Cover War Raging—With Share-the-Wealth Twist

By TOM NOONAN

NEW YORK—The phenomenon of the cover war is once again a powerful factor in the record sweepstakes. But in this time there is a difference. Many of the cover disks are making it—that is, sharing the loot along with the big version.

In an earlier era, one version would usually step up and the others would drop out of the race. Not now. Here are some examples indicating that as many as three versions of one tune are making the "Hot 100" and sharing heavily in airline and sales.

"Red Roses for a Blue Lady," the Mills Music copyright, is getting tremendous action via three recorded performances. Topper in the "Hot 100" this week is Bert Kaempfert on Decca at No. 18. The big vocal version is Vic Dana's on Dot, at No. 46. Coming up is Wayne Newton's Capitol disk at No. 76. All three are Star Performers on the chart.

This oddity—of three versions making the chart and sharing the take—was again illustrated on "Theme from "The Cardinal,"" the Northridge-Wittmark copyright written by Henry Mancini. The big versions of this were Andy Williams on Columbia and Jack Jones on Capitol. Mancini also had an RCA Victor version on the "Hot 100."

Another Battle

Another three-cornered battle centers around the Untar copyright, "Goldfinger." Again, three versions are actually on the "Hot 100." Leading the race is Shirley Bassey's version on United Artists. This disk is No. 23 on the "Hot 100." Bill Strange on Crescendo and Jack La Fleur on Capitol are respectively No. 61 and No. 97.

Here is again an actual instance of three versions on the chart. A fourth version by Jack Barry on United Artists (a case wherein UA covered itself) was on the Bubbling Chart.

Also shoving up as a big three-cornered race is the activity centering around the Richmond Organization's "For Mama," the Charles Aznavour tune which has been a smash in Europe. Three versions of the tune this week have moved onto the Bubbling Chart. Jerry Vale on Columbia is at 121; Connie Francis' MGM version is at No. 127; Matt Monro on Liberty is 135. From all research indications at this point, all three disks are likely to move onto the "Hot 100."

Another contender in the "For Mama" sweepstakes is Vic Dana's echoing on Warner Bros. Incidentally, Happy Godoy, TRO general professional manager, did not give an exclusive on (Continued on page 10)

400 at Funeral Services for Cole

LOS ANGELES—Some 400 friends and relatives of Nat King Cole attended funeral services at St. James Church here (Thurs-day) (18) in a final tribute to the artist who died of lung cancer Monday (15) at St. John's Hospital in Santa Monica. Another 3,000 persons waited outside the Episcopal church.

A caravan of limousines brought such celebrities as Jack Benny, Frank Sinatra, Jerry Lewis, Eddie Adams, Gene Barry, Joe Franklin, Rosemary Clooney, Danny Thomas, Vic Damone, Sammy Davis, Eddie (Rochester) Anderson, Frankie Laine and George Jessel to the church.

When the silver hearse pulled up to the church, pallbearers of the bronze casket included James Conkling, former president of Warner Bros. Records; Glenn Williams, chairman of the board of Capitol Records; Harold Plant, the artist's business manager; and Henry Miller, his agent.

Jack Benny, who delivered the eulogy, called Cole "a great professional who gave so much and had so much to give."

He added: "Here I stand, a man who has given so many years of life, good health, a measure of contentment, delivering a eulogy for a man whose span of life was so short. Nat Cole was an institution, a tremendous

Bill Hits Transshipping

By MILDRED HALL

WASHINGTON—A bill to permit exclusive territorial franchising in certain cases of records or other products was introduced into the House last week by Rep. Byron Rogers (D., Colo.). The bill would amend the Federal Trade Commission Act to take certain territorial arrangements between supplier and buyer out of the "unfair methods of competition" category.

The exclusive territorial franchise would be allowed when the products involved are in "free and open competition with products of equal grade and quality produced by other suppliers."

The contract could not prevent the buyer from dealing in other products in the territory.(Continued on page 10)

COLE CANCER FUND FORMED ON W. COAST

HOLLYWOOD — The Nat King Cole Cancer Fund was established last week in memory of the singer who died Monday (15), it was disclosed by Glenn E.Wallichs, Capitol Records, Inc., board chairman and chief executive officer. The first contribution, $10,000, was made by Capitol.

The not-for-profit organization was formed by Capitol with the consent of Mrs. Maria Cole to finance cancer research. Mrs. Cole and Wallichs will serve as the fund's trustees, with others to be announced.

Donations should be sent to: The Nat King Cole Cancer Fund, c/o Capitol Records, Inc., Hollywood, Calif. 90028.

The Money Maker of the year is from—
A personal statement...

Nat Cole is gone and I know that I should find solace in the recordings that remain. But I cannot. His records convey the wonderful voice but not the wonderful man. I thank God I knew him long and well, and in his memory I find reassurance for the future of all our lives. / Nat Cole's fame rested not on hit records or on-stage performances, but on his conduct as a human being. Certainly he set a magnificent example for his own race; but even more, he set an example for all races. He won the admiration of people throughout the world with his unique voice, his matchless demeanor, his natural grace. We must lament his sudden departure from life, but we must also revel in how well that life was lived. / It is comforting to know that the human race is still capable of producing a Nat Cole. We must be grateful for the lessons he taught: lessons of love, tolerance, work, art, dedication. It is a cliché to suggest that "we are better men for having known him." But in Nat's case, the clichés are fitting and true: great artist, musician's musician, nice guy.

No artist has ever meant so much to me before; none can ever mean so much again. / I pray that Nat has found eternal rest, secure in the love of his fellow men.

Glenn E. Wallichs
Chairman of the Board
Capitol Records, Inc.
Top-Level Changes Made at VI

By PAUL ACKERMAN

NEW YORK—The changing music business is forcing an re-
evaluation and re-statement of "standards" that have been
the watchword of such companies as Imperial Records, Capitol,
Vista, and Kapp. But perhaps the most important change has
been the fact that the pop, rock & roll merchant is now
a marketing executive, not an artist.

Most industry leaders feel that the pop, rock & roll merchant
is a marketing executive. And the industry is now a much more
diverse market.

VOLTER—Volter, who has been making a study of many copyrights
in recent years, is a student of music and has a great deal
of experience in the music business. He is a member of the
record industry and is well known for his work in the field of
musical composition.

By HENRY COLONE—The major record companies are
now facing a major challenge as they try to keep up with
the changing music industry. The companies are facing
problems related to the changing music industry and
are looking for new ways to stay competitive.

Chi Music Assn. Gaining Momentum

CHICAGO—The Music Association of Chicago is
continuing to grow and gain momentum as it
continues to expand its membership and activities.

TRO MAKING AZNAVOUR TIE

NEW YORK—The Rich
don Organization (TRO) is
now handling the rights to
the music of Aznavour for
the U.S. market.

The TRO promotion continues
in later months in the
wake of Aznavour's success.

Chili Mills Folios Out

NEW YORK—The "Chili Mills Shingle," a food for piano
and organ students, has been released and is now
available at music stores. The folios are priced at $25
and 25 cents, and are available in 12 month memberships.

The first folios announced were "The Good Sound of Folk
Nally Organ."
Long Live the King

The King—Nat Cole—truly merited that title. As an all-around entertainer, as an across-the-board artist who appealed to all types of audiences, whether Top 40 or Good Music—he’d had no peers.

Many thought that he was the consummate artist. His showmanship came through in all media—records, live performances, TV. He was, after all, too good to enjoy what he could maintain his niche during an age when freak sounds and fads came to the fore.

The public realized that his talent was grounded in musicmanship, that his charm derived both from his profoundly knowledgeable and “the roots” and his polished musical sophistication.

But perhaps the greatest thing about him—the element which really adds luster to his reputation is the fact that he was a gentleman in the true sense; that is, a gentle man.

Unforgettable! Nat Cole: Truly a King to the Last

HOLLYWOOD—Very few people realized how seriously ill Nat Cole, who died last week, actually was. The internationally renowned entertainer died nine weeks after entering the hospital for treatment of a heart condition.

One of the last times Cole did anything in the public realm occurred Thursday (11) before his death. He was listening to satirist Dick Whittington on KGFJ and when Whittington couldn’t remember the name of an actor, Cole phoned in the answer.

Whittington, shocked that Cole was calling, tried to coax the composer to stay on the phone but Corey radio equipment wasn’t working. He then asked Cole to write in the doctors, who were listening.

Under questioning Cole said he was progressing nicely and hoped to be home soon. A short time later Mrs. Cole called to thank Whittington and to say she was only air remarks.

The entertainer was kept secluded in his hospital room but he was allowed to ride his horse the day before his death. Right up until his hospitalization Cole remained one of the radio stations’ most successful performers. His list of records was stuffed with chart items, his most recent being “Love,” “I Don’t Want to Know,” “Out of Nowhere,” and “My Fair Lady.”

Cole, who would have been 46 had a different Nat Cole selection every half hour. The Storer Capitol over 20 years selling some 9,000,000 albums worth, sold $50,000,000. His first hit for the label was “Straighten Up and Fly Right” and he was known for such ballads as “Nature Boy,” “Mona Lisa,” “Red Sails in the Sunset,” “Unforgettable,” “Love You for Sentimental Reasons,” “Too Young” and “Babbin’ Rose.”

Cole began his career as a jazz pianist, moving to Chicago in 1939, at which time he was living in Montgomery, Ala. He came to California in 1937 and during an engagement at the Savoy Ballroom in Holt’s made his stage debut as “King Cole.” One night a patron insisted that Cole sing so the pianist complied and remained a singer forever after. From 1938 until 1943 Cole worked on the Coast until he met up with Carlos Gastel, who became his agent.

Gastel brought Cole to Capitol where his records brought him national prominence. Gastel and Cole split up in 1963. In 1962 Cole launched his own record company, KRC, which never got off the ground.

With a reported annual income of $500,000, Cole was the top night club performer in all show business. The only area he was a Negro affected him was in TV. NBC carried a show emoted by Cole from 1956-1957 but Southern opposition scared sponsors away.

He made up for the embarrassment by guesting on all the prestige variety programs.

Bill of Evil Design

Passage of the Montana Music Bill (Bill H290, see separate story) will be damaging in the extreme not only to performing artists and agencies, but to virtually every segment of the music business.

Such a bill will adversely affect publishers, songwriters, artists and record manufacturers. It will adversely affect music generally.

Such a bill, too, could be a pattern for similar unjustified legislation across the nation.

We urge that all individuals support the positions of ASCAP, BMI and SESAC, and make their feelings known to the Senate Judiciary Committee at the State Capitol Building, Helena, Montana.

Billboard

Senators Hold Up Montana Bill

HELENA, Mont. — A bill which would place music performers under the control of the State of Montana was held up in the Senate Judiciary Committee at pre-sight. The bill passed the Montana lower house 8-3 last month. According to Sen. Eugene H. Humphrey, Judiciary Committee chairman, the measure will remain in committee for at least another week.

The measure, written by Ronald Murphy, Seattle attorney, and a member of the State Senate, calls for the music licensing firms to file a catalog of their compositions and pay 2 cents a title.

The bill also sells for annual filing with a State copyright commission a copy of each composition which is not copyrighted in the State.

Other provisions call for broadcasters to seek interception by the copyright commission if they fail to come to terms with the licensing societies, the burden of proof falling on the latter.

"Reasonable Fee" and then a request that the radio station would have the right to use the music "without payment of fee or other compensation."

Other provisions of the bill include the issuance "upon request" of a license for any record company or motion picture producer, a blanket license for networks or music services "without separate license for each such station or subscriber," and a list of all compositions with payment "each time the composition is performed," in it. The bill also provides for a blanket license.

Other Provisions

Licensing societies would be barred from leaving charges based upon a state’s gross billing, and all licensing societies and copyright owners would be prevented to "use infringement suits or threats of infringement suits or threats of infringement suits or threats to enforce rights;" as well.

Music Clubs Urge Defeat of Mont. Bill

HELENA, MONT. — The National Federation of Music Clubs last week threw its full weight behind the performing rights societies in their battle against the Montana music bill (No. H 290).

In a wire to the Senate Judiciary Committee, Mrs. C. J. M. Jardin, President of the Federation, pointed out that, "Without restriction of the cause of music," and urged its defeat.

