
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9. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
10. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)

KOREA

1. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
2. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
3. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
4. **WILL YOU LOVE ME TOMORROW?** - Peter, Paul & Mary (Philips)
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Henderson on the Importance of Being 'Earnest' About Jingles

NEW YORK—In his new career as a commercial jingle producer, Skitch Henderson apply the formula he's been using for years as a music conductor and orchestrator. According to Henderson, the importance of music, in any form, depends on integrity and creativity of the creative workers.

"Too many of today's commercial producers," he said, "take the easy way out, lack resistance and deliver runky-junky grime. The public will be fooled, but that jingle is a musical product the world says it's nice to sell his product does not mean it doesn't have to be good music. Henderson is also of the opinion that a good player body can destroy the effect of the jingle so therefore he plans to use only top musicians on his jingle-recording dates. In this respect, he plans to work with the side- men with the producer. The sessions have been scheduled over the past years at NBC, where he is musical director.

Henderson also feels that he can apply his orchestral knowledge and fresh ideas because "I have the man power to do so. Henderson's "something else" covers a lot of territory. In addition to the jingle, he's an expert on the 'Tonight' TV show, he's guest conducting Jan. 4. Hilton will be a special trip from Vienna in order to appear as soloist with Ken- ton. Kenton's Los Angeles Neo- phonica Orchestra, the first permanent orchestra in the world devoted to contemporary music, will be an integral part of the recently opened Music Center.

TO PUBLISH GULDA WORKS

NEW YORK—Friedrich Gulda's "Music for Piano and Band No. 2" and "The Velld Old Land," will be published by Blackwood Music, said Kenton, who heard Gulda's jazz works in the Columbia album, "From Vienna With Jazz," and was impressed with the composer that he selected 10,000 copies of the 1958 Recording Business' Moonlight L.P., "Some Blue Eyed Songs," for sale with the record Monopack. Now, Gulda has written some time since he's heard 10,000 copies at one clip. Kenton's distributor calls this Christmas selling season the best ever for his three-year-old firm. Business is up 30 per cent over last season, he notes.

Liquor Law Ease

MONTEPHEL, V.—There will be an increased demand for singers in Vermont's night spots as the result of further amendment of the State's once strict liquor laws. The Vermont State Senate has announced that the establish- ments may remain open until 2 a.m. Monday through Friday, if three or more professional en- tertainers are performing there. Provisions are also made for a minimum or cover charge at the discretion of the establishment owners. However, the establishments must continue to close at 10:30 p.m. on Saturdays, the Liquor Board said.

Randall Getting Full Promotion Treatment

NEW YORK— RCA Victor will start the new year with a nationwide advertising, promotion and marketing campaign to launch a new singing artist, Frankie Randall. The campaign, to be known as "Randall's First Victor album," will feature the singer on a cross-country tour covering some 18 cities located in top record market areas. The tour will include visiting radio and disk jockey interviews, as well as local TV appearances, are being made in all four cities. Stets- opovers for Randall, beginning Jan. 1, will be Boston, Providence, Philadelphia, Baltimore, Washington, Chicago, Milwau- kee, Minneapolis, Detroit, Cleve- land, San Francisco and Los Angeles. Randall, who has been ap- pearing in New York at Jilly's, has signed a contract which includes picking lots of air play via his single, "Bewitched." The new advertising program mapped out for Randall in- cludes features in leading maga- zines as Esquire and TV Guide. Ads, radio scripts and posters, as well as three-piece "teaser" mailers to disk jockeys through- out the country, have been prepared especially for a con- tinued "action" on Randall throughout the month. Round- ing out the advertising program will be promotion kits containing album information, photos and graphics.

On Jan. 30, Randall will have a recording session in Los Angeles under the supervision of artists & repertoire director Joe Reynolds. Randall will be joined on the date by Mike Feinberg, who conducts this concert and various other recordings throughout the country, have been prepared especially for a con- continued "action" on Randall throughout the month. Round- ing out the advertising program will be promotion kits containing album information, photos and graphics.

Vee JAY BOWS ANTHOLGY LP

HOLLYWOOD—Vee Jay has developed an anthology series titled "Great Moments Presented by Vee Jay." First four LP's are "From Slavery Till Freedom," "Jimmie Reed—The Legend—the Backlash," "Native" and "John Lee Hook- er.

A double-fold jacket will offer a feeling of quality and im- portance to the album, selling at regular LP prices.

Burton Does 'Street' Tune

NEW YORK—Richard Burton, who worked for Broadway producer Lawrence Erlanger in "Hamlet" last season, is giving his former boss some disc help for "Streetcar Named Desire," which recently opened. For the musical, "Baker Street," Erlanger has recorded "A Married Man," one of the tunes from "the Marry Sandys' jazz show, for MGM Records. Burton made the record in Paris.

In addition to the Burton disk, other recordings from show are being made for release by MGM and Verge. MGM, inci- dentally, will release the original cast album. Upcoming is a Richard Franklin Randall

Frankie Randall

a recording session in Los Angeles under the supervision of artists & repertoire director Joe Reynolds. Randall will be joined on the date by Mike Feinberg, who conducts this concert and various other recordings throughout the country, have been prepared especially for a con- continued "action" on Randall throughout the month. Round- ing out the advertising program will be promotion kits containing album information, photos and graphics.

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THE BROADWAY SHOW ALBUM BONANZA!

A BIG, EXCITING SPECIAL SECTION IN THE JANUARY 16 EDITION OF BILLBOARD

A full-scale editorial profile of the "Original Cast Album." Its history—its investors—its growth—it's economics—its wild competition—and its future.

PLUS—complete retail dealer inventory checklists and charts of all available Broadway Show Albums to help dealers in their heavy after-Christmas restocking.

It's a dramatic, peak-impact setting for a full display of your Show Album Catalog... your upcoming releases... your all-time best sellers... or your present "Chart-Climbers."

DON'T MISS THIS SURE-FIRE HIT!
Warner Bros.' Bruce: His Keyword Now Is Diversity

By GIL FAGGEN

This is another in the series of articles on the record company national promotional executive who is in regular contact with radio stations and programmers across the country.

One of the newest executives on the national scene is Warner Bros. Records national promotion director C. Bruce Hinton. Hinton was elevated to the post four months ago following the promotion of A. Smith to ad director for the label. He came to the position after spending a year as West Coast and regional promotion manager and six months as promotion director for WB-Reprise in Los Angeles.

A Bostonian, Hinton joined Warner Bros.' Boston branch in 1965 and remained with the distributorship as local promotion manager when it was taken over and converted into an independent distributor by Dale Enterprises.

Since moving out to the West Coast, he found himself back with WB, this time on the West Coast.

Hinton's promotional credo, as he states it, is "knowledge of music, radio programming problems, your company's product and the ability to follow through."

Unlike other film-owned record companies, Warner Bros. Records is not closely tied with the parent company's film activities and is operated with virtual complete separation.

(Continued on page 26)

Kaland Calls NAB Clinics Invaluable

NEW YORK — William J. Kaland, who just recently was promoted to the newly created position of director of program development for Group W, said at a broadcast company, urged that the National Association of Broadcasters continue their programming clinics inaugurated in September.

The clinics held in Palo Alto, Calif., Oregon, Memphis, and Tallahassee, N. Y., were conducted by Kaland "invaluable and necessary," Kaland said.

The Group W programming executive, who attended each clinic as a panel member, observed that "more and more stations are becoming interested in different program structures—all structures as executed in a contemporary fashion.

In each of the clinics the programming participation among these in attendance was active and vibrant. Almost everyone had something to say, with questions and answers coming up at any time, and fulfilling the main theme of the discussion right on into the night," said Kaland.

Kaland, who is an expert in the much-heralded BML Clinics 9 or 10 years ago and a staunch advocate of diversification, documented that "a station can do much more than just play music, and in this age of the all-music station the programmer must be well on top of his game, and the discussion must be broad.

Among the questions most asked of Kaland and his colleagues, Graham Richards, vice-president for programming, Store Broadcasting, and Elmo Ellis, general manager of WSF, Atlanta, were the feasibility of all-coutry western formats, as opposed to other formats, and how to improve the telephone audience call-in shows.

"I found that we in programming are asking the same questions and fighting the same fights of a decade ago. We, who have been doing this work for the last 10 years, can't assume that the newcomers in this highly young industry have heard the answers before. For them the problems seem to be as old as about 10 years ago are new. These problems must be constantly re-evaluated and discussed in light of new programming techniques," he emphasized.

Kaland, formerly National Radio Program Manager of Group W, has been with the Westhouse program department since 1953 and prior to joining the company was program director for WNWS.

#2 OF 4 ADS IN THIS ISSUE

A Special SOMETHING

from Vista

BV 3328

Canzone D'Amore

See page 24 for "Something Borrowed"

YESTERDAY'S HITS

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

POP SINGLES—5 Years Ago

January 4, 1960

1. El Paso, Marty Robbins, Columbia

2. Why, Frank Ifield, Columbia

3. The Big Hurt, Tony Fisher, Signet

4. Running Bear, Johnny Preston, Mercury

5. Down Yonder in New Orleans, Freddie Cannon, Swan

6. Headache by the Number, Guy Mitchell, Columbia

7. It's Time in Cry, Paul Anka, Roulette

8. Among My Souvenirs, Connie Francis, MGM

9. Pretty Blue Eyes, Steve Lawrence, ABC-Paramount

10. Go, Jimmy Lee, Jimmy Clanton, ABC-Paramount

R&B SINGLES—5 Years Ago

January 4, 1960

1. The Clouds, Speegle, Albe

2. Be My Guest, Fats Domino, Imperial

3. You Got What It Takes, Mary Johnson, United Artists

4. Dance With Me, Drifters, Atlantic

5. I Love You More Than That, Sam Cooke, Specialty

6. Morticia Comes Home, Lijd Price, ABC-Paramount

7. Mark the Knife, Bobby Darin, Atco

8. Talk That Talk, Jackie Wilson, Atlantic

9. I'll Take Care of You, Bobby (Blue) Bland, Duke

10. Come Into My Heart, Lloyd Price, ABC-Paramount

POP SINGLES—10 Years Ago

January 1, 1955

1. Mr. Sandman, Chordettes, Cadence

2. W Who, Frankie Lymon, Cameo-Parkway

3. Rainbow Lady of Shady Lane, Alрест Brothers, RCA Victor

4. The 60 House, Rousero, Cleaver

5. Country Plowings, Eddie Fisher, RCA Victor

6. I Need You Now, Eddie Fisher, RCA Victor

7. Teach Me Tonight, Dean Curtis, Decca

8. Hearts of Stone, Fontane Sisters, Decca

9. Papa Loves Mambo, Perry Como, RCA Victor

10. Let Me Go, Love, Teresa Brewer, Coral

MIDDLE ROAD SINGLES

Not far out in either direction, the following singles, culled from the chart Hot 100, are the most popular middle-road records of the week. Each entry here is based on relative positioning in the Hot 100:

This Week Last Week from this week to Hot 100

1. The Wedding, Julie Rogers, Mercury 72322

2. The Marriage, Julie Rogers, Mercury 72322

3. The Love of My Life, Julie Rogers, Mercury 72322

4. The Woman, Julie Rogers, Mercury 72322

5. The Man I Love, Julie Rogers, Mercury 72322

6. The Girl I Love, Julie Rogers, Mercury 72322

7. The Boy I Love, Julie Rogers, Mercury 72322

8. The Girl I'll Marry, Julie Rogers, Mercury 72322

9. The Love I Lost, Julie Rogers, Mercury 72322

10. The Love I Gave, Julie Rogers, Mercury 72322

THE IMPRESSIONS

ABC-Paramount

This group began its illustrious career in 1957 in Chicago. Originals included Curtis Mayfield, Sam Jones, Fred Cash and Jerry Butler. Since that date, the group has taken over a hit maker and lead singer. An native Chicagoan, Mayfield has penned most of the group's hits plus hits for many other artists. Gooden is an avid baseball player while Cash prefers golf.

The boys, who have amassed an eight million record sales album, are "Keep on Pushing." LATEST SINGLES: "Amen"—currently in Billboard's top 10. LATEST ALBUM: "Keep on Pushing"—currently in Billboard's top 20.
IT BROKE WIDE OPEN IN CHARLOTTE AND ATLANTA!

NOW BREAKING IN WASHINGTON AND BALTIMORE

AND TOLLIE RECORDS HAS IT!

STILL IN MY HEART AND DO RIGHT

BY JOHNNY RANDEL

606-C

DISTRIBUTED ON THE COLONIAL LABEL

tollie RECORDS

A SUBSIDIARY OF VEE JAY RECORDS
**Cleveland, Ohio**

**Second Cycle**

### Top Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
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<td>WONE</td>
<td>News/Talk</td>
<td>Lakeview</td>
<td>3.10</td>
</tr>
</tbody>
</table>

### Top Disk Jockeys

- Jim Rosenthal (WCMF)
- Dave Streater (WEOR)
- George Stranahan (WJCL)
- Bill Donahue (WQFL)
- Mike Stone (WONE)

### Top Programs

- **Classical Music**: Monday to Saturday, 10 a.m. to 11 p.m.
- **News/Talk**: Monday to Friday, 6 a.m. to 7 p.m.
- **Rock and Roll**: Monday to Friday, 7 a.m. to 10 p.m.

### Programming

- **WCMF**: Classical music, Monday to Saturday, 7 a.m. to 11 p.m.
- **WEOR**: Classic Rock, Monday to Friday, 6 a.m. to 10 p.m.
- **WJCL**: News/Talk, Monday to Friday, 5 a.m. to 8 p.m.
- **WQFL**: Country, Monday to Friday, 6 a.m. to 10 p.m.
- **WONE**: News/Talk, Monday to Friday, 6 a.m. to 6 p.m.

### Special Programs

- **Classical Music**: Monday to Saturday, 10 a.m. to 11 p.m.
- **News/Talk**: Monday to Friday, 6 a.m. to 7 p.m.
- **Rock and Roll**: Monday to Friday, 7 a.m. to 10 p.m.

### Advertiser Information

- **Our Time**: Monday to Friday, 6 a.m. to 8 p.m.
- **Radio News Network**: Monday to Saturday, 6 a.m. to 9 p.m.

### School Schedule

- **Peachtree High School**: Monday to Friday, 6 a.m. to 11 p.m.
- **South Park High School**: Monday to Friday, 6 a.m. to 10 p.m.

### Holiday Schedule

- **Christmas Day**: 6 a.m. to 9 p.m.
- **New Year's Day**: 6 a.m. to 9 p.m.

### Special Events

- **New Year's Eve**: 6 a.m. to 9 p.m.
- **Valentine's Day**: 6 a.m. to 9 p.m.

### Contact Information

- **Radio Station Manager**: 216-555-1234
- **Advertising Sales Representative**: 216-555-1235

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**Radio Response Rating**

**A Special Something**

**Forma**

**Yule Music Gets a Plug**

**Atlanta**—What Christmas music suits the listener? The music editor of a local radio station compiled a report on the most popular Christmas tunes of all time. The report concluded that "Silent Night," "Jingle Bells," and "White Christmas" were the most popular Christmas songs among listeners. The report also noted that young listeners preferred modern Christmas tunes, while older listeners preferred classic Christmas songs.

**Station to Bow**

**Spokane**—The new year will begin with a special promotion for Spokane's 5,000 watt KUDY hits the air with a new name and logo: "The Voice of Spokane." The station will feature local programming, news, and sports updates.

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**In Summary**

- **WCMF**: Classical music, Monday to Saturday, 7 a.m. to 11 p.m.
- **WEOR**: Classic Rock, Monday to Friday, 6 a.m. to 10 p.m.
- **WJCL**: News/Talk, Monday to Friday, 5 a.m. to 8 p.m.
- **WQFL**: Country, Monday to Friday, 6 a.m. to 10 p.m.
- **WONE**: News/Talk, Monday to Friday, 6 a.m. to 6 p.m.

**Advertising Opportunities**

- **Radio Station Manager**: 216-555-1234
- **Advertising Sales Representative**: 216-555-1235

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**Radio Response Rating**

**A Special Something**

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**Country Music Corner**

**Klein Arranging George Jones Tour**

SAN ANTONIO — Jimmie Klein, of the Jimmie Klein Agency here, is arranging a 20-day tour of one-nighters for

**Billboard, January 2, 1965**

**Country Music Singles**

**HOT COUNTRY SINGLES**

**Billboard Special Survey** for Week Ending 1/2/65

**This Week's**

**Last Week's**

**Title, Artist, Label & No.**

**Weeks on Chart**

**1**

**Once A Day**

George Jones, RCA Victor 4564

15

**2**

**The Right Time**

Don Gibson, Mainstream 1410

13

**3**

**You're The Only World I Know**

Sonny James, Capitol 2169

8

**4**

**The Race Is On**

George Jones, United Artists 4217

14

**5**

**Four Strong Winds**

Robby, RCA Victor 4564

5

**6**

**I Don't Care**

Buck Owens, Capitol 2140

19

**7**

**It Ain't Me, Babe**

Johnny Cash, Columbia 43145

10

**8**

**The Lumberjack**

Johnny Cash, Columbia 43145

10

**9**

**I Won't Forget You**

Jim Reeves, RCA Victor 4564

6

**10**

**I'll Go Down Swingin'**

Parker, RCA Victor 4562

13

**11**

**Happy Birthday**

Loretta Lynn, Decca 3170P

5

**12**

**One Of These Days**

George Jones, Columbia 43145

10

**13**

**Pushed In A Corner**

Memphis Slim, Columbia 31901

9

**14**

**Give Me 40 Acres (To Turn This Big Around)**

Red Foley, Decca 4881

4

**15**

**Don't Be Angry**

Stevie Wonder, Jackson 6077

20

**16**

**Go Cat Go**

Mama, RCA Victor 4563

13

**17**

**Bad**

Dave Dudley, Mercury 7286

4

**18**

**Ring Of Fire**

June Carter, RCA Victor 4564

6

**19**

**Sittin' In An All Nite Cafe**

George Jones, Columbia 4177

6

**20**

**Lonely Girl**

Carl Smith, Columbia 4104

12

**21**

**I'm Gonna Tie One On Tonight**

Wilburn Brothers, Columbia 31674

9

**22**

**Chug A-Lug**

Roger Miller, Capitol 2169

56

**23**

**Get It Together Again/I'm Your Heart Skips A Beat**

Johnny Cash & His Brothers, Capitol 1 2169

ST 3125

18

**24**

**The Best Of Jim Reeves**

Jim Reeves, RCA Victor 4564

22

**25**

**I Don't Care**

Buck Owens, Capitol 2140

19

**26**

**The Best Of Buck Owens**

Capitol 2140

26

**27**

**Ritter Tears**

Johnny Cash, Columbia 2244

8

**28**

**George Jones Sings Like The Diceman**

George Jones, RCA Victor 4564

26

**29**

**Country Dance Favorites**

Faron Young, Mercury 7286

24

**30**

**Love Life**

George Jones, Columbia 2169

14

**31**

**Fire**

Martie Robbins, Columbia 2180

20

**32**

**Travelin' With Dave Dudley**

Mercury MR 2107

18

**33**

**Get It Together Again/I'm Your Heart Skips A Beat**

Johnny Cash & His Brothers, Capitol 1 2169

ST 3125

18

**34**

**The Best Of Jim Reeves**

Jim Reeves, RCA Victor 4564

22

**35**

**I Don't Care**

Buck Owens, Capitol 2140

19

**36**

**The Best Of Buck Owens**

Capitol 2140

26

**37**

**Ritter Tears**

Johnny Cash, Columbia 2244

8

**38**

**George Jones Sings Like The Diceman**

George Jones, RCA Victor 4564

26

**39**

**Country Dance Favorites**

Faron Young, Mercury 7286

24

**40**

**Love Life**

George Jones, Columbia 2169

14

**41**

**Fire**

Martie Robbins, Columbia 2180

20

**42**

**Travelin' With Dave Dudley**

Mercury MR 2107

18

**REPTILE TAKES CRUMP'S NAME**

NORFOLK, Va. — George A. Crump, in addition to his duties as president and general manager of WSM/WMN, the ABC-owned WMN/WHN/WMN Broadcast Network WCMX here and his numerous activities as an officer of the Country Music Association, still finds time to serve as secretary of the Virginia Zoo, Pittsburgh. Recently, Crump and his fellow reptile enthusiasts, Jay Benda, acquired for the Norfolk Zoo several large species, including a 13-foot reticulated python. To show its appreciation for Crump's efforts, the Zoo society has named the python George. Other station personnel belonging to the Virginia Zoo, Pittsburgh & Aquarium Society have named the python George. Other station personnel belong to the Virginia Zoo, Pittsburgh & Aquarium Society.

**Kikk Sets 6 C&G Spots**

HOUSTON — Roy L. Lemon, manager of KIKK, said here, the country music station for metropolitan Houston announced the first of six country music shows to be held in 1965. Billed as the "Mid-South Opry House," the performance will be held Saturday night, Jan. 23, in Houston's Music Hall. PARIS, France, have merged with his firm to offer the area top-notch recording facilities. Gold Star was founded in 1944 by William Queen, and sold out to Patterson in 1962.

**Memphis Acts Aid The Needy**

MEMPHIS — A group of local country music entertainers staged a one-hour benefit show Saturday (19) to raise money for a Christmas fund for the needy. The show was at the Linden Circle Theatre, recently converted into a Mid-South Opry House for country music performances every Saturday night. Among performers who donated their services were Jimbo Cornelison, Paul Nickerson, Parker, Sherry Ann Grooms, the Grace Brothers, Joe McGee, Bill Board and his Band, Scotty Dee, Hayden Armstrong, Shirley Armstrong, C. A. Armstrong and Hershel Jones, Betty Petty, Wayne Petty, Larry Potter, Roland Estes and Eddie Bond. Enrico was Jim Wells. Tickets were $1.

**All proceeds were turned over to the Christmas Fund sponsored by the Mid-South Regional Appeal and the American Legion. The "Mid-South Opry" is operated by the Board of Regents of the Mid-South Opry Foundation, Inc., formerly known as the Opry Va., who held out the label "Grand Ole Opry.""
Warner Bros.' Bruce: His Keynote Now Is Diversity

"Continued from page 22"

Image Building:
Hinton pointed out that both Warner Bros. and Reprise Records are making every effort to change their past "images."

"More than ever our product covers all kinds of music from rhythm and blues to the soft and lush standards," said Hinton. "It's a challenge to be well versed in all types of music."

Hinton cited Reprise Records' Kinks and their hit recording of "You Really Got Me" as a prime example of the label's successful effort to diversify. Reprise non-rock swingers, Dean Martin and Frank Sinatra are both represented with hit singles among Billboard's top 100 best sellers.

To bolster and broaden the Warner Bros. release base, the diskery has added Vic Damone. The label is also currently riding high with Dick and Dee Dee's "Thou Shalt Not Steal," Petula Clark's "Downtown," and "All Day and All of the Night," by the Kinks.

"We are building up a stable of top notch talent and a significant image for both labels in the singles arena, and we will be flexible enough to pick up hot masters as well," emphasized Hinton.

Album wise, both labels are doing extremely well with releases by Peter, Paul and Mary (four albums currently on the chart), Trini Lopez (three chart entries), Dean Martin (two current album winners, one of which was No. 2 in the nation), and the "boss" Frank Sinatra who has a smash waxing with Count Basie high on the album chart. Newcomers include the Kinks on Reprise and Allan Sherman and Bill Cosby on WB.

Hinton works closely with the company's regional promotion men located in nine major markets. Captaining the nation's largest market is Eastern promotion manager, Marvin Deane: "Nat Lapatin handles Baltimore and Washington: New England and Boston is covered by Frank Falanga; Houston, Dallas, and the Southwest is supervised by Norris Greene; Ronnie Singer oversees operations in the west and Philadelphia: Bill Casady keeps tabs on the hub of the Midwest; Chicago: Lenny Salamone patrols Los Angeles and Southern California; Walt Kallowy has the San Francisco, Northern California and Northwestern beat and Mike Gratz goes a long way from St. Louis to promote the WB-Reprise product."

VOX JOX

By Gil Faggen

VIP APPOINTMENTS:
James R. Lightfoot has been named national radio program manager for Group W replacing Bill Illi, who has been promoted director of radio-TV program development for the group. Lightfoot was KLAC (Los Angeles) program manager.

Former CKY (Winnipeg) deejay J. Marcus Parr has teamed with James Ballard as the new managers of WTLG (Tallahassee). Beecher Martin, WKKO (Covina, Fla.) deejay, has moved into program director's slot at the station.

Lee H. Apple, WJAS (Pittsburgh) news personality, named public affairs director for KDKA (Group W, Pittsburgh), replacing John Kulamer, named head of editorial research for KDKA-AM-TV.

Mel Mel, syndication director for Channel 6 (Tijuana, Mexico) for the past two years and former program executive at KLAC (Los Angeles), WDEO (San Diego), WJJD (Chicago) and KQV (Pittsburgh), moves to KRLA (Los Angeles) as program director.

Bob Foster, who has stepped down to devote more time to other activities, Foster will continue his afternoon show on the station.

SEGUE

Shelley Stewart, WJLD (Birmingham, Ala.), joins KATZ (St. Louis), to fill air show slot on the late Dave Dixon.

Pete Kerecy, WLAK (Lakeland, Fla.) DJ to WIOD (Miami) for early afternoon show. ... Don Thomas, San Francisco air personality, joins KFMB (San Diego) for 5:10 a.m. "Morning Show." ... Lee J. Pearlman, former KAPE (San Antonio) DJ, to KITI-PFM, am city, as airman.

BREAKOUT ALL OVER!!

LOVELY LOVELY (LOVERLY LOVERLY) CHUBBY CHECKER P 936

THE BIG ONES ON CAMO/PARKWAY

WE HAVE TWO SIZZLERS

BOBBY BLAND'S "BLIND MAN"

DUKE 386

LEE LAMONT'S "CRYING MAN"

BACKBEAT 342

TWO TERRIFIC HITS!!

Duke and Peacock Records, Inc.
209th Eastern Street
Houston 24, Texas
n 2-2161
BEST SELLING CLASSICAL LP'S

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

1. Bizet—Carmen; Price, Corelli, Marriner, Freni, Vienna Philharmonia Orch. (Phil.) RCA Victor 3-1234; LDI 6154 (M), LDI 6146 (M).
2. Tchaikovsky—1812 Overture/BEETHOVEN—Welligton's Victory; Minneapolis Sym., Minn. U. Brass Band (Dorn); Mercury SRL-19 (S), MGM-10 (M).
3. The Age of Bel Canto—Sutherland, Home, Conrad, London Philharmonic Orch. & Ch., London Sawn (Bongenie); London (2-1272) OSA 1257 (S), A 425 Best (S).
4. More—Waltes; Rubinstein; RCA Victor LSC 2726 (M), LM 2726 (M).
5. Three Favorite Sonatas by BEETHOVEN—Serkin; Columbia (39434), MCA 9636 (M).
6. Off—Carmina Burana; Henary, Petech, Preissler, Phila. Orch. (Oman); Columbia MS 6173 (S), MS 5948 (M).
7. Tchaikovsky—Concerto No. 1 in B Flat for Piano & Orch.; Cliburn, Sym. Orch. (Kondrashin); RCA Victor 30184 (S), MCA 6052 (M).
8. Barber—Concerto for Piano and Orchestra, Op. 38; Browning, Cleveland Orch. (Skel); Columbia MS 6658 (S), MS 6658 (M).
9. Raff—3 Part Inventions; Gould; Columbia MS 6622 (S), MS 6622 (M).
10. Handel—Messiah; Sutherland, Runmy, McCarthy, ORCH. Sydney (Boulton); London 13/12 (1929), MS 4597 (M).
11. Mozart—Sinfonia Concertante In E Flat for Violin & Viola; Duval, Sennick, Cleveland Orch. (Skel); Columbia MS 6631 (S), MS 6631 (M).
12. Brahms—Quintet in F; Serkin, Budapest Quartet; Columbia MS 6561 (S), MS 6561 (M).
13. Bernstein—Symphony No. 3 (Kaddish); N.Y. Phil., Conductor: Leonard Bernstein; (Berman); Columbia 35605 (S), KL 6005 (M).
14. Mozart—Requiem; Seifried, Tourel, Simonsen, Warso; Columbia: Wally; Columbia MS 5012 (S), KL 5012 (M).
15. Puccini—the Boheme; Freni, Cedda, Adami, Semi, Rome Opera (Schippers); Angel (21712) SBL 3643 (S), BL 3643 (M).
16. Offenbach—Carmina Burana; Sawallich, Calicchio Radio Sym., Chicago Radio Chorus; Angel 35451 (M).
17. Franck—the Chausset Maudit; Les Eolides, Les Djinn, Redempton; Ciccolini, Orch. National De Belgique (Claydon); Angel 36151 (S), KL 36151 (M).
18. Giroe—Grand Canyon Suite; London Fest. Orch. (Black); London 21002 (S), S1.
19. Respighi—Fountains and Festivals of Rome; Phila. Orch., Columbia MS 6587 (S), MS 6587 (M).
20. Beethoven—Symphonies (9); Complete; Berlin Phil. (Karajan); DGG; (8-121) 5KL-101/8 (S), KL-17/8 (M).

Chorus is back home in Nashville for appearances with the Tennessee National Guard at Fort Bragg.

Johnny Mandolin, working under the guidance of veteran Fort Worth music man Frank Schubert, appeared on "Big D Jamboree," Dal- las, recently, to play his new release, "Precious Things." The Blue Aces, on Dec. 27, John- ny and his Mississippi River Men presented a two-hour performance at the Public Health Hospital, Fort Worth. . . . Vietnam war singer and songwriter, Gil Strum, in addition to his regular shows, has been taping "Montana the Matador." Patrye, more or less inactive in recent years, is making a comeback as an entertainer and is planning to tour and make a return to the entertainment field.

Ernest Tubo and the Texas Troubadours are featured on Hup Poche's holiday tour which opened Dec. 27 in St. Joseph, Mo., and which closes Jan. 2 in Wichita, Kan. . . . Willie Nelson, "Grand Ole Opry" star, will be on the road this month in Texas, New Mexico and Colorado.

Joff Blackburn, Rob Cochran and Willie Nelson recently taped guest appearance for "The Schuita Show," a country music show to be shown in 20 States in the South and East in January, originating from Knox- ville's WTVK. Wink Hamson is a regular on the show.

For Aggressive Distribution in Chicago

For guaranteed radio play.

RHYTHM & BLUES DIST. CO.
1151 W. Warren Blvd., Dept. 607
Chicago, Ill.

BILLBOARD, January 2, 1965
The Year in Review

JANUARY

New York — Paul A. Price Company acquires 2,000 square feet of land adjacent to its main plant for further expansion.

Phoenix, Ariz.—A three-day membership drive by the Arizona Bulk Vendors Association results in the signing up of all but three operators in the State.

Pittsburgh — Oak Sales announces a Nasawan holiday for operators who purchased a minimum of $2,000 worth of merchandise between October and April.

Culver City, Calif. — Oak Manufacturing Company sends its first shipment of machines to Tel Aviv where it has opened a sales branch.

Chicago — Donald Mitchell, National Vendors Association legal counsel, predicts 1964 will be the bulk industry's biggest year ever, basing his prediction on the nation's population explosion and the big boom in capsule vending.

FEBRUARY

Los Angeles — Oak Manufacturing Company moves from Culver City to Los Angeles.


Morris, Ill. — Northwestern Corporation celebrates 55th anniversary.

MARCH

Los Angeles — Western Vending Machine Operators' Association reports favorable progress in local campaign for local licensing fees throughout California.

Los Angeles — Oak Manufacturing sponsors a pair of Las Vegas tunkets for two operators to be selected at the spring NVA convention.

Minneapolis — Vendall Distributing Company and Eddy Charm host 5th annual meeting to show new merchandise.

Los Angeles — Oak Manufacturing Company appoints Lex Boy Distributing Company in Detroit and Eddy Charm Sales Company, St. Louis associate distributors.

Chicago — Illinois revises dealer requirements for bulk operators with lists and recommendations by NVA.

APRIL

Philadelphia — Rake Coin Machine Exchange moves its bulk distributing business to new quarters on Girard Street.

Littlc Rock — Arkansas operators hold first annual convention as State Legislature passes law making burglary of machines a felony.

Los Angeles — Sam Weitzman and Sid Bloom hold gala open house for new Oak Plaza facilities.

Chicago — Sidney and George Eppy host Eppy Charms regional meeting together with Tom King and Paul Crisman, co-heads of King & Company.


MAY

Minneapolis — Operators fight slugging.

Los Angeles — City warns operators that machines must be labeled.

Washington — House considers bill prohibiting commingling of confessions and charm. NFA fights measures as Mitchell warns of "greatest threat to bulk industry in more than decade."

New York — Oes meet, discuss ways to strengthen organization and NVA.

JUNE

Birmingham — Eppy Charms, together with Max and Harry Hurvich of Birmingham Vending, host trade show.

Los Angeles — Western operators meet to discuss city move to collect tax on machines located outside city boundaries.

Los Angeles — Oak Manufacturing Company named Pen Man of the Year.

You count more with OAK!

MANUFACTURING COMPANY, INC.
5435 Sunnymore St.
Los Angeles, Calif. 90037

BUILT FOR BUSINESS! MARK-BEAVER
Bulk Vending Machines
Full of built-in advantages for longer life and greater profits.

VENDOR MFRS., INC.
1319 LEWIS STREET
NASHVILLE, TENNESSEE
PHONE: 615-256-1148

256-4148

(Vendor areas available throughout the world)

VICTOR'S NEW TOPPER "66" $15.50

Now Vends Capsules
The most desirable and dependable machine ever built. New and attractive design. Vends 7" capsules at fs. 10c in 25c. Also sends 210 and 100 percent new machines. Satisfaction absolutely guaranteed. See display for yourself.

NEW GAS BOX: Single-cash bay with collection boxes quick and easy.

NEW VICTOR CAPSULES: Victor introduces brand-new 21-cents, die-cast metal capsules. Capsules have added capacity, are easier to fill and grip tighter. Three sizes for larger totals.

"66" Capsules . 2.00 per M. (50 cents)
"66" Capsules . 2.00 per M. (50 cents)
"66" Capsules . 2.00 per M. (50 cents)

Vends all size capsules.

Graft Vending Supply Co., Inc.
2796 SAN JOSE ROAD
SALSA, FL. 72913

SPECIALS

1c-5c Combination Atlas, like new 11.95 ea.
1c Victor Toppers B/G 9.00 ea.
Swag Kit Victor 2000's Capsule 16.00 ea.

1-1/2 deposit with order, balance COD

We are distributors of:

RAKE COIN MACHINE EXCHANGE

2151 E. Armstrong St., Morris, Ill.
Phone: 2-1300

BILBOBOARD, January 2, 1965
its Maryland distributor, Reliable of Miami, its Florida distributor.

New York—New York operators insist and resolve to give fight against federal commingling bill.

Myrtle Beach, S. C.—Some 40 operators plus guests turn out for the quarterly meeting of the Carolina Vendors’ Association.

JULY

Washington—House committee kills provision of health bill which would prohibit commingling of charms. Action clear victory for NVA.

Los Angeles—Lynn Distributing Company sues Oak Manufac-

turing for $3,500,000 charging infringement of contractual relationships.

AUGUST

Washington—NVA Counsel Don Mitchell meets with the chief of the Internal Revenue Service in an effort to have trinkets exempted from the excise tax applicable to jewelry.

Toronto—Pepz Vending, large East Coast operating company, sight in on the Canadian market.

New York—New York operators meet with excise tax heading the agenda.

September—Chairman of the House Ways and Means Committee, supports bulk vending industry in its fight to have charms excluded from a 10 per cent federal excise tax on jewelry.

Montgomery, Ala.—Bill to reduce bulk vending tax introduced in State Legislature.

New Orleans—Some 50 operators and guests attend celebration marking Nick Schiro’s 20th year in business.

New York—New York Automatic Vending Association killed proposed to ban bulk machines from apartment buildings.

St. Louis—Seventeen operators form Metropolitan Autom-

Atic Merchandising Council here.

JAMAICA, N. Y.—Eppy Charms has stepped up its schedule of promotional mailings to bulk operators. In addi-

tion to reminding operators that prices have not increased since 1955, the firm stresses there are more potential buyers for bulk machines than ever before, if, and that’s the big word, if operators work at increasing business.

Operators are urged to keep machines filled, to utilize dis-

plays and labels to attract attention and to merchandise the machines to make certain the locations realize the benefits of having such machines on their premises.

The firm is also introducing a new 5-cent Rocket Charm Mix with rings at $1.50 per thou-

sand and a new 5-cent Sur-Prizes at $20 per thousand. Sur-Prize Novelties in the 10-

cent filled capsule category are also available at $38 per thousand.

Tenn. Assn. Re-Elects Slate

MEMPHIS—The present of-

ficers of West Tennessee Vendors Association were re-elected at the group’s monthly meeting (15) at Bernetta’s Italian Restau-

rant, 2291 Airways.

They are: C. D. Gill, Vending Company, the largest of the local bulk vending operators in the South, to a fourth term as president; Leonard Robbins, American Vending Company, to a second term as vice-president; Alvin E. Walter, Memphian Vend-

ing, Service, to a second term as secretary.

The terms of office are for the calendar year 1965.

NEW YORK VENDORS Re-Elect New Officers

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NEW VICTOR’S TOPPER “66” $15.50

The most durable and dependable machine ever built. Now and attractively designed. Vends “V” Capsules at 5c each or 25c. Also vends 10c and 25c size gum. Machine specially designed to accommodate new available cardboard gum dispensers.

NEW CASH BOX

Simple cash box makes collection extra easy. Ends spilled coins. Cash box optional. $15.50.

NEW VICTOR CAPSULES

Varies in shades of color, long-lasting and attractive. Three sizes: 100, 200 and 300. Shades: Red, Yellow, Blue and Green.

NEW VICTOR CAPSULES

Varies in shades of color, long-lasting and attractive. Three sizes: 100, 200 and 300. Shades: Red, Yellow, Blue and Green.

NEW VICTOR’s TOPPER “66” $15.50

Now Vends Capsules

LOW, LOW PRICE

The most durable and dependable machine ever built. Now and attractively designed. Vends “V” Capsules at 5c each or 25c. Also vends 10c and 25c size gum. Machine specially designed to accommodate new available cardboard gum dispensers.

NEW CASH BOX

Simple cash box makes collection extra easy. Ends spilled coins. Cash box optional. $15.50.

NEW VICTOR CAPSULES

Varies in shades of color, long-lasting and attractive. Three sizes: 100, 200 and 300. Shades: Red, Yellow, Blue and Green.

NEW VICTOR CAPSULES

Varies in shades of color, long-lasting and attractive. Three sizes: 100, 200 and 300. Shades: Red, Yellow, Blue and Green.

ACORN “300 VISTA” BULK VENDOR

Write for prices and descriptive literature on the Vista and the complete Oak Line. A full line of 5c and 10c capsules, gum, nuts, charms, sanitary goods and other supplies.

PEN-MAR DISTRIBUTING

P. O. Box 1142, Hagerstown, Md.

Authorised Factory Distributors

Please note complete information and prices on Northeastern SUPER SIXTY bulk gum-capules. Vendor (as illustrated) as well as other North-

eastern machines.
1964 IN REVIEW

THE NEWS MAKERS

JANUARY

CHICAGO—Automatic Canteen Company of America President Patrick L. O’Malley declares, “My company intends to stay in the coin-operated phonograph business.”

WASHINGTON—U. S. Surgeon General warns of cigarette smoking hazards.

CHICAGO—Fred Granger is named managing director of the Music Operators of America.

FEBRUARY

LONDON—Record crowds view the 20th annual Amusement Trades Exhibition here.

NEW YORK—The Beatles craze begins to influence in a big way programming of the nation’s coin-operated phonographs.

HORICON, Wis.—Bally Manufacturing Company past President Raymond T. Maloney dies near here in a plane crash.

CHICAGO—Seeburg Corporation acquires Du Grenier vending machine firm.

MARCH

NEW YORK—Operators vote to support amusement game license bill pending in State Assembly.

WASHINGTON—ARMADA, NARM and the FTC hold a historic conference on 24 proposed “trade practice rules” for the record industry.

APRIL

ALBANY, N. Y.—State Assembly passes a bill licensing amusement game operators.

MAPLEWOOD, N. J.—Barney Sugerman dies of a heart attack.

CHICAGO—Jack Gordon is elected Seeburg Corporation president and the company begins construction of a $15 million downtown plant.

MAY


CHICAGO—All major amusement game manufacturers reserve exhibit space for the Music Operators of America convention.

JUNE

WASHINGTON—MOA delivers petition signed by 100,000 location owners to House Rules Committee considering Celler royalties bill.

WHIPPANY, N. J.—Rowe AC Company opens main sales offices here.

CHICAGO—Seeburg Corporation acquires Williams Electronic Manufacturing Corporation; Sam Stern remains Williams chief executive.

JULY

CHICAGO—MOA President Lou Casola warns that if the Celler Bill were to become law, the combined demands upon the operator by ASCAP, BMI and SESAC could total $75 annually per machine.

NEW YORK—Exports of coin-operated phonos and games hit an all-time high.

CHICAGO—Eddie Ginsburg and Atlas Music Company are wished well by 800 friends at 30th anniversary outing.

WASHINGTON—MOA counsel Nick Allen points out a new dark cloud on the phone royalty exemption horizon: the proposal to revise the 1908 Copyright Act.

AUGUST

CANTON, Mass.—The 40th anniversary of Dave Baker’s Trimount Automatic Sales Company draws 400 celebrators.

NEW YORK—Kapp Records vaults onto the 1964 MOA Convention band wagon.

(Continued on page 32)
**AtasHoliday Fest**

CHICAGO—Atlas Music Company President Eddie Ginsburg kicked off the local industry holiday party whip early last week with his 30th annual Christmas party at the Staton Blackstone Hotel. Some 45 guests were shown the season in with cocktails, dinner and dancing.


**Williams Producing New Bowler**

CHICAGO—The third new product introduced by Williams Electronic Manufacturing Company in recent weeks in Matador, a one-to-six player bowling game. Bearing the “United” trade-name, it is the first big bowler with a “personalization,” feature, according to sales exec- utive Bill DeSelm. This feature recently premiered on Williams Mambo shuffle alley, provides illuminated space for the loca- tion name, the high score of the week, bowling league information or any other desired data. “It gives the location its own special billboard,” DeSelm ex- plained.

Adjustable to two heights, Matador is equipped with high- speed equipment, according to DeSelm, “increase play volume during peak pe- riods for high receipts.”

Available in standard 13 and 16-foot lengths, Matador may also be adapted to individual location demands employing four- and eight-foot insert sections.

Other items of equipment currently produced by the See- burg subsidiary are, in addition to Mambo, Whooppee, four play- er, and the single player, Zig-Zag.

**Seebug to Aid in Distributor Financing; Cites Sales Climb**

CHICAGO — The Seebug Corporation announced it is negotiating with banks and other lending institutions to ar- range for long-term financing for its independent distributors.

“Due to the sharp rise in sales volume in recent years and a greatly broadened product line,” Seebug said, “our 33 U.S. distributors require larger sales and service facilities and bigger stocks of available parts, necessitating, in turn, greater capital requirements.”

At the same time, Seebug announced it had issued $7, 000,000 worth of 5 1/2 per cent promissory notes due June 1, 1979. Purchasers in equal amounts were the Prudential Insurance Company of America and Northwestern Mutual Life Insurance Company, which just a year ago also shared equally in the purchase of $17,000,000 in notes from Seebug.

Seebug said the new funds would be used for general cor- porate purposes. It said there were no further plans for addi- tional financing in the near future.

**Lipsky Gets All-Tech Line**

NEW YORK—Al Lipsky, veteran coin machine jobber, has obtained distribution right to the All-Tech coin-operated pool table. The table, which is available in two sizes, is handled for the metropolitan area by Lipsky. He noted con- siderable interest in the table which has space-saving dimen- sions and is “highly competi- tive in price.”

**PROGRAMMING FORMULA**

**Bishop Forgets Own Tastes**

By BEVERLY BAUMER

HUTCHINSON, Kan. — “I found out years ago that what

N. J. OPS
PLEDGE COIN SHORTAGE HELP

NEWARK, N. J.—The New-Jersey Council of Coin Machine Operators has taken a stand on the current coin shortage. Presi- dent William Cannon announced that a unanimous resolution has been approved by the member- ship wherein they have pledged to "co-operate during the coin shortage by rapidly returning coins to normal channels of distri- bution." Other officers of the group include vice-presidents Roy Leight, Daniel Silverstein Sr. and Allan Waldor D. M. Steinberg, secretary-treasurer of the organization, now in its 22d year.

BILLBOARD, January 2, 1965
American Jukes—Games Have Peak European Yr.

By OMIER ANDERSON

COLOGNE—For the U. S. coin machine industry, 1964 has been its biggest year yet in the European market, and 1965 promises to be even better.

It has been a year of unparalleled growth for U.S. firms manufacturing and distributing new equipment on the Continent. So spectacular have been the gains by U.S. firms in 1964 that at Brussels, European Common Market headquarters, a few disgruntled Continental trade figures are beginning to call Europe a "captive" market for the U.S. trade and to speculate that General De Gaulle may have been right after all in his district of U.S. business penetration.

Confidence Eroded

While the European trade generally continues to profess confidence in its ability to co-exist and to compete with the U.S. trade, this confidence has been eroded by results of the year just ended.

All over the Continent, U.S. firms have strengthened simultaneously production and distribution arrangements in 1964. Moreover, in West Germany, there has been a surge of U.S. games as well as phonographs. Progress by major U.S. concerns in fastening down the European market has been all the more impressive in the year just ended because it has consisted of co-ordinated moves aimed at integrated operations.

Scopitone Seeking British Cooperation

By ANDRE DE VEKEY

LONDON—Scopitone, handled here by Radiowest (Westminster), Ltd., is seeking closer co-operation from producers of films for its cinema juke boxes. Scopitone reports it is receiving excellent cooperation from French diskiers, but not as much as it would like from the British firm in southern Germany.

An example of this is a film starring Dianis Warwick which was made for the cinema juke boxes. It was made with the help of the French diskier for which the records, but the United Kingdom affiliate chose to ignore the entire movie.

Denied Exposure

British firms have therefore showing a heavy diet of foreign product and British artists complaiining that the exposure they should be receiving from this medium. Scopitone currently has some 100 boxes on location in the United Kingdom, but is flagging this figure by 20 per cent each month.

Record firms generally feel that the cinema juke box is a good medium for standards, but they have reservations about the use of the unit for current hit material.

One big problem is the time lag between the time a record is released and it is distributed. As things now stand, the record may take off, hit the top and be a forgotten proposition before a film can be produced.

Gagwith Production

Scopitone feels it would like to make a film simultaneously with the production of a record. In this way, the film could hit the box at the same time the record hits the store shelves.

The cinema juke box manufacturer feels it could make a film and have it in on location within weeks. Such an effort would, however, require close co-operation between the music publishers and the artists.

Scopitone says it is willing to pay royalties to the diskier and has cleared its demands with the Musicians' Union. Performing Right Society and Mechanical Recording Copyright Protection Society.

West Germany is the beach-head for the U.S. firms and the base already established by American firms will give them inside access to the European Common Market.

Exports High

Importations of U.S. phonographs into the West German market continued at record levels in 1964, despite a determined production drive by West Germany. But importations of phonographs exported to Germany totalled 1,052,598 units in 1964, and, according to figures of the German coin machine manufacturers industry, amounted to 2,606 units for the first half of 1964. The full year total is expected to exceed the 1963 figure.

Moreover, U.S. firms have been strengthening their distribution machinery. Typical is Automatic, Canton, which moved into the German market a number of years ago with the purpose of eliminating the Tonomat company at Neu Isenburg, outside Frankfurt.

Canteen acquired a series of German distribution outlets culminating in the purchase of Helmut Rehbock of Hamburg, the AMI distributor and a major German distributing organization.

Canteen Moves

Since acquiring Rehbock, Canteen has moved ahead steadily with the strengthening of its distribution throughout Germany for its full line of U.S. products plus its Electronic phonograph produced at Neu Isenburg for the European market and Scopitone, the French film juke box.

Rehbock has just opened new offices in Munich under its expansion program.

The surplus of U.S. games has been even more spectacular than the gains reaped by phonographs. Seeburg has dominated the games offensive through the purchase of Williams and United. Seeburg's German sales subsidiary, Seevend, has mounted a large sales drive which is giving the Williams and United products exposure it has never had before in the German market.

Pushes Gottlieb

Al Addixce, similarly, is pushing Gottlieb games hard, and Erich Schneider, the Williams general importer for Germany prior to the company's acquisition by Seeburg, has expanded into Gottlieb and occasionally into the operation handling products of all major U.S. producers.

Finally, Chicago Coin has been booming big into the German market through a link-up by Mondial International, Chicago Coin's international export agent, with Treschbach Apparatehandel KG.

Bally continues to be represented by Loewen-Automaten, sales arm of N.S.M. Manufacturing Company of Bingen.

Thus, U.S. games, as well as phonographs, are clearly headed in 1965 for domination of the European market, with Seeburg, in turn, bidding to dominate both phonograph and games sales on the Continent.

THE NEWS

Continued from page 30

SEPTEMBER

HUNTINGTON, W. Va.—John Wallace was re-elected president of the West Virginia Music and Vending Association at annual convention here.

CHICAGO—Acquisitive Seeburg adds United Manufacturing Company to corporate family.

CHICAGO—U. S. Appellate Court rules in-line games legal, per se.

OCTOBER

CHICAGO—Big rebound in exhibitor participation and attendance make MOA convention here most successful in years; Clint Pierce is elected president, MOA aims.

CHICAGO—Veteran MOA executive George Miller announces retirement.

NOVEMBER

PHILADELPHIA—David Rosen is honored by State of Israel bond committee at a tribute dinner here.

CHICAGO—Midway Manufacturing Company announces relocation and expansion plans.

SOUTH BEND, Ind.—In a speech to operators here Fred Grenger outlines plans for 1965.

RICHMOND, Va.—President Gilbert Bailey of the Music Operators of Virginia is re-elected at big concave here.

DECEMBER

CHICAGO—Seeburg Corporation introduces novel "Dishlouche" product package.

CHICAGO—Chicago Coin President Samuel Woldberg's idea for game industry legislative co-operation wins wide support throughout trade.
Talk of the Trade


Jerry Witt, Music Service Company, Omaha: "Te'd say location loans. They hurt the operator more than anything else. Once a loan is made, the operator is vulnerable. He's over the bank. It's a weight on the location ask for more.

Norma Gefke, Gefke Music Hi-Fi Center, South Falls, N. Y.: "Service. There's a pressing need for mechanics. A trained coin machine mechanic would have no trouble getting a job anywhere in the United States."

A. L. Pateck, Bird Music Company, Manhattan, Kan.: "Training routeemen is a big problem. At present it takes two years to train a new man. I'd like to see the MGA get behind the idea of starting a central training school for coin machine service experts."

New Target Game Marketed

By Midway Manufacturing

CHICAGO—Expanding Midway Manufacturing Company is shipping Riffle Champ, a target game which combines several new design features with a Wild West motif. The new product incorporates for the first time automatic speed control of the 20 moving targets, increasing the target speed as he moves. Also on Riffle Champ is the use of glowing targets under black light, providing, in the words of Midway President Max Volten, "tiltualization action."

Also stressed by Volten was the game's "star" feature, calculated to stimulate increased play through competitive interest.

For the benefit of servicemen, Volten announced, Riffle Champ is being fired at front and back for convenient access.

The product is available in regular and shoot-again models; is 24 inches wide, 33 inches in depth and 67 inches high.

The firm is located at 10136 Pacific Avenue in the Chicago suburb of Franklin Park.

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Company
Address
City, State & Zip.
Type of Business

BILLBOARD, January 2, 1965
Political Promo

BRUSSELS.—The phonograph made its debut in politics in Belgium—not as a political issue but to help a candidate get elected.

Appropriately, the candidate the juke boxes supported was Sen. Joseph Ward who sought re-election to the city council of Elsles, near Brussels, where he was in charge of public works.

Ward is famous in Belgium for being one of the country's most ardant advocates of coin machines. Setting deed to word, Ward made recordings stating his case for re-election, and placed the discs on phonographs in Elsles locations.

On one side the disc gave a report of all Ward accom-

pished in his area for the last six years in office, and on the flip side Ward contained his program for the next six years.

Spanish Architect

SAN SEBASTIAN.—Pinball operators in the Spanish province of Galicia have abandoned opposition to an ordinance enacted by the provincial government of Galicia requiring an architect to supervise string of machines.

The intent of the law, claim the operators, is to ban pinballs by the oblique architect ordi-
nance. An operator survey of legal costs connected with fighting the law persuaded operators that a less expensive and simpler gambit would be to retain an architect on behalf of the op-
machines as a whole.

The architect retained by the operator association gravely visits each pinball site, draws up a floor plan for situating the ma-
chine and files it with local building authorities.

Plan Coin Guide

SPA, Belgium.—Coin machine operators at this grandaddy of European era are organizing a unique Continent-wide project to publish a coin machine Guide de Michels.

Instead of listing three-star restaurants, however, the Spa guide would list outstanding coin machine locations, awarding stars on the basis of excellence of service, servicing, attractiveness of the location premises, and the courtesy of the proprie-
tors.

Such a guide would aim at lifting general European coin machine operation standards; it would also enable motorists and other coin machine users to stop for refreshment on the basis of their entertainment fac-
ilities as well as food.

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U.S. Pat. 3,029,076  Can. Pat. 681,112

* Changing the true ellipse to a circular shape, random placement of the pocket or adding 'elliptical' reference points with related isolated sections of cushion complete rather than simply the scientific principles. Simply, the table is designed. Such cross section of motion is an unsatisfactory experience for the player. One "Elliptipol," a 10

If make sure you get a genuine elliptical table instead of a distorted imitation—insist on

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EUROPEAN NEWS BRIEFS

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a thrilling new cascade of sound!

new
Seeburg's great 3-Way Audio feature! Biggest jump ahead in sound since Seeburg gave the industry stereo in 1959. Six speakers pour out a lavish cascade of stereo sound. Look at the picture below: two super hi-fi tweeters and two big middle-voice ellipticals at the top; two brilliant 12-inch bass speakers at the bottom. Never before has there been a phonograph sound like this. Does that make you wonder about this new LP Console/480? Ask any operator who has one on location.

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Seeburg has the industry's only complete Income Totalizer

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Sensational money-making feature! Seeburg's new Spotlighted Album Award*-proved in locations to earn more money for operators and locations than any other phonograph ever manufactured in the history of the industry. You have to see this to appreciate what it can mean to you. Check your Seeburg Distributor. THEN . . . ask any operator who has the new Seeburg on location. Around the clock, this one's always working to make money for you!

*Patent Pending.
## ALBUM REVIEWS

### BILLYBOARD SPOTLIGHT PICK

**WHO CAN I TURN TO (WHEN NOBODY NEEDS ME) AND OTHER SONGS FROM "THE ROAST OF THE GRAPEFRUIT"**

Anthony Newley and MCA Victor LPM 347 (M). LSP 3347 (S)

Newley selects a dozen songs from his forthcoming Broadway musical, "The Roast of the Grapefruit." All are composed by Tony and Carl Erskine. The hit of the show, "Who Can I Turn To," is highlighted with a look back at "The Jokers." Another Newley triumph.

### POP SPOTLIGHT

**DEAR HEART AND OTHER SONGS ABOUT LOVE**

Oak and Cher, RCA Victor LPM 2790 (M). LSP 2290 (S)

Henry Mancini and his pop music have been acclaimed in their first album, the same that "Marni" was a hit. The warm and appealing music is melodic and pleasant. This is a prime example of the vibrant and exciting music that goes with the orchestration.

### POP SPOTLIGHT

**LONDON CONCERT**

The Lomax Concert, RCA Victor LPM 2790 (M). LSP 2290 (S)

Their triumphant performances at Festival Hall, London, England, comes in a new form--a group of songs of both original and material. "John Henry" gets them off to a stirring start and the well-oiled pop concert continues in exciting right through the finale. Their version of Les Paul and Mary Anne Lees' "South of the Border" is one of the finest ever.

### POP SPOTLIGHT

**GET YOURSELF A COLLEGE GIRL**

Soundtrack, MGM E 4273 (M). SRE 177 (S)

A soundtrack of a teen-age-oriented film, guest appearances by the Dave Clark Four, the Animals, Leiber and Stoller and others. It has the ingredients of a good producer's package, based on today's music business. The film stars Ann-Margret, Michael Stroyan, Chad Everett, Joe D'Urso. The girl performs each of these hits on the screen and in his album.

### POP SPOTLIGHT

**A LITTLE BIT OF HEAVEN**

John Gary, RCA Victor LPM 2974 (M). LSP 2294 (S)

John Gary beautifully performs a dozen of the best loved and popular titles of all time. All are used to emotion, without losing their individuality, and are complete, unified, and musically satisfying, with material and gives a final titre to each number. The album will appal the heart of the John Gary faithful and those who would like to be.

### POP SPOTLIGHT

**TWANGIN' THE GOLDEN HITS**

Duane Eddy, RCA Victor LPM 2993 (M). LSP 2293 (S)

For an opener, Duane takes his hit of 1964, "Stateside," and makes it his way through 12 million-sellers of the past 4-1/2 years, including "Teen Angel," "Stranger on the Shore," "Little Egypt," "Apache," "Bye Bye Blackbird" and "Pinky." He performs his distinctive guitar style in top form backed by a sharp rhythm group. Strong appeal for the

### ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel. Special review albums are by artists within its category of music. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

### SPECIAL MERIT PICKS

**ON WHAT A LOVELY WAR**

Charles Chilton & The Members of the Cast, London 3906 (M). OSL 2290 (S)

Since RCA Victor decided not to record their version of "On What A Lovely War," this 1950's hit recording is issued through Decca. It features the original songs and the original producers.

### SPECIAL MERIT PICKS

**THE WOMENFOLK AT THE HUNGRY I**

RCA Victor LPM 2991 (M). LSP 2291 (S)

The girls sing with a marvellous dynamic to all the material included. Recorded live at the very popular establishment, the group's material is excellent.

### SPECIAL MERIT PICKS

**THIS IS GLEN MILLER AND HIS GREATEST ENSEMBLE, VOL I**

20th Century-Fox TFM 3195 (M)

Retains the original band material, such as "Chattanooga Choo-Choo," "American Patrol," "Galway Races," "Ain't Misbehavin,'" various new packages.

### SPECIAL MERIT PICKS

**THIS IS TOMMY DORSEY AND HIS GREATEST BAND, VOL I**

20th Century-Fox TFM 3197 (M)

Another release by 20th Century-Fox in the Collector's Edition series Top Note. Covers some of the most popular hits of the 1930's and 1940's. Features such as "As Time Goes By," "Moonlight Serenade," "Ashes of Rosemary," among others.

### SPECIAL MERIT PICKS

**SING AND PLAY ALONG BEATLES KIT**

London 11-3403 (M)

The invitation is made to join in and sing and play along with the hits of the Beatles. The songs are selected and provided, and the all the lyric sheets are included. The Beatles are as well known as any pop tunes in recent history, and the album's content is certainly worth listening to.

### SPECIAL MERIT PICKS

**THE LATE AND GREATEST DEAN MANUEL**

Sunday Side 305 (M)

Pianist Don Manul had an unusual style. Here are a few, in which he is playing at his peak, in a selection of his hits. With his own playing, he was seldom surpassed. A very fine album that will appeal to the Dean Manuel fan.