Col. Club Bows in Mexico; Seen Latin American Pilot

By PAUL ACKERMAN

NEW YORK — Columbia Records (CBS) has started a club operation in Mexico City, it was revealed last week by Harvey Schein, vice-president and general manager of CBS Records, Columbia’s international label. The club will soon function in the entire Mexican market and will very likely serve as a pilot model for the creation of other Columbia clubs in Latin America.

Schein indicated that the Mexican club’s structure and philosophy of operation would be patterned after Columbia’s parent American club. Columbia also has clubs in Canada and Australia.

Fee Required

The Mexican club entails a membership fee. This fee is the price of one record. In return, the member receives three free records. Additionally, for every two records bought, a member receives one free.

Schein stated that—as is the practice with the American club, the Mexican club would carry product of other labels. Columbia, therefore, will soon contact other manufacturers with a view towards acquiring their product.

Within one year, Schein estimated, a Mexican record buyer will have a choice of several hundred records through the club. Sixty per cent of this product will be Mexican; 40 per cent international. A large proportion of the international segment, possibly as much as 35 per cent, will be American product.

(Continued on page 18)

'1-Speed Revolulon' Supported by NY Leaders

By LEE ZHITO

NEW YORK—Industry leaders here joined in a chorus of support for the one-speed movement which has been gaining momentum during the past several weeks.

Goddard Lieberson, president of Columbia Records, Inc., told Billboard: "We at Columbia feel that the establishment of a single speed would be of major significance in broadening the record market thereby bringing the cultural benefits of recordings to more people. At Columbia, we feel the time has come for our industry to do as other industries are doing—streamline and simplify its product, and thereby facilitate its use for the consumer. By making seven-inch singles available with standardized spindle holes and at 33 1/3 r.p.m. speed, the consumer would be saved time, money and bother of having to use adapters and changing turntable speeds to permit listening to singles."

Long-Time Bucker

Bill Gallagher, Columbia’s vice-president in charge of marketing, said: "Columbia has been dedicated to a one-speed industry and made its move in 1955. At that time, we found it was impossible for one label to achieve this on its own. The effort now being expended by Billboard and leaders in the industry make this a marvelous time to consolidate our efforts and broaden the base of the record business. Today, so much of the teen-age recordings enjoy a strong adult appeal, but adults for the most part are unwilling to bother with converting speeds and adapting spindle holes. Standardization on an industry-wide scale would act as a stimulant and broaden the singles market into the adult field. As it stands now, the industry’s product line is too complex."

Racusin Approves

Norman Racusin, RCA Victor

HANDELMAN

DEAL WITH

KING REPORTED

NEW YORK—At press time it was reported that negotiations for the sale of King Records to the Handelman Company would probably be concluded over the weekend. Handelman is the record industry’s largest record jobber. The acquisition would include both the record and publishing operations (Lois Music). The negotiations were first reported in Billboard Dec. 26. The reported price is $1,250,000.

U.K. to Get Its First Song Festival

By CHRIS HUTCHINS

LONDON—Britain will have its first-ever song festival this year. The event will be run by the Music Publishers Association on three days commencing May 24. All five major record companies have promised support, and the aim is to make it an even bigger event than the Sun Remo Festival.

The event, to be held at Brighton Dome is being promoted by Britain’s leading pop impresario, Arthur Howes, and produced by Redfusion Television, which will screen the entire proceedings via network. Publishers are inviting leading composers to write entries. Artists agreeing to take part will have their choice of the songs. Eight numbers will be sung in each of the two heats and judged by MPA-appointed panels. Regional panels, linked by TV will flash in their votes during the finals. Artists who have already agreed to take part include Manfred Mann, Freddy and the Dreamers.

Bob Miller’s orchestra will back the solo singers.

The MPA organizing committee is headed by Jimmy Phillips, managing director of Keith Prowse, and Peter Maurice Publishing Company.

(Advertisement)

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GIRL HAPPY
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ELVIS
WITH A NEW SINGLE!

RCA VICTOR

ASK THE most trusted name in sound

NOW AVAILABLE AT YOUR DISTRIBUTOR—ELVIS' NEW 1965 COMPLETE CATALOG
MINNEAPOLIS — Despite temperatures which dipped to 20 below zero, and wind chills to 50 below, the Morrisseau band has been a close to a year in construction and it represents possibly the most promising act in the streamlined record marketing campaign.

The building encompasses over 43,000 square feet and stands on a lot which stretches over three acres. The trade came from both the Midwest and the Gulf of Mexico.

Amos Led Tours

The guest were entertained, dressed, and, of course, given a tour of the facility by major donor Amos himself.

Less than four firms are housed in the new structure: J. L. Marsh, a nationwide rack and roll company; shopping for a $4,500,000 salary; and shop, the firm stocks over 250 different labels.

Riyu Brothers, large Midwestern record distributorship, is the first of all the independent labels in the Minneapolis area as well as M.V. Roberts and Sony home entertainment equipment, plus assorted musical instruments, accessories, tapes, and miscellaneous.

Some Operating Company, record producing firm which produces Sounds, Garrett, Stereophonic, and N. A. Milan.

And last but not least, Ad-Ver Watermark Company, a machine operating company which has over 1,000 pieces of coin, including over 150 pieces of music equipment, is housed in the area.

Heilicher Domain

All in all, the Heilicher have two persons employed in the building. This, however, tells only a fraction of the story. The Heilicher also own the Musicland and Record Lane stores selling record albums and home entertainment equipment outlets in some six states—and the firm is also Midwest distributor for the Auto Photo coin-operated photo studio line in some 65 studios in a three-State area.

If all this is difficult to keep track of, you would not know it from Heilicher’s offices. The pair glibly rest off that they have nothing to do and are on their payroll and seem as conversant with the most remote of their operations as if they are with the furniture in their own home.

This is an occasional report from the year-end sessions through releases of the Detroit company’s product on various recording labels.

The introduction of the Tamla-Motown label will be supported by a heavy advertising and a promotion program. For the tour of England by the Motown Revue, a TV special, and sales director, Barney Auley, has already traveled to Holland by the Supreme, Marvelettes, Smokey Robinson, and The Miracles, Stevie Wonder, the Supremes, and Ike and Tina Turner. The group will be touring Europe the middle of March.

Mail-Order Drive Begun by Dot Club

HOLLYWOOD — The Dot Record Club has begun an all-out campaign to sell its first two bonus albums. New members get six records free by purchase of the bonus items, and a minimum of six more within one year, if they order the Dot catalog. Pre-printed catalog booklets are being included in all mailings.

Bing Crosby, Dot’s top-selling artist, will receive a 5 per cent deduction if ordered on Dot albums only. To back up the Club’s concept of 48-hour delivery upon receipt of orders, all Dot albums are pre-addressed. When a subscriber returns his monthly order form, his address label has the selections typed in. Address plate of those persons choosing not to order any merchandise are taken out of the file to be returned to the Club. Members of the Club must pay six months old before it is placed in the Club to be continued. The director revealed he was in the mailing stages with a major mailing, in which there are also a product with Dot said he hoped to add other items in the coming months to supplement Dot’s releases. The Club will sign up 6,000-7,000 new members as a result of the forthcoming TV Guide ad, with the membership reaching 10,000 within six months. Approximately $50,000 has been allocated for consumer advertising over three months.

New York — Snash Records this week is releasing an instrumental album by Charles Brown, featuring the artist on piano and organ, together with his band, who is Brown’s first all-instrumental album, and is titled “Grits and Sot.”
Setting an Example

The indie record distributor has been accused of many things: inertia, failure to promote, a willingness to run with quick hits rather than developing more sustainable artists. One could go on and on.

Some charges are undoubtedly applicable to some distributors, but to the majority of others they are not. And we are glad to see recent evidences that there is plenty of progressive thinking and vital development going on.

A case in point is Delta Records, the New Orleans distributor who last week staged a convention of its own. (See separate story.) Delta, which has approximately 150 accounts, made it possible for them to meet—in two pleasant days—the dealers, jobbers and wholesalers in the New Orleans market.

The beneficial effects of such a get-together are tremendous. Delta's manufacturers, such as Atlantic, Chess, Dixieland and Vinta, Roulette and others seized the opportunity to establish a closer rapport with the retail outlets. As Atlantic's Bob Kornheiser stated, a manufacturer normally would not be able to accomplish so much in one week.

We believe the Delta convention will pay off in good will as well as in sales. We hope other distributors consider similar meetings.

1 Speed: Gain for All

The desire for conversion to a one-speed industry—33 1/3 r.p.m.—is overwhelming. In the past several weeks, opinion on the West Coast, the Midwest and the East Coast. Manufacturers, large and small, are forthright in their view: A one-speed industry is the future of the marketplace.

All members of the Record Association of America, which has within its membership many of the industry's greatest leaders, will apply itself to the task at hand. We ask that the RIAA support the conversion so it can be done without too much loss of time, inasmuch as the distributors who favor one speed are top echelon officers of the RIAA.

It is hoped this will be done without too much loss of time, inasmuch as the distributors who favor one speed are top echelon officers of the RIAA.

Need for Specialization Is Stressed by Tollie's Harris

HOLLYWOOD—As independent disk-label distribution continues its development, each label must have its own distinct specialization. Too much competition is unnecessary and often detrimental to the industry.

In fact, for years, Tollie Records has been a leader in this field. Tollie's expertise has been recognized throughout the industry, and the label has earned a well-deserved reputation for excellence in its field.

The company, formed in February 1964, will continue as a Nashville operation, concentrating entirely on the production of singles. Albums are planned only in cases where the company comes up with hit singles, in which case albums based on such hit singles will be manufactured. The Tollie RIC organization will be headed by Lester Vanadore, who was one of the company's founders and who has been the head of the Nashville RIC. The new president is Frank Poole, resident for reasons of health in January.

On Lease Basis

Csaída will take over the RIC album line on a lease basis from the company, and will gradually convert the line into its own. The album label will be called JJC Records. JJC will concentrate on developing new talent, with a focus on the theater market. The series currently includes "Rogers Theon," "Cape Cod Porter Revisited," "The Young Ethel Merman," and "The Young Bros. Littleville." In production is "Jerce Krenna Revisited." The "Posterity" series includes recordings of "Home," "The Sound of Music," and "The Music Man."
Everybody Ate Up Jerry Vale's Single

Have You Looked Into Your Heart

But Wait Till They Get a Taste of Jerry's New Album!

Other Sales Appetizing Albums by Jerry...

on Columbia Records
Delta Distrib Session Draws 100, Wide Praise, Togetherness

By CLARENCE DOUCET

NEW ORLEANS — Edward H. Walker, head of Delta Record Distributing Company—host for the two-day weekend convention at the Hilton Inn—is so satisfied with results that he is already planning Delta's second annual session next year. The attendance was more than 100, including manufacturers' reps, dealers, rackers, one-stops, designers and artists.

Delta's convention brought national and regional sales managers of major independent labels together with dealers and rackers.

All welcomed the opportunity and came away with the feeling that a closer bond was formed. Many saw the convention as reflecting the start of "something new."

"I don't know why someone didn't think of this before," said a New Orleans record dealer. "A meeting like this between manufacturers and dealers is a natural."

The manufacturers' representatives took the occasion to talk LP business with the Louisianans, Mississippis and Atlantans dealers. And the dealer, in turn, discussed their problems with the manufacturers.

"Wonderful Idea"/
Joy Lewis, of New Orleans, associate buyer for records of D. H. Holmes Company, Ltd., department store in New Orleans and Baton Rouge, said: "I think this is a wonderful idea. I like it best because we are bringing our record sales people in. We are all being brought closer to the individual labels."

Al Prado, Mobile, Ala., Music City, rack jobber: "I'm really impressed with the opportunity to hear about the company's new products. Look, my competition is here, but there's no ill feeling. This is good because we can talk business. It's great and it will happen again."

Sandy Beach, Miami, Southern sales manager for Disneyland and Viva: "This is fantastic. The dealer has been neglected and I hope this meeting starts something going on a national basis. I think the real results will show themselves in about six months. That's when you will be able to see just how much as been accomplished."

Annette Smason, sales manager, Smith's Record Centers, New Orleans: "I'm very glad to be here with the chance to have a preview of future releases. I hope this continues."

Kornheiser Attends
Bob Kornheiser, sales manager of Atlantic-Atco, termed the convention a great idea. He said: "I saw all the key dealers and dealers of this market in two days. Ordinarily, I could not have done this in less than one week. It is really a progressive move on the part of Delta." Kornheiser also noted that those present referred to the event as a "meeting" rather than a "party."

In general, the manufacturers' representatives used their 60-minute sessions to play short takes of their newer releases. They also circulated catalogs, displayed album covers and sales aids.

Sandy Beach had an impressive session. This included live-size props of Julie Andrews and Dick Van Dyke from "Mary Poppins" as well as a short movie on the premiere of "Mary Poppins."

He showed a new rack Disneyland has for dealers, available through the distributors. It can hold 250 LPs and 500 singles. Says it has already been proved that in places where it has been used sales have jumped tremendously. Twenty-four LP faces show. Encouraged using it in connection with "Mary Poppins" publicity and also urged the dealers to take advantage of the move in increasing their business.

Good Session
Another good session was (Continued on page 9)

ASCAP COAST PARLEY FEB. 24

BEVERLY HILLS, Calif. — ASCAP's semi-annual West Coast meeting will be held at the Beverly Hilton Hotel here Wednesday (24). Stanley Adams, ASCAP president, and other officials, will report on the Society's activities.

Lee to Head WB-Repri Eastern Staff

NEW YORK — George Lee has been named director of Eastern operations for the Warner Bros. and Reprise labels. He has been with Warner Bros. for two years, prior to which he had operated his own publishing company and record business and had been a professional singer.

He will supervise the WB and Reprise recording activities in the East and will direct the work of Sid Schaffer, regional sales manager, and Marvin Deane, manager of artist relations.

Lee will also have the authority to sign talent. The WB-Repri recording schedule here has been stepped up by 40 per cent in the last year, with additional New York-based artists.

TRO Breaks Custom on B'way Songs

NEW YORK — Contrary to usual practice of restricting show tunes until the show's Broadway opening, the Rich- mond Organization has established a formula for the promotion of songs prior to the show's debut. Thus, TRO's affiliates, Musical Comedy Productions, Inc., has licensed RCA Victor for the release of the Anthony Newley LP containing the important songs from 'The Kouros of the Greatness. '

Newley's LP is a forerunner of the to-be-released original cast album by RCA Victor. The music is by Leslie Bricusse and (Continued on page 9)

Dunn Off to Rio

HOLLYWOOD — Lloyd Dunn, Capitol's international department president, flies to Rio de Janeiro Thursday (25) to conduct meetings with Bill Morris of the EMI licensee there. Dunn recently returned from a trip to Tokyo where he conducted meetings with EMI's Bill Stanford.

Correction

NEW YORK — The story on Lou Brown, the recently appointed ASCAP's executive secretary in last week's issue of Billboard inadvertently partnered Eddie Kissack with Danny Keiser in the operation of Sewell Records. Kissack operates the label with Eddie Kassner.

LEFT TO RIGHT: Sam Montel, Baton Rouge, Montel Records; Mrs. Rose DiBartolo, New Orleans, Tomato Records dealer; Ewell Roussel, Delta Record Distributing Company, and Bert Rosenbaum, Baton Rouge, operator of Bert.

LEFT TO RIGHT: Bob Kornheiser, sales manager, Atlantic-Atco; Sandy Beach, Miami, Southern sales manager for Disneyland and Viva; Annette Smason, sales manager, Smith's Record Centers, New Orleans; "I'm very glad to be here with the chance to have a preview of future releases. I hope this continues."

LEFT TO RIGHT: Bill Segal, Los Angeles; Vee Jay; Bill Morris, EMI, London; Charles Barbero, New Orleans, Maison Blanche; Annette Smason, manager, Smith's Record Center, New Orleans; Stan Lewis, Stan's Record Shop, Shreveport, and Sandy Beach, Disneyland Records.

LEFT TO RIGHT: Mark Kessel, New York, Roulette; Bill Segal, Los Angeles; Vee Jay; Bob Kornheiser, Atlantic-Atco; Stan Lewis, Stan's Record Shop, Shreveport, and Sandy Beach, Disneyland Records.

LEFT TO RIGHT: Bob Kessel, New York, Roulette; Bill Segal, Los Angeles; Vee Jay; Bob Kornheiser, Atlantic-Atco; Stan Lewis, Stan's Record Shop, Shreveport, and Sandy Beach, Disneyland Records.

LEFT TO RIGHT: Edwin Faver, Mobile, Ala., Dixie Record Service; Tommy Guarino, Baton Rouge, of Sammy's; Floyd Solieau, Ville Platte, La., owner of Floyd's, and Jack Bernard, New Orleans, operator of a one-stop.

LEFT TO RIGHT: Rick Froio, Imperial Records; Bill Newsom and Al Pardo, both of Mobile, Ala., of Music City; Fred Mendelson, Savoy and Gospel Records; Max Cooperstein, Chess, Checker and Argo; George (Jugsy) Gayles, Mainstream; Gary LeBeau, singer on Vee Jay label; Connie Albert, of just Delta Distributors, Mac Davis, Vee Jay, and Lou Simon, Philips Records.

LEFT TO RIGHT: Dave Kessel, New York, Roulette; Bill Segal, Los Angeles; Vee Jay; Bob Kornheiser, Atlantic-Atco; Stan Lewis, Stan's Record Shop, Shreveport, and Sandy Beach, Disneyland Records.

THE MARQUEE of the Hilton Inn, "Welcome Delta . . ."
Two rising singles BUILDING NATION-WIDE RHYTHM AND BLUES ACTION!

STRONG AIRPLAY—STRONG SALES—IN CITY AFTER CITY

JILL HARRIS
YOU REALLY DIDN’T MEAN IT
b/w HIS KISS
ALREADY HOT IN BALTIMORE, DETROIT, CHICAGO, AND ST. LOUIS

THE BISHOPS
HOLLYWOOD SCENE b/w
EVERY TIME I DRAW MY IRON
GOING OVER BIG IN ATLANTA, SAN FRANCISCO AND LOS ANGELES
'1-Speed Revolution' Supported by NY Leaders

* Continued from page 1 *

Division vice-president and operations manager, said: "The best indication of our feeling on this matter is that three years ago we issued the "compact singles" and "compact doubles." Unfortunately, we didn't get much industry support, although Billboard was very active in supporting our efforts. Our feelings have not changed, because we feel that anything that will help the consumer to accept the products an industry produces, has to help the industry itself. The Record Industry Association of America would be one of the avenues for trying to further this effort."

Leonard W. Schroeder, executive vice-president of Decca Records, said: "We believe that one-speed would be more beneficial to our industry."

Rothfield: Should-Also Arm

David Rothfield, the record buyer for the Corvette chain, said: "If only the industry would go to one-speed, this would create a tremendous shot in the arm for the classical business. It would bring back the classical single which years ago was a good, healthy market. Also, I believe it would have a tremendous effect on creating a new adult market. It would bring better, more substantial pop music to singles, and would result in opening a heretofore untapped market for singles—the adult market. I'd love to see it happen."

Mike Stewart, executive vice-president of United Artists music and record companies, said: "I feel that one-speed would standardize our industry, and make it easier for the consumer, dealer and manufacturer, could only help our entire industry. I'm greatly in favor of one speed, so that anyone can buy a single and play it interchangeably with their albums."

Larry Newton, ABC-Paramount Records president, said that a single-speed industry would aid all segments of the music business. He also felt that the move should be accompanied by the introduction of a low-cost promotional player capable of playing 33 r.p.m. singles. ABC-Paramount, Newton said, favors a single speed for singles and albums and would co-operate in any move to make it a reality.

A single-speed industry could be a boon to the record trade if it were accompanied by the introduction of a low-priced single-speed phonograph, said Al Cahn, executive vice-president of Kapp Records. Cahn further said that the single-speed industry would come into being only when the majors, by concerted action, halt production on the 45 r.p.m. single and release all product at the 33 speed.

Art Talmadge, president of Musicor, said that a one-speed record industry can become a reality only if a co-ordinated effort were made by the phonograph manufacturers.

Major problem, Talmadge explained, is for a large record company to take the first step by issuing 33 r.p.m. singles for the thin spindle.

He suggested that the practice of the British—pressing a single with a thin hole and die-cutting a larger hole to accommodate the adapter—might be practiced by American manufacturers. If the 33 speed were to replace the 45 speed on singles, Talmadge feels that no great problem would be encountered on the consumer level. He explained that youngsters are able and willing to pay $1.55 for a 33-speed player and that as most singles are discarded after a few months, the move would not have the effect of destroying anyone's library.

Delta Distrib Session Draws 100

* Continued from page 6 *

held by Max Cooperstein with Chess, Checker and Argo Records.

He outlined goals of convention. Said manufacturers duty is to help the distributors and the distributors' duty is to help the dealers.

"The manufacturers owe it to the distributors to play straight on the caliber of the record and how it is doing in other areas, so that in relaying this to the dealers, the distributor has their confidence. My distributor is my voice."

He then opened the session for general discussion. These points were heard: There should be better communication within the trade. Dealers should subscribe to and pay more attention to the trade magazines, using the charts as a guide in their merchandising. They should make arrangements to carry special stock so they will have it on hand after recording star appears on national TV and the impulse sales follow the appearance.

Also, dealers were urged to do more selling and to carry more LP's. Lou Simon said this area, generally, has been lax in exploiting the great LP market. Dealers were told they shouldn't hesitate to order the LP's. "If a customer wants an LP, the dealer doesn't have it in stock, the customer will go elsewhere—and he may not return to the original shop the next time he wants to buy a record," Simon said.

Speakers who addressed the sessions were: Lou Simon, Philips Records; Rick Frio, Imperium; John Kostarow, Atlantic and Argo; Max Cooperstein, Chess. Checker and Argo; Ron Rossler and Bud Katz, Roulette; Sandy Beach, Disneyland and Vixen; Bob Segal, Rayarris and Mac Davis, with MJ. Also here were George (Jug) Gayles, Mainstream and Time Records; Leonard Lewis, 20th Century Fox; Fred Mandelstam, Savoy.

Also, Sam Mostel of Baton Rouge. Mostel Records.

TRO Breaks Custom on B'way Songs

* Continued from page 6 *

Anthony Newley, writers of the hit score for "Stop the World," is back at The Roar of the Greasepaint," will co-star Anthony Newley and Cyril Ritchard. It is scheduled to open on Broadway in March. "Who Can I Turn To?" from "The Roar of the Greasepaint," has already been getting action via the Tony Bennett Columbia recording. It also has been receiving multiple TV performances through the Perry Como and Andy Williams shows, and other areas. The song has chalked up additional recordings. Other songs from the show getting attention from artists and disc jockeys are "My First Love Song," "A Wonderful Day Like Today," "This Dream," "The Beautiful Land" and "Feeling Good."

by issuing 33 r.p.m. singles for the thin spindle.

He suggested that the practice of the British—pressing a single with a thin hole and die-cutting a larger hole to accommodate the adapter—might be practiced by American manufacturers. If the 33 speed were to replace the 45 speed on singles, Talmadge feels that no great problem would be encountered on the consumer level. He explained that youngsters are able and willing to pay $1.55 for a 33-speed player and that as most singles are discarded after a few months, the move would not have the effect of destroying anyone's library.

IT IS POLITE TO POINT... ESPECIALLY WHEN YOU HAVE GREAT SELLING RECORDS!

Jan Bradley
I'M OVER YOU
CHESS 1919

Johnny Nash
STRANGE FEELING
ARGO 1097

Billy Stewart
I DO LOVE YOU
CHESS 1922

Fontella Bass & Bobby McClure
DON'T MESS UP A GOOD THING
CHECKER 1097

Sugar Pie De Santos
NEVER LOVE A STRANGER
CHECKER 1101

Ad Wikipedia
Matt Monro sings his smash follow-up to "Walk Away"
THE ORIGINAL RECORDING IN ENGLISH
"FOR MAMA"
#55763
We're bursting with pride

...for Ricordi, our good friend and affiliate in Italy, and for Greif-Garris Management, whose New Christy Minstrels' current European tour for CBS Records culminated in victory at San Remo. Ricordi's song, "Se Piangi, Se Ridi," as sung by their artist Bobby Solo and the New Christy Minstrels, has won First Prize at the 15th San Remo Festival.

CBS Records / Entertaining the Entire World®

The New Christy Minstrels/U.S.A.  Bobby Solo/Italy
KEELY!

THE INTIMATE KEELY SMITH

ONE OF THE GREAT GREAT PERFORMANCES OF HER ILLUSTRIOUS CAREER

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reprise RECORDS
TALENT

'Lord Jim' LP Gets A Royal Promotion

HOLLYWOOD — Merchants Records, the label for the film "Lord Jim," is the first project being jointly undertaken by the new management at Columbus Records and parent Columbia Pictures.

The soundtrack LP will be released Feb. 15, well in advance of the film's March opening in New York and Los Angeles. The album will be marketed by Merchants and Columbia. Kaper should be the most successful package in the label's history, according to sales chief Ben Hurwitz. He feels the package will exceed the strong sales of "Lawrence of Arabia," the company's prior prestige film album.

Colpix is shooting for sales of from 500,000 to one million copies in the first 18 months. Among the promotion-building plans are screenings on both coasts for media and industry people, with composer Kaper appearing to discuss the art and science of film scoring.

Window displays and newspaper ads tying in the LP with the film's screening offer. There will be "no gimmies" promotionwise, Hurwitz notes. "This will be a class-high, prestige promotion all the way."

Singles on Colpix of music from the score will include the "Lord Jim Theme" by Charles Albertine and "Cuadro de Love" by Miss Laine Kazan, under-study for Barbara Stanislaw in "Funny Girl," who has just signed by the company.

Guida to Set Up Competition for Jazz Musicians

NEW YORK — Friedrich Gulda, the Austrian classical and jazz pianist, left here recently for his home town in Vienna to start the ball rolling on an international competition for jazz musicians. As Guida envisions it, the first competition will take place in Vienna in May 1966 and will be followed by an annual tour.

The competition will be open to young (age 15 to 25) jazz musicians from all over the world. The jury will consist of such top same jazz stars as Percy Heath, J. J. Johnson and Cannonball Adderley. There will be six judges, two judges for each category (trumpet, sax, trombone, piano, bass and drums). There will also be a special prize for the best jazz composition. First prize award in each category will be $1,000, and the second prize winner will get $500.

In addition to working on the jazz competition, Guida will be touring through Italy, Austria and Germany as a coach of jazz and classical works on the same program.

While he was in the States, he recorded a new album for Columbia in New York and Bobby Crenshaw. It's set to follow his successful "From Vienna With Love" album under the same label. He's now working on another album for Columbia and a new jazz composition to be titled "Music for Piano and Band No. 3." Although he's not exclusively committed to a publisher here, Blackwood Music (BMI) has been getting most of his compositions.

John Andrea on Two-Week Tour

HOLLYWOOD — Singer John Andrea has begun a two-week promotional tour to 10 major markets. Andrea is one of the first Rome Artistry group. The full-scale hoop-la treatment in its "New Faces of 65" program. Andrea is set for the show on March 4, and he's accompanied on the tour by manager Bob Marcucci.

John Andrea's first stop was in the last stages of a hectic siege, but you couldn't tell it from his performance. He displayed a brand of showmanship and dynamism that his records can only hint at. He can kid himself without being self-effacing, and her act was geared to the highly sophisticated audience, 160 men and trade guests of Liberty Records and the usual audience assistance.

"Cuando Calienta el Sol," taken from the album, was her only Latin number. It gave her ample opportunity to discuss her birthplace.

She also scored heavily with "In Love with the Very First Man," a hit in "A Married Man." The pace never slackened, and Miss Cantor was able to generate an enduring excitement.

Joe Cislo Exits

Continued from page 4

Joe Cislo exits from KRLA radio and Lee Wiley. Upcoming is "Two Classic Interpretations of the Immortal Cole Porter." Cislo's album line will include two Jimmies ballads, "This Thing of Mine" and "Live and Love, Italian Style," which was just released. Cislo will continue with the same distributors RIC has used. RIC plans to stay with these distributors as well. As an economy measure, RIC is eliminating for the time being its Midwestern and West Coast regional sales and promotion operations. Continuing with RIC will be sales and promotion manager Pat Sally, headquarter in New York. He spends considerable time on such activities, distributor events and radio and TV personnel, and

BOWLING SHOW TO HONOR MEXICO

HOLLYWOOD — A salute to Mexico on the anniversary of its independence is being planned for the Hollywood Bowl, with TV taping for international syndication. Named executive producer for the Sept. 18 show is Oliver Berlin, veteran Latin American music publisher, who flies to Mexico City Feb. 17 to begin negotiations for presenting top Mexican musical performers at the show. RCA Victor Mexicanas and CBS De Mexico are working on the program with the Mexican government and Mexican Airlines, Berlin reports. The program will be titled "Viva Mexico!"

GARRY SHERMAN, in his New York studio, experiments with electronic music.

J. L. Lewis to Do Encore on 'Shindig'

CHICAGO — Smash Records' Jerry Lee Lewis, currently active with the "Greatest Live Show on Earth" album and single "Baby Hold Me Close," is slated to follow up a recent "Shindig" appearance with a Feb. 17 encore.

Succeeding bookings on the same show are pending. Lewis recently completed another Nashville recording session with Mercury's Shelby Singleton.

John Talley, Southern region sales and promotion manager, also plans to reactivate his talent management, music publishing and various other general business enterprises.
DAVID JONES is the British teen-age stage sensation—the "Artful Dodger" of the Broadway and London productions of "Oliver"!

DAVID JONES is already a teen-age favorite—his fan club membership is in the thousands and he has been featured in teen magazines reaching hundreds of thousands!

DAVID JONES' first record is on Colpix—an exciting new single now breaking nationally!

DREAM GIRL
b/w
TAKE ME TO PARADISE

Colpix Records • 1347 North Cahuenga Boulevard • Hollywood, California
SPOTLIGHTS

BEACH BOYS—DO YOU WANNA DANCE (Clockers, BMI)—PLEASE LET ME WONDER (Sea of Tunes, BMI)—Bobby Freeman's former hit serves as a hot follow up to the Beach Boy's "Dance Dance Dance." Flip is an interesting and well done change of pace ballad. Capitol 5372

CONNIE FRANCIS—FOR MAMA (Laflow, BMI)—Custom made material for Connie. She joins the race for the hit on the much recorded tune and gives it a deep warm reading. Flip: "She'll Be Coming 'Round the Mountain" (Merra, BMI). MGM 13325

ELVIS PRESLEY—DO THE CLAM (Gladys, ASCAP)—This is his first release is seven months and she gives her all. Flip: "One Little Voice" (Ariston). Capitol 5373

MARTHA AND THE VANDELLAS—NOWHERE TO RUN (Jobete, BMI)—A good dance beat piece of material which features a gospel piano and a wailing vocal. Flip: "Motoring" (Jobete, BMI). Gordy 7039

RODDEE JOY—COME BACK BABY (Trio-Wemar, BMI)—Good group sound on a medium tempo walker. Flip: "Love Hit Me With A Wallop" (Trio-Wemar, BMI). Red Bird 16-021

BARRITY BLUE—DON'T MAKE ME FALL IN LOVE WITH YOU (Painted Desert, BMI)—Appealing teen-pegged ballad with a light swinging beat. Watch this one! Flip: "I Remembered How To Cry" (Shapiro-Bernstein, BMI). Press 9729

REVIEWED THIS WEEK, 125-LAST WEEK, 174

GUEST PANELIST OF THE WEEK

SID FRIEDMAN, TV Bandstand, WNET-TV, Scarsdale, Wilkes-Barre, Pa.

LITTLE EVA—Wake Up John (Rooswe, BMI). DIMENSION 1842

LEE AND PAUL—King of the Hill (Asi, ASCAP). COLUMBIA 4323

DAVID JONES—Dream Girl (April-Blackwood, BMI). COLPKE 704

PETE FOUNTAIN—Whipped Cream (J & J). CORAL 44246

THE GRASSHOPPERS—Medley of Classics (Ascap). WARNER BROS. 5097

JACK LONDON—If You Don’t Want My Love (Just, BMI). LAURIE 3415

JOHNNY MASTRO—Phone Booth on the Highway (Mercury, BMI). APT 2357

LEE DAVY—Yeah, Look at This Love (Shan-Todd, BMI). DCP 1128

JESSE YOUNG—If You Love Me (Triton, BMI). DCP 1177

PROFESSOR LONGHAIR—Big Chief (Part 3) (Ratcliff-Shirley, BMI). WATCH 1940

SPIRITUAL

KENNETH GLOVER—I Waited So Long (Arnolds, BMI). VEE JAY 954

SOUTHWEST MICHIGAN STATE CHOIR—Heavenly Father (Dawson, BMI). T-M-T FILM BLUES (Dawson, BMI). SAVOY 4210

JESSE JORDON & THE CHICAGO COMMUNITY CHOIR—Get To Be With You Love (BMG). SAVOY 4212

MEDITATION SINGERS—Look What The Lord Has Done (Savoy, BMI). BMG. GOSPEL 1997

DOROTHY NORWOOD SINGERS—I’m Thins On Lord (Savoy, BMI). SAVOY 4223

JAZZ

JEMMY SMITH—Goldfinger (Parts 1 & 2) (Lair, BMI). VERVE 18526

COUNTRY

CHARLIE LOUVIN—SEE THE BIG MAN CRY (Tunerville & Lyn-Lou, BMI)—A strong follow up to his current hit "Less and Less." Flip: "I Just Don't Understand" (Pamper, BMI). Capitol 8369


JIM REEVES' BLUE BOYS—YONDER COMES A SUCKER (Tree, BMI)—A well performed and produced piece of rhythm material from the pen of the late Jim Reeves. Flip: "I'm A Hit Again" (Acetam, BMI). RCA Victor 8515

JOHNNY WRIGHT—REST IN PEACE (Screen Gems-Columbia, BMI)—Country saga of lost love and broken heart. Tender reading by Wright. Flip: "Blame It on the Moonlight" (Auff-Rose, BMI). Decca 31740

R&B

OREY WILSON—SHE USED TO BE MINE (Valley, BMI)—Powerful performance on a great blues shouter. Plenty of pop appeal as well. Flip: "Love Will Be Right There" (Cedarwood, BMI). Epic 9764

ALVIN ROBINSON—HOW CAN I GET OVER YOU (Trio-Melder, BMI)—Smooth performance of a blues wailer done in the usual Robinson hit fashion. Flip: "I'm Gonna Put Some Hurt On You" (Tune- Kel, BMI). Blue Cat 108

SOMETHING NEW

MARIANNE FAITHFULL—Come and Stay With Me (Mercury, BMI). LONDON 9974

DEUTSCH SPRINGFIELD—Laid You (Springfield, ASCAP)—More (Gaither, BMI). PHILIPS 4828

THE SEARCHERS—(I Ain’t That) Just Like Me (Progressive-Trio, BMI). MERCURY 72199

SANDY NELSON—Reach For A Star (Write-Metric, BMI). IMPERIAL 56993

JEAN-PAUL VERNON—Forget-me-nots (Warfield, ASCAP). COLUMBIA 4325

RUDY KNOX—Jive With Me (Knox, BMI). RUF 101

THE RIP CHORDS—Don’t Be Scared (T. M., BMI). COLUMBIA 4325

BROOK BENSON—The Special Years (Painted Desert, BMI). MERCURY 72199

NEIL DERAKA—Let The People Talk (Screen Gems-Columbia, BMI). RCA VICTOR 811

THE REFLECTIONS—Poor Man’s Son (Miro, BMI). GOLDEN WORLD 19

KEELY SMITH—You’re Breaking My Heart (Alphonse, BMI). IMPULSE 8136

DEE DEE SHARP—Let’s Twist (Kohann, ASCAP). CAMEO 337

LAWTON WILLIAMS—War On Poverty (Western Hills, BMI). RCA VICTOR 8114

RALPH DAVIS—All That Really Matters (Garaj-Mimira, BMI). DOWN HOME 101

JUNNY GLAY—Tell It To Your Friends (Marmo, BMI). EMI 2110

JOHNNY MASTRO—Phone Booth on the Highway (Mercury, BMI). APT 2357

LADY REYES—Yeah, Look at This Love (Shan-Todd, BMI). DCP 1128

JESSE YOUNG—If You Love Me (Triton, BMI). DCP 1177

PROFESSOR LONGHAIR—Big Chief (Part 3) (Ratcliff-Shirley, BMI). WATCH 1940

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MEDITATION SINGERS—Look What The Lord Has Done (Savoy, BMI). BMG. GOSPEL 1997

DOROTHY NORWOOD SINGERS—I’m Thins On Lord (Savoy, BMI). SAVOY 4223

JEMMY SMITH—Goldfinger (Parts 1 & 2) (Lair, BMI). VERVE 18526

BILLY DAVIS—Plumber of Love (Sheffield-Mayfield, ASCAP). REVERIE 136

JOE JOE—Baby You’re Right (RCA-Columbia, BMI)—I Can Do It Wrong (Ford, BMI). CHECKER 100

GENE CANDLER—You Can’t Hurt Me No More (Cannons-Jones, BMI). CONSTITUTION 146

SOUO BROTHERS—Keep It Up (Tito, BMI)—I Get A Dream (Tito, BMI). BLUE CAT 107

FIVE DEE-TUNES—The Weather Blues (Va-Pax, BMI). ONE-DEEP 6831

BILLBOARD, February 20, 1965
For Mama

The one version destined to be the most memorable this year......a ballad made

FOR CONNIE

Hear it exclusively on MGM Records

CONNIE FRANCIS SINGS

FOR MAMA

K-13325

Arranged & Conducted by Don Costa
**CBS German Affiliate Scoring**

_By Omer Anderson_

**FRANKFURT—CBS German subsidiary, CBS Schallplatten GmbH, is West Germany's fastest-growing disk company._

Organized in July 1963, CBS Schallplatten has zoomed to fourth position in the German market, behind Electroly, Deutsche Grammophon, and Teledek. CBS Schallplatten's chief Bernhard Mikushi, intends pressing his drive toward the top of the record industry in 1965. He has extensive plans for both production and distribution.

On the production side, Mikushi said, "We plan to expand German classic recordings and to fill the gaps in our catalog. For example, stin songs, polkas, Bavarian music, tailor songs and marching music."

CBS sales efforts will be con- centrated on adapting its prices more to the German level. Among other projects, Mikushi will bring out a classic series at 21 Deutsche marks ($5.25), aimed to lift the sale of LPs more strongly.

CBS sales have been running about 60 percent singles and 40 percent LPs. Its best seller has been "Du must nicht vernichten" by Bernd Spier. On a recent visit to Frankfurt, Armin Mikulski, president of CBS Records, served notice that the company's German organization intends to give CBS Schallplatten full support in its efforts to move into second position in the German market.

**Plant to Be Built**

Lieberson said CBS will erect a modern pressing plant in Frankfurt and start planning production on the international level.

Lieberson and Schallplatten would place special emphasis on building up and promoting its classic line, keeping in mind that the world trade could seek the successful exchange of artists on the international level. CBS Schallplatten has been dedicated to adapting its operations to the requirements of the German market and to the wishes of the cultural life of the countries in which it operates.

**French Firms Moving to Pop**

**LONDON—Undoubtedly the biggest change in the British pop business since Beatlemania began has been caused by Arthur Proby (whom Proby, who strolled here a year ago), Headlining Arthur Howel tour featuring the Black, the first string of British concerts), Proby and the tour became a sellout before it started.

But after three nights of a 21-city tour, day seven was banned from almost every theater in Britain when the giant RKO Ltd. of its Canadian circuits decided his act was too sex. "If we let Proby to the trousers of his velvet suits into shreds. On two occasions last week, we had to tear the curtain on him."

The Proby tour is a gross profiteer in the press. Although the theater chiefs have banned him, promoters are flocking to book the hot attraction to the largest of the halls. The Home Office has reviewed Proby's work permit to countries."

**Philips Handles Own Product**

**LONDON—Philips Records is about to distribute own wholesale sales distributors in Britain. Beginning in March, the company will distribute all its own product through the four depots it has opened around the British Isles. Previously, wholesalers had handled about 30 percent of the company's production, but most of the wholesalers are now owned by EMI and British Decca.

Philips' general manager Leslie Donaldson believes that to develop our own sales we cannot distribute through our main competitors, especially as more and more labels are coming into the market and are all going through the same distribution."
THE LIVEST CUT
FROM THE LIVEST ALBUM
BY THE LIVEST ACT
BECOMES THE LIVEST SINGLE!

(HERE THEY COME)

'FROM ALL OVER THE WORLD'
(THEME FROM THE T.A.M.I. SHOW)
b/w "FREEWAY FLYER" #55766

JAN & DEAN

WATCH JAN & DEAN
ON "HOLLYWOOD PALACE"
FEBRUARY 27

LIBERTY ENTERTAINMENT '65
PRODUCED BY JAN BERRY
FOR SCREEN GEMS, INC.
**Film Disk Boom in Japan; 5,000 Books Sold a Month**

TOKYO—So-called film records (7-inch one-sided vinyl monaural and stereo records) are enjoying good sales. Once, there were as many as 30 film record firms, but the situation is well stabilized now. About 10 are in operation. Most of film records are issued in book form with colored illustrations and explanatory notes. Each book contains at least three film records and itself at a retail price of approximately $1.

About 40 such books are released every month. And each sells approximately 5,000 copies per month. That means 600,000 vinyl disks sold. Kodama and Asahi are the most influential establishments in this field.

The first film records were introduced to the Japanese by Kodama Press in November 1959, followed by Asahi Sono Press, affiliate of French Sono-Rama in December.

Film records are largely distributed to book sellers on consignment by Tokyo Book Sales Company and Japanese Book Sales Company. Some are distributed direct to regular record dealers by respective production companies. However, 100 per cent of the unit records are returned to producers by book shop, while 10 per cent are returned by record dealers. These 100 per cent returns seriously affect producers' business. The film record returns by record dealers are in exchange for new issues, and their value is not charged back to producers.

Purchasers of film records are children or teenagers who are not provided with adequate pocket money. Many Japanese children's songs are recorded every month which parents or children themselves buy. Numerous American and European hit songs are also recorded by Japanese in Japanese versions. This acquaints teen-agers who do not understand English with their tunes.

**Dance Plates Hot**

Among vinyl platters, most steady sellers are dance music published with explanatory notes, figures of steps and dancers' pictures. They continue to sell for a long period.

Film records are playing a very important and effective role in developing culture and enhancing recording companies business as well. The future of film records looks very rosy.

**ADVICE ON TRAVELER'S MARKET**

**Cap's Rice: 1-World Industry**

HOLLYWOOD — There's gold in them there international albums. This is the view of Fred Rice, Capitol Records' national merchandising development manager. Rice states:

"The world is shrinking, time-wise and music-wise. Literally millions of Americans are traveling today. They're discovering the exotic, exciting and different music of other lands and cultures. When they return they ask for the music of Japan, Germany, Italy, Poland, France, Mexico, and so on."

"Foreign-born citizens still have homeland loyalties and sentiments. This prop accounts for approximately three million paperback customers."

In order to reach these buyers the dealer needs the following: 1. A separate section devoted to music of other lands, titled "International Music." 2. Browsers with divider cards breaking down the sections into separate sections. Each country has national holidays. Tie-in special promotions with this sales device. Offer a special prize if they wear something green. Offer small premium gifts such as flags, four leaf clovers.

3. Tie-ins with local travel agencies for window displays and in-store promotions.

4. Use the airlines for travel posters and other promotional items for windows.

**Instant Albums**

The Bowden 12 inch L.P. Record Sleeve Processing Machine is designed to allow non-specialist printers and recording manufacturers alike to enter into the manufacture of Sleeves/Jackets. The unit processes film laminated or varnished fronts which have been cut and creased, punched, by stencil gluing 3 edges, registering to a cut back board, forming a square spine and sealing 3 edges at a speed of 2000 copies per hour.

- Low cost-small printing press concept
- Simple two-unit assembly
- Unskilled operation
- Minimum maintenance
- Built-in unit registration
- Continuous adhesive feed
- Automatic stencil trip
- Product ready for immediate despatch

Manufactured by:
E. BOWDEN ENGINEERING CO. LTD.
Park Lane, Stratford High Street,
London, E.15, England

**Col. Club Bows in Mexico; Seen Latin American Pilot**

The Mexican club's catalog, Schein noted, would include initially a substantial amount of Columbia and Epic product in the classical, pop and jazz categories—in addition to much material which is presently in Columbia's important Mexican catalog. Disks of other nations will also be represented.

Schein stated that Mexico is currently the largest record market in Latin America. Argentina and Brazil, however, by Columbia, is Columbia Records' next largest markets.

The creation of record clubs in Latin America will result in dealers handling more product because Columbia will make more product available.

American artists such as Eddy Gorme, Steve Lawrence, Dave Brubeck, Bobby Vinton and George Maharis are exceedingly popular. Columbia's Latin operation is headed up by Manuel Villareal, vice-president Latin American operators, Columbia Records. He reports to Schein.

5. Contact schools about new releases and catalog items since their language and music departments can use LPs as teaching aids.

6. Special preview listening evening devoted to the playing of music of a specific country. Trade out LP's with local foreign restaurants, having them play the music and serve a buffet matching the music.

7. Manufacturer mailing material on foreign LP's to be used in record bags and billing envelopes.

8. To supply ethnic radio stations with material for their particular audiences.

9. Direct mail at the dealer level as a sales tool.

10. His own international record club with membership cards that give customers a free LP for every 10 purchased.

11. Remember that top artists like Jobim and Gilberto, the Beatles and Soviet Army Choir and million sellers like "Vo- lows" and "Sukiyaki" were from other cultures and there's more where they came from.

**SPECIFICATION:**

- Length 13” 2”
- Width 3’ 0”
- Height 5’ 0”
- Weight 9 cwts.

Electric according to requirements.

**FROM FLAT STOCK IN ANY QUANTITY, READY FOR IMMEDIATE USE**

Literature and details from Sole Distributor: R. J. Wilbourn, 151 Farringdon Road, London, E.C.1, England

BILLBOARD, February 20, 1965
EMI Reshuffles Staff & Operations in India

CALCUTTA — The overseas division of Electric & Musical Industries reports a change in its corporate status and management of operations in India. Assets and operations of the Calcutta branch of the Gramophone Company, Ltd., Hayes, have been transferred to the Gramophone Company of India (Private), Ltd., Calcutta, and a wholly owned subsidiary of the Gramophone Company, Ltd., Hayes.

J. E. Ogge who was general manager, has retired after 37 years service but continues as a director of the Gramophone Company of India (Private), Ltd. J. M. Beviere, formerly EMI supervisor for Scandinavia, Belgium and Greece becomes supervisor for India, Burma and Ceylon and will headquarter in Calcutta. Bhaskar Menon, formerly commercial manager in India, has become managing director of the new Indian company. K. Chatterji, manager of Finance and Administration, has been appointed general manager of the branch and financial director of the Gramophone Company of India (Private), Ltd. The full board is: H. Silvan, chairman; Bhaskar Menon (managing director); K. Chatterji (finance); J. E. George; J. M. Beviere; and J. G. Stanford who is also general manager, Overseas Division, EMI, England.

News From the MUSIC CAPITALS OF THE WORLD

BRUSSELS

Let-kiss, a simple dance-step to a polka-like music, is the big craze in Belgium. Several Let-kiss recordings are already available, even a vocal one by Alida Bervan... EMI Belgium issued an album entitled "Special Jenees," by well-known singer from France, A d a m o. Belgium's top singer, still growing stronger and making personal appearances every day. He made a one-man show recently for paralyzed children. One of the most popular TV programs here is one coming from Paris, entitled "Age Tendre et Tetes de Bois" which every month features the most popular artists. Heavy promotion on new Show Record, "I Am Alone" b/w "Kiss Me Baby" by the Plik Niels... Flemish singer Jacques Raymond is very successful under his second name Ray Mande, with his revue on Montego of old American recording, "You're So Sympathique" once a hit by Danny Curti... Local singer Tommy Flinot, a member of the Will Turn Sextet, made a cover version of George Fame's "Yes Yet"... A Canadian group, Les Tetes Blanchettes and a Rhodanian group the Shake Spears, recorded in Brussels by Roxane Records, made the charts this week... Polydor Records says they expect a lot of their San Remo releases, "Il Bungo Di Vederi," by Connie Francis and "Noon a Case," by Johnny Tillotson... Roger Danneel is a well-known Flemish accordion player. He has been playing for 25 years. To celebrate this, Polydor issued Danneel's album... Polydor Records is very happy about the rapid rise of new Belgian singer Bob Michel and of the success of their "Get a Go Go" record by Astrid Gilberts... Singers John Larry and Bob Martin went to Monte Carlo with their manager to participate at the Festival de la Chanson... Polydor singer Jocelyne left for the U.S., RCA recording artist Alina Barriere, who scored a large success with his own composition, "Ma Vie," appeared at the Ancienne Belgique on the same bill as Freddie and the Dreamers. A Show Records reports new singles by Italian singer Vito Tommasi, "Coco in Amore Per L'Estate" / "Arpenero," by Jula La Palma, "Cassievo No No," "Ma Mandolin," and Belgian singer Tony Reno, "Mon Pois" / "Zoals Ik Bemindo"... Ardmore & Beechwood, Belgium, reports that it is the original publisher of Richard Simmons' "Kiss Again," recorded on HMV by Yvar Bevierre and that it is sub-publisher of "S'Ofelie Pas Qu'Est un Mai" (Can't You See That She's Mine), by Sylvia Var Can... "Mr. Lonely," by Bobby Vincent... "Big Man in Town" and "Little Angel" by the 4 Seasons, and "Pourquoi Toucher" (I Don't Want to Know), by Les Fringants... Emile Guieu, commercial manager of Gramophone (EMI Bel...
Emi: Image of Leadership

The Greatest Recording Organization in the World

This RECORD/WORLD sign is now being carried to the far corners of the earth on E.M.I. Company records, and on millions of pieces of promotional material and packaging. It is projecting even more clearly the Image of Leadership—the quality, integrity and progress that gives E.M.I. pre-eminence in the record industry. This sign is your guarantee of good faith and of record business opportunity throughout the world.

E.M.I. Top Quality Records are produced in over 40 pressing plants all over the world.

E.M.I. Engages the world's greatest orchestras, conductors, singers and instrumentalists.

E.M.I. Distributes throughout the world.

E.M.I. Records the widest range of material, ranging from chart-topping pops to international classics.

E.M.I. Promotes sales of its records with the most powerful publicity of every kind.
This album follows a long list of successful collaborations with Glenn Osser and such lovely songs as HEAVENLY, SMALL WORLD, MARIA, TONIGHT, and MISTY. These are just a few reasons for my special fondness and appreciation of Glenn Osser and his music.

GREAT ARTISTS, GREAT MUSIC, GREAT NEW ALBUM!

JOHNNY MATHIS

Love Is Everything

ARRANGED & CONDUCTED BY GLENN OSSER

SR 60991/MG 20991

Produced by Globel Records
G. A. C. Agency
News From the MUSIC CAPITALS OF THE WORLD

SYDNEY

Frederick C. Marks, executive director of Festival Records, plans a reception for Eric Bogle, vice-president of Dot Records, U.S. Bailey will visit Sydney during March as part of his world tour visiting Dot licensees. Since Festival acquired the Dot label in mid-1964, Marks has stated that sales of the product have been extremely gratifying. Lucky Starr's new Festival single, "My My, How the Times Goes By," has been released. Castle Music has the publisher's rights for Australia. After their recent series of concerts for Harry M. Miller, the Newbees have formed into one of the hottest groups among town. Their latest single for the Hickory label, "Break Away," has been rush-released by Australian Record Company, Ltd.

Show business is booming with a series of concerts from England and America, and it seems to be attracting some of the night clubs, hotels and big shows. Federation Hotel Melbourne has booked Frank Field for a weekend season at Metcal Hotel, Melbourne commencing Feb. 11. Another celebrity booked for a return season at Sydney's Chasers Night Club Feb. 22, is Shirley Jones. A new record deal is to be announced shortly. Roy Orbison's latest single for Monument Records has been rush-released by EMI on the London label to coincide with his tour of the country. The disk "Goodnight" is sure to crash the charts. He is already featuring the song in all studio performances in capital cities. Albums riding high on the EMI best sellers include "The Blue Black Comely Plays Tunes by Chuck Berry" and the English pressing, "The Bachelors." Alfie Productions have been recording their first album for Billy Thorpe and the Aztecs, following one year of successful hits with singles. Tony Barber, a member of the Aztecs, has penned a number of compositions which have been recorded by the group and proved successful, including "Broken Things" and "Don't Cha Know," which are being considered for recording by overseas artists. Barber has a long-term contract to write exclusively for Albert Publishing Company. Gene Pitney and English recording star Millie have been booked for a New Zealand tour this month. The artists will not appear in Sydney, but passing through to New Zealand, they will have enough tapes to a tape for ATV Channel 7, Sydney. Jack Joye and his instrumental group, the Boys and the Blues, were featured during a 12-hour stopover at Ransail the boys will give a concert for the Red Cross. In May, Osmium, featuring four artists coming from the U.S., will arrive in Sydney. This commission will have been booked primarily in North America. Nine of the artists will be making their first appearances on the eastern seaboard. Their first appearance northern state. Nine of the artists will be making their first appearances in the eastern seaboard. Their first appearance in the eastern seaboard.

TOKYO

King Records inked a contract with the Japan branch of Virgin Records of England, signing the first of a combined total of music in Christ's name is to be released by急激な前進を遂げる。Angels) for their new single, "The King of Love," which is to feature Cardio's lead singer, Toshiro Ninomiya, and his band, "The Angels." Their latest release, "The Angels," has been described as the best record of the year.

BOSTON

RCA Victor's outlet here will bring in Perry Como for the grand opening of the new store, and Auditors, a $1.2 million edifice which is part of the gigantic Pre- day 52-story complex. The long-awaited facility will house offices of the company Victor's has been lacking here since the fine old building went up in flames in 1958. The debut is scheduled for April 27. The music industry was saddened by the death of the young jazz vocalist, Billy Branch, who

REMEMBER #8483 FROM HIS EXCITING ALBUM "OPENING NIGHT WITH ED AMES"

LPM/LSP-2781

MARKETVIEW

The total record production during 1964 is reported to have been 40,554,533 Japanese records ($29,799,914) and 13,559,990 international records ($4,678,281), making 73,814,143 records ($46,978,215) at manufacturers' prices.

Japan has better sales than ever before in terms of domestic and foreign sales. Domestic sales have been increasing steadily, with 7,997,934 records sold in 1964. This is an increase of 27%. Foreign sales have also been increasing, with 3,252,401 Japanese records sold in 1964, an increase of 22% over the previous year.
HOLLYWOOD

Hollywood International Talent agency has gotten the jump in placing many of its artists in the new rock record business, the agency reportedly, will shoot March 1 for May release. A new four-member group that will release a single, "Let's Go On" on Capitol Records. This group is billed as the newest of all the rock bands.

At the same time, Capitol Records, the parent company, which works for Mercury. Mercury has been looking for a new label to start with, but the deal has been off. The new label is being formed by the parent corporation. It is the East Coast counterpart of Al Arman. ERIK THEGIL

PHILADELPHIA

Video Art Corporation set up shop here for both Malcolm and receiver's new release. The company's first project is a film of the University Jazz Festival. The film is to be released in New York City. The film is scheduled to be released in March. The film is being directed by Rudi Fuchs, for its campus period.

March 19-20. . . . Jerry Jordan disbanded his group, the Entertainers, to return home, and carry on as a single at the piano at the Chanticleer. . . . Lou Davis, national promotion manager for the Fontana label, in town to promote the new discs of Greta Lynne. . . . Wagner's ballroom marked its 75th anniversary with appropriate festivities and the bands of Harry Uder and Eddie Shaw.

MAURIE H. ORODENKER

MEMPHIS

Liberty Record star Julie London packed in several thousand when she appeared at Memphis State University last week (15) in concert. . . . Buddy Kirk, whose orch is at Hotel Peabody's Skyway, doesn't sleep late. He's up at 9 or 9:30 a.m. raring for a round of golf. . . . Ork leader Paul Neighbors, who plays here frequently, was married in Houston recently (6).

Bill Black's Combo begins a two-week tour April 16 at Rich- mond, with Gene Pitney. They will cross the U.S. end up May 31 in the Midwest. . . . Another Hi Records star, Ace Cannon, is working on material for a new album. . . . Joy Records Bobby Wood plays a club date in Toledo, March 13.

H. Gene Simmons, Smash Records manager for Lewis and MCA Records' Murray Kellum swing through South Carolina next month with the MCA Records' R&B night club dates booked by Roy Brown. . . . Richard Bachman. . . . Janis Joplin. . . . Spinello of the original Mississippi Arts Festival at Jackson, Miss., May 7-11.

CANADA

The new Canadian label, Red Leaf, released its first single, "Wish That Walt" and "Hey Hey Hey," by the David Clayton Thomas Quintet and the Duke. An hour-long TV portrait of Duke Elling- ton and his music, is scheduled for the Canadian Broadcasting Corporation's "Festival" series March 3. The program, taped last Septem- ber, features a 14-man aggregation that includes many of Elling- ton's greatest soloists, and vocalist Joya Sherrill.

Shady timing of a one-week trip west to Vancouver and Edmonton put Capitol's national advertising and sales promotion manager, Paul White, in Edmonton on the release date for new singles by the Jamai- moniums Wes Dobbs and Barry Allen. White's personal delivery of the discs won immediate airplay for Dobbs' "Hello," which is in the Swan label in the U.S., and Allen's "Easy Come, Easy Go" on Dot in the States. White made the quick trip to meet the artists, who record in Clavis, N.M., under the aegis of Norm Petty, and switched to the Capitol label recently.

The Chad Mitchell Trio made a brief foray into Canada for appearances in London, Windsor, and at the University of Toronto. . . . George Maharis, in Toronto to promote his latest film, also got in a few good looks for his records. His "I'm Coming Back to You" has just been released here by Columbia. . . . Classical guitarist Andres Segovia drew SRO to the Great Hall of Hart House, Univer- sity of Toronto, for a concert in the Celebrity Recital Series, a joint venture of the CBC and vari- ous universities. The concert was taped for future radio broadcast. . . . Over 100 extra seats were put on stage for the Pete Seeger concert at Massey Hall in Toronto and still ticket-seekers were turned away.

KIT MORGAN
**AUSTRALIA**

<table>
<thead>
<tr>
<th>Week</th>
<th>Top 10</th>
<th>Last Week</th>
<th>Local Origin</th>
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**BAVARIA**

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**BELGIUM**

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**SWITZERLAND**

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</table>
The Sound That's Going Around
AL MARTINO'S SEVENTH HIT IN A ROW
MY HEART WOULD KNOW
(By The Late, Great HANK WILLIAMS)
c/w HUSH . . . HUSH, SWEET CHARLOTTE

Capitol Records 5341
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
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<td>1</td>
<td>38 46 70 A CHANGE IS GONNA COME.</td>
<td>Ray Charles, Monument 8758</td>
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<td>61 - GOODNIGHT</td>
<td>Ray Charles, Monument 8758</td>
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<td>42 65 78 IT'S ALRIGHT</td>
<td>Andy Kaufman, Jive 915</td>
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<td>4</td>
<td>18 9 8 HOW SWEET IT IS (TO BE LOVED BY YOU)</td>
<td>Billy Eckstine, Capitol 5707</td>
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<td>5</td>
<td>27 28 30 LOOK OF LOVE</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>6</td>
<td>48 59 85 CAN'T YOU HEAR MY HEARTBEAT?</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>7</td>
<td>53 75 - ASK THE LONELY</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>8</td>
<td>44 55 67 BREAK AWAY</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>25 18 24 GIVE HIM A GREAT BIG KISS</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>49 60 71 WHOSE HEART ARE YOU BREAKING TONIGHT?</td>
<td>Tony Bennett, Capitol 5707</td>
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<td>59 70 - NEW YORK'S A LONELY TOWN</td>
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<td>78 - YEM, YEM</td>
<td>George Jones, Capitol 5707</td>
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<td>57 68 79 DUSTY</td>
<td>George Jones, Capitol 5707</td>
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<td>63 78 - BORN TO BE TOGETHER</td>
<td>George Jones, Capitol 5707</td>
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<td>69 95 - RED ROSES FOR A BLUE LADY</td>
<td>George Jones, Capitol 5707</td>
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<td>62 67 84 DON'T COME BACKRUN TO ME</td>
<td>George Jones, Capitol 5707</td>
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<td>52 52 55 DO WHAT YOU DO WELL</td>
<td>George Jones, Capitol 5707</td>
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<td>18</td>
<td>73 89 - DON'T LET ME BE MISUNDERSTOOD</td>
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<td>51 53 59 VOICE YOUR CHOICE</td>
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<td>68 79 89 GOLDFINGER</td>
<td>Billy Eckstine, Columbia 1604</td>
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<td>54 56 62 HELLO PRETTY GIRL</td>
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<td>80 - SHOTGUN</td>
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<td>65 66 62 COMING ON TOO STRONG</td>
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<td>62 69 62 WHENEVER A TEENAGER CRIES</td>
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**HOT 100—A TO Z**

- 111 - 101 - SIMPLY THE BEST
- 102 - 91 - MORE THAN REAL
- 92 - 81 - ANYTHING GOES
- 82 - 71 - DON'T BE YOURSELF
- 72 - 61 - DO IT YOURSELF
- 62 - 51 - DO IT FOR YOU
- 52 - 41 - DO IT YOURSELF
- 42 - 31 - DO IT YOURSELF
- 32 - 21 - DO IT YOURSELF
- 22 - 11 - DO IT YOURSELF

**BUBBLING UNDER THE HOT 100**

- 111 - 101 - SIMPLY THE BEST
- 102 - 91 - MORE THAN REAL
- 92 - 81 - ANYTHING GOES
- 82 - 71 - DON'T BE YOURSELF
- 72 - 61 - DO IT YOURSELF
- 62 - 51 - DO IT FOR YOU
- 52 - 41 - DO IT YOURSELF
- 42 - 31 - DO IT YOURSELF
- 32 - 21 - DO IT YOURSELF
- 22 - 11 - DO IT YOURSELF
Pick up your HITS at the London "one-stop"

London's "Chart" Pak

The Zombies
Tell Her No
#9723
Parrot

The Rolling Stones
Heart of Stone
#9725
London

The Bachelors
No Arms Can Ever Hold You
#9724
London

London's 10 Pak of Hot New Items

The Moody Blues
Go Now
#9726
London

Them
Baby Please Don't Go
#9727
Parrot

Bill Black's Combo
Come On Home
#2085
Parrot

Marianne Faithfull
Come and Stay With Me
#9731
London

The Nashville Teens
Find My Way Back Home
#9736
London

Professor Longhair
Big Chief (Part Two)
#1900

Don Randi
Mexican Pearls
#2203
Palomar

Jean Knight
T' Ain't It The Truth
#8306
Tribe

Donald Bryant
I Like It Like That
#2087
Parrot

Bobby Jameson
All I Want Is My Baby
#9730

*See your distributor for:

London / Parrot / American London Group
11 famous performances by this great cowboy star. "A Cashbox for A Heart," "This Ole House," "The Cattle Call." CAL/CAS-846(e)

Vintage Gibson that will thrill his legion of fans. "Wigglewag," "Roses Are Red," "Carolina Breakdown," 7 more. CAL/CAS-852(e)

His hit Hawaiian style, now with chorus background on 12 hits. "Pearly Shells," "Sleepy Lagoon" and "Aloha Ge." CAL/CAS-853

Fans will again turn out to make this another best-seller for the boys. "God Is Right," "Pearly Shells." CAL/CAS-854

A TREMENDOUS CATALOG OF EVERYONE'S FAVORITE SINGERS AND ARTISTS!
WORKS LIKE A CHARM

FROM EVERY FIELD OF MUSIC

WALTZ TIME

PERRY COMO

Somebody Loves Me

Mr. C. and ten songs that will attract everybody. "Here's to My Lady," "Carolina Moon" and "Juke Box Baby." CAL/CAS-855

The combination of Living Strings with Erin's best packs a wallop! "My Wild Irish Rose," "The Rose of Tralee," 12 more. CAL/CAS-859

Country favorites that score big with the great sound of the Living Voices. "Slow Poke," "I Walk the Line," 8 others. CAL/CAS-860

FAVORITES—PRICED RIGHT FOR FAST TURNOVER

DIXIELAND

PETE FOUNTAIN AND OTHER ALL-STAR DIXIELANDERS

CAL/CAS-722(e)

CAL/CAS-727(e)

CAL/CAS-730

CAL/CAS-736

CAL/CAS-741(e)

JIM REEVES

How I Told You That I Love You

CAL/CAS-842(e)

CAL/CAS-844

CAL/CAS-845

CAL/CAS-848

THE GIRL FROM IPANEMA AND OTHER HITS

THE GIRL

BOB RALSTON

CAL/CAS-829(e)

CAL/CAS-830

CAL/CAS-833

CAL/CAS-835

CAL/CAS-838(e)

CAL/CAS-840

CAL/CAS-842(e)

CAL/CAS-844

CAL/CAS-845

CAL/CAS-848

www.americanradiohistory.com
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- **“DAVE CLARK”**
  - Coast to Coast
  - LN 24128/BN 26128

- **VILLAGE STOMPERS**
  - New Beat On Broadway!
  - LN 24129/BN 26129

- **Buddy Greco**
  - Modern Sounds Of Hank Williams
  - LN 24130/BN 26130

- **This Is Damita Jo**
  - LN 24131/BN 26131

- **Amen! The Staple Singers**
  - Randy Sparks Presents
  - The Back Porch Majority
  - LN 24132/BN 26132

- **Bobby Vinton**
  - Mr. Lonely
  - LN 24134/BN 26134

- **charlie walker**
  - Close All The Honky Tonks
  - LN 24136/BN 26136

- **Mariachi! The Soul of Mexico**
  - The Romantic Mandolins Of Naples
  - O'Sullivan
  - LF 18032/BF 19032

- **THE SONGS OF PARAGUAY**
  - Los Tres Sudamericanos
  - Canciones Del Paraguay
  - LF 18034/BN 26134

- **BEETHOVEN**
  - Symphony No.1 in C Major
  - Symphony No.2 in D Major
  - George Szell
  - The Cleveland Orchestra
  - LC 3892/BC 1292

- **Italian Flute Concertos**
  - Jean-Pierre Rampal
  - Fulla
  - LC 3893/BC 1293

- **ITALY'S FAVORITE TENOR**
  - Giuseppe Di Stefano
  - The Soul of Naples
  - Great Neapolitan Songs
  - LC 3897/BC 1297

- **PAGARINI**
  - The 24 Caprices
  - Played on the violin by Emanuel Vardi
  - SC 6049/BS 149

*Stereo*
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Kapp: KL-1414, KS-3414
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Kapp Records Hit Pick
THE HARRY SIMONE CHORALE GOES POP
Kapp: KL-1420, KS-3420
A first for Kapp Records. The Harry Simone Chorale has a combination of bright, new pop sounds that's going to win them new fans. They bring their own high standard of musicianship and performance to "Talking Alone," "My Love, Forgive Me," "Try To Remember," and other favorites.

Kapp Records Hit Pick
SEMI-CLASSICAL FAVORITES
Kapp: KL-1426, KS-3426
Music everyone knows and loves taken on a new freshness and excitement under the inspired baton of Hugo Winterhalter. Outstanding selections like "Revere," "Estrellita," "Sungown Grain Love." This album is destined to be a gold seller for a long time to come.

Kapp Records Hit Pick
HEY, LOOK AT ME NOW!
Kapp: KL-3424, KS-3424
Linda Scott makes the transition from top teen star to adult singing performer on an excellent LP. She tells the stories of "That Old Feeling," "I'm Just a Lucky Man," "I Love," "My Heart Has Been Japan." One of the few artists who can appeal to both adults and teens.

Kapp Records Hit Pick
GREAT SONGS FROM THE ALL-TIME ITALIAN HIT PARADE
Kapp: KL-3423, KS-3423
The hits in Italy are going to be even bigger here. Robertino has grown up. With his delightful renditions of "Ciao, Ciao Bambina," "Arrivederci," "O, Cairo," and other greats this album is bound to win steady sales.

Kapp Records Hit Pick
SENTIMENTAL LOVE SONGS OF WORLD WAR II
Kapp: KL-3421, KS-3421
Remember those old war Era tunes? Remember the feel of embankment, the deep door and membrane? This album recreates those moments in song. Remember, nostalgics.

Kapp Records Hit Pick
THE BOY FROM IPANEMA BEACH
Kapp: KL-1416, KS-3416
Impressive American debut of a big talent group from Brazil. Combines American jazz with the rhythms of their homeland. The basic new beat predominates as they offer slick renditions of "The Girl From Ipanema," "Quiet Afternoon," "Queimada," "Beach," "Mas Que Nada," and others. Strong debut.

Contact your Kapp Records distributor TODAY!
THE BIG NARM CONVENTION ISSUE MARCH 6

...INCLUDING THE CHILDREN'S RECORD MARKET

AN ANALYSIS OF THE BUDGET FIELD AND ITS GROWTH IN VOLUME

THE ROYAL JOBBER AVERAGE DOLLAR VOLUME, NUMBER OF LOCATIONS, BUYING SOURCES, DISCOUNT POLICIES, FREQUENCY OF SERVICE

BONUS DISTRIBUTION AT BIG NARM CONVENTION

SANT FRANCISCO FEBRUARY 28

DEALER INVENTORY CHECKLISTS OF TOP KIDDIE PRODUCT

AD DEADLINE FEBRUARY 24

DON'T LET IT GET AWAY!
Call Billboard Today

ALBUM REVIEWS continued

SPECIAL MERIT PICKS

RUTH BROWN '63
Mainstream 56034 (M) S/4034 (S)
SPECIAL MERIT

CONNIE FRANCIS & HANK WILLIAMS JR.
ACM E 4531 (M) SE 4531 (S)
Two top performers team up for a concept of country music with Connie and Hank

THE ROMANTIC STRINGS OF KOSTELANETZ
Columbia ML 6111 (M) MS 6711 (S)
Kostelanetz has his fingers on the pulse of music. He has shown once again how his rich, giving strings make a concert

THE OTHER SIDE OF RAY PETERSON
MGM E 4277 (M) SE 4277 (S)
This is Ray's debut album aimed at the adult market. He shows a fine versatility in his vocals and

THESE IS . . . GIULIA
Ode Mollone. Primo P 3004 (M) PS 3004 (S)
The singer has a lovely sound on this, her first album. Her vocal treatments of such hits as "I Am a Child," "Thank You," and "My" are

BALLADS MY WAY
Charles Brown. Mainstream 56055 (M) S/6055 (S)
Charles Brown, who is best known as a rhythm and blues vocalist, shows from the expected to offer a

DRIVE TIME . . . RADIO SMASH FLASHBACKS
Various Artists. Laurie LLP 2028
More valuable programming fodder for pop stations and newsmakers for pop stations. Laurie

ALBUM REVIEW POLICY
Every album sent to Billboard for review is heard by Bill-
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<tr>
<th>No.</th>
<th>Title</th>
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<td>COLDPLAY</td>
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<td>YOU'VE GOTTEN FEELIN'</td>
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<td>PEOPLE CANDY</td>
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<td>THE BEATLES-A HARD DAY'S</td>
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<td>DEAR HEART AND OTHER GREAT SONGS OF LOVE</td>
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<td>SONGS FOR LONELINESS LOVERS</td>
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Compiled from national retail sales and radio station playlists by the Record Industry Association of America.
SEVEN LETTERS...
Ben E. King, Aloe 174 (M); SG 174 (S)

THEMES FROM THE JAMES BOND THRILLERS...
Roland Shaw & His Orch, London LL 2412 (M); PS 412 (S)

GENE PITNEY'S BIG SIXTEEN, VOL. 2...
Monocle MM 5043 (M); MS 5043 (S)

GOLDFINGER AND OTHER GREAT MOVIE THEMES...
Jack Lemke, Regina R 139 (M); RS 319 (S)

THE HULLABALLOOS...
Routelle R 12259 (M); RS 12259 (S)

MUSIC TO READ JAMES BOND BY...
Various Artists, United Artists UAL 3415 (M); UAS 6415 (S)

THE NAME GAME...
Shirley Ellis, Congress CCG 5003 (M); (No Stereo)

THIS IS DAMITA JO...
Spal LN 24131 (M); BN 24131 (S)

TWANGIN' GOLDEN HITS...
Duane Eddy, RCA Victor UPA 2993 (M); LSP 2993 (S)

THOU SHALT NOT STEAL...
Dick & DeeDee, Warner Bros. W 1155 (M); W 1155 (S)

OUR SHINING HOUR...
Tommy Davis/Count Basie, Verve V 6405 (M); V-6405 (S)

AMEN! THE STEPPLE SINGERS...
Epic LN 24132 (M); BN 24132 (S)

SPIRITUAL SPOTLIGHT...

THE STEPPLE SINGERS' spiritual style is packed with spirituality and emotion. The set brings together the first-ever collection of the Stepples of Spirituals, with songs drawn from the groups' extensive repertoire. The collection includes classics like "I'll Be Faithful," "Standing On The Promised Land," and "Blessed Are They." The Stepples' harmonies are rich and soulful, and the arrangements are imaginative and dynamic. The album is a must-have for fans of gospel and spiritual music.

(continued)
IMITATED—
But Never Duplicated.....
Regional Breakout Last Week in Los Angeles
Regional Breakout This Week in Milwaukee

Produced Live at their Record-Breaking Club Date

Watch for THEE MIDNITERS Album —
“LAND OF A THOUSAND DANCES”

9165 SUNSET BLVD.  LOS ANGELES, CALIF.

Personal Management: Eddie Torres
Bookings: Jack Irvin

CR 8-9221  714 YU 3-1679

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WHEN PRESTIGE SHOOTS—IT SHOOTS REAL BULLETS!

**ALBUM REVIEWS**

*Continued from page 34*

![Four Star Albums]

The listener rating system rates new albums with sufficient commercial potential to fill respective categories in merit being traded by music dealers, record producers and jazz publishers that category.

**FOLK**

**HARD TRAVELLIN'**

**Wendy Oldfield**

*Disco D 110 (M)*

**OLD TIME MUSIC**

**The New Lost City Ramblers**

*Disco D 114 (M)*

**SPIRITUAL**

**IT TOOK A MIRACLE**

**The Fourth Baptist Church Choir**

*Disco B 1402 (M)*

**SACRED**

**SPOKEN WORD**

**THEY HAD A THING GOING ON**

**Ray Charles**

*Disco D 150 (M)*

**LOW PRICE POPULAR**

**WALT DISNEY PRESENTS**

**BROADWAY ARTISTS**

*DISNEYLAND DQ 1267*

**LOW PRICE CHILDREN**

**WALT DISNEY PRESENTS**

**PIONEER BAND, AND OTHER STORIES**

*DISNEYLAND DQ 1209 (N)*

**NEW ALBUM RELEASES**

This form is designed to add dealers in ordering and broadcasting contests.

**ONE-STOP RECORD SERVICE**

Complete line of Spirituals, R & B and Catalog Merchandise. We ship C.O.D. in the U.S. Check company order form on reverse for all international accounts.

**Barney's One-Stop**

2334 Roosevelt, Chicago, IL 60634

PHONE: (312) 671-6128

BILLY JOE MCDONALD—Indiana, and many others.

**SLEEPER WORD**

**UNDERSTANDING AND APPRECIATION OF SHAKESPEARE**

**Billboard**, February 20, 1965

**HOLLYWOOD—**Triton Records has been formed to de-

velop Top 40 material. Owner is Bill Hughes, former vice-

president of Columbia Records. Hughes is seeking artists and

masters. His office is at 1880 North Vine. Hughes' two pub-

lishing interests are Nempne (BMI) and Nord (ASCAP).

His partner in both publishing companies is Frank Roman.
...as complete an original as it is possible to be!

With quiet awe for a long-neglected near-genius, observers and critics are beginning to suspect that Thelonious Monk may be the dominant jazz musician of his time. His life work of more than 50 compositions...
RHYTHM & BLUES

NEW ACTION R&B SINGLES

WE CAN'T BELIEVE YOU'RE GONE
Bobby Harris, Atlantic 2270
MY SILENCE IS JUST A FROWN (TURNED UPEPSIDE DOWN)
Jewel Akens, Motown 1064
IT'S BETTER TO HAVE IT
Barbara Lynn, JAM 1292
DON'T WAIT TOO LONG
Gretta Swann, KPS 108
CRY (w/ TEARDROPS FROM MY EYES)
Roy Charles, ABC-Paramount 10615
SHE'S GONE
Koko Chanco, Constellation 144
DANNY BOY
Jackie Wilson, Brunswick 5277
GIRLS HAVE FEELINGS TOO
Barbara Mason, Atlantic 102

TOP R&B JOCKEY'S PICK-OF-THE-WEEK

E. RODNEY JONES, WVVN, Chicago
"Shutup", Jr. Walker & the All Stars, Soul 35080
LP - "B.B. King at Regal Theater," ABC-Paramount
ABC 509 (M); ABC 509 (S), Station Pick: "Do You Wanna Dance?", L. C. Cook, Destination
ERNE DURHAM, WDML, Detroit
"You Super Girl It!", Joe Tex, Dial 4003
"We Are In Love", Bobby Byrd, Smash 1964
LP - "Four Tops", Motown 622 (M)
GEORGE HUDDLE, WDCL, Newark, N. J.
"Feel In the Name of Love", Supremes, Motown 1074
LP - "Imitation Yours", Arthur Prysock, Old Town LP 2008 (M); LP 2008 (S)
JACK WILKINS, WBCN, Boston
"Shutup" (In the Name of Love), Supremes, Motown 1074
"Little Sally Walker", Rufus Thomas, Stax 167
"I'm Gonna Be (Somebody's Sweetheart)" (M); "Soulful Sound of Dionne Warwick, Scepter 528 (M)
AL JEFFERSON, WBBM, Baltimore
"You Don't Miss A Good Thing", Irma Thomas, Imperial
S "Believe In Love", Lou Rawls, Capitol T 2223 (M); T 2273 (S)
GENE NORMAN, WLAC, Nashville
"You Better Get Out", Joe Tex, Dial 4003
"Baby Walk", Rufus Thomas, Stax 167

RHYTHM & BLUES SINGLES

Billboard SPECIAL SURVEY for Week Ending 2/20/65

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<th>Weeks on Chart</th>
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<td>&quot;Shutup&quot;, Jr. Walker &amp; the All Stars, Soul 35080</td>
<td>5 (M); 5 (S)</td>
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<td>43</td>
<td>&quot;I'm Gonna Be (Somebody's Sweetheart)&quot; (M); &quot;Soulful Sound of Dionne Warwick, Scepter 528 (M)</td>
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HOT R&B LP'S

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<th>Weeks on Chart</th>
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<td>HOLD WHAT YOU'VE GOT, Joe Tex, Atlantic LP 3016 (M); ESP 3016 (S)</td>
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<td>WHERE DID OUR LOVE GO, Supremes, Motown MT 241 (M); S 241 (S)</td>
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<tr>
<td>4</td>
<td>SHAKO, Sam Cooke, RCA Victor LPM 3577 (M); ESP 3577 (S)</td>
</tr>
<tr>
<td>5</td>
<td>HOW SWEET IT IS TO BE LOVED BY YOU, Marvin Gaye, Tamla TM 258 (M); (No Store)</td>
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<td>6</td>
<td>THE MANCY WILSON SHOW! Capitol KAD 2156 (M); SNO 2156 (S)</td>
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<tr>
<td>7</td>
<td>A BIT OF LIVERPOOL, Supremes, Motown MLP 623 (M); ESP 623 (S)</td>
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<td>8</td>
<td>GON' OUT OF MY HEAD, Little Anthony &amp; the Imperials, DOS DL 3068 (M); DCS 3068 (S)</td>
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<td>9</td>
<td>THE BEST OF SAM COOKE, RCA Victor LPM 2625 (M); ESP 2625 (S)</td>
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<tr>
<td>10</td>
<td>THE LEE &amp; TINA TURNER SHOW, LIVE, Warner Bros. W 1579 (M); WS 1579 (S)</td>
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HOT R&B SINGLES

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;LOVE ALONE&quot;, Sam Cooke, Atlantic 2270</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>&quot;SHUTUP&quot;, Jr. Walker &amp; the All Stars, Soul 35080</td>
<td>5 (M); 5 (S)</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'M GONNA BE SOMEONE'S SWEETHEART&quot;, Rufus Thomas, Stax 167</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>&quot;I'M GONNA BE (SOMEONE'S SWEETHEART)&quot; (M); &quot;Soulful Sound of Dionne Warwick, Scepter 528 (M)</td>
<td>7</td>
</tr>
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HOT SPIRITUAL SINGLES

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<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>PEACE, BE STILL</td>
<td>James Cleveland, Savoy 4217</td>
</tr>
<tr>
<td>2</td>
<td>WAITING FOR MY CHILD</td>
<td>Consolas, Nashboro 660</td>
</tr>
<tr>
<td>3</td>
<td>MORE THAN A HAMMER AND NAIL</td>
<td>Staple Singers, Epic 5748</td>
</tr>
<tr>
<td>4</td>
<td>GON'T GO</td>
<td>Mighty Clouds of Joy, Paxcomb 3025</td>
</tr>
<tr>
<td>5</td>
<td>PRAY FOR ME</td>
<td>Little Abraham Swanson, King 5064</td>
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HOT SPIRITUAL LP'S

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PEACE, BE STILL, VOL. 3</td>
<td>James Cleveland, Savoy MG 14076</td>
</tr>
<tr>
<td>2</td>
<td>HEAVEN, THAT WILL BE GOOD ENOUGH FOR ME</td>
<td>Solomon Burke, Okeh 8486</td>
</tr>
<tr>
<td>3</td>
<td>THE BOOKS OF JORDAN, VOL. 4</td>
<td>James Cleveland, Savoy MG 14013</td>
</tr>
<tr>
<td>4</td>
<td>SOUL STIRRERS WITH SAM COOKE</td>
<td>Specialty 3116</td>
</tr>
<tr>
<td>5</td>
<td>WALK AROUND HEAVEN ALL DAY</td>
<td>Crestas, Ojo Jay 5058</td>
</tr>
</tbody>
</table>

JOIN UP...JOIN IN...SUPPORT YOUR RED CROSS

CHUCK JACKSON, Wand recording star, re-signed his exclusive pact with the label last week. Looking on, standing to left, are Marvin Schickter, national sales manager for the label; Paul Canter, Wand Management Corporation, and Florence Greenberg, seated, president of the label.

38

BILLBOARD, February 20, 1965
Every so often a record comes along which evokes the comment *"Why didn’t I think of that?"*

The Town & Country Bros.

sing

the BLACKSMITH BLUES

FORD 141

Suite 410 • 1650 Broadway • New York 19, N.Y. • Plaza 7-0560

Canada: Spartan Records—Australia: W & G Records—South Africa: Troubador Records

February 20, 1965, BILLBOARD
Outlook Is Bright for C&W Music in Japan, Says Pierce

NASHVILLE—Don Pierce, Starday Records president, returned last week from a month's trip through the Pacific Islands and Japan. Pierce commented on the tremendous upsurge in interest and sales for country music.

WQIK Fest Plans

JCASSOWELL, Fla.—Plans have been completed for the WQIK's Fifth annual Southeastern Country Music Festival to be held at the Coliseum here April 25. Featured will be Ray Price, Sonny James, Dave Dudley, Porter Wagoner, Norma Jean, Connie Smith and Roy Drusky.

Things Look Rosier for Eddie Bond

MEMPHIS — Country music artist and deejay, Eddie Bond, who recently filed a petition in bankruptcy court, last week has high hopes a single he just made will help solve his problems.

The disk has already led to some "Grand Ole Opry" dates next month, he said, and is negotiating for an appearance on the Jimmy Dean and other TV shows.

The single is "Cold, Dark Waters," on the Memphis Records label. It was recorded at the home of one of the studio in Nash- ville. Bond is backed by the Wiburn Brothers and one of the Anita Kerr singers.

The tune, ironically, was written by the late Don Owens, former WSM deejay, and is about a depressed man who jumped from a boat in the cold, dying in a water of a lake. Owens wrote the song when he was depressed. He had been divorced a month before. Soon after, he wrote it.

Bond was killed when he lost control of his car and it ran into a tree. Bond's financial troubles stemmed from his operation of a night club and death of a partner who had taken on the debt with him. When the partner, Baxter Turnage, died last year, Bond found itself too much for him.

Pierce's petition listed assets of $7,500 and debts of $3,437. Bond, in addition to recording and playing shows, is a deejay at WKAQ, local country music station.
Leon Ashley Weds Margie Singleton

NASHVILLE — Margie Singleton, Mercury recording artist, and Leon Ashley, who records for Dot, were married last week in Montgomery, Ala. Ashley is known in the radio business as Leon Walton, and he owns several radio stations, including WAXP in Montgomery.

Montgomery City Commissioner Sullivan awarded honorary citizenship certificates to the two artists. The couple returned to Nashville Tuesday (9), and Miss Singleton left later in the week for appearances in Des Moines and Minneapolis. Both artists will continue to record and work out of Nashville.

Kathy Dee Set For Greenland

FORT DIX, N. J. — Country singer Kathy Dee, who records for United Artists, left McGuire Air Force Base here Tuesday (9) for a four-week stay in Greenland, where she will play military installations. She will be accompanied by her own band.

The overseas tour was arranged by Kathy’s personal manager, Quintus (Reed) Welty of B-W Music, Inc., Wooster, Ohio. Miss Dee recently made her bow as a writer with her country tune, “Multiplying the Heartaches,” which George and Melba have cut for United Artists.

NASHVILLE SCENE

By Don Light

Capitol’s Sonny James will tape the Jimmy Dean show Feb. 12 for an early-March showing. Hit record producer Bill Jims is recording this week at Central Recording. Thelma Houston is reported to be tape a country single in Nashville.

HONORARY MAINE CITIZENS — Maine Gov. John H. Reed (right) presents honorary Maine Citizenship Certificates to Doc and Chickle Williams, regulars on WWA’s “Jamboree,” Wheeling, W. Va., during their visit to the State Capitol in Augusta, during their recent tour of that State.

AL ROGERS, president of Arask Music, Amarillo, Tex., this month celebrated his 25th year in the country music field. In recent years Rogers has diversified his interests to publishing, booking and artist management. He still holds his band, radio and television interests.

Dave Dudley’s country single “Two Six Packs Away” is rollin’ down the road to a pop hit.
Angel 20-Track Sampler Gets Strong Air Reaction

HOLLYWOOD—Angel Records' "World of Classical Music" sampler, which has gained initial strongly in broadcast-promotion runs.

The series, which has been gaining the favor of important AM stations, is now in Los Angeles, and KCBY, an FM classical outlet broadcasting from Beverly Hills, Calif., are among the stations.

Jack Brandvein, Angel's marketing director, both stations have been programming runs, much to the surprise and delight of the Los Angeles music industry.

"We didn't expect this airplay," Brandvein commented, noting the stations were playing the sampler like a regular album.

The catalog which comes with the $1.98 in the stores, is well on its way to becoming a success, and also in all probability the catalog contains may be sold separately, the LP offer on the package.

The sampler is the second promotional product devised by Angel in recent months to help boost sales. Last November, the sampler, "Listen to the November Angels," was issued to consumers for $1. A February release will follow. The monthly sampler is designed to boost sales at the dealer level.

Reference to the complete LPs may be purchased from record stores made on the sampler plus a related advertising.

COUNCIL VOTES TO SUE MACNEIL

PARMA, Italy—City council has voted to bring legal action against Cornell MacNell, American baritone, who walked out of opening the production of "The Masked Ball" here. Teatro Regio, universally known for its tough audiences is owned by the municipality.

Nonesuch on Baroque Kick

NEW YORK — Nonesuch, budget-priced classical music label, recently got three special Baroque albums to keep pace with the current popularity surge of the musical form.

Prominent among the three is a George Philipp Telemann concerto by Jean-Pier Rampal, flutist and harpsichordist Robert Veyron-Lacroix, "Sonata in F Minor for Flute and Continuo," two more from his "The Italianino" for Flute and Continuo, "Trion Sonata in B Flat Major for Flute and Continuo" and Concerto No. 1 in D Major for Flute and Harpsichord.

Though all three works are played by flute and harpsichord, there are some differences in fashion, with different styles in distribution.

Another release features the Ancient Instrument Ensemble of Paris in performances of "French Dances of the Renaissance" and other well-known pieces of the Renaissance.

Rounding out the Nonesuch spotlight on Baroque is "Ceremonial Music of the French Baroque," as performed by the Roger Bechmann Vocal Ensemble and the Orchestra of the Societe des Concerts du Concertino.

Works include Charpentier's 'Epithal Gift,' "Plaisirs, Tartre, Gallia," by Lully, and "Concert d'Escaples," attributed to Delalande.

Melcher Back with Columbia

HOLLYWOOD—Jerry Melcher has rejoined Columbia's letter which is promoting the letter's new projects. For the past several months he was with Bobby Darin's T. M. Bird as a producer.

Melcher now works under executive producer Al Stanton. He fills the void left by the departure of noted producer Bruce Johnston. Among the artists working under Melcher's direction are The Birds, a five-man vocal group who just cut a previously unissued 45 by Bob Dylan for their first single, and the Rip Chords and the Rogues.

LAYNE JOINS MARKS MUSIC

NEW YORK — Bob Layne has joined E. Marks Music's professional catalog. He'll work with his firm's general professional manager Arnold Shaw, keeping up with the firm's growing mail order and deejays aware of the Marks catalog as well as looking for new material.

Layne previously was affiliated with distributors and A-1-Step, where he handed a large number of mail order recordings artists Maxine Brown and the Chimes, among others. Layne's major assignment at Marks will now be on its "Baker Street" score.

BEST SELLING CLASSICAL LPS

Below is a list of best selling Classical LPS in top Classical Result Outlets.

OPERA, VOCAL AND CHORUS


4. DONIZETTI—Lucia di Lammermuir, Sutherland, Corelli, Metropolitan Opera Orch. (Karanji). London (12-17) 14327 (SI), 4855 (M).


7. PONCHETY—Tosca, Price, Deiben, Taddei, Vianna Phil. (Karanji). RCA Victor (12-17) LDR 7022 (SI), LDR 7022 (M).

8. TOSCANINI—Orefei, Del Montone, Baladi, Petti, Vienna Phil. (Karanji). London (12-17) 1324 (SI), 4552 (M).


SYMPHONIC AND ORCHESTRA


3. STRAVINSKY—Sacred and Secular. Berlin Phil. (Karanji). RCA Victor 4826 (SI), 19820 (M).


5. BEETHOVEN—Symphony No. 5. N. Y. Phil. (Beinsteins). Columbia MS 6468 (SI), M 5868 (M).


7. RESPIGHI—Ancient Airs and Dances; Hungarica Phil. (Deseg). Mercury 90199 (SI), 50199 (M).

8. CROYES—Grand Canyon Suite; N. Y. Phil. (Beinsteins). Columbia (94). MS 6468 (SI), M 6468 (M).


10. TCHAIKOVSKY—Serenade in C for Strings; Phil. Orch. (Ormandy). Columbia MS 6224 (SI), M 6224 (M).

SOLO INSTRUMENT AND CONCERTO

1. CHOPIN—Waltzes; Rubinstein. RCA Victor LSC 2726 (SI), LM 2726 (M).

2. BACH—Concertos for Piano and Orchestra. (Browning). Cleveland Orch. (Deseg). RCA Victor LM 6638 (SI), M 6338 (M).

3. TCHAIKOVSKY—Concerto No. 1 in B Flat for Piano & Orchestra; Symch. Orch. (Deseg). RCA Victor LSR 2522 (SI), LM 2522 (M).

4. MOZART—Concerto (4). For Horn; Brain, Phil. Orch. (Ormandy). RCA Victor LSC 35922 (SI), M 35922 (M).


CHAMBER MUSIC

1. BRAHMS—Quartet in F for Piano & Strings. Serkin, Rudolf. Columbia MS 6395 (SI), M 6395 (M).


5. STOZEL—Concerto Grosso/TELMANN—Concerto for Three Trumpets/Suite A Minor; Chamber Orchestra of Versailles (Wahle). Nonesuch H 1017 (M).

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EQUIPMENT NEWSLETTER

Sleeping Giant: Auto-Phono Mart

By DAVID LACENBRUCH

There's a big sleeper of a music market which is going to wake up some day. When it does—wow!

I'm talking about the automobile market—records, tapes and equipment to play them with. For years, various companies—big and small—have tried to crack this market, but with much success. But there are some early signs that it will open up soon.

The transistor, of course, has made possible compact music systems with a low power drain. The public is becoming increasingly accustomed to battery-operated tape recorders and phonographs—to out-of-home recorded music. More and more companies are beginning to see the tentacles of this market. To understand why, just look at the dimensions of the potential.

There are more than 80 million vehicles registered in the United States—about 40 percent more than the number of homes. Last year, Americans bought 8.1 million automobiles, and they're expected to exceed that number this year. In a year when 8.1 million automobile sales were made, and foreign models were sold in the United States, the domestic car radio industry alone turned out 8.3 million automobile radios.

This seems to prove that Americans like music in their cars. They like it in their homes, too, and buy 5.3 million phonographs and at least 1 million tape recorders annually. Americans are becoming conditioned to good sound. FM auto radios, capturing an increasing, though still small, share of the market. Chevrolet is even offering an FM stereo car radio at $250 and is satisfied with results to date.

THERE HAVE been several attempts to break into the auto-phono market in the past. The two most notable were Columbia Records' 1965 r.p.m. Highway Hi-Fi system featured by Chrysler in 1956, and the RCA 45 r.p.m. changer unit sold as an accessory with Chrysler's various lines in 1968. Neither was particularly successful.

Now may be the time to try again—at least judging from the number of companies beginning to advertise their equipment in the popular magazines this year. It may come as a surprise, but two of the largest record companies in the United States—Seagram, Rohrbeck and Music, and RCA Victor—have made p.r.m. record changers for automobiles in their new catalogs at $96.35 and $95.95 respectively.

The Leonard Ornstein Company in Philadelphia also has a 45 r. m. changer for autos at a suggested retail price of $95.95.

There are at least six tape music systems—mono and stereo—for automobiles, with list prices ranging from $95.95 to $130. All of these units are tape recorders—but there's no standardization of cartridges among them.

ONE OF THE latest to be announced is made by Automatic Radio Manufacturing Company, of Boston, large independent auto radio manufacturer, using the standard RCA tape cartridge. Car tape players are also offered by New-Tronics Corporation, Cleveland; Miller International, Runnymede, N. J.; Orr Industries, Opelika, Ala.; Autostere, Inc., Los Angeles, and others.

When will the big boys come into this market? Too early to say, but they're obviously watching the present small-scale sales of these traveling music systems closely.

When auto hi-fi becomes an important market, the car manufacturer obviously are going to try to grab off as much of it as possible, in terms of accessory sales. (One such deal is widely rumored today.) But this doesn't prevent sales of such systems through independent home entertainment dealers. Such sales will help to build a future business, too, in terms of records or tapes.

Today's American is affluent. He loves his leisure, and has plenty of it. He travels extensively. His car is his second home. He listens to recorded music at home, in the restaurant, in the supermarket, in the drugstore. He's a prime prospect for travel music he can program himself.

It's only a matter of time—and probably not a very long time, at that—before this big new market of Americans on-the-move opens up to recorded music. And what a market that will be.

NEW PRODUCTS

Zenith Bows Modernaire

Zenith's new Modernaire, listed at $159.95, features a solid-state amp with 32 watts peak music power (16 EIA).

Stereo: Precision four-speed changer, Micro-Touch 20, tone arm with free-tilt ceramic cartridge and six-speaker sound system. Cabinet o.m.e.s in grained walnut with olive green grille cloth.

Chancellor Has Oki Exclusively

The four Oki solid-state tape recorder models currently marketed in the U.S. are handled only by Chancellor Electronics, Inc., Newark, N.J. Topping the quarter is the model 35, $52.75, four-track stereo unit (shown above) with an inverter providing operation from auto electrical systems. Also available are the model 33, 7-transistor, 4-track stereo unit; model 222, 8-transistor, 4-track monophonic unit; and model 111, 2-track monophonic unit.

V-M Unveils 'Swing-Down'

V-M's new swing-down portable stereo phonograph is finished in black and has accents of turquoise. Front to back dimensions are only 19 inches. Unit is designed to retail at $75. Features include lightweight tubular cabinet, and 24-watt mono sound system. (Continued on page 44)

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.


GREAT—Expiration date indefinite. Started March 13, 1954. Two free records for every 10 purchased in series 1100, 1200, 1400, 1600. One free record for every 10 purchased in series 3700, 4000, 9000, with the exception of 9001 and 9003; buy 10 get two free.


FOLKWAYS—Expiration date indefinite. Started July 7, 1964. Eight unpackaged units (10 records each) with purchase of five keep, rest of Folkways catalog at 5% less retail additional discount.


ARIOLIC RECORDS—Started Sept. 1, 1964. Expiration date indefinite. Distributor receives two free with every 10 bought on new product, one free with 10 on catalog items.

COIN COLLECTOR? or BUSINESSMAN?

Guaranteed Profits!

Sure, you can go on emptying coin boxes for years and eventually it might add up to a significant total. Or—you could just sell every customer on your list Tape-Athon Customized Background Music and have your monthly checks mailed right to the club house door.

Tape-Athon Background is simple to install, requires minimum service and returns a whopping 100% on investment. For details, see your local juke box distributor or return the completed coupon below.

Tape-Athon Corp.
535 South Hindry, Inglewood, California

Tape-Athon Corp.
12 South Hindry, Inglewood, California

Yes, I'd like the complete story—

Name:

Address: 

City:

State:
ANNOUNCING a new low rate for SITUATIONS WANTED

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

NEW PRODUCTS

- Continued from page 43

tone arm, dual channel amps, 45 spindle adaptor, two 4x6-inch speakers and a carrying weight of 20 pounds.

Mailbox Tape Display

A recent merchandising award winner in an Advertising Insti-
tute contest is this miniature mailbox display unit for 3M Company's Living Letters sound recording tapes. The mailbox is available to dealers and is especially suitable for small-space displays.

Sylvania Solid State Portable

Sylvania's new solid-state portable delivers 55 watts of peak power (200 EIAs), has a Garrard changer and two independent air-suspension speaker systems.
### KRLA Debuts Wide Changes; Other Coast Stations Shift PD's

**Shifts News, Music Slots; Adds Biondi**

**LOS ANGELES —** KRLA radio leveled two blockbusters at the broadcasting world this week. The first was the announcement of one-on-one deadlines for unorthodox programming concepts. And the second was the signing of Dick Biondi for an across-the-board evening deejay show.

The new programming concepts, involving afternoon shows at ten minutes before the hour, slashing the traditional pattern of half-hour slots to ten minutes before and half hour. In further change of its schedule, KRLA’s five-minute National News will go at 3:45 minutes before the hour and 15 minutes after the hour.

The shifting of news and music is a result of a University of Illinois- sponsored study into listener accessibility and general-interest shows against John Barnett. "The USC study showed that general work hours have been cut from five to three half-hour," Barnett said. "Because of the lack of adequate programming, some programmers drive their jobs, the executives noted." The study showed drivers were keenly interested in news reports. The average drive length was 25 minutes, with the listener arriving at his office just when the conventional newscasts were beginning on the hour or half hour.

"So this desired news is unavailable," Barnett explained. "Our reasoning was that if the driver is in his car for 20 minutes, by scheduling the news at 4:15 and 4:30, he is in his area and capable of hearing the programming.

"There's no written rule you have to start on the hour," Barnett stated. "Our concern is for continuous programming, with our personalities free to discuss newsworthy events of news and service features."

**KRLA AHEAD, RATING SHOWS**

LOS ANGELES—The latest Hooper report on Los Angeles radio shows that KFWB all day, seven days a week, The December-January week KFWB rated 20.3 as compared to KRLA's 18.4. Broken down further, the Pasadena-based outlet leads the pack Monday through Friday from 7 a.m. with a 13.7 mark, with KFWB second, 12.0. From noon to 6 it's KRLA's 19.5; WB 14.4.

The biggest margin is from 6 p.m. to 11 p.m. Saturday, with the figures showing KRLA 27.0, KFWB 15.2.

**Manager's Name 4 to "Hot Seats"**

By ELROY TIEGEL

LOS ANGELES—Four new program directors are taking over their respective station's "hot seats" in recent weeks. The four program directors are Don French, switching to KFWB from Colwell-Smith's KDFW in Minneapolis; Mel Hall, moving to KRLA; Pasadena from channel 6 in San Diego; Don Otis, taking the reins at KHI, San Francisco, as station's main outlet's program director and John Hokum, moving down the hall at KNX from the information services director position.

As each PD station hops, speculation within the industry is that more changes are soon to follow.

In the case of KFWB, French, who replaced Jim Hawthorne, believes he's in a broader play and has expanded to a top 20.3 after last few years. His was hired by a new general manager, Ira Laufer, and installed with the title of operations director. He replaced Geoff Edwards, fired two weeks ago.

### PROGRAMMING NEWSLETTER

**Middle-of-Road, Stop, Go Signs**

**BILL GAVIN**

(First of two installments)

During the past several weeks I have talked with a number of radio people about new approaches to programming. Many of these people believe that no two people see things in precisely the same way. In the interest of forming an adequate general agreement among program planners to indicate the direction of the genre of the middle-of-the-road, there appears to be a growing interest in applying the objective approach to the pop format operators to the field of so-called "Middle of the Road." Strictly speaking, there is nothing new about such an idea. It has been applied successfully for years by many successful stations in the U. S. and Canada. Among the best-known pioneers of the field have been WIP-Philadelphia; WINC-Chicago; WLS-St. Louis, KSFO-San Francisco, CFRB-Toronto and CHIC-San Antonio. While not all these stations rate No. 1 in their markets, they deliver a sufficiently large audience to their advertisers so that the Sixteen stations are highly gratifying to their owners.

There are many other stations, some with big power and preferential dial position, and most with a fine tradition of public service and community involvement, which have watched their audiences gradually slipping away through the years and done little about it. They have noted with envy the stations that have been made by their competitors, yet until recently have not attempted any bold moves toward modifying their program content and personnel.

**Stations in major markets, in their attempts to attract a larger audience, have discovered the power of the middle-of-the-road concept.** The technical and performer uniqueness that the Middle-of-the-Road has over the other radio formats and the local station's operational tasks, and they were unwilling to relinquish contract provisions that gave employees union membership. Some New York programmers at one time were required to have four or five men to keep this station's DJ shows on the air. In Chicago, the musician's union has jurisdiction over the record spinning assignment. In San Francisco, some News teams must staff announcers in the booth to handle station breaks for the DJ shows. However, most of these problems have been worked out so that stations are not placed at a competitive disadvantage by virtue of the old contract provisions, and we expect that all stations will continue to be able to operate with these provisions.

One manager, who does not see the problem of the Middle-of-the-Road clearly, says this: "The big money in radio doesn't necessarily go with the big ratings. We're just as well right now as the leading top 40 station, and we show only about a third of their audience. But we should be doing better. So we're hiring some new people—a program director, a music director and sales—and try to make it better. I can without programming that grossly kid stuff.'"

NBC's appointment of Mike Joseph to head up his own radio show with the Middle-of-the-Road concept, with the anticipated acceptance by conservative ownership of the fact that modern radio demands certain program characteristics, he has had extreme experience as a program consultant in setting up top 40 operations. It was under his guidance that WABC-New York broke away from its traditional pattern and entered the pop format field, where it thrived under the program direction of Sam Holtman. Mike later set up the new format for WKBW-Deerfield, which proved an immediate success. He has also worked with middle-of-the-road operations such as WINZ-Miami and WLS-Louis, although this fact is not so generally known. With NBC he has brought Mark Ols, Glenn Miller and Bob Holt into WMAQ-Chicago. It was rumored, because of Mike's former success with top 40 and his ability to function as a working注: The text seems to be cut off at this point, making it difficult to continue understanding the context.

**WLIG Stages Charity Gala**

NEW YORK—WLIG staged a special concert Saturday at Carnegie Hall starring comic genius and former Stern Bros. star Diana Sands of the current hit, "The Owl and the Pussy Cat." The sold-out event, completely underwritten by the Negro-oriented station, was geared to the three-hour 12th annual Festival of Performing Artists, which the station regularly schedules as one of its contributions to the National Negro History Week celebration.

Also featured performers at the Festival were Johnny Cash, Joe Williams, Jerry Butler, Betty Everett, the Chantels and the Billy Taylor Trio, plus other outstanding artists. A major high-light of each Festival is a portion dedicated to the presentation of gospel groups, with the Clara Ward Singers leading the bill this year.

The Festival, whose proceeds will go to a camp for underprivileged Negro children, was broadcast by WLIG in its entirety. The station's general manager Harry Novick said that all future Carnegie Hall concerts staged by WLIG will be used to raise funds for worthy Negro causes.

### TO CHECK OUT CHECKMARK PRODUCTIONS

The advertisement for Checkmark Productions appearing in the Billboard last week inadvertently omitted the address of a phone number of the company. Those interested in learning more about Checkmark Productions should write to Copy of Body's Waxhead's waxhead's fax or call.

**WKNR Finds Way to Beat Old Man Winter**

**DETOUR — WKNR has found a way to help take the severe bite out of Old Man Winter.** "Think Summer" campaign.

The station has distributed some 25,000 "Think Summer" buttons in conjunction with extensive newspaper ads and billboard promotions. On-the-air, WKNR is conducting a contest and awarding barbecue grills, badminton sets, and other summer-time items. To keep things psychologically warm, weather forecasts include the more desirable temperatures of Hawaii, Florida, Southern California and other southern resort areas.

As a result of the promotion, Russ Yerge, Columbia Records promotion director for Detroit, suggested that his label cut a record called "The Shoe Fits," by Clyde Otis and the label has released a single by Susan Wayne entitled "Think Summer." A special tie-in promotion has been arranged by Columbia with 63 radio stations on the "Think Summer" theme and the Wayne single.

**Meader on WJRZ**

NEWARK, N. J.—Recording and night club comedian Warren Meader announced by Renee Taylor and Rini Santoni, will do live comedy improvisations on WJRZ radio between 3 p.m. and 4 p.m. Saturday, Vaughn's current Verve album "If the Shoe Fits," created such a reaction on Bob Brown's Comedy Corner he invited the team to do some fast talking live from the studio.

### HOW TO CONTACT CHECKMARK PRODUCTIONS

The ad campaign for Checkmark Productions appearing in the Billboard last week inadvertently omitted the address of a phone number of the company. Those interested in learning more about Checkmark Productions should write to or call.

**CHECKMARK PRODUCTIONS**

P.O. Box 1492
Amarillo, Texas
EV 3-4122

February 20, 1965, BILLBOARD
Four Named to ‘Hot Seats’

- Continued from page 45

after new management took over.

One KHJ innovation, a new program featuring Steve Allen and Don Knotts, began on Monday-Friday from 9:30 to 10 p.m. It features home spun fun, comedy, and music from the couple’s Encino home. Allen said the idea for the show was first presented to him by Marty Fleischer, formerly KHJ general manager, before he was promoted to KKO’s Los Angeles headquarters.

The new program cuts into Red Melville’s last hour. His show now starts at 6 a.m., ending at 9 a.m.

Allen, who recently departed night time TV show to host the CBS show, “I’ve Got A Secret,” in New York, is heard Saturdays on KKO.

The new line-up includes Melville, 6-9; the Allen 9-10; Michael Jackson, 10-11 p.m.; Don Ross, 11-12:30; Joe Dolan, 12:30-2; midnight and Paul Compton, midnight-6 a.m.

KNX, the CBS-OCO AM-FM outlet, is putting on “The Today Show” to moderate the station to give it the musical sound of today. Hokom said: “From 7 to 8 a.m. on KNX runs ‘Weekend,’ the key time block offering music. In addition to the late afternoon, American Airlines ‘Music on a Roll’ and ‘Music from the Mall’ ‘Through Weekend,’ with various disc jockey hosts, KNX is slowly developing its own music policy to include more chart material of a non-rock nature. Hokom explained. The station has been airing standard repertoire.

The new approach as Hokom, who replaced Harford Woodson, to a new post with the network, related it is for exposure of new music material in single and LP form. Weekdays the daytime programming is an informational-educational nature.

Dale Stevens Back on WNOX

CINCINNATI — Dale Stevens, beaming mascot editor of The Cincinnati Post & Times- Star, has returned to music duty on WNOX on the Saturday morning show he originated in 1959 and quit in 1962 to go into local television. His show, “Celebrity Interview Session” from 2 to 6 p.m., comes from the downtown Lakeside Santa Fe supper club, a mixture of live interviews and taped excerpts of talks with performers he runs into around town.

Producer of the WNOX “Dale Stevens Show” is Al Sack, veteran comic and dancer who was assistant banjoist on Milton Berle’s old “Tea Party” on NBC-TV for five years.

Among the personal features of Steven’s Saturday show are exclusive recorded comedy sessions with touring comedians; his theme, “The Dale Stevens Show,” composed by pianist Frank Vincent and soon to be released on the Paramount label, and a minimum of eight taped celebrity interviews to be spliced around the music which he does at La Normandie.

He will be in New York, at the Regency Hotel February 22, for interviews with Rock Hudson, Gia Lo-bridgida, Carol Channing and Jack E. Leonard.

YESTERDAY’S HITS

Change of programming from your library’s shelves, featuring the disk that were the bestsellers by the 50s and 10 years ago as well. Here’s how their sales ranked at the top in that year.

POP SINGLES—5 Years Ago
February 22, 1960

1. Theme From A Summer Place, Perry Ford, Columbia
2. Tease Angel, Mark Shilling, MGM
3. I Guess I’ll Have To Go, Johnny Mathis, Columbia
4. RCA Victor
5. Where Was World’s Come Over You, Jack Scott, Top Rank
6. You’re Just Like A Woman, Al & B. B. King, Columbia
7. Let It Be Me, Everly Brothers, RCA Victor
8. Beyond the Sea, Bobby Darin, ABC
9. Long, Long Life, Steve Dinning, ABC
10. Where Do I Begin, Don and the Belmeises, Laurie

POP SINGLES—10 Years Ago
February 19, 1955

1. Since I Met You, Mel Torme, Coral
2. Hearts of Stone, Fontana Sisters, Coral
3. Melody of Love, Billy Vaughn, Decca
4. Ro Ro Me, Perry Como, RCA Victor
5. Tennessee Waltz, P. J. Prochnow, RCA Victor
6. Where Was World’s Come Over You, Jack Scott, Top Rank
7. Let It Be Me, Everly Brothers, RCA Victor
8. Beyond the Sea, Bobby Darin, ABC
9. Long, Long Life, Steve Dinning, ABC
10. Where Do I Begin, Don and the Belmeises, Laurie

R&B SINGLES—5 Years Ago
February 22, 1960

1. Baby, Brook Benton & Dinah Washington, ABC
2. Sweet Systems, B. B. King, Kent
3. Just A Little Bit, Rrose Gordon, Vee Jay
4. Hands, Johnny Mathis, Coral
5. A Night to Remember, Mark Shilling, MGM
6. Merry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Berry, Ber...
BUFFALO, February 20, 1965, BILLBOARD

RADIO RESPONSE RATING

BUFFALO

SECOND CYCLE

TOP STATIONS

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<tr>
<th>Call Letters</th>
<th>Rank</th>
<th>% of Total Points</th>
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<tr>
<td>WHJW</td>
<td>1</td>
<td>46%</td>
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<tr>
<td>WJMK</td>
<td>2</td>
<td>14%</td>
</tr>
<tr>
<td>WGRS</td>
<td>3</td>
<td>12%</td>
</tr>
<tr>
<td>WGRD</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>WWJW</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>WGRF</td>
<td>6</td>
<td>5%</td>
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<td>WGRX</td>
<td>7</td>
<td>3%</td>
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<td>WWJW</td>
<td>8</td>
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<td>WGRF</td>
<td>9</td>
<td>2%</td>
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<tr>
<td>WGRX</td>
<td>10</td>
<td>1%</td>
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TOP DISK JockeYS

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<th>Call Letters</th>
<th>Rank Disk Jockey</th>
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<tr>
<td>WHJW</td>
<td>Joe Reynolds</td>
<td>47%</td>
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<td>WJMK</td>
<td>Red Raddy</td>
<td>37%</td>
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<tr>
<td>WGRS</td>
<td>(Tip Roberts, WHW)</td>
<td>14%</td>
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<tr>
<td>WGRD</td>
<td>Early Fame</td>
<td>12%</td>
</tr>
<tr>
<td>WWJW</td>
<td>Late Fame</td>
<td>10%</td>
</tr>
<tr>
<td>WGRF</td>
<td>Larry J. Smith</td>
<td>9%</td>
</tr>
<tr>
<td>WGRX</td>
<td>John Balfour</td>
<td>6%</td>
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PROGRAM DIRECTOR, MUSIC MANAGER, \& LIBRARIAN

Co-operating in Exposing New Records

<table>
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<tr>
<th>Call Letters</th>
<th>Program Director, Music Manager &amp; Librarian</th>
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<tr>
<td>WHJW</td>
<td>Dan Bennett, WGRS</td>
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<td>Jack Gold, WGRD</td>
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<td>WGRS</td>
<td>Joe Reynolds, WWJW</td>
</tr>
<tr>
<td>WGRD</td>
<td>Joe Reynolds, WWJW</td>
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<tr>
<td>WWJW</td>
<td>Larry J. Smith, WGRF</td>
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<tr>
<td>WGRF</td>
<td>Larry J. Smith, WGRX</td>
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<tr>
<td>WGRX</td>
<td>John J. Smith, WHW</td>
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TOP TV STATION SHOWS

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<tr>
<th>Time</th>
<th>Show</th>
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<tbody>
<tr>
<td>8:00-8:30 p.m.</td>
<td>&quot;Happy Days&quot;</td>
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<tr>
<td>8:30-9:00 p.m.</td>
<td>&quot;Bewitched&quot;</td>
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<tr>
<td>9:00-9:30 p.m.</td>
<td>&quot;The Munsters&quot;</td>
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<tr>
<td>9:30-10:00 p.m.</td>
<td>&quot;the Partridge Family&quot;</td>
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<tr>
<td>10:00-11:00 p.m.</td>
<td>&quot;The Andy Griffith Show&quot;</td>
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<tr>
<td>11:00-12:00 a.m.</td>
<td>&quot;The Tonight Show&quot;</td>
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R&B

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<td>WGRD</td>
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<td>WWJW</td>
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<td>WGRF</td>
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JAZZ

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<td>WJMK</td>
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<td>WGRS</td>
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<td>WWJW</td>
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<td>WGRF</td>
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<td>WGRX</td>
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FOLK SHOW

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<td>WJMK</td>
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<td>WGRS</td>
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<td>WWJW</td>
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<td>WGRX</td>
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<td>WJMK</td>
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<td>WGRS</td>
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<td>WGRX</td>
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DISK TALENT ON TV THIS WEEK

RED SKELETON HOUR (CBS, Tues., 8-9 p.m.): Robin G.vue, HULABALOOG (ABC, Tues., 9-10 p.m.): Frankie Avalon, Annette Funicello, the Brothers Four, the Kinks, Band of Angels. SHINDIG (ABC-IV, Wed., 8:30-9:30 p.m.): Peter and Gordon, Vic Dana, Steve Alaimo, Sonny and Cher, Jerry Lee Lewis, Gail, the Echoes, Leon Russell. VOX JOK ( NBC, Thurs., 9-10 p.m.): Jerry Lee Lewis, the Kinks, Band of Angels, Sonny and Cher, the Beatles, the Rolling Stones. PATTI DUKE SHOW (ABC-IV, Fri., 9-10 p.m.): Jerry Lee Lewis, the Kinks, Band of Angels, Sonny and Cher, the Beatles, the Rolling Stones.

- **OFFICIALLY**: Due to the overwhelming number of requests from media buyers, sponsors, radio stations, record companies, record promotion men and recording artists for Billboard's weekly RHRR, the ratings will be made available in book-binder form—the project is now in the final phase of preparation and will be ready for distribution shortly. The book will contain the latest rating information on the top LP's and current 45's. The binder design will allow for easy insertion of updated statistics.

- **BY POPULAR DEMAND!**

- **ADVERTISING**

- **AIR DATE**

- **TIME**

- **FORMATTED BY**

- **ADDRESS**

- **COPYRIGHT**

- **WEB ADDRESS**

- **EMAIL ADDRESS**

- **PHONE NUMBER**

- **FAX NUMBER**

- **SUPPORT**

- **PRIVACY POLICY**

- **TERMS OF SERVICE**
NVA Names Rep. Rostenkowski To Keynote 1965 Convention

CHICAGO—The keynote address of the 1965 convention of the National Vendors Association will be delivered by Congressman Dan Rostenkowski (D), Representative of the Illinois 8th District.

Rostenkowski’s topic, according to an announcement by NVA general counsel Dan Mitchell and program chairman Pat Botlin Jr., will be “The Effect of Trade Associations on Legislation.”

Currently the whip of the Illinois Congressional delegation,

MORE ABOUT THE KEYNOTE

Rep. Daniel Rostenkowski, at 36, represents Chicago’s largest congressional district. With some 490,000 residents, the 8th District has more people than Indianapolis. He entered politics at age 23, the youngest Senator ever elected to the Illinois State Assembly. In 1958, and only 30 years old, Rostenkowski was elected to the Democratic ticket after the retirement of Democrat Thomas S. Gordon. He gained prestige rapidly as a young solon, climaxing with his appointment last year to the House Ways and Means Committee. This assignment gave him solid influence with the House Democratic majority. Rostenkowski also fills the unofficial post of leader of the Chicago Democratic delegation in the House. In a non-partisan view, he is considered a hard-working legislator with a keen grasp of issues. He delights reporters with his easy sense of humor. He is married and has four daughters.

TALLAHASSEE, Fla.—State sales tax as well as machine license taxes must be clearly understood by the current or erstwhile vending operator here in the Sunshine State.

Sales through vending machines of taxable items have a sales price of 10 cents or more are taxable,” declares section 318.144 of the Florida Sales and Use Tax Law. Lest this seem overly precise, however, it should be hastily pointed out that section 318.144 of the same document specifically excludes: “candy, including loose, bulk and packaged candy and candy bars when sold for 25 cents or less.”

Cheewing gum, unfortunately, is taxable. Since the tax does not apply to any purchase under 10 cents, however, the law is no menace to the bulk vending industry.

“A sign or sticker compluements the vending machine which states the amount of sales tax collected on each item dispensed. It is a machine is considered substantial compliance with the law, which requires that the sales tax be stated and charged separately from the sale price of the item sold,” declares the statute previously cited.

An operator need obtain only one dealer’s certificate of registration for his machine—not one for each machine. However, he must post his name and address on each machine with the serial number of his dealer’s registration certificate.

When applying for this certificate, the operator must declare the number of machines he operates in the State.

Machine purchased in the State are subject to sales and use tax.

Vending machines located in licensed stores are subject to a 2% machine tax if the purchase price exceeds a penny. Penny purchase machines are licensed at 50 cents per machine.

Interested parties are strongly encouraged to attend. (Continued on page 99)
TRADE SURVEY

1964 Vender Placement Profile

Second in a series of reports based on the findings of Billboard's annual year-end survey of the bulk vending business. Facts are based upon a 10 per cent response to confidential questionnaires mailed to operators throughout the United States.

By RAY BRACK

CHICAGO — The average bulk businessman's route last year consisted of 2,500 machines, according to Billboard's late-1964 survey of the industry.

The figures are derived from a panel of 100 full-time and part-time operator enter-

prises ranging from 140 to 2,500 machines.

It should be noted that a handful of large operators reporting boasted the average higher than would seem accurate. Actually, 60 per cent of the business reporting had under 2,000 machines on location, and a third of the total responding to the pool route under a 1,000 places.

Equipment placed on location in greatest numbers was vending ball gum and charm mixes, followed closely by 100-count bulk gum machines. The average operator had 500 gum-charm mix machines located on its pool route. The average for 100-count bulk gum was 301.

The third most commonly located machine was the 10-cent capsule. Bulk businessmen had 250 of these out on the average. In fourth place was equipment vending 210-count bulk gum, averaging 197 on location for every operator.

Five-cent capsule vendors were placed to the tune of 150 per operator, followed by auto vending equipment with 108 average placement.

Capsule machines of the 25-

cent class were placed at the average figure of 24 per operator.

These Also Vended

Additional machines operated in smaller quantities were scales, stamp machines, two-for-

1-cent choice vendors, pan candy machines, pen and card equipment, jelly bean vending, comic book vending, Boston bean machines, and other specialties.

It should be noted that individual operators frequently specialize in a less-popular type of vending machine, placing it on location in greater numbers than types of equipment operated on, the average, more widely. This is dictated by the character of the trade territory, location types and occasionally operator prejudice.

Next week: What products provided top volume in 1964?
WANTED: COIN MACHINE MECHANICS

Despite high pay, skilled servicemen are scarce...

EDITORIAL

Wanted Mechanics

“Wanted mechanics” is a phrase you’re apt to read in a Billboard want ad, or a comment made by an operator or a distributor, or even a manufacturer. It sums up in two words what has always been a headache in the coin machine industry: Namely, getting qualified technical personnel to service what are some of the most complicated pieces of electrical and electronic machinery made.

It's not simply a matter of getting a man who “has a knack with gadgets,” or even training a qualified electrician. A good coin machine mechanic is much more. He has to deal with a variety of equipment, he works under trying circumstances, he’s apt to be called at all hours, and his problems are seldom the same. He also has to be a sort of public relations man for his company (when talking to disgruntled location owners), an equipment purchasing adviser for his employer (telling him what to buy and not buy), and in addition to this, be sober, honest, reliable and not unlike a doctor or engineer, always ready to learn the latest techniques.

The rewards for good coin machine mechanics are high—higher than for any comparable trade. But it’s not surprising that such people are still in short supply.

The problem has many facets. For one, there is the original recruiting. People have to be attracted into the field. Once recruited, they have to be kept up to date. Much of the burden of training mechanics falls on manufacturers who have varying programs. In addition, there are trade schools, and now, a special coin machine school in Denver, unique in the industry. There is even talk about the coin machine industry’s single national trade association—Music Operators of America—sponsoring some sort of program.

One centrally located school would have many advantages, but it would also be costly. Perhaps a better answer would be an MOA-based (Music Operators of America) school, run locally through distributors, large operators and trade associations.

In this issue Billboard presents an in-depth look at the problem of training— and keeping—good mechanics. Billboard editors have interviewed countless mechanics, operators, distributors, manufacturers, association officials and even professional people from outside the industry. The project has been under the direction of Billboard’s assistant coin machine editor Ray Brack, who even went so far as to enroll in a factory mechanics’ school and later made service calls in the field.

Attracting Trainees

Poses Problem...

New equipment also requires constant retraining . . .

TYPICAL OF TRADE TALENT being sharpened by Seeburg factory service school is John J. Kandrac of Brown Novelty Co., Trenton, N. J., here receiving pointer from instructor Bob Zeising.

CHICAGO—As fifteen trainees posted and poked over specially-designed demonstration phonograph mechanisms, instructor Bob Zeising, one of 10 Seeburg field engineers specializing in music equipment, explained:

“Leo Halper (another Seeburg field engineer) and I have just ‘bugged’ this equipment. That is, we’ve deliberately created trouble in the mechanism in order to test the troubleshooting skills of these men. Yesterday we lectured on the LPC 480 mechanism: take-down, assembly, adjustment and troubleshooting. Today we’re letting the students put the principles into practice.”

Professional Philosophy

This simulation of on-location trouble, Zeising went on to explain, is basic to the company’s training philosophy. Equally important, Zeising stressed, is “the development of professional service methods.”

This was elaborated on by Woody Woolhull, training division manager.

“We want these men to leave here with good working habits and scientific trouble-shooting procedures. This will give them confidence, and their competence will make a highly favorable impression on location owners,” he said.

(Continued on page 51)

Seeburg Program Turning Out Top-Notch Trade Technicians

Class No. 48 was recently graduated under the extensive service school program conducted by the Field Engineering and Training Department of the Seeburg Corporation (See Billboard, Nov. 21, 1964). A Billboard reporter mingled with the men in training, talked to instructors and administrators and brought back the following photo-report on “Seeburg University.”

What About a Trade-Sponsored School?

CANNON:

“Take two years . . .”

PTACEK:

“Anywhere in the U.S. . . .”

GEFKE:

CHICAGO—The current shortage of highly-skilled coin machine mechanics is not a simple problem of inadequate labor supply. It is more pointedly a problem of unskilled job applicants and the high cost of their apprenticeship, a situation not unique to the coin machine industry.

The problem is further complicated by the mechanic casualty rate. “He drank,” or “he stole,” are too often the succinct explanations offered for the discharge of another route man.

Above-Scale Wages

The operating firm, even by offering above-scale wages, experiences difficulty in landing conscientious young high school graduates. And even after a short young man has signed a probation period of training in the highly specialized skills demanded by the trade precedes his becoming a money-making employee.

“We take two years to train a new man on the job,” declared A. L. Ptacek, a Manhattan, Kansas operator since 1937. “Music Operators of America vice-president, Ptacek suggested that the MOA, perhaps through a working arrangement with a well-known centrally-located trade school, coordinate efforts toward an industry-sponsored training school for servicemen.

This idea, in various forms, is not a new one. Such a school, veteran businessmen suggest, would not only lift the burden of training from the operating firm but would perhaps help to supply the glamour needed to attract solid young men into the profession.

MOA Help

Well and good, declares MOA managing director Fred Granger.

“The national association actively seeks to provide membership services, as, indeed, this would be.” Then he raises the obvious question: “What about financing such a project?”

MOA treasurer James F. Tolisano, a 33-year business veteran, said in a recent Billboard interview that “One of the crying needs of the industry is a decent service man—and a sober service man.” And he added: “I think many operators would be willing to subsidize the training of their new men at a first rate school, for such training in very difficult for the busy operator to handle by himself.”
Seeburg Trade Technicians

"Most of these men have been in the business for some time and have picked up a lot of experience by the seat of their pants. They can find a lot of trouble by sight. We teach them to check out the machine systematically," he added.

All-Expense Paid

The 15 men in Seeburg's 4th factory service school had come highly recommended by Seeburg distributors, their travel expenses divided 50-50 by distributor and manufacturer. All living expenses incurred in Chicago by the students were borne by Seeburg.

During the five-day school the trainees stayed at the posh Knickerbocker Hotel and were whisked to and from the near North Side classrooms in Seeburg autos.

On the fourth evening, after the strain of assimilating intensive instruction began to tell, class No. 48 was dined and entertained at the famed London House, courtesy Seeburg.

Such has been the routine with every phonograph and vending machine komt by Seeburg during the past two years plus.

Highly Selective

"We organized these factory schools in 1963," declared John Chapin, director of the Department of Field Engineering and Training. "Last year we trained 2,450 men in music and 300 in vending equipment. We limit each class (three a month in each type of equipment) to about 15 men, which means we must be highly selective."

Chapin's division will soon begin offering similar training in amusement games produced by the Seeburg subsidiary, Williams Electronics Manufacturing Corporation.

A trip to Chicago is out of the question for many mechanics, however. For that reason, Seeburg has built mobile classrooms, complete with machines and test equipment, which extend the training facilities directly to the distributor or operating firm. Ten of these units are available exclusively for vending, 10 for music, and a like number are now being readied for amusement games.

Beneficiaries of this extensive program are men like John J. Kandrac, 40-year-old father of four from Robbinsville, N.J., who was a member of class No. 48. Kandrac has been in the business since 1940, is employed by Brown Novelty Company in Trenton. Four of his brothers are also in the trade, one of whom has attended the Seeburg school and another who will enroll soon.

A serious and articulate technician, Kandrac, when asked to comment on the Seeburg program, remarked: "The impression thing about this school is the thoroughness of the instruction. They get down to the last screw."

A rundown over the curriculum illustrates what he meant. The first two days, as mentioned, were taken up with thorough theoretical and functional familiarization with the mechanism.

Third Day: The selection system, coin and credit take-down, assembly and trouble shooting. And again the instructors "bugged" the equipment.

Fourth Day: Electronic components. Trouble-shooting, take-down and assembly of autospeed unit, album scanner, amplifier, etc. More "bugging," not neglecting the mechanism and selection system covered earlier.

Fifth Day: Remote control -- the console. Also the new Seeburg discounderecorders. Plus the basic differences between the LPC 480 and the new compact, Mustang 100-play. More theory followed by practice. Incessant emphasis on scientific procedure, with the two-inch-thick training manuals taking on a dog-eared look. "All I need to remember all this is a Termatron Control Center for the brain," quipped Dick Arnold of Port Arthur, Tex., just before the brief graduation ceremonies on the fifth day. (He referred to the electronic brain of the LPC 480.)

"Come back next year and Seeburg'll have one for you," drawled Don Frost of Wichita Falls.

Both walked up shortly with the rest of class No. 48 to receive a handshake and new briefcase from Woody Woodhull, symbolic of "a master's degree" from "Seeburg U."

"We've never flunked a student," Woodhull observed as the men filed out. "They are carefully selected, they come here to learn -- and they do. They'll go back to their jobs with increased pride and professionalism."

He added, "That's good not only for Seeburg, it's good for the industry."

NEW! DIFFERENT!

Williams®
Pretty Baby
NEW 2 PLAYER
ADJUSTABLE 3-or-5 BALL

Do You Need Mechanics Who Have Recently Completed a Thorough Training Course in The Denver Area?
Jack Moran’s Denver Training School: Model for the Trade

DENVER—A solution to the inadequate apprenticeship system and the resulting shortage of competent coin-operated technicians may have been found by James Moran of Apollo-Stereos.

Moran, a 25-year veteran in coin-operated equipment maintenance, recently organized a five-month training school for rank novices. The first class of 15 men is now being trained in the Institute of Coin Operation. "The idea of a school for mechanics in the coin machine industry has been on my mind for several years, and at last I have come to the one," Moran said recently as the first class was being taught.

Distributors Help
Organization of the academy, as Moran recounts it, was greatly aided by Colorado distributors and operators who, from long experience, knew the true worth and scarcity of top-notch technicians.

The first organizational phase included contacting all the distributors here in the Denver area to see what response I would get, and whether or not they could furnish the equipment necessary to use for instruction purposes," Moran explained. "They proved to be most co-operative and assured me that they would furnish any machines that they had available. That was the first big hurdle.

Later on, Moran noted, after the school was further organized, area operators offered equipment to the school's use.

Checked Labor Market
After getting distributor commitments Moran checked the regional labor market. "I wanted to find out how many men were needed, and my first survey showed that I could place 45 men immediately.

Moran's next hurdle was finding training with promise, acquiring the machines, and obtaining a faculty.

Advertised for Students
"My observation was that this area had a potential for men with some background in electronics. With this in mind we advertised for students. We screened them as to their background and habits, trying to select prospects with a strong desire to enter the coin machine field. It was from this category that we drew our first class.

Classroom space was acquired near downtown Denver and expert instructors were brought in from major operating firms in the area. This includes such veterans as Paul Sorensen, Paul Silms, Carl Kentz and Ed Zoback.

Classes are held five days a week and include instruction on phonograph mechanisms and vending machines. Much of the curriculum is devoted to theory, basic electronics systems, reading of schematics and VOM's. Then the theories are applied to actual equipment.

No Previous Experience
Even such people who had no previous experience in the coin machine field (in contrast to distributor and manufacturer training programs), the men range in age from 25 to 35.

Cost of the five-month course is $500, a fee which operating firms are eagerly subsidizing. In return, each student is guaranteed placement with a Denver or suburban distributor.

Moran is also thinking of placing some graduates with firms in the State as an aid to publicizing the school.

Can Expand
As word of the training academy spread, Moran was contacted by a large vending firm which offered to hire all the graduates. Moran can turn out. Obviously, the school can expand successfully.

"We asked operating firms to send us detailed requirements on the type of mechanic they need. We try to pick the right man for each operation," Moran said. "The day of the apprentice is over and we know who we can use.

"We are training men of all ages and we match qualified personnel available to an industry that sorely needs them."

IRS Amends Bingo Tax Law
WASHINGTON—The Dec. 28 issue of Internal Revenue Bulletin carried an announcement clarifying sections 45-4901-1 and 45-4901-2 of the Miscellaneous Stamp Tax Regulations (26 CFR Part 45) relating to the payment of tax and time for filing returns in the case of coin-operated gaming devices defined in section 4462 (bingo equipment).

An amendment to the paragraph entitled "Condition Precedent to Acceptance of Certain Business" was changed to require that the special tax imposed by section 4462 be paid within 30 days after certain device is put into service. Unique enough to receive Library of Congress Catalog No. 4-288, $4.00 postpaid.

D. GOTTLEIB & CO.
1140 N. Kostner Ave., Dept. B
Chicago, Illinois 60651, U. S. A.

School Directory

BALLY MANUFACTURING COMPANY
Where—Domestic and foreign distributors. Where in demand by operators and distributors. (The relative simplicity of most pin games, a factory expert explained, negates the need for extensive maintenance training.)

Enrollment—By invitation from distributor.

Cost—Instructor is free.

Curriculum—Pin games, bowlers, shuffle alleys and bingo equipment.

CHICAGO DYNAMIC INDUSTRIES (Chicago Coin)
Where—Distributors and, in the future, at Chicago factory.

When—As requested by distributors and operators. (Factory school will be on fairly regular schedule.)

Enrollment—By invitation to regional schools. (Details of factory school not available.

Cost—Instructor is free.

Curriculum—Pin games, bowling and shuffle alleys, arcade equipment.

D. GOTTLEIB & COMPANY
This long-established firm conducts no formal schools, either at plant or distributors, following instead the custom of personalized instruction. Questions from operators are answered by distributor experts or, when need be, forwarded to factory technicians.

Supervising the arrangement is the firm's newly published Instruction and Service Manual, which may be used as a reference by veteran mechanics or as a text by beginners. It may be obtained at a cost of $5.00 from D. Gottlieb & Co., 1140 N. Kostner Ave., Dept. B, Chicago, Illinois 60651.

MIDWAY MANUFACTURING COMPANY
Where—At distributor offices. (Factory classes contemplated when firm moves to larger plant.)

When—Scheduled as requested by operators and distributors.

Enrollment—By distributor invitation. (Factory school plans not available.)

Cost—Instruction is without charge.

Curriculum—Baseball and target type arcade equipment. Bowler and shuffle alleys in the future.

ROCK-OLA MANUFACTURING COMPANY
Where—At distributors and operating firms.

When—As requested upon receipt of request.

Enrollment—By invitation of distributor or operator.

Cost—Made by manufacturer and distributors.

Curriculum—Music and vending equipment.

ROWE MANUFACTURING COMPANY
Where—At Grand Rapids, Michigan factory as well as distributor and operating firm offices.

When—Scheduled according to demand. (Program soon to be extended to other distributor and operating firm instruction conducted by request.

Enrollment—Students in factory school selected by distributors. Assistance extended to school not by distributors.

Cost—Transportation costs to and from factory borne by student or distributor. Manufacturer pays living expenses during school. There is no charge for the distributor and operating firm instruction.

Curriculum—Music equipment. (Vending equipment classes will begin under enlarged program at Whippney, N.J.)

SEEBURG CORPORATION
Where—Factory school service near Chicago factory. Distributor and operating firm instruction regularly attended by field men. (Unique mobile classrooms may be driven directly to distributor or operating firm offices.)

When—Several regularly scheduled five-and six-day schools are conducted at the Chicago training division headquarters every month. Instructors for distributor and operating firm schools are supplied when required.

Enrollment—Factory trainees are selected by distributors. Distributor and operating firm sessions may be attended by invitation.

Cost—All transportation costs are shared by manufacturer and distributors. (Other mobile classrooms are available for use in training in Chicago. Distributor and operating firm training services are free.)

Curriculum—Music, vending and amusement game equipment. (Amusement game instruction via mobile classrooms now being made available in all field service regions and regularly scheduled factory schools will soon be organized.)

WILLIAMS ELECTRONIC MANUFACTURING (see Seeburg)

WURLITZER COMPANY
Where—Factory school service near Chicago factory. Distributor and operating firm instruction regularly attended by field men. (Unique mobile classrooms may be driven directly to distributor or operating firm offices.)

When—Scheduled per requests of operators and distributors.

Enrollment—By invitation.

Cost—Expenses borne by manufacturer and distributors.

Curriculum—Music equipment.

BILLBOARD, February 20, 1965

Copyrighted material
Only Seeburg has a Discothèque switch!

The LP Console/480D is actually 2 profitable phonographs in one! It plays your regular programming in the daytime. Then, at the flip of the switch, it becomes a nighttime Discothèque phonograph, playing only Rec-O-Dance* albums.

Only Seeburg, with the LP Console/480D, lets you profitably tailor the music to the time of day! In the evening hours—it's a great Discothèque delivering the Big Sound for dancing. Regular single and album play is suspended. In the daytime—at the flip of the switch—it's a great phonograph offering diversified programming in superb stereo. You and your locations get the earning power of 2 phonographs in one! Around the clock, Seeburg is always set to attract maximum play for maximum income!

NEW! Discothèque Switch Conversion Kit!
Available now for installation on Seeburg LPC/480 models to add the profitable features of Discothèque operation!

Call your SEEBURG Distributor... N-O-W!

*TM
A Needed Reform

Williams venture into Philadelphia this week to preach the gospel of game minimums and dime play marks the beginning of an ambitious but very necessary program. Williams is scheduled to go also into Miami, Dallas and St. Louis. Other company salesmen are called to visit other profitable accounts. The Williams proposals are very realistic in terms of today's rising costs and diminishing coin machine profits. The operator like all businessmen is caught in a profit squeeze. To realistically survive, something has to be done.

Williams' Bud Lurie points out that minimums can be negotiated with locations by contract. He notes that all Williams distributor personnel will be at the disposal of operators for conferences with location owners. It's up to the operators to make it work.

FOR COINMEN:

- More News
- More Research
- More Ideas
- Faster Reporting
- Best Association Coverage

THIS WEEK EVERY WEEK IN BILLBOARD

The only coin industry business publication with a permanent Washington Bureau for up-to-the-minute reports on new and pending legislation.

Subscriptions now available to:

- 2 YEARS $5
- New Apply
- Payment enclosed
- Bill me later

Above subscriptions rate for Continental U.S. & Canada.

Overseas rates on request.

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Company:____________________
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State & Zip:____________________
Type of Business:____________________

When answering ads... Say You Saw It In BILLBOARD

United Tours Wisconsin

PHILADELPHIA - Scott-Crosse Company, amusement and vending machine distributor, has leased new quarters at 1618 North Broad Street, the first floor and basement of the property is occupied. Scott-Crosse has been located at 1732 Fairmount Avenue.

Scott-Crosse Makes Move

United Tours Wisconsin

MILWAUKEE - A tri-city swing through Wisconsin with the new 1965 Wurlitzer was recently completed by Harry Jacobs Jr., United, Inc., Wisconsin distributor.

Aided by Reid Whipple, new service manager for United, Inc., and Wurlitzer field salesman Vern Beckwith, Jacobs scheduled trade showings January 19, 20 and 21, in Green Bay, Wausau and Madison.

Jacobs reports that bad weather during the week forced cancellation of the show, but that they had an audience of people interested in the new machines, which was much better than anticipated. He said they are planning a bigger show for next year.

Billboard Observations

PHILADELPHIA - The gospel of $5 game minimums was brought to the attention of Brotherly Love by Williams Electronic Manufacturing Corporation sales manager Bud Lurie last Tuesday (9).

Returning to Chicago later in the week, Lurie left behind a strong band of believers, including operators and the president of the local coin machine operators' association.

"These key businessmen not only bought into the gospel of game minimums," Lurie declared after a trade meeting at the滨州 systems Corporation, "they are going to a meeting board with 10-cent play as well.

Nickel Obsolete

Williams has for years advocated the obsolescence of the 5-cent slot machine.

Among the operators present at the meeting were Stan Harris, Andrew H. Lurie, Mel Levin and Bill Cannon, Music Operators of America vice-president and president of Imperial Machine Company from Haddo field. N. J. All expressed strong support for location minimums and dime play, Lurie said. Thriving association support behind the two Williams concepts, Joseph Silverman, business manager of the Amusement Association of Philadelphia, offered to discuss the proposals with regional operators in a series of meetings during coming weeks. Silverman's opinion of $5 first-money and dime play is quite favorable, Lurie disclosed.

Revolution Due

"Five-cent play is still quite prevalent in this city," Lurie said. "This means that if a considerable number of Philadelphia operators desist from nickel sales, a significant amelioration of game operation revolution is due here.

Lurie will take the Williams game doctrine to three more major markets this week. On Monday (15) he was to be in Miami talking to operators at London Distributing Company. Lone Star State businessmen were to catch the Lurie presentation at O'Connor Distributing Company, Inc., in Dallas on Wednesday (17). On Friday he'll be in St. Louis discussing the game proposals at Central Distributors, Inc.

"The $5 minimum - which we advocate across the board for all types of locations - is not intended to apply only to marginal locations. Neither does it apply to strictly $100 per week game locations," Lurie explained. He asserted that minimum contracts can be negotiated with locations offering a greatly variety in income potential.

In negotiating such contracts, Lurie declined, distributor personnel will be at the disposal of operators for conferences with location owners.

Bellevue Operators Favor Game Minimum, 10c Play

Continued

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Bellevue Operators Favor Game Minimum, 10c Play

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City

State & Zip

Type of Business

Title

Say You Saw It In

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Scoreboard

Fits ANY Shuffleboard

$249.50

- Completely self-contained
- Chrome finish
- Chrome stands and front casters
- Full sized, 2'x 8' playing area for each end of shuffleboard.

Marvel Mfg. Co.

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United, Inc.'s Reid Whipple, in white shirt, poses with Art Jones and Lyle Glass, M. & W. Revolving Company, Green Bay, Wis., during the Northland Hotel showing in Green Bay.

AT THE WAUSAU, WIS., SHOWING of the new 2900 Wurlitzer; Bob and Nick Bergquist, Bergquist Amusement Company, Ironwood, Mich.

UNITED, INC.'S REID WHITTLE, in white shirt, poses with Art Jones and Lyle Glass, M. & W. Revolving Company, Green Bay, Wis., during the Northland Hotel showing in Green Bay.

BELOIT OPERATORS, Len and Don Tamulis, Tam Enterprises, round a lot to smile about at United, Inc.'s unveiling of the 2900 Wurlitzer model in Madison, Wis.

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Gottlieb Marketing New Multi-Bumper 2-Player

CHICAGO—With the introduction of D. Gottlieb and Company’s newest product last week came word from company officials that the game’s new multi-bumper is appearing “for the first time on a two-player game.”

The product is identified as “Thor-Bred” and carries the same theme graphically on back glass and playfield. The routed six-position multi-bumper feature lights pop bumpers and rollovers, activates shoot-again device and multiplies the value of target scoring.

To stimulate competitive play, the game carries in bold type on the back glass the suggestion, “It’s more fun to compete!”

The manufacturer also called attention to the new shoot-again feature, which is described as creating “extra mystery action.”

Forsythe Is Man of Year

MILLINGTON, Tenn.—William V. Forsythe, owner of Forsythe Vending Company, was named “Man of the Year” for 1964 last week by the Millington Chamber of Commerce.

Millington is a small city about 20 miles from Memphis and is the site of one of the largest U. S. Naval Air Stations in the world.

The Chamber cited Forsythe for his work in helping the city acquire its largest industry, Sandusky Metal Products Company.

Forsythe is a member of the City Board of Aldermen, is a vice-president of the Chamber of Commerce and a past president. He is a member of the Lions Club, Exchange Club and First Methodist Church of Millington.

He and his wife have two daughters.

MEMPHIS DISCOTHEQUE BOWS IN BIG FASHION

MEMPHIS—The discottheque craze arrived in Elvis Presley’s home town with the opening here last week of the El Capitan Club, 1354 Poplar. The music operator is Drew Canale, president of Canale National Tobacco, Inc., and Canale Amusement, Inc.

The club’s exquisite decor, intimate atmosphere, dance floor and music were a big hit with first-nighters, which included City Attorney and Mrs. Patrick Johnson, State Sen. and Mrs. Joe M. Pipkin, County Trustee and Mrs. Riley Garner, County Assessor and Mrs. George LaManna, Canale and his wife and Mr. and Mrs. George Sammons. Sammons is president of Sammons-Pennington Company, Seeburg distributor.

Canale hopes to form a Memphis Discotheque Club, Inc., and open several similar locations in Memphis.

Canale said: “This music is so superior there is no comparison to it and the regular juke box.”

The club was full for its opening. A large crowd had dinner while they enjoyed the music and dancing.

WURLITZER PRESIDENT R. C. ROLPING (left) and Executive Vice-President W. N. Herdman (right) with the firm’s Los Angeles branch manager, Clayton Ballard, oblige the Billboard photographer before an illustrated map of Disneyland, where Wurlitzer has displayed equipment for 10 years.

And that’s no bull!

FOR FASTEST Single PLAYER FLIPPER EARNINGS IN YEARS

GET Bally

New TARGET SELECTOR powerful repeat-play magnet

New Rotary Target Selector does more tricks on the playfield than any skill feature in recent years. Lights top scoring Targets. Lights all Targets when Star is selected. Lights Special Kinders. Opens Roto-Ball Core. Rings up 30 points for each advance of Skelter.

Skilled player can advance Target Selector to desired position or hold Selector at favorable position ball after ball. Target Selector advantages in offices, and at an end of each game carry over to next game ... increasing long sessions of repeat play. Get Bally BULLFIGHT busy for you now.

See your distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, U. S. A.
KILLER JOE & Rowe®
COMBINE TO GIVE YOU AUTHENTIC

Discothèque

NEVER BEFORE has there been such a combination!

ROWE, creator of ROWE AMI DIPLOMAT, the magnificent quality music console seen in all the best places, and KILLER JOE, foremost authority on Discothèque, bar none—have joined hands to bring you greater profits! This unbeatable partnership will show you how to set up a Discothèque. They'll have to fight their way into and onto the dance floor!

KILLER JOE PIRO—the world’s foremost authority on Discothèque—will tell you how you can profit by setting up a true Discothèque. A complete package—leaving nothing to your imagination—will be supplied to you by your Rowe Distributor. All under the supervision and personal guidance of Killer Joe Piro.

EXCLUSIVE! Patented *Stereo Round Sound System plus new Discophonic extra speakers that envelope the room with living sound! No "spotty" blaring. The truly great music that makes Discothèque irresistible!

200 SELECTIONS... Overall maximum flexibility and tremendous variety for Discothèque programming.

* Stereo Round Sound System
U.S. Patent No. 3,153,120

Copyrighted material
KILLER JOE...

Top Man - Master - King of Disqueville, says: "It's here! Music with a beat — to knock you off your seat and on your feet! That's what you get with the NEW, exciting ROWE AMI DIPLOMAT PACKAGE!"

"LUCY BAINES JOHNSON'S FAVORITE DANCE TEACHER."
"Killer Joe should know. A lithe, electric homunculus, he is Diskville's No. 1 dancing master, a hierophant of the subtle shades of difference between the Chicken and the Bird, etc."
"America's Dancing Master!"
"The Maestro taught more than one million Americans how to do the Frug, Mile and Mule."
"Major magazine editors thank you... outstanding."
"The dance master of the Discothèque is... Killer Joe."

Take advantage of this remarkable combination of ROWE and KILLER JOE... and find out how you can double your business—triple your profits!

DON'T DELAY, SEE YOUR ROWE DISTRIBUTOR, TODAY!

Rowe
AC MANUFACTURING
Troy Hill Road
Whippany, New Jersey

AC MANUFACTURING
Troy Hill Road
Whippany, New Jersey

www.americanradiohistory.com
DENVER — There's nothing small about the folks out West. When Arthur Skura and Art Smith, of Modern Music, and Frank Orzech, of Melody Music, opened their first Seeburg Discotheque locations, Struve Distributing Company figured everybody should know about it. Accordingly, Struve hired a bus, held a cocktail party, invited a host of Seeburg officials, added a touch of radio and TV, and kicked off discotcheque in a manner reminiscent of Howard Hughes' ballyhoo for Jane Russell some years ago. Some 66 operators, location owners and guests turned out for cocktails at the Gaslight Lounge, then climbed on a bus for a trip to the Embers and Four Seasons restaurants where the discotcheque installations had been made.

A week later, Sonny Singer, owner of the Embers, reported the best week in his restaurant's history with one night that even topped his New Year's Eve. Al Morrison and Jim Phillips supervised the entire project and even used some 250 radio spots and four newspaper ads to announce the openings. A week later, Modern Music made its second discotcheque installation in Denver's Peppermint Cavern, a third firm, Skyline Music, headed by Johnny Knight, made an installation at the Club A Go-Go.

DENVERITES GET READY TO GO- GO . . .

EVEN TV COVERAGE . . . KCTO staff announcer Bobby Beers (left) interviews Joseph Panarinfo, Seeburg's "Mr. Discotcheque," and Stan Jarocki, Seeburg promotion chief.


BEHIND DENVER'S FIRST DISCOTCHEQUE INSTALLATION were Doug Hel linger, emcee at the Four Seasons, and Frank Orzech, Melody Music head.

DENVER GOES DISCOTHEQUE
Bilotta Bows 2900 Sans Big Blowout

Rowe Signs Gotham Discotheque Expert

shop, boasting a new concept in display space.

Following the series of equipment shows, Bilotta announced that this year he plans an appreciation week to thank all area operators for their patronage.

BUFFALO — Showroom introductions of the new Wurlitzer 2900 phonograph by Bilotta Enterprises here, in Syracuse and Albany, N. Y., and Newark, N. J., late last month were without the traditional social hoopla. "Instead, we called each operator individually and talked over the features of the new machine," declared the firm's top executive, John Bilotta. This decision from past years brought gratifying results, Bilotta said.

Shown with the 2900 was the new Automatic Products Candy-

Stein Honored In Philly

PHILADELPHIA — Marvin Stein, executive officer of Eastern Music Systems, Inc., local Scoburg distributor and chairman of the Coin Machine Division of the 1965 Allied Jewish Appeal, will be honored Tuesday (16) at an industry dinner at the Warwick Hotel. The dinner, which will climax the industry's participation in the current Allied Jewish Appeal campaign, is sponsored by the Amusement Machine Association of Greater Philadelphia.

Stein will be honored for his leadership in the amusement machine industry and for his outstanding dedication to vital Jewish causes exemplified by the Allied Jewish Appeal. Joseph Silverman, executive secretary of the association, will be chairman of the testimonial dinner.

Ralph W. Pries, vice-chairman of Allied Jewish Appeal's Trade Council, which includes the Coin Machine Division, hailed the association's selection of Stein as recipient of the group's Humanitarian Award.

"Marvin Stein has played a key leadership role in Allied Jewish Appeal affairs for many years," declared Pries, who is also vice-president of the Berlo Vending Company. "His devotion to the campaign that aids millions of Jews in need is worthy of the high tribute awarded by the Amusement Machine Association.

The testimonial dinner will be preceded by a reception in the Washington Room of the Warwick Hotel. Each year the Amusement Machine Association gathers industry support for Allied Jewish Appeal at what is now regarded as one of the local industry's key annual functions.

NEW YORK — "Killer Joe" Piro, billed the world's foremost authority on discotheque, has been signed by Rowe AC Manufacturing to supervise its program. "Killer Joe" has been called Luci Baines Johnson's favorite dance teacher by New York Post columnist Earl Wilson. He's considered the darling of Gotham's columnists, and the toast of cafe society.

Fred Pellak, Rowe AC Manufacturing vice-president, said "Killer Joe" would advise and supervise the discotheque package which the firm is promoting with its new Rowe-AMI Diplomat phonograph.

Piro is expected to open discotheque locations around the country and demonstrate the various dances involved.

Say You Saw It In Billboard

MORE Play—MORE Revenue—MORE Profit with CHICAGO COIN'S Exciting

TRIUMPH

6-PLAYER PUCK BOWLER

MORE EYE-APPEAL CONTEMPORARY HI-STYLE CABINET/LONGEST and WIDEST PLAYFIELD/ULTRA-MODERN FLUORESCENT LIGHTING ON PINS and BACK GLASS

MORE PLAYER APPEAL with FLASH BONUS SCORE GAME — Bonus score collected in 11th frame/RED PIN GAME —Red Pin Bonus score for STRIKES in 3rd, 6th and 9th frames/STEP-UP, REGULATION, DUAL-FLASH and FLASH-O-MATIC SCORING.

GO with CHICAGO COIN and you go with Assurance!

PROVEN Player Appeal!
PROVEN Trouble-Free Operation!
PROVEN Instant-access Serviceability!
PROVEN Profitability!

YOUR CHICAGO COIN DISTRIBUTOR IS NOW DELIVERING THESE PROFIT MAKERS!

TOURNAMENT 6-Player Automatic BOWLING LANE

CRISS CROSS POP-UP The Game with the BOUNCING BALL ACTION!

MUSTANG 2-Player PIN GAME

Mfrs. of PROVEN PROFIT MAKERS Since 1931

CHICAGO COIN MACHINE DIV.
CHICAGO DYNAMIC INDUSTRIES, INC.
1725 W. DIVERSEY BLVD., CHICAGO, ILLINOIS 60614

February 20, 1965, BILLBOARD
March Meet
Set for South Dakota Trade

ABERDEEN, S. D.—The Music and Vending Association of South Dakota will be held here March 16-19, sponsored by Association President John Trucano, who is also host of the event. 

Hosted by association directors Archie Schroeder, the committee is also putting on a wide variety of social and business events. 

TRUCANO's Ward Hotel is set as the site for the gathering. 

During the State Music and Vending convention last Dec. 6 in Pierre, a legislative vigilance committee was appointed to represent the trade's interests during the current session of the Legislature, which opened Jan. 19. 

Convention officers are Darro Maxwell of Pierre, vice-president, and Earl Porter, of Mitchell, secretary-treasurer. 

Directors, in addition to Schroeder, are Elmer Cummins, Broadus, and Ronald Mandle, of Huron.

France May Go It Alone

PARIS—French coin machine manufacturers are considering the staging of a plate hotel equipment fair. The trade has decided, however, that coin machines are being introduced into the background by restaurant steam tables and hotel equipment fair. 

As a matter of prestige, French coin machine manufac- 

March Meet

C O M M I T T E E  M E M B E R S  of the United Jewish Appeal coin machine division in the Greater New York area, seated (l. to r.): Louis Wallberg and Nate Sagerman, Runyon Sales; Bill Kobler, Jack's Vend Service Administration, Inc.; Irving Holtzman, chairman, United East Coast; Al Denver, president of Music Operators of New York, Ted Tilly, and Alan Albinow, Harold Kaufman, Musical Distributors, Inc.; Gil Sonin, Gil's Music Company; Marty Tosteby, Cash Box, Denis Verlet, Distric; Ben Chlitsky, Music Operators of New York; George Nemzoff, UJA, and John Krauswurf, UJA.

Donate Juke to Hospital

NEW YORK—An example of what can happen when an operator engages in a little good-will public relations is illustrated in this letter received by Meyer Parkoff, head of Atlantic New York Corporation, Seward out- 

Williamson, Hottest New Item of 65

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March Meet

Set for South Dakota Trade

Abbe Donnell is taking gratu- 

iments for his splendid long run of running the Cum- 

merland (PI) Motor 

Club's sports car endurance run. 

Under Don's direction, the event has been growing in size and appeal over the past several years, and has been joined by a number of competitive 

gross revenue. 

At the close of the event, the company will be giving away a Mrs. Lew Weiss Ford. 

For the benefit of the state's 

in the news

in the news

COINMEN

BOSTON

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atlas—When Chicago's so-

cial society invaded the Lincoln Park Zoo last year for a recent benefit, dance Atlas Music's Eddie Ginsburg and Stanley Levin were on hand to supply discotheque music for the gath-

ering. 

The affair was termed a "raoring success" by the local society, who were delighted by the unexpected discotheque in the monkey house—and more disappointing was the lack of dance. 

Atlas' Levine—himself quite a social butterfly of the scene—was not impressed, and has not returned to the zoo since. 

Atlas had a Rowse-AMI Dip-into-the-story of the zoo's 

huge discotheque speakers blaring the Hully-Gully, Frug and Jerk at the zoo inmates. While the cream of Chicago's society danced into the night, lions, blinds and monkeys looked be-

stricted to Socialite. 

"Just think, it could start a trend, a discotheque in every zoo," Levine mused.

State Bows Coin Machine Cleaner

Baltimore—A new, multi-

purpose cleaner for wood, metal, chrome, glass, brass, wall tiles, wall and other hard surfaces has been perfected by Dave Walling, Coin Machine Cleaner and Service, Baltimore. According to Sam Volmen, president of the cleaner, called D-K-904, is non-toxic, non-erosive, and ideal for coin-operated equipment. 

State Sales is the world-wide dis-

tribution company, which is available in spray-top plastic 

BILLY'S, WINTER 1965

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TO START THE ACTION

Teen-agers, like the jet set, go where the action is. If you want to liven up a location, install a Wurlitzer 2910A. It's a blonde! It's a beauty! And its solid state amplification creates stereo high fidelity music that makes spines tingle, toes tap and pockets empty — right into that cash box. Hear it on location or at your Wurlitzer Distributor. The Wurlitzer Company, 109 Years of Musical Experience, North Tonawanda, New York.

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Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners are in other categories 2202 and 2171, on the basis of their potential to become top sellers in their respective areas.

**POP SPOTLIGHT**

**THE BEATLES SONG BOOK—VOL. 3**
The Holliday Strings, Capitol T 2309 (M); 7T 2002 (S)
Following up the tremendous success of the first "Beatles Song Book," this beauti-
fully arranged package contains the most
recorded Beatles hits. Once again, the Philips
Island Strings (played by London and Paul McCartney as evidenced
by the first four songs) do a splendid job of interpreting the
material. This set is a must for all Beatles fans.

**POP SPOTLIGHT**

**SENTIMENTAL LOVE SONGS OF WORLD WAR II**
Art Murphy & His Orch, Kapp KL 1427 (M); 33473 (S)
Art recreates the music, circa World War II. Songs like "They'll Never Know," "I'll Be Home For Christmas," and the rest are
sentimental journeys.

**POP SPOTLIGHT**

**FOUR TOPS**
Motown 072 (M); 81042 (S)
This group is currently enjoying their 19th pop hit. "Baby, I Love You," which
is now included on their album, which is
out soon. They are expected to make a
big impact on the charts. They have
been well-coordinated professionals who
have been singing together for more
than 10 years. They keep the rhythm and
rhythm straight.

**CLASSICAL SPOTLIGHT**

**STAPLE MASTER**
Various Artists, Bravo SR 29031 (M); SIR 7001 (S)
A beautiful rendition of Rossini's highly
récitative music work. Kenny Drew's perfor-
manca is particularly outstanding and
remains a vocal and forte interpretation
which deserves far more recognition.
Kenny Drew's performance is a must for
those who appreciate the art of
recitation. He is truly a master of his
craft. The LP is issued by the London
Phone Orchestra, as conducted by Karl
Hoffman, in support of the London Philharmonic Orchestra.

**CLASSICAL SPOTLIGHT**

**THE GREAT ROMANTIC PIANO CONCERTOS (3/3)**
Philipppe Entremont/ Eugene Ormandy/ Leonard Bernstein, Columbia DCL 315 (M); 8235
713 (S)
Entremont has a left-hand and controlled
touch, as is the case with European music. In a performance with Ormandy
Philadelphia and the New York Philharmonic under the baton of Leonard Bernstein, he
does an outstanding job with three classical symphonies.

**CLASSICAL SPOTLIGHT**

**BRAMTS: SYMPHONY NO. 3**
Haiton Variations, Cleveland orchestra (Sull), Columbia ML 6085 (M); MS 6085 (S)
There are more than a dozen recordings of
the "Symphony No. 3," it is one of the
countries most recorded classical works.
This is the first LP to be released in the
United States and is a must for all those
who appreciate this great work. It is
available in this country.

**POP SPOTLIGHT**

**THESULLALOGOS**
Rollout R 23597 (M); SR 23597 (S)
Another commercially releasing British rock group. The group has been recording with
effects record without apparent audience or
successful. This album, however, has been
recorded in New York. The audience
was added to this album, to make it
targeting such as "Twist and Shout," "Willow,
and others. It is a must for all Beatles fans.