Committee, State Capitol Building, Helena, Montana: Any legislation that hinders the creation of music in America is a matter of concern to the 5,000 members of the National Federation of Music Clubs. We are informed that the passage of Bill H290 would have exactly the opposite effect. It would be in the interests of a vocal minority in your State. As President of the National Federation and in behalf of its members, we respectfully urge the defeat of that bill which would restrict the cause of music.

400 at Funeral Services for Cole

NEW YORK—Radio stations across the nation are paying their respects to the man who has provided them with years of fine programming.

A few of the representative tributes aired last week took the form of religious services. Each station personality featured a different type of Cole music, his religious songs, popular ballads, R&B hits and his contributions to jazz.

The tribute program was presented in cooperation with the American Cancer Society.

WHN, New York, one of the first stations to salute Cole, held its program on Monday afternoon, April 11. The program was repeated in co-operation with the American Cancer Society.

George Burns, Nelson Riddle, Gordon Jenkins, Peter Lawford, Edward Kennedy, William P. Gottmann, and a group of distinguished friends attended.

After the funeral services, the procession proceeded to Forest Lawn Cemetery, Glendale for brief interment ceremony.

Honorary pallbearers included Cab Calloway, Duke Ellington, Jack Benny, and everyone. In addition, George Burns, Nelson Riddle, Gordon Jenkins, Peter Lawford, Edward Kennedy, William P. Gottmann, and a group of distinguished friends attended.

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George Burns, Nelson Riddle, Gordon Jenkins, Peter Lawford, Edward Kennedy, William P. Gottmann, and a group of distinguished friends attended.
More Bravos for Bob!

ROBERT GOULET SCORES WITH ANOTHER TOP CONTINENTAL SONG HIT

"Begin to Love"
(“Cominciamo ad amarci”)

AND BOB’S BIG ALBUM BEST SELLER ON COLUMBIA RECORDS
Hamm Named President of Electronovision Subsidiary

By GIL FAGGEN

NEW YORK—Al Hamm, vice president of the recently acquired, now independent, 8-track machine manufacturer Electronovision, Inc., has shown the way to the future of this important firm as he has been named president of the subsidiary.

The move comes about three months after Hamm left his previous position of vice-president of the parent company, CBS.

Hamm had been instrumental in developing the new electronic technique enabling a motion picture picture to be produced in a few days, created wide comment in the industry last May with his new 3-and-a-half-inch picture "Hammer," and theorts. He has been a major influence in the decision to go forward with the project.

The new label is negotiating a major recording contract with Hamm. This will be the label's first release on April 13th. The LP will be released prior to the film, a unique procedure within the industry.

"We will be recording all types of music," said Hamm. "However, we will also be purchasing material from independent producers."
JOHN GARY
in a new album
of all-time favorite
Irish songs

JOHN GARY WITH
A LITTLE BIT OF HEAVEN

LPM/LSP-2994
RCA VICTOR

The most trusted name in sound
TV Talent Shows Thurst Artist Relations Man Into Spotlight

HOLLYWOOD — The development of music-dance variety TV shows offering national exposure for disk artists, has catapulted the artist relations man into a role of growing importance at the record labels.

The success of the artist relations man is achieved through personal contact, not telephone conversation, related Dave Wynshaw, Columbia Records travel liaison man during a recent sojourn here. The trip was one of four New York-based Wynshaw makes yearly. He averages two weeks on the road every month, hitting such cities as Chicago, Cleveland, Philadelphia, Miami and Detroit.

Wynshaw's mission is to interest and excite national television shows in Columbia artists. The job is much simpler if the performer is a known commodity and has a hit record.

"The hit record is the key; the launching pad," added Bill Gallagher, Columbia's in house sales chief, who happened to be in town at the same time. TV's exposure is of more importance to the career of an artist than ever before," Gallagher said.

"To provide the young performer with professional grooming and guidance, Columbia dedicates younger kids to seek agency affiliations.

"The agency builds an artist's act and makes him visually successful. Their efforts enhance the artist's chances of doing well on TV and this helps our sales department tremendously. We don't intend to become booking agents," the executive emphasized. "That's not our role.

Yet Dave Wynshaw aims at being the perfect host on such TV shows as "Tonight." Hollywood Radio & Records said "Shindig," "Hullabaloo," "Regis Philbin," "Mike Douglas" and "Laugh-In" are just a few of the TV shows that are left open to local promotion men.

In addition, there is a dearth of national programs accepting artists for performance interviews, save for NBC's "Monitor" and CBS' "Arthur Godfrey Show.

"The TV shows are looking for exciting talent," Wyanshaw explains. "So much competition has developed that they're looking for something new.

Recent placements of Columbia artists on national TV shows include Wynshaw and the talent agencies, whom he works closely with, have had Guy Mitchell, Johnny Cash and Denny Zeitlin on the "Tonight" show. He also was in New York for "The Tonight Show.

Earlier placements involved the Weeks, Peter Yarrow, Jeani Singers and Robert Goulet on the "Sullivan" show.

Interviewer's note: "Tonight" program is highly valued by Columbia Records as it provides an exclusive dealer response when an artist plays this show, commemorative ads, magazine ads, and a programmed format for an advertisement, all of which will appear on the NBC program, Gal- lup.

With such a line-up of TV shows catering to all tastes, Col- umbia is icing its CBS foreign licensees to provide European talent. Vocalist Birdie Spor of CBS Records in West Germany, is an artist being considered for "Tonight" performances. It hasn't been determined whether Wynshaw gets to fly to Germany to meet the singer. But like the good artist relations man, his bag is packed and he's ready.

NEW YORK — The Columbia Records press office has introduced an all-transistorized portable phonograph housed in a covered wood cabinet and capable of retailing at a suggested $19.95.

The single model M425 is enclosed in a blue-and-silver wood case, has a solid state transistorized amplifier, an all-steel sponge rubber matted turntable, a single speaker for high fidelity sound and twin sapphire needles.

Initial shipments are on their way to distributors, and local advertising is scheduled late this month.

Smith to Alando

NEW YORK — Larry Smith has joined the staff of Tommy Valando's publishing firm. Smith is a headlinid grad- uate, and arranges, composes, sings and plays piano. He will first work on the score of Val- ando's new Broadway musical, "Flora, the Red Menace," as well as assist senior professional man-ager Frank Eliot on "Fiddler on the Roof."

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SOMETHING TO CROW ABOUT

NEW YORK — Several music publishing companies have filed a copyright infringement suit against various defendants in New York Federal Court.


The plaintiffs seek treble damages and an injunction restraining the defendants from continuing to manufacture their recordings, to record, license and release and royalties.

Tune involved are "Baby's Song," "My Mother's Eyes," "I Can't Believe That You're in Love," "My Mother's Eyes," "I Can't Believe That You're in Love With Me," "I Can't Believe That You're In Love With Me Like You Do," "Hello, Dol-

NEW YORK — The Columbia Music Corporation, home to the label's successful records, including "The Lonesome Road" and "My Mammy," has announced a new agreement with RCA Victor.

The agreement involves a two-year extension of the contract between the two companies, which includes the rights to future recordings by the artists on the Columbia label. RCA Victor will continue to supervise the record dates.

What's Happened to Bette The Singer? She's on Disk

NEW YORK — When Bette Davis makes her disk debut this week on "The Big Beat," the actress' image will be one that fans may never have seen before.

The 55-year-old Davis is playing a pop hit for "The Big Beat," a Los Angeles radio station. She will be featured in a series of one-minute segments on the show, appearing in a series of vignettes that will be shown on television.

Davis' debut is being held in conjunction with the release of her new album, "Bette Davis Sings," which was recorded over the past year.

"Bette Davis Sings" features a collection of standards, including songs by Cole Porter, George Gershwin, and other classical composers.

The album was produced by Francis Wolff, who has worked with Davis on several previous projects.

The release of "Bette Davis Sings" comes just weeks after the premiere of Davis' new movie, "All That Jazz," in which she plays a singer who returns to the stage after a long absence.

Davis' recording career has been limited to a few singles in the 1930s and 1940s, but her voice has always been praised by critics.

"Bette Davis Sings" is expected to be a strong seller, with Davis' fans eager to hear the actress' unique take on classic songs.

"Bette Davis Sings" was released on the Columbia Records label, with Davis' name appearing on the cover in large, embossed lettering.

The album's cover features a photograph of Davis taken during the filming of "All That Jazz." It is a black-and-white image that captures the actress' imperious air.

Davis' voice is clear and strong, and her delivery is smooth and polished. She sings with a range that is both powerful and nuanced, demonstrating her ability to convey emotion through her vocalizations.

The album's production values are high, with a clear, crisp sound that allows Davis' voice to shine through.

"Bette Davis Sings" is available on vinyl and CD formats, and is sure to be a hit with fans of the actress and jazz music alike.
HERE'S THE SINGLE YOU'VE BEEN WAITING FOR!

And worth waiting for, too! Your CRDC rep is ready to ship your order. Call him!

THE BEACH BOYS
PLEASE LET ME WONDER
DO YOU WANNA DANCE?

Watch for their great new album "The Beach Boys Today!" Release date: March 1.
Cover War Raging—With Share-the-Wealth Twist

- Continued from page 1

this tune to any American artist because of an obligation to Matt Monroe.

An interesting aspect of the “For Mama” race is the fact that all four records, including the three on the Billboard Chart, were released virtually simultaneously.

Other Activity

Other multiversion activity is indicated by the action on “Land of a Thousand Dances.” The version by Cannibal and the Headhunters on Rampart is at 100 this week on the “Hot 100,” with the Midniters on Chatham which in contention.

Real Live Girl,” by Steve Alaimo on ABC-Paramount, has moved onto the Bubbling at 106, with Bruce Forsythe’s version on Blue Cat giving competition.

Not quite in the cover category, but interesting in view of the above multiversion activity, are several other examples of chart activity. One is Keep Records’ “The Race Is On,” by Jack Jones. This has moved onto the “Hot 100” at 89. The tune was recently No. 1 on the Country chart, by George Jones on Musicor.

Also of interest on this week’s “Hot 100” is the fact that Dionne Warwick on Scepter has moved onto No. 88 with “Who Can I Turn To” from “The Roar of the Greasepaint.” This occurred just a couple of months after Tony Bennett’s big one on Columbia.

EXAMPLE OF COLE’S ESTEEM IN INDUSTRY

NEW YORK—Capitol Records last week approached both RCA Victor and Columbia Records to see if each of the firms would relinquish their contracted up-front ad space in Billboard for a Nat King Cole memorial ad. Both companies, in honor of Cole, freely extended their reserved space to Capitol. The Cole ad appears in this issue on page two, space regularly used by RCA Victor.

Great Falls, Mont. — A shipment of 1,000 Vaughn Meader records, useless since the assassination of President John F. Kennedy in November 1963, rests in a warehouse here.

The records were returned a jobber a month after the assassination but were rejected by the Great Falls wholesaler house who earlier shipped the records to the jobber, it was reported Feb. 10.

Meader’s record, “The First Family,” a parody of the Kennedy family, sold more than 5,000,000 copies in one year. He immediately abandoned the first-family parody when the President was killed in Dallas.

The unsold records were reissued during trial of an account action. The bill for the records figure as a part of the suit allegedly owed. Judge Paul G. Hatfield took the case under advisement after a non-jury trial.

The suit was brought by Interstate Counseling Services, a collection agency, against Record Masters Co. of Montana. The claim in the account was assigned to the collection firm by Music Masters Co. of Great Falls.

The Great Falls firm seeks recovery of $6,221 plus interest. The defendant has acknowledged debt of only $2,942, which the defense claims is the difference in the amount sought in Montana and the amount of credit due.

The defense contends the records were purchased on the basis of the purchaser reserving the right to return all the records for full credit.

The plaintiff contends that the right applied only after the records had been paid for and that had not been done by the defendant. However, the defendant signed a note for his obligations totaling $4,050 in May, 1963, it was reported.

In December, 1963, after the assassination, the defendant shipped the 1,000 records back to the Great Falls firm.

Bill Hits at Transshipping

- Continued from page 1

ing at dumping, under present law, harm could not be claimed in the transshipper’s own territory—but harm done to the other marketing area could be proved in violation of the law, since sales would be at “discriminatory prices” and cause injury to competition in the territory where they are dumped at the slashed prices.

This approach would take a good deal of proving in today’s complex record distribution pattern and in the industry to prove the strong self-policing role urged by the commission.

The direct approach in a bill of the Rodgers’ type to allow territorial franchising to operate would bring Justice Department argument—but many in the record industry are urged something in the way of legislation or agency ruling to attack the dumping problem.
BOBBY VINTON SPECIALIZES IN HITS.

"LONG LONELY NIGHTS"
JUST RELEASED...A BRAND NEW SINGLE HIT.

TWO HIT LPs CURRENTLY IN THE TOP 20!

BOBBY VINTON'S GREATEST HITS
LN 24098/BN 26098

Mr. LONELY
LN 24136/BN 26136

Be sure to see Bobby when he hosts "Hullabaloo", Tuesday, March 9th.

*Epic is "sur" mark registered in U.S. Patent Office

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College Circuit Is Filled With Summa Cum Laude Talent

NEW YORK — The campus circuit during the first months of the new year continued to bubble with talent. Dave Brubeck Quartet on Feb. 6 played East Tennessee State University’s Memorial Gymnasium, Johnson City. According to correspondent Bob Tipton, he drew 2,000 and received very favorable reaction. Several weeks earlier, on Jan. 16, Brubeck played at Ohio University’s Sigma Nu House at Athens. At that spot he drew 1,970 attendance. Neil B. Mahler, campus correspondent, stated: “The group was very well received, and the audience reacted to each presentation with VRAR. The audience seemed to be on the edge of their seats throughout.”

The Ohio University date coincided with good sales for the artist’s album, Webber’s World of Music. Local dealers reported sales were better than expected. He said: “It could have used more albums but was very pleased with the result of the concert.”

Koen’s Music Store said it did not receive its full order of merchandise before the concert, but nevertheless Brubeck sales were very good.

Four Seasons

The Four Seasons, playing at the University of Western Ontario at Morgantown, W.Va., drew 1,300. Correspondent Robert C. Welling stated: “The audience was mostly college students and tenagers … reaction was very good … much acclaimed for an autograph session.”

Chief promotion for the concert was being handled by West Virginia University, which included posters and a campaign over WVSU-FM 880, the station’s 40 outlet. The station’s deejays were on hand for the performance.

Nina Simone played Kenyon College Feb. 5 at Gambier, Ohio. Show at the college’s Rence Hall and drew a capacity 630. According to Fred correspondent George Craig, the audience gave the artist a standing ovation at the conclusion.

Harpsichordist Igor Kipnis played Kenyon College’s Rose Hall Jan. 29, drawing 600. Craig said the audience enjoyed Kipnis’ informal style.

Andre Segovia playing Quicken Loans Arena, Feb. 6, drew a enthusiastic 1,700. HankFox, correspondent, stated: “For many students, the performance was a new experience. They listened attentively, they enjoyed it!”

On Jan. 29, the Buxus Community College at its auditorium in New York City, presented “The Space Knife,” with a cast including Elizabeth Franz, Moses Gunn, Philip Baker Hall, Novella Nelson, Anthony Palmer and Fredrick Pinard. The music was performed by George Blanchard. Performance drew a rousing ovation from the audience of 800.

Bitter End Singers

The Bitter End Singers, at West Point Jan. 24, drew a crowd of 1,800. Jerry Merges, campus correspondent reported good audience reaction.

Rambler Jack Elliot played the church service on Jan. 28, auditorium Jan. 30, drawing 250. Correspondent Carol Segovia reported: “This last harmanie made him very glib at dealing with a faulty microphone.”

George Shearing, at the George Nelson Fieldhouse of the University of Tennessee at Knoxville, drew 2,563 Jan. 15. Correspondent Stuart Mahrer stated: “Shearing received a very warm reception … and he seemed pleased with the audience reaction.”

New York PRESS BOX SCORE

“BAKER STREET”

“Baker Street,” a musical adapted from the stories of Sir Arthur Conan Doyle—by Jerome Kern, and lyrics by Alan Jay. New York, Feb. 16, is being noted. MGM Records has the original cast album rights, and E. M. Marks (BMI) is publishing the score. Following is a breakdown of the New York press critical appraisal:

The Bottom Line—You PAIR enjoy more than half of this musical.

Herbert: “The conceit is nice and somehow it doesn’t grow on you.”

The Bottom Line: “There is a musical risk, finally, about this show. There are some songs with tunes that should be jokes but are serious. The irony tends to fall flat.”

New York: “An absolutely captivating musical.”

Herald Tribune: “The music and lyrics are just for fun. The cast is very good.”

New York: “It’s a help.”

JOURNAL-AMERICAN: “I was delighted.”

The Bottom Line: “B Quantity pleasant and never intrusive and only occasionally inspired.”

World-Telegram: “Score: . . . has a flaw, the purposeful pace and the plot-related songs of a Conan Doyle play.”

SCORE: “Neither music nor lyrics are strength . . . though usually in an agreeable key.”

16 Concerts Slated for New Stratford Season

STRATFORD, Ont.—With a musical range from the jazz of Benny Goodman and Dave Brubeck to the dramatic grandeur of Handel’s “Solomon,” 16 concerts will be presented this season at the Stratford Festival’s 14th season.

Among the leading artists signed for programs to be held in the Festival Theatre between July 11 and Aug. 29 include Claudio Arrau, pianist, in the Beethoven program; Leon Fleisher, pianist, in the Mozart program; Benny Goodman, as well as Soprano and New York’s Stratford Season.

STRAIGHT, Ont.—With a musical range from the jazz of Benny Goodman and Dave Brubeck to the dramatic grandeur of Handel’s “Solomon,” 16 concerts will be presented this season at the Stratford Festival’s 14th season.

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we’ve got a smash dub!

Not a dealer has one...
Not a distributor has one...
Not a record has been pressed...
But it’s a smash!

DOUBLE-O-SEVEN

BY THE DETERGENTS

Roulette 4603

ATTENTION STATIONS AND DISTRIBUTORS
WHO HAVE BEEN CALLING FOR THE RECORD:
We will get your copies out to you as soon as possible, please bear with us!

ROULETTE
Korvette's Refund Offer Sparks Sales in Classics

By LEE ZHITO
NEW YORK—The "money-back guarantee" device works wonders with a classical product, according to David Rothfeld, Korvette’s new buyer for the 39-store chain.

Korvette ran the following ad in the Sunday New York Times, on behalf of London Records’ "Scheherazade," as recorded by Leopold Stokowski, conducting the London Symphony Orchestra (a Billboard Spotligths Album Review, Feb. 20 issue): "Play It Once—If you don’t agree with Mr. Stokowski’s opinion about this recording, return it with your receipts within seven days from the date of purchase—AND RECEIVE A COMPLETE REFUND."

Rothfeld told Billboard he has used this ad approach succefully numerous times, and "it always shoots up the sales volume to the album that’s being offered." Rothfeld told Billboard that he carefully chooses the selection for the money-back offer "to make certain that the record is really worthwhile."

Returns for the refund, according to Rothfeld, are negligible. "Once in a while, someone will buy the album to tape it, and then return it, but these people are so few, they really don’t count," he said. When this happens, the customer, of course, gets his money back without question, but the dealer is able to use the returned record as a demonstration disk.

The appeal of a money-back guarantee is a very strong one, Rothfeld has indicates that the store has that much confidence in the release, that it will stand behind it. As a result, the customer feels he has nothing to lose in making the purchase, and is thereby prompted to go for it.

Rothfeld indicated that he sticks to classical product in using the money-back guarantee device. The reason is that in the pop field the customer, as a rule is acquainted with the recording before he buys it. Invariably, he’s been exposed to it on radio.

In the realm of serious music, only a hard-core clientele enjoys confidence in his own judgment of performers and repertoire. The general public hesitantly to be hesitant about a given release is thereby removed with this customer knows he can return the package for a full refund.

The "listening table" is particularly important in merchandising classical records. These are kept in browser racks close by, and demand more careful demonstration than pop. Operating controls are built into the side of the drum top, for volume, bass and treble. The classical record customer can listen in comfort, has plenty of time to make his decisions, and is separated from the remainder of the shop where pop records are demonstrated.

Program Offers a Critique Of New Classical Albums

NEW YORK — Classical albums will be putting prominent exposure on a new 52-week series, "Calling All Listeners," in Billboard, beginning this month in eight major markets.

The first time period, prepared by WQXR, New York, and sponsored by Eastern Air Lines, Inc., was newly recorded classical works, with Robert Lawrence, music critic and conductor sharing his opinions with the audience about the new recordings. A total of four of his listeners, will be hearing for the first time.

The hope is the commentators will help stimulate interest in specific new classical album product and encourage the listeners to match their opinions against those of an acknowledged expert.

Next week’s program will include Glina’s "Bassian and Ludmilla Overture" (L’Orchesre de la Suiss Romande directed by Ernest Ansermet, London’s "Piano Concerto No. 2 in A," Leonard Pennario, soloist, with the London Symphony Orchestra under Rene Leibowitz’s direction), Tchaikovsky’s "Satie No. 2 for Small Orchestre" (Canadian Broadcasting Corp. Orchestra, Igor Stravinsky, conductor) and R. Strauss’ "Till Eulenspiegel’s Merry Pranks" (The Philadelphia Orchestra conducted by Eugene Ormandy).

"Hearing" will be carried in prime evening time over FM radio stations WQXR, New York; WCRB, Boston; WFLN, Philadelphia; WOFS, Washington; WFM T, Chicago; WKLs, Atlanta; KLEF, Houston; and WVCY, Miami.

BEST SELLING BUDGET LINE CLASSICAL LP’s

Below is a list of best selling Budget-Line Classical LP’s in top Classical Retail Outlets.

1. VAUGHN WILLIAMS—Symphony No. 0 (London), Halle Orch. (Barbirolli): Vanguard SRV-134 SD, 315, SRP-


3. PUCCINI—Madama Butterfly; Maffo, Valletti, Elias, Corena, Rome Op. (Leinfield): RCA Victrola (2-12"), VICS 6000-6-7-8-9-10.

4. PUCCINI—Tosca; Milanov, Beringer, Corena, Warren, Rene Op. Leinfield: RCA Victrola (2-12"), VICS 6000-6-7-8-9-10.

5. DEBUSSY—String Quartet in G Minor—RAVEL—String Quartet in F Major; Stravinsky String Quartet; Nonesuch H 1007 (12")

6. FURELL—Trumpet Music; Soltos & Rheinis Chamber Orch. of Cologne (Keffel): Nonesuch H 1027 (12")

7. ORT—Carmin Barbana; Czech Phil. (Smetaske): Parliament S 161 (15"), 161 (15")

8. STRAUSS—Ein Heldenleben; Chicago Sym. (Reiner): RCA Victor 1052-2, VICS 504-5

9. RACH—Magnificat in D; Sprick-Randall, Cassino, Bottesini, Littasie, Sarre Orch. (Ristrenpart): Nonesuch H 1001 (15"), H 1011 (15")

10. KURASKY—Sibelius: 1812 Overture—BEETHOVEN—Wallington’s Victory; Minneapolis Sym., Minn., U. Brass Band (Durati): Mercury SRD-19 (15"), MGD-10 (15")


13. TELEMMAN—Trio in E flat for 2 Violins, Cello and Continuo; London Harpsichord Ens.: Nonesuch H 1004 (15"), H 1015 (15")

14. HAYDN—Symphonies Nos. 6 (Morning), 7 (Noon) and 8 (Evening); Chamber Orch. of the Sarre (Ristrenpart): Nonesuch H 1005 (15")

15. BEETHOVEN—Symphony No. 3; Vienna Phil. (Monteaux): RCA Victrola VICS 1036 (15"), VICS 1034 (15")

Arts Foundation Is Chartered in Kansas

KANSAS CITY, Mo.—The Performing Arts Foundation of Kansas City was chartered last week. Its purpose is to promote plays and musical performances and to encourage interest in the performing arts, including the publishing and copyrighting of musical works. The board of directors is made up of the Music, "any type and nature." These efforts are expected to result in increased attention in serious works and spur the sale of their recordings.

The three-stage program calls for the presentation of major works, the subsequent development of a performing arts festival and the creation of a Performing Arts Center.

First presentation will be the American professional premiere of Handel’s "Julius Caesar," May 21, May 23 and May 26 in the Kansas City Music Hall. Claudio Abbado, leading baritone of the San Francisco Opera and La Scala opera companies will play the protagonist.

The production moves to Dallas Nov. 19 and Nov. 21 followed by performances at the Dallas Civic Opera season.

Paley to Get Guild Award

NEW YORK — William S. Paley, chairman of the board of the Columbia Broadcasting System, has been named to receive the 1965 Concert Artists Guild Award.

The award, honoring those who have made outstanding contribution to wider public appreciation of great music, will be presented to Paley at the Guild’s annual dinner-concert April 3 at the Plaza in New York.

Mrs. Philip Wise, president of the Guild, in making the announcement, said, "The Concert Artists Guild Award is being presented to William S. Paley in recognition of his pioneering leadership in bringing fine music to millions of Americans homes through recordings, TV and radio."

The presentation will be Ambassador Adolf E. Stevenson and John D. Rockefeller, Jr., of Chatham, as the board of directors of the Lincoln Center for the Performing Arts. Previous recipients of the award were Isaac Stern, Artur Rubinstein, Rudolf Bing and Rockefeller.

PHOTOGRAPHS: PHOENIX—A substantial help in selling classical records is a unique "listening table" developed by Bert Himmelfarb, owner of the two Bert's Record Shops in Phoenix.

Designed both for practical everyday operating efficiency, as well as for showmanship in attracting the attention of passers-by, these demonstration units resemble a drum-like table, four feet in diameter, 18 inches deep, and supported on heavy wrought-iron legs.

Around the periphery are four regular turntables, adjustable to any record speed, each accompanied with a "listening" head. Located immediately behind the front window of Himmelfarb's record shop in the Uptown Plaza Shopping Center is a "listening" area clustered with listeners.

At first glance, they resemble desk jockeys. They can listen to any record without being disturbed themselves, or disturbing anyone else.

BILLSBOARD, February 27, 1965

www.americanradiohistory.com
“Just Released! Her Second Album”

**Buffy Sainte-Marie**

VRS-9171 (Mono)  
VSD-79171 (Stereo)

“A moving, powerful performer.” Hi Fi Stereo

“Unforgettably moving experiences.” High Fidelity

The leading folk artists are on **Vanguard**

**Joan Baez/5**

VRS-9160 (Mono) • VSD-79160 (Stereo)

**Ian and Sylvia Northern Journey**

VRS-9154 (Mono) • VSD-79154 (Stereo)

**Erik Darling**

Train Time  
VRS-9131 (Mono)

**John Hammond Big City Blues**

VRS-9153 (Mono) • VSD-79153 (Stereo)

**Erik Darling**

Train Time  
VRS-9131 (Mono)

**Jim Kweskin and the Jug Band**

Jug Band Music  
VRS-9163 (Mono) • VSD-79163 (Stereo)

**Eric Andersen**

Today is the Highway  
VRS-9157 (Mono) • VSD-79157 (Stereo)

**Doc Watson and Son**

VRS-9170 (Mono) • VSD-79170 (Stereo)

Vanguard Recordings for the Connoisseur

**Jenny Baez/5**

VRS-9160 (Mono) • VSD-79160 (Stereo)

**Ian and Sylvia Northern Journey**

VRS-9154 (Mono) • VSD-79154 (Stereo)

**The Weavers — Reunion at Carnegie Hall**

VRS-9130 (Mono) • VSD-79130 (Stereo)

**Joan Baez/5**

VRS-9160 (Mono) • VSD-79160 (Stereo)

**Ian and Sylvia Northern Journey**

VRS-9154 (Mono) • VSD-79154 (Stereo)

**The Weavers — Reunion at Carnegie Hall**

VRS-9130 (Mono) • VSD-79130 (Stereo)

**John Hammond Big City Blues**

VRS-9153 (Mono) • VSD-79153 (Stereo)

**Erik Darling**

Train Time  
VRS-9131 (Mono)

**Jim Kweskin and the Jug Band**

Jug Band Music  
VRS-9163 (Mono) • VSD-79163 (Stereo)

**Eric Andersen**

Today is the Highway  
VRS-9157 (Mono) • VSD-79157 (Stereo)

**Doc Watson and Son**

VRS-9170 (Mono) • VSD-79170 (Stereo)

Vanguard Recording Society, Inc., 154 West 14th Street, New York 11, N.Y.
Lopez a Hit in Mexico City; Grosses $80,000 in 2 Weeks

HOLLYWOOD—Trini Lopez completed his first year of foreign appearances by grossing one million pesos or $80,000 for two weeks' work at the Terraza Casino, Mexico City. Lopez's recent engagement there broke the record held by Marlene Dietrich. He also topped appearances at the club by Johnny Mathis, Brenda Lee, Beny Goodman and Louis Armstrong.

Lopez's million pesos was the peak profit take for a night club date in Mexico, to culminate a hectic year of European concertizing. In this short span, Lopez has become one of the leading new American performers gaining the plaudits of international audiences. He is currently in the U.S. where he plans to stay for a while and concentrate on films and domestic bookings. He begins his first film for 20th Fox in April. The musical is called "Snow Job!"

Was Skeptical

Lopez revealed he was skeptical about playing Mexico because of his American background and Mexican mode of continental dress. "The people came to the club with vegetables to throw at me," Trini said. His appearance there, however, drew Mexican society and Mexican film companies offered him roles.

During his first venture into international markets, Lopez had to prove himself, his manager, Bulletts Durgom, said. Despite his hit records, they just weren't sure how he would fare, the manager noted.

In such places as Lebanon, Monte Carlo, Australia, France, Spain, Benelux countries and Germany, Lopez's infectious style kept turnstiles clicking. His price of $13,000 is a far cry from the $300 a week he earned at P. J.'s in Los Angeles. Lopez says foreign audiences knew his material even though they might not have understood the words. "They pronounce the words phonetically," he explained.

In traveling over 100,000 miles in the past year, the Reprise artist has played every country of significance except those in the Orient.

CONNY VAN DEN DUS, left, with Teddy Schotten, who announced the Dutch selections. Teddy was No. 1 at the Eurovision songfestival two years ago with her song, "Ein Beejte."
Yes, Virginia--
There is a Sanity Clause

"It's built into every person's moral contract with himself... and in the world of business, it's called "ETHICS."

Some people choose to forget it exists... but whether you deal in records, pharmaceuticals, bubble gum or publishing; it's the great unseen giant that separates the men from the boys.

As with any intangible, Webster's Dictionary defines the word "ethics" in many ways, a few of which are:

- "the science which treats of the nature and grounds of moral obligation; the science of human duty"
- "a set of moral principles or values"
- or closer to home... "rules of practice in respect to a single class of human actions; as, social ethics, newspaper ethics"

At Billboard, we take immense pride in our 70-year heritage of sound and honorable business practice... where ethics are as vital to our operation as unlocking the door to our office in the morning.

Oh, sure... the highest of ideals can inadvertently get a little bruised now and then... unavoidable in any large operation where hundreds of people scattered throughout the world are involved in each weekly product. But on the whole the ethical soundness of Billboard's publishing code is totally unmatched by any other industry publication... and we'll take odds that no other music-record trade paper gets the kind of lively mail we do.

For example... a letter recently received from a Billboard contract advertiser:

"For some time we have been complaining that the editorial content relating to merchandise issued or made by non-advertisers is in direct conflict with our paid advertising.

"We are not trying to dictate editorial policy to your publication, but since the ethical coverage boils down to free advertising for a competitor's merchandise, we would have to be idiots to continue to pay for what someone else gets for nothing. If anything, non-advertisers in the field get broader editorial coverage than do those who advertise. On the basis of the evidence, it is obvious that the best way to expand our editorial coverage and maintain our competitive position is to stop advertising.

"Until these problems are settled to our satisfaction, we will not renew our contract and will advertise only on a one-time basis when we feel it necessary!"

GUITY, YOUR HONOR!... As much as we hate losing that contract business, we must confess to our firm conviction

- that just because you advertise does not mean you make news
- that just because you advertise does not mean we are obliged to print your press releases word for word without checking the facts to make sure the story is newsworthy
- that just because you advertise, we should lessen or suppress news about your competitors

No, sir... sleep is too precious. Furthermore—we don't run free ads to hype big accounts... or print "puff" to make the book look bigger... or pull the wings off butterflies.

What we do try to do is make certain

- that every line of news in every issue of Billboard is accurate and of direct interest or importance to the industry
- that our advertisers get a fair shake—by our membership in Audit Bureau of Circulations (ABC) which presents the industry an annual, unbiased audit of our circulation, letting advertisers know exactly who his message is reaching and where they are.
- that our readers get the benefit of constant up-grading and improvement of editorial content—by our membership in American Business Press (ABP) dedicated to furthering the editorial excellence and "ethical" standards of the business press. (Only ABC-audited publications are accepted for membership)

Do you think any of the above could have some possible bearing on the fact that Billboard's paid circulation is twice that of any other music-record business paper?

Yes, Virginia... there really is a Sanity Clause. All you have to do is close your eyes and listen to the fine print.

Billboard
The ONLY ABC-audited business paper for the music-record industry
25 U.S. Firms Enter Italy's Hi-Fi Show

MILAN—Some 25 American firms took part in the first hi-fi and stereo equipment show ever held in Italy.

The show was held from Feb. 20-27 at the Li S. Trade Fair Grounds and was exhibited including Ampex International, CBS Laboratories, Fisher Radio International, MGM Records, Voice of America, Sony, Dynaco, Heath Co. and Sherwood Electronica.

Products exhibited by the U.S. companies included record players, amplifiers, tuners, loudspeakers, tape recorders, kits, microphones, cartridges, turntables, and transistor stereo receivers and radios.

During the seven-day show, visitors listened to hi-fi and stereo music in special acoustic booths, and concerts were organized. There were also group visits by musical societies and amateur musicians.

Representatives of the American companies took part held meetings at the show with Italian businessmen. Exhibiting companies had executives and representatives in attendance to discuss marketing and consumption product characteristics, and modification to Italian market. A number of American exhibitors used the show to locate European agents, distributors and representatives.

The FIELD TWINS, Lytton and Jackman, who own the Equal, WAG Recording Co. of Australia, signed an extensive pact with WAG Records. The first single will be released next month.
Put your money on a sure winner!

JACK JONES
THE RACE IS ON

Here's a great new side to Jack Jones.
MUSIC CAPITALS OF THE WORLD

• Continued from page 18

mark here last week. Guests included Marshall Chess, Jackie Ross and Johnnie Ray. "It was a great show," said Chris Hutchins.

MANILA

Derrick Copland, for East au-
sertor's at Decca London, has

exhausted his recent flight to

Philippines. As a former member

of the local US Library, he has

decided to stay and explore the

country. His view of the music

scene in Manila is that it is

flourishing, with many local

bands gaining popularity.

MUNICH

John Lennon, one of the Beatles,

arrived at his hotel, the Statler,

on his way to a ski holiday.

French movie star Brigitte Bardot has arrived here to record more numbers in Germany.

The Munich tempo label released an EP featuring selections from "My Fair Lady." RCA Victor's label has also arrived and will begin to focus on new releases from Germany.

OSLO

Incredible, but true, Jim Reeves' RCA Victor recording of "I Love You," which was released in Norway on Norwegian Top 10, reaching fifth position, will be re-issued in 10 weeks in Norway on RCA Victor's new label. The sales have been tremendous, with over 200,000 copies sold in less than two months.

SYDNEY

Nelson Batley, 21, one of Fest-

ival's rising stars, has recorde-

d a new five-track EP for RC

Corp. The EP, "The London Sessions," will be released in April.

Further segments of the NBC TV series, "Hawaii Five-O," were filmed recently at Twickenham, England, by U.K. artists. Brian Epstein, who introduces the artists, is on set talking to Joe Brown, with Billy J. Kramer, left, George Fame, and Wayne Fontana.

CBS RECORDS' original cast album of the musical, "Michael Stroope," is a top seller in France. At the first night performance, are left, right: Bernard Taylor, girl next door; and Roger Clive, as some of Europe's hottest voices. 82

CITY OF THE DAY

The Beatles, who are in town for the Festival, have been making public appearances and giving interviews. Their song "Help!" has been topping the charts in Europe.

FURTHER SEGMENTS OF THE NBC TV SERIES "HAWAII FIVE-O" WERE FILMED RECENTLY AT TWICKENHAM, ENGLAND, BY U.K. ARTISTS. BRUCE BUDDIN, WHO INTRODUCES THE ARTISTS, IS ON SET TALKING TO JOE BROWN, WITH BILLY J. KRAMER, LEFT, GEORGE FAME, AND WAYNE FONTANA.

SYDNEY

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SARAH STARKMAN
From Out of Left Field

TONY CONIGLIARO connects with
"WHY DON’T THEY UNDERSTAND"
\( \text{w/ } "PLAYING THE FIELD" \) #8523

DON’T GET CAUGHT OFF BASE! ORDER NOW! RCA VICTOR
In Number of Subscribers
In Subscriber Action
In Advertising Sales

Billboard

is Number 1... Internationally
POP

BOBBY VINTON — LONG LONELY NIGHT (Ave., BMI)—Hot follow-up to "Mr. Lonely." Beautiful ballad with slight tempo well performed by Vinton and chorus. Flip: "Satin" (Ace, ASCAP). Epic 9768

FRANK SINATRA—ANYTIME AT ALL (Duchess, BMI)—Right on the heels of his successful "Somewhere in Your Heart" comes another winning ballad with the powerful combination of Sinatra, arranger Freeman and producer Bowen. Flip: "Available" (Sergente, ASCAP). Reprise 0350

BOBBI MARTIN—I CAN'T STOP THINKING OF YOU (South Mountain, BMI)—In the vein of her recent hit, "Don't Forget I Still Love You" is another equally strong ballad. Can't miss! Flips: "A Million Thanks to You" (Duchess, BMI). Coral 62447


MAJOR LANCE—COME SEE (Camal-Chi-Sound, BMI)—Bluesy beat and delivery on medio-tempo Curtis Mayfield tune: "You Belong to Me My Love." (Jalynne, Cartem, BMI). Okeh 7216

EYDIE GORME—DO I HEAR A WALTZ (Williamson-Burthen, ASCAP)—Tolle tune of the forthcoming Broadway musical by Richard Rodgers and Steve Sondheim is given a beautiful reading and an unusual arrangement by Robert Mersey. Flip: "After You've Gone" (Mayfair, ASCAP). Columbia 43225

DICK AND DEE DEE—BE MY BABY (Odin, ASCAP)—Change of pace from their "Thou Shalt Not Steal." Powerful up-tempo duet coupled with a good lyric finds them with a Newbeat sound. Flip: "Room 404" (Odin, ASCAP). Warner Bros. 5608

BETTE DAVIS—SINGLE (Marinova, ASCAP)—An enchanting answer to Richard Burton's "A Married Man." Miss Davis gives the clever piece of material a delightfully funny reading as witnessed on last week's "Hollywood Palace TV Show." Flip: "On What It Seemed to Be" (Joy, ASCAP). Mercury 72404

IRMA THOMAS—YOU DON'T MISS A GOOD THING (Meric-Ragnar, BMI)—One of her best performances to date on a strong piece of material. Flip: "Some Things You Never Get Used To" (Blackwood, BMI). Imperial 66095

WAYNE FONTANA AND THE MIND-BENDERS—GAME OF LOVE (Skidmore, ASCAP)—All the ingredients of a smash! Material, performance, arrangement and production are outstanding. Has the drive and best of the Be-Diddley hits. Flip: "Since You've Been Gone" (Near North, BMI). Fontana 1503

COUNTRY

GEORGE AND GENE—I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT (Peer Intl., BMI)—WRECK ON THE HIGHWAY (Acutt-Rose, BMI)—The combination of Jones and Pitney can't miss. Their individual styles blend perfectly on material that should hit fast and furious on the pop charts as well. Flip is the famous, traditional country number well performed by the duo.

Musac 1066

KITTY WELLS—YOU DON'T HEAR (Cash, BMI)—SIX LONELY HOURS (Cedarwood, BMI)—A two-sided winner. Top side is material well written by Tommy Cash, brother of Johnny. Both sides are taken from her successful album, "Burning Memories." Decca 31749

NORMA JEAN—I CRIED ALL THE WAY TO THE BANK (Wilderness, BMI)—Following up her hit "It's Goin' To Go" she has a winner in special material written by Liz Anderson. Flip: "You Have To Be Out Of Your Mind." (Wilderness, BMI). RCA Victor 8518

JOHNNY HORTON—I JUST DON'T LIKE THIS KIND OF LIVIN' (Rose, BMI)—The fine style of Horton fits this lesser known but powerful song from the pen of Hank Williams. Flip: "Rock Island Line." Columbia 43228

EDDY ARNOLD—WHAT'S HE DOING IN MY WORLD (4 Star, BMI)—One of his finest performances in years. Eddy and a chorus give this Carl Bell below a fine reading. Flips: "Laura Lee" (T. M. & Quadric, BMI). RCA Victor 8516

JOHNNY SEA—MY OLD FADED ROSE (Southwind, BMI)—Outstanding piece of material from the pen of Johnny Cash and June Carter is given a heartfelt reading by Sea. Flip: "It's A Shame" (Glasco, SESAC). Phillips 40267

POP

DAMITA JO—Silver Dollar (Hampshire House, ASCAP), EPIC 9796

THE REASONS—You Made Me Love You (Broadway, ASCAP), UNITED ARTISTS 827

MICKY AND SULLY—Let's Shake Some More (Meric-Atlantic, BMI), RCA VICTOR 827

THE MITCHELL THOM—My Name Is Morgan (Tico, ASCAP), MERCURY 72409

NEL TOLLEY—Du I Love You Because You're Beautiful? (Williams, ASCAP), COLUMBIA 43328

SPOTLIGHTS

GUEST PANEList of the WEEK

HY LIT

WIBG Philadelphia

6-10 p.m. 7-p.m.-Midnight Sundays

Each week a program director and/or deejay is invited to sit-in and help Billboard's Review Panel select Spotlight. Those unable to come to the New York office, guest panels listen and vote via special WATE long-distance speaker-telephone hookup.

COUNTRY

KIRK HANSAARD—De Willie Joe (Silver Star, BMI)—They're All Come Home But One (Silver Star, BMI), COLUMBIA 43228

SPIRITUAL

HAMPSTON-ABBE—It's A Blessing (Lil Etra, BMI)—We Don't Thank Him Enough (Lil Etra, BMI), GOSPEL CORNER 818

GOLDEN CROWNS—Everything Will Be Alright (Savoy, BMI)—I'm Gonna Get On In Your Vesuvius (Savoy, BMI), SAVOY 4227

POPKA

LITL' WALLY—One Has My Heart, The Other My Name (Jay Jay)—I Love You Polka (Jay Jay), JAY 325

LITL' WALLY—Bardetoon Song (Jay Jay)—Bullet (Jay Jay), JAY 314

BILLBOARD, February 27, 1965

Spotlight Review Policy

Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlight only. No listing is plotted of records reaching a 4 Star rating or under.
America's Newest Singing Sensation

BOBBI MARTIN

Her Follow-up HIT to "Don't Forget I Still Love You"

"I CAN'T STOP THINKING OF YOU"

CORAL RECORDS

62447
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label &amp; Number</th>
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<tbody>
<tr>
<td>1</td>
<td>THIS DIAMOND RING</td>
<td>Gary Lewis &amp; the Playboys, Liberty 20706</td>
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<tr>
<td>2</td>
<td>YOU'VE LOST THAT LOVIN' FEELIN'</td>
<td>Righteous Brothers, Phillips 5766</td>
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<td>3</td>
<td>MY GIRL</td>
<td>Temptations, Gordy 7089</td>
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<td>4</td>
<td>DOWNTOWN</td>
<td>Peter Cetera, Warner Bros. 4094</td>
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<td>5</td>
<td>THE JOLLY GREEN GIANT</td>
<td>Englewood, Mala 7273</td>
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<td>11</td>
<td>TELL HER NO</td>
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<td>12</td>
<td>SHAKE</td>
<td>Sam Cooke, RCA Victor 4067</td>
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<td>13</td>
<td>THE BOY FROM NEW YORK CITY</td>
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<td>14</td>
<td>I GO TO PIECES</td>
<td>Peter &amp; Gordon, Capitol 3031</td>
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<td>15</td>
<td>KING OF THE ROAD</td>
<td>Super Billie, Small 1968</td>
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<td>16</td>
<td>THE NAME GAME</td>
<td>Mickey &amp; Petula, Columbia 3084</td>
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<td>17</td>
<td>FERRY CROSS THE MERRY</td>
<td>The Searchers, Epic 10050</td>
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<td>18</td>
<td>THE BIRDS AND THE BEES</td>
<td>The Hollies, Pye 6077</td>
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<td>19</td>
<td>TWINE TIME</td>
<td>ABKCO &amp; The Courbiers, Mercury 4080</td>
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<td>LAUGH</td>
<td>LAUGH, Arista 4630</td>
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<td>ALL DAY AND ALL OF THE NIGHT</td>
<td>The5th Dimension, Epic 5545</td>
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<td>22</td>
<td>MURT SO BAD</td>
<td>Little Anthony &amp; The Imperials, Dobie 12089</td>
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<td>23</td>
<td>RED ROSES FOR A BLUE LADY</td>
<td>Bert Berns &amp; The Drifters, Jive 5790</td>
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<td>24</td>
<td>EIGHT DAYS A WEEK</td>
<td>Trini Lopez, Epic 6004</td>
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<td>LEMON TREE</td>
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<td>BYE, BYE BABY</td>
<td>Gladys Knight, Atlantic 07273</td>
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<td>THE &quot;IN&quot; CROWD</td>
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<td>GOLDFINGER</td>
<td>Jesse Belvin, Atlantic 07273</td>
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<td>HEART OF STONE</td>
<td>Bert Berns &amp; The Drifters, Jive 5790</td>
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<td>30</td>
<td>I'VE GOT A TIGER BY THE TAIL</td>
<td>Bert Berns &amp; The Drifters, Jive 5790</td>
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<td>31</td>
<td>LITTLE THINGS</td>
<td>Salsoul, Atlantic 07273</td>
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<td>32</td>
<td>CAN'T YOU HEAR MY HEARTBREAK?</td>
<td>Sandy Nelson, BMG 5210</td>
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<td>33</td>
<td>GOODNIGHT</td>
<td>Steely Dan, Reprise 08273</td>
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<td>34</td>
<td>WHAT HAVE THEY DONE TO THE RAIN</td>
<td>Joni James, Capitol 4091</td>
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<td>35</td>
<td>FOR LOVIN' ME</td>
<td>Peter Paul &amp; Mary,雁人道</td>
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<td>36</td>
<td>IT'S ALRIGHT</td>
<td>Peter Paul &amp; Mary,雁人道</td>
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<td>37</td>
<td>ASK THE LONELY</td>
<td>Peter Paul &amp; Mary,雁人道</td>
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**BUBBLING UNDER THE HOT 100**

- Title: Pass Me By
- Artist: Barry & Beverley, Tamla 749

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
DESTINED TO BE
THEIR FOURTH NO. 1 RECORD IN A ROW!

THE SUPREMES

"... The hottest recording group since the Beatles."
Tom Wolfe, N.Y. Herald Tribune

STOP IN THE NAME OF LOVE

Motown 1074

Hits are our business...

Tamla/Motown/Gordy Record Corp.

2640 W. Grand Blvd., Detroit, Mich.
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<td><em>GOLDINGER</em></td>
<td>57</td>
<td><em>A WHOLE LOTTA HEART</em></td>
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<td><em>THE IMPRESSIONS KEEP ON PUSHING</em></td>
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<td>61</td>
<td><em>STANDING OVATION</em></td>
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<td><em>THE BEATLES' SECOND ALBUM</em></td>
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<td><em>MANTOVANI</em></td>
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<td><em>THE PINK PANTHER</em></td>
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<td><em>THE GREAT MANN ALBUM</em></td>
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<td><em>LIVE AT THE MANHATTAN</em></td>
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<td>67</td>
<td><em>TOUR OF PARSE AMERICAN HENRY</em></td>
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<td><em>THE KINGDOM</em></td>
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<td><em>SOFTLY SAYS LONDON</em></td>
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<td><em>LICORICE STICK</em></td>
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<td>71</td>
<td><em>FOR SWINGIN' LIVERS ONLY!</em></td>
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<td>72</td>
<td><em>JOHNNY'S HITS</em></td>
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<td><em>THE KENNEDY</em></td>
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<td><em>THE NEW CHRISTY MINSTRELS</em></td>
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<td>80</td>
<td><em>BEBB'S ISLAND/SAND/THIRD ALBUM</em></td>
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<td><em>GREAT SONGS FROM MY FAIR LADY</em></td>
<td>81</td>
<td><em>JOHNNY CONRAD AT THE WHISKEY</em></td>
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<td><em>ROY ORBISON</em></td>
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<td><em>BACH'S GREATEST</em></td>
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<td><em>HONEY IN THE HOLE</em></td>
<td>86</td>
<td><em>HOT RODS</em></td>
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<td>87</td>
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<td><em>THE BARBA STRAISHEILD ALBUM</em></td>
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<td><em>MORE OF ROY ORBISON</em></td>
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<td><em>THE IHEARST</em></td>
<td>92</td>
<td><em>THE CAT</em></td>
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<td>93</td>
<td><em>EASY COMING EASY GOING</em></td>
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<td><em>MID-CITY ROADSTER</em></td>
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<td><em>HERE WE GO AGAIN!</em></td>
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<td><em>DON'T WANT TO BE HURT</em></td>
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<td><em>THE CONquistadors</em></td>
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<td><em>THE CONquistadors</em></td>
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*Estimates for retail sales of records sold by music dealers, as determined by the Billboard 5000 method. This chart reflects the opinions of Billboard's panel of retail experts and music business leaders.*
NEW ALBUM RELEASES

This form is designed for doctors in ordering and broadcasting in programming.

ANGEL

FALLA: The Three Ceremonial Danzas—Los Angeles Philharmonic Orch. (Continued)

BOOTH

ROGER

VARIOUS

CHOPIN:

RICHARD

CANNONBALL

BUCK

FRANNIE

PETER

Rock

Schnabel; COLH

Burgos);

Country

DILLARDS

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POPOP SPOTLIGHT

A TOUCHE OF MAGIC
Karen Smith, RCA Victor LPM 3208 (M); LSP 3208 (S)

Karen Smith is one of the truly fine vocal talents. Her next following will be delighted with this album. It features some of her best work, including "Love Is A Many-Splendid Thing," "Babe Streicher," "Tell Me Irresistibly," to name a few.

POPOP SPOTLIGHT

THE FANTASTIC AND EXCITING DEBUT OF
Marilyn Michaels
Warner Bros. W 1582 (A); WS 1582 (S)

Marilyn Michaels, one of the most promising new voices in the jazz field, makes her debut with a fine album. Her singing is exceptionally good, and her delivery is perfect. The arrangements are well done, and the orchestra is excellent. This is an album that should be heard by all jazz lovers.

POPOP SPOTLIGHT

HIST CITY '65
The Surfairs, Decca DL 4614 (M); DL 74614 (S)

Current pop sensation singles such as "Leader of the Band," "Come On Home," and "Some Other Revue" have been performed in the group's unique style. Plenty of excitement throughout as the album is played all the way.

POPOP SPOTLIGHT

GUITAR FOR LOVERS
Al Caiola, United Artists UA-27303 6403 (S)

A fine blending of standards with pop originals. The的pesc's of Caiola and his crew are supported by solid chords, producing many moments of fine listening. Selections include "Heartache," "Stella By Starlight," and "Don't Forget." Caiola's "I Love You Man," "Isn't It Wonderful?"

POPOP SPOTLIGHT

THE MONSTALBUM
Various Artists, DCP DCS 6605 (S)

A very commercially appealing album featuring a collection of "restored" hits from the studio. Here is a wonderfully arranged record. In fact, it is perhaps a bit too much so. The group is a bit over the top, and the arrangements are sometimes too lavish. However, it is still an excellent product.

POPOP SPOTLIGHT

COUNTRY SPOTLIGHT
COUNTRY GOLD
Willie Nelson, Decca DL 4615 (M); DL 74615 (S)

This album is an established tradition with country music fans. Their single, "I'm A Dreamer," has been a hit. Their innovative arrangement of "I'll Be Home for Christmas," "Springtime," and "I'm Gonna Be A Country Star" is a must. Their "Crazy Arms," "World of Forgotten People," "Goodnight," and "Breakfast at Tiffany's" is excellent.

POP SPOTLIGHT

SPRINGTIME
ERIC DOLPHY & BOOKEE LITTLE MEMORIAL ALBUM
Passport PRL 72334 (4)

A musical tribute to the memory of jazz greats Eric Dolphy and Bookee Little, this album features a collection of classic jazz pieces performed by some of the finest musicians in the business. The selection includes "Round Midnight," "Song for My Father," and "Body and Soul," with special emphasis on the work of these two legendary musicians.

JAZZ SPOTLIGHT

A LOVE SUPREME
John Coltrane, Impulse A-77 (S)

The album features a collection of classic jazz pieces performed by some of the finest musicians in the business. The selection includes "Round Midnight," "Song for My Father," and "Body and Soul," with special emphasis on the work of John Coltrane. The recording is a beautiful tribute to the memory of Eric Dolphy and Bookee Little.

JAZZ SPOTLIGHT

COOL SAX FROM HENRY COWARD TO BROADWAY
Eddie Harris, Columbia CL-2995 (M); CS 9095 (S)

Eddie Harris showcases his vast saxophone ability throughout this album. The selection includes "Round Midnight," "Song for My Father," and "Body and Soul," with special emphasis on the work of John Coltrane. The recording is a beautiful tribute to the memory of Eric Dolphy and Bookee Little.
THE WINNING DISH

"WHIPPED CREAM"

BY HERB ALPERT'S TIJUANA BRASS

A & M #760

February 27, 1965, BILLBOARD
**ALBUM REVIEWS**

*Continued from page 31*

**POPC SPECIAL MERIT**

**EL PUSSY CAT**

- Mango Santamaria. Columbia CL 2289 (M); CS 9996 (S)

Santamaria's style complements the excitement of the Afro-Cuban beat with the sophistication of jazz. Don't be just by the title; for listening. The Santamaria brand of music is ideally suited to the range of night clubs, dance and festivals.

**POPC SPECIAL MERIT**

**THE GOLDEN BOY INSTRUMENTAL ALBUM**

- M. B. Baranov. Capitol T 2278 (M); ST 2278 (S)

M. B. Baranov's imaginative arrangements capture all the excitement of the Sammy Davis musical. It's a first-rate instrumental package which shows the broad range.

**POPC SPECIAL MERIT**

**TWO SHADES OF BUD GREEN**

- Holliday HOP 1001 (M)

Bud Green's one of the best. This is his price of admission. With creativity traditional arrangements and with the help of his new group, "Sentimental Journey" shines in a Whole, "My Heart Beats That's the Reason Now." "I've Always Been in Love With You" and "Love Me, Fat." This is the leading green, the legal music from the era of the Velvet Gloves. This song is an all-time favorite of big band or orchestras.

**POPC SPECIAL MERIT**

**HAPPY HOUR**

Dick Rudebech, United Artists JAL 13017 (M); ALS 16017 (S)

Dick plays it well and inspiring. Supported by the orchestra, he can reach his level of achievement like "Bye Bye Blackbird," "This Is My Song." If you're looking for a barbecue, this is the perfect selection.

**POPC SPECIAL MERIT**

**ZORA THE GREEK**

Soundtrack. 20th Century-Fox TRK 3157 (M)

The picture has been given by the late critical acclaim across the country, along with a successful release although the music has been limited in some smaller Greek talkies. There is a "Flash" for the many collectors of original motion picture soundtrack scores.

**LOW PRICE COUNTRY**

**SPECIAL MERIT**

- Gene Autry's Great Western Hits. Harmony HL 7353 (M)

Country and western collectors will fast be familiar with the music. Although the music is limited in scope, the film music is of interest. The radio show which will give connections a boost.

**LOW PRICE COUNTRY**

**SPECIAL MERIT**

- Along With God. "Little" Jimmy Dickens. Harmony HL 7326 (M)

All the great artists of the country field were close to God, and this package of songs by Jimmy Dickens is proof of the statement. Those with any musical tastes should be interested in "We Remember God," "The Last Roundup." Without any fillers, the disc is quite free.

**LATIN SPECIAL MERIT**

**TITO TITO**

- Tito Rodriguez. United Artists UAL 5411 (M); UAL 6411 (S)

This Latin is the only pure sound that projected the life of the great singer Tito Rodriguez. A perfect example of Latin America's deep, infectious rhythm is maintained by production with<!--start-line--><!--end-line-->

**FOUR-STAR ALBUMS**

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories. A merit being cried by record buyers, producers and record industry leaders in that category.

**POPPULAR**

**STEERING STEVE ALMID**

ABC-Paramount ARS 501 (M); ARCS 501 (M)

**TRACK WENDS**

Earl Grant, Decca DL 4662 (M); DL 7663 (S)

**SEMI-CLASSICAL FAVORITES**

Hugo Winterhalter, Kapp KL 1639 (M); RL 2406 (S)

**THE POPULAR PREVIN**

Andre Previn, Columbia CL 23194 (M); CS 9994 (S)

**THE INCOMMORABLE CORONADO**

Columbia PIC 4212 (M)

**WHEN IRISH EYES ARE SMILING**

Phil Regan, Coral CRL 31479 (M); CRL 197449 (S)

**SONGS I SANG WITH GUY**

Harry Gardner, Roulette R. 25182 (M); BR 31922 (S)

**SIT ME LA PLAKA?**

La Plata Series, United Artists UA 5426 (M); US 4619 (S)

**ORGAN IN ORBIT**

Siri Johnston, United Artists UA 3034 (M); EAS 6134 (S)

**LOW PRICE POPULAR**

**WHEN IRISH EYES ARE SMILING**

Living Voices. RCA Camden CAL 859 (M); CAS 859 (S)

**COUNTRY**

**MR. & MRS. COUNTRY MUSIC**

Jonny & June Trent. Capitol CL 2597 (M); CS 9097 (S)

**KAY ARNOLD SINGS**

Kay Arnold. Sings LP 142 (M)

**THE FRIENDS OF OLD TIME MUSIC**

Various Artists. Dixie D 113 (M)

**CLASSICAL**

Bach: Sonatas No. 11 & 13. Thibaud Chaus & Cendraves Gazometa. (Thomas) BR 2105-E; BR 2105-E (S)

**MUSIC FOR VOICE AND GUITAR**

Peasel Payne and Julian Bream. Victor LM 2178 (M); LOC 2178 (S)

**TECHNOLOGY**

Pique Dame (LP) Various Artists. Bruno BR 23004-4L (S)

BILLBOARD, February 27, 1965
"RAVES" FROM THE PRESS BOTH HERE AND ABROAD!

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Record Retailer

"It's the most complete and knowing reference work for the music and record industry that I've ever encountered."

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Twenty-nine all-encompassing chapters covering every aspect of the music business from artist contracts to frozen funds in foreign record deals...from rights and security to musical commercials...from taxation and capital gains to the cost of a demo.

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February 27, 1965, BILLBOARD
$6.5 MILLION MARKET
Merchandising Religious Disks
Needs Aggression: Tim Spencer

By ELLIOT TIEGEL

LOS ANGELES — Religious records is a lucrative market, sources in the industry say. As a result, this year, comments Tim Spencer, a top executive with the Decca religious distributor, his company is devoting a great deal of energy to this area.

"We're going all-out to make the religious division a division we can be proud of," Baker said. "We've got a lot of projects under way and we're hoping to see big results this year." Spencer declined to discuss specific projects, but said the company is focusing on developing new products, improving distribution, and expanding its sales force.

"We're really trying to make religious records a major part of our business," Baker said. "We think there's a lot of potential in this area and we're working hard to take advantage of it."
THE LEFEVRES • ATLANTA, GA.

THE BLUE RIDGE QUARTET • SPARTANBURG, S. C.

AMERICA'S MOST POPULAR GOSPEL TELEVISION PROGRAM

THE GOSPEL SINGING

Caravan

EXCLUSIVE ARTIST FOR
SING RECORDING CO., INC.
BOX 1502, ATLANTA, GA.

SELLING AGENT:
PATAWAY RECORD DIST.
CLEVELAND, TENN.

THE PROPHETS QUARTET • KNOXVILLE, TENN.

THE JOHNSON SISTERS • BIRMINGHAM, ALA.
Warm thanks to Billboard for their kind mention of my 23 RCA Victor sacred long play releases.
And you men of the airwaves! Thank you for including one of our songs, or a hymn sung by another
sacred artist, on so many of your shows.
My appreciation once again to all of the friends of NARAS for the 1963 nomination in our category
for "The Earth Is The Lord’s" album. The plaque on my office wall serves as a reminder just to do
one’s best. There are those who will pause to listen to a "hymn that lifts the heart," and that is
reward enough—always.

GEORGE BEVERLY SHEA

Mr. Shea has just come from British Columbia where 9,000
people came to his four sacred song recitals in The Queen
Elizabeth Theater, Vancouver, and the Vincent Massey Au-
ditorium in New Westminster.
Currently he is in Honolulu with the Billy Graham Crusade
at International Center, where Honolulu’s much honored
Police Chief, Dan Liu, is crusade chairman.

March is taken up with sacred song recitals in New Zealand
and Australia. Concert halls are already sold out in Sydney,
Melbourne, Brisbane, Perth and in Auckland in which in-
strumentalists Tedd Smith and Don Hustad join Mr. Shea.
In May they will all be together again with Mr. Graham in
the Copenhagen, Denmark crusade.
THE GOSPEL QUARTET TEAM

THE BLACKWOOD BROTHERS & STATESMEN

RCA Victor recording artists, seen coast to coast on
“SINGIN’ TIME IN DIXIE”
America’s Outstanding Gospel Singing Program

BLACKWOOD BROTHERS QUARTET
James Blackwood, Mgr.; 209 No. Lauderdale,
Memphis, Tennessee—901-527-4349

STATESMEN QUARTET
Hovie Lister, Mgr.; Suite 109,
Briarcliff Hotel, Atlanta, Georgia—404-873-2139
Producer Views Gospel Mart
As Shape of Things to Come

By DAROL RICE
RCA Victor Religious Producer

Exposure in ever-widening circles substantially accounts for the expanding base of gospel music record sales and public interest from both religious and secular markets. And the Gospel Train is gaining even more momentum as it rolls into 1965.

Rising in the Old South, gospel music was aired by camp meetings, old fashioned revivals and what was sometimes called "brush arbor" gatherings. In those days there were "singing school teachers" who traveled regular routes instructing in the art of singing through reading "shaped notes." Shaped note arrangements and books are available even today in fresh printings of new and standard gospel songs, especially through Texas and middle South areas.

As the horse and buggy gave way to faster and improved transportation, the circuits spread and gave cohesion to regional songs and interpretations on a wider and more uniform basis, much as early-day pop standards were made nationwide hits by traveling road companies giving performances of Broadway and the Keith and Orpheum vaudeville circuit plug numbers.

Gospel sings in the churches and little red schoolhouses were predecessors to the huge municipal auditoriums testing thousands that now saturate the country.

The live concert with its attendant excitement, evolved in addition to impact from extensive church schooling and choir works. This exposure, together with live and syndicated TV and radio shows numbering thousands of performances weekly, has helped to develop a market for gospel recordings within the U.S. that could not have been anticipated even a few short years ago.

Undetermined Life

The effectiveness of a gospel album? I just don't know, as we are still selling almost everything we have ever recorded in this field. In fact, there are many cases in our catalog history where an album has not reached its best sales period until the fifth, sixth or even eighth year.

We feel we have probably the largest roster of religious artists on one major label. Some time ago it became necessary to put the entire operation—and it has grown into this—under one person for coordinating in recording and scheduling activities. Our artists cover a broad spectrum of the gospel-religious area and include George Beverly Shean, the Blackwood Brothers Quartet, the Statesmen Quartet, Doris Akers, Jack Helbock, Tony Fontane, Solomon King, and Darol Rice and the Billy Graham Crusade Choirs under the direction of Cliff Barrows.

GMA Fills Need

The newly formed Gospel Music Association should make a most constructive contribution now and in the future, filling a need that exists for communication and the exchange of ideas.

As in the case of pop and country music, international barriers which hindered sacred music are disappearing. Evangelical crusades and rallies have stirred deep interest in the music. This cycle is happening at an accelerated clip much as it did in the earlier days, with appearances of American groups and solo personalities at foreign concerts (sometimes billed there as jazz attractions), exposure on radio and TV and choir arrangements emphasizing a contemporary approach to religious works. It's all happening on a speeding down process as well as a direct frontal approach.

New Opportunity

The vitality of gospel music is expressed with new artists given the opportunity to perform, perfect and develop through in-person appearances made possible on radio, television, in churches and on packaged concerts. Music and lyrics are being more readily accepted when presented in the proper format, where all of the rules of good taste and packaging apply in successfully merchandising the consumer product.

Gospel and religious recordings today have outgrown any tag-along concept of earlier years and stand on their own merit.

There's a great future ahead for the gospel and religious recording field, where strength and energy stems directly from the world's people.

To our friends of the Music World:

The importance of Gospel music has always been stressed in the many Billy Graham Evangelistic Crusades down through the years. Nor can we fail to recognize the importance of phonograph recordings in the evangelistic outreach of all our Crusades.

We gratefully extend our sincere appreciation to the disc jockeys, radio station managers and their colleagues who have consistently played our albums featuring dedicated choirs from around the world.

Our beloved gospel singer, George Beverly Shea and the Billy Graham Crusade Choir Director, Cliff Barrows, are most grateful to all the choir members who have so generously given of their time and talents in this ministry.

Last, but by no means least, we salute Billboard for its significant assistance to all who are engaged in the ministry of Gospel music.

George Wilson
Secretary-Treasurer
Billy Graham Evangelistic Association

Sharpe Notes

By DON LIGHT

The Rangers, Ronnie Page, David Reece and Darrell Johnson have been made honorary Colonels on the staff of Tennessee's Governor, Frank G. Clement, ... Hovie Lister and the Statesmen will record new albums for RCA this week at the Nashville studio under the direction of W.C. Akers.

Darol Rice... Joe Moncho, manager of the Prophet Quartet of Knoxville, reports the group has a new ban complete with TV....

The Oak Ridge Quartet is recording a new Skylite album this week at the local RCA studio.

Dad Speer has rejoined the Speer Family after a short illness which kept him from making appearances in January... Jack Tony, lead singer of the Statesmen, has recorded a new album

(Continued on page 42)
FROM.....
NASHVILLE
MUSIC CITY, U.S.A.
GOSPEL SINGING BY TWO
OF AMERICA'S FAVORITE GROUPS

THE SPEER FAMILY

AMERICA'S FIRST FAMILY
OF GOSPEL MUSIC
GET THEIR NEW
SKYLITE ALBUM  SRLP 6027
"WON'T WE BE HAPPY"
Released Feb. 20

THE OAK RIDGE BOYS

COMING SOON—A NEW
SKYLITE ALBUM  SRLP 6028
"I WOULDN'T TAKE
NOTHING FOR MY
JOURNEY NOW"
Release date March 15, 1965

For D.J. copies and personal appearance info
BROCK SPEER
Box 9201, Nashville, Tennessee

For D.J. copies and personal appearance info contact
SMITTY GATLIN
Box 8533, Nashville, Tennessee
An Open Letter to

Steven H. Sholes,
Division Vice-President,
Popular Artists and Repertoire,
RCA Victor Record Division

Dear Steve:

If my memory serves me right, it has been a little over 15 years since you were introduced to George Beverly Shea by the then Vice-President and General Manager of the Record Division of RCA Victor, Paul Barkemier. I well remember Paul's enthusiasm regarding Bev's potential as a religious recording artist. After listening to Bev's singing and meeting him, and learning of his activities with the Billy Graham Evangelistic Association, you agreed with Mr. Barkemier that Bev should be signed up as an RCA Victor artist. Your foresight in signing Bev and your faith in the future of religious recordings is now history. "GOSPEL MUSIC" is here to stay.

I personally want to thank you for your guidance and assistance through the young years of my gospel music activities with RCA Victor.

Thanks are also due to Billboard for their ever-increasing recognition given to the TRADE of this segment of the music business and to all the disk jockeys whose thousands of hours of air play have had such an influential part in bringing to gospel music the attention it so richly deserves.

Respectfully,

Tim Spencer, Inc.
Independent Representative,
RCA Victor Religious Recordings,
1328 North Highland Ave.,
Hollywood, Calif. 90028

My Heartfelt Thanks to
RCA Victor, all the Disc Jockeys,
Darol Rice, Tim Spencer and
Billboard for their promotion and
interest of Gospel Music.

Tony Fontane

Tony Fontane Sings: Songs From
The Tony Fontane Story, a color
dramatic musical; a true story of
Tony Fontane's life. LPM/LSP 2526.

THE HYMNS MY MOTHER SANG
LPM/LSP 2751

TONY FONTANE SINGS HIS
MOST REQUESTED HYMNS
LPM/LSP 2301

TONY FONTANE SINGS
CONCERT TOUR FAVORITES
LPM/LSP 2869
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AMERICA'S FASTEST GROWING GOSPEL GROUP

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SOLOMON KING
Winner of Billboard's "SACRED SPECIAL MERIT AWARD"

SHARPE NOTES

for Sing Records of Atlanta which will be released this month...

DORIS AKERS

GOLD SPOTLIGHT

DORIS AKERS & THE STATES-ALLEN QUARTET SING FOR YOU

RCA Victor LPM 2926 (M)
SP 2926 (S)

An outstanding gospel recording by one of the most successful names in the field. Excellence of the performance, along with the artist's general market appeal, makes this one a real top seller.

DORIS AKERS—Forever Faithful

LPM 2936
For availability contact:
DON FARRER
1328 N. Highland Ave., Hollywood, Calif. 90028

BILLBOARD, February 27, 1965
Vee-Jay is the Leader in Gospel Music

The Argo Singers
The Original Five Blind Boys
Back Home Choir of the Greater Harvest Baptist Church
The Original Blind Boys of Alabama
Alex Bradford
The Archie Brownlee Memorial
The Caravans
Don and Alleyne Cole
Alberto Cortez
Gospel Harmonette
Great Gospel Artists
Original Cast Gospel on Broadway
Gospel Singing Group
The Harmonizing Four
The Highway QCs
The Honeycombs
The Sally Martin Singers
Northeastern Michigan State Choir
The Patterson Singers
The Richburg Singers
The Staple Singers
The Swan Silvertones
Princess Stewart
Charles Taylor
The Thompson Community Singers
Various Artists
The Watson Sisters
Marion Williams & The Stars of Faith
Maceo Woods
The Woosten Ensemble

NASHVILLE — The Blackwood Brothers Quartet was organized in 1934, and for the past 20 years have traveled more miles, sung to more people, and sold more records than any other group in the gospel quartet field. They are currently in their 13th year of recording for RCA Victor.

The group has many firsts in bringing gospel music to the world. They were first of this type of groups to appear on network television. In 1954, they were winners of the Arthur Godfrey Talent Scout Show. They have also appeared on the Tennessee Ernie Ford Show.

They were first to use a bus as means of transportation. Now, over 50 gospel groups use buses. The Blackwoods have a custom built double-decker bus which is specially equipped with compartments for each member, wardrobe space, rest room, lounge, refrigerator, mobile telephone, two radios and TV.

A very diversified group, they do more than travel and sing. They own two of the largest gospel music publishing companies, Gospel Quartet Music Co., and the Stamp Quartet Music Co., and they recently purchased, with the Statesmen, the James D. Vaughan catalog, the oldest gospel publishing company in the U. S. Also with the Statesmen Quartet they own and operate Skyline Recording Co. They also originated and sponsor annually the National Quartet Convention.

Today the Blackwood Brothers Quartet consists of James Blackwood, manager and lead singer; J. D. Sumner, bass and one of the leading composers in the quartet field; Cecil Blackwood, baritone; Bill Shaw, tenor, and Whitey Gleason, piano.

Young’s Formula for Success

NASHVILLE — Ernie Young, silver-haired Music City trade pro, has a three-point answer to the decade of success his own Nashboro Records spiritual line still enjoys:

1. A 50,000-watt electronic storekeeper called WLAC Radio, which is giving him a $3,000 per month advertising budget (which covers all Ernie’s Record Mart merchandise, basically spiritual and r&b product).
2. A long-standing neglect by distributors, in general, regarding spiritual records.
3. A stable of rock-solid spiritual groups capable of coming up with strong and original material.

Spiritual record manufacturing was the last area Young jumped into but he declares it is his top corporate breadwinner.

When asked if he felt the spiritual market could ever have a healthy future, Ernie replied rhetorically, “The market continues to expand.”

Ernie’s Record Mart, the Young-owned and operated Nashboro Records, (soldly spiritual and r&b) and the 15-year, seven-nights-a-week WLAC advertising stint all dovetail into one picture of corporate success.

Again, Young maintains that the spiritual music product comes best of all. “We pitch all our products on WLAC, to some 38 States, but Nashboro spiritual records do better than r&b.

“WLAC gives us something the others (labels) don’t have—$1,000 a month worth of radio. And you know, I’m going to have my records played.”

Ernie, who acts and engineers his spiritual sessions, started Nashboro Records because he figured he could manufacture records just as good as the others. Nashboro boasts a hard core of top spiritual groups which includes the Swanee Quintet, Eldon Gallman Cook, the Consolers, and Brother Joe May. They top a roster of 25 to 30 spiritual groups on Nashboro.

Ernie’s radio-fired mail-order sales keep the Nashboro spiritual line in the black, but the label also works through the top distributors in this field.

Music’s Role in Negro Life Cited

NEW YORK — “Gospel and spiritual music has continued to be an important part of the culture in the Negro community throughout the country,” states Sol Rabinowitz, Epic Records’ director of merchandising.

Rabinowitz, who has had experience with gospel and spiritual music and records since the 1940’s, declares: “The accelerated ‘Negro Revolution’ in recent years has, if anything, created a new interest in gospel music among folk enthusiasts, particularly at the college level.”

Rabinowitz continues: “Epic’s Staple Singers, one of the leading groups in this field, made a recent successful appearance on the Ed Sullivan TV show. Bessie Griffin and the Gospel Pearls, another Gospel group, have appeared on the Ed Sullivan show a number of times.

“Perhaps the most interesting development of expanding activities in this field.”

Copyrighted material
CECIL SCAIFE SAYS
Gospel's Big 5 Labels Make Dent

Merchandising their albums through national distributor firms, the five labels are doing a good deal of advertising and promotion. They are also spending a considerable amount of money on disc sales. The result is that sales of gospel records are up by 25 percent this year over the same period last year.

Steve and his associates at the CECIL office have been working hard to develop new artists and new markets for gospel music. They have been especially successful in promoting the work of such artists as John Lee Hooker, a popular gospel singer who has come to prominence in recent years.

Steve says that the key to success in the gospel music industry is understanding the needs of the audience. He believes that gospel music should be a part of every American's musical education. He is working hard to make that happen.

The future of gospel music is bright. With the help of the five labels, the gospel music industry will continue to grow and thrive. Steve is confident that the future looks good for gospel music.
**NEW ACTION R&B SINGLES**

Other records registering solid sales in certain markets and appearing to be a week away from making a listing on the national R&B Singles chart above. All records on the chart are not eligible for a listing here.

<table>
<thead>
<tr>
<th>Artist &amp; Title</th>
<th>Label &amp; No.</th>
<th>Market</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE BIRDS AND THE BEES</td>
<td>Jewel Records, E-309</td>
<td>Kansas City</td>
<td>10000</td>
</tr>
<tr>
<td>DANNY WELLS</td>
<td>ABC Records, 5003</td>
<td>Washington, DC</td>
<td>5000</td>
</tr>
<tr>
<td>BERNIE WELLS</td>
<td>ABC Records, 5003</td>
<td>Washington, DC</td>
<td>5000</td>
</tr>
<tr>
<td>THE BIRDS</td>
<td>J. King, 1003</td>
<td>Kansas City</td>
<td>10000</td>
</tr>
<tr>
<td>DANNY WELLS</td>
<td>ABC Records, 5003</td>
<td>Washington, DC</td>
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**TOP R&B JACKET'S PICK-OF-THE-WEEK**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Record Label &amp; No.</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEORGE HARRISON</td>
<td>&quot;The End&quot;</td>
<td>Apple Records, 1001</td>
<td>50000</td>
</tr>
<tr>
<td>BOB DYLAN</td>
<td>&quot;Like a Rolling Stone&quot;</td>
<td>Columbia Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>JOHNNY CASH</td>
<td>&quot;Ring of Fire&quot;</td>
<td>Columbia Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>LUCY TAYLOR</td>
<td>&quot;I Fought the Law&quot;</td>
<td>Columbia Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>HANK WILLIAMS, JR.</td>
<td>&quot;I'm Sorry&quot;</td>
<td>Columbia Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>BILL WITHERS</td>
<td>&quot;Lean on Me&quot;</td>
<td>Atlantic Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>ARETHA FRANKLIN</td>
<td>&quot;Respect&quot;</td>
<td>Atlantic Records, 1603</td>
<td>50000</td>
</tr>
<tr>
<td>SAM Cooke</td>
<td>&quot;A Change Is Gonna Come&quot;</td>
<td>Warner Bros., 1603</td>
<td>50000</td>
</tr>
<tr>
<td>JIMMY RUFFIN</td>
<td>&quot;Papa's got a brand new bag&quot;</td>
<td>Atlantic Records, 1603</td>
<td>50000</td>
</tr>
</tbody>
</table>

**ZIP CODE SPEEDS YOUR PARCELS**

1. Packages are shipped by direct route.
2. They are handled fewer times.
3. There is less chance of damage.

Zip Codes keep postal costs down only if you use them.
COUNTRY SINGER KATHY DEE, United Artists thrust, snapped with members of her combo as they departed recently from McGuire Air Force Base in New Jersey for Thundert, where they are putting in four weeks entertaining members of the Armed Forces at service clubs. Kathy's combo consists of her husband, Bill Willis; Rhythm; Kathy; Gene Hoover, lead, and Jim Stump, drums.

C&W Program Launched by WOR-TV

NEW YORK—WOR-TV has gone into the country music field.

The first program in the hour-long color series, filmed in Hollywood by Colorama Corp., "COUNTRY A Go Go" healdlined a deep instrument group, the Standells and Deloney Bramlett from the West Coast. However, the emphasis on country music is expected to grow.

Ernest Tubb, Webb Pierce, Ray Price, Goldie Hill, Little Jimmy Dickens and Canadian country music balladeer Stu Phillips, all gave their country vocals to the occasion.

Joe Lanza, guided his A-Go-Go dances in a medley of disc jockey favorites and Homer Garrett's Hollywood square dancers kept up the Western flavor of the show. There was a touch of the exotic, too, as a Tahitian dance group lightly swung and swayed across the screen.

As much of country music is deeply rooted in the great and sacred, the Jordanians with their spirituals were a natural on the first show.

The whole concept of blending the country music through tasteful singing and dancing may turn out to be the TV smasheroo of the season.

Boone Issues Price Release

UNION, Ky.—Boone Record Co., indie label with headquarters here, has just issued a release on Kenny Price, entitled "Somebody Told Mary," which has been tabbed a pick hit on WSAI and WCPO, Cincinnati; WVLK, Lexington, Ky.; WCOL, Columbus, Ohio, and WING, Dayton, Ohio.

Boone Records is owned and operated by Robert B. Lott, who has been with the WLW "Midwestern Hayride" 10 years. Some five years ago, Bobby opened a music store in Union, complete with recording studio. Boone has had six re-

IVES SAW A HAPPY MANN

NASHVILLE—Country singer Lorene Mann, who currently has a release on RCA Victor called "So I Called Your Name," and who guested recently on the June 11 "Con.

The Schultra Show," had something good happen to her recently that left her in stitches. For Burl Ives was in here recently for a session, Miss Mann was urged to take one of her songs to the studio for Ives to do at some future date. To her suprise, Ives told her to retrieve the dub from her car immediately, that he would do the song right now. So excited was Miss Mann with the request, that she dashed out the studio door, skidded on some loose gravel, and a couple of flings and wound up smacking on her knee. Doctor took a number of stitches to patch up a deep gash on her knee, but with Ives doing her song, it was worth it, Lorene says.

Colo. Fest June 7-12

AURORA, Colo.—Dates for Colorado's Third Annual Country Music Festival have been set for June 7-12, with Gladys Haze again handling preparations for the event. She will again be assisted by Richie Johnson, record promotion man. Site of the conclu-

se will again be the Fourth Summer Meetings.

The week of June 7 will be celebrated throughout the State at Colorado Country Music Week, with dealys in the terri-

ority plugging the celebration via spot announcement weeks in advance. June 10 will be cele-

bated as Songwriters' and Publisher's Day, and fan clubs will be asked to help with the National Convention winds up with the DJ Awards Dinner June 12.

leases during its first year of operation, first gaining recogni-

tion on Price's recent release, "Low and Loney." Other artists recording for Boone are Evelyn Bowen and Goldie Brown, formerly of the Acorn Sisters, gospel singers.
YESTERDAY'S COUNTRY HITS
Change-of-pace programming from your Station's shelves, featuring the disks that were the hottest in the Country field 5 years ago and 10 years ago this week.

COUNTRY SINGLES 5 Years Ago
February 29, 1960
1. He'll Have to Go, Jim Beavers, Decca
2. Don Juan, Marty Robbins, Columbia
3. The Same Ole Me, Ray Price, Columbia
4. No Love Love I, Webb Pierce, Decca
5. Andy Andy, Drury Darling, Columbia
6. Where the Sidewalk Ends, George Morgan, Columbia
7. Windthin' the Wind, Wynne Stewart, Challenge
8. Riverboat, Faron Young, Capital
10. That's a Big Wheel, Willie Lee & Storey Cooper, Hickory

COUNTRY SINGLES 10 Years Ago
February 26, 1955
1. In the Jailhouse Now, Webb Pierce, Decca
2. Leave Town, Carl Smith, Columbia
3. If You Ain't Loose, Fanor Young, Columbia
4. More and More, Webb Pierce, Decca
5. I've Never Seen a Bluebird With a Tail Tall, Faron
6. Leave the Light On, Hank Snow, RCA Victor
7. Leaving Me Thinking, Edits Arnold, RCA
8. Everything's Coming Up, Left, Columbia
9. That Ole House, Stuart Hamby, RCA Victor

NASHVILLE SCENE
By DON LIGHT
Hald Smith, general manager of Pamper Music, has announced the signing of Dee Rollins as an exclusive writer. Rollins is the writer of "The Race of Rats," a recent cut that hit by George Jones, epic artist David Houston, 6. most Promoting C&W Male Artist, and his manager, Thiburn Franks, are in Music City this week, re- cording an album under the direc- tion of the label's Billy Sherrill. Only Flatt and Earl Scruggs are the album of "Beverly Hills" Show in Hollywood this week.

RC&A's Bobby Bure is set for a tour of New Mexico and Texas before embarking on a 10-week tour of Germany next month, set by Key Talent. Jimmy Penny DAVIS has signed C. L. Montgomery to a Musician recording contract. Montgomery is a brother of the label's Jimmy Montgomery, and will record under the name of "Monty Lewis." Billy Walker is currently working dates in New Mexico, Colorado and Texas, after completing a new Columbia album.

Rocky Dem has moved his Gold Standard Records into a larger office at 505 10th Avenue, South, here... Leon McClafferty records next week under the direction of Capitol's Marvin Hughes and is currently working a two-week engagement at the Golden Nugget, Las Vegas.

Say You Saw It in Billboard
The magic of Broadway and all its colorful excitement... captured on the Original Cast Albums of ABC, CAPITOL, COLUMBIA, DECCA, LONDON, MERCURY, MGM and RCA... and all available through the unique services of RSRI (Record Source International).

Here are the newest of the Broadway Show Albums along with the all-time greats of the musical stage... available to you at RSRI's special "Broadcasters" prices for either the entire catalog or individual selections (monaural or stereo).

Increase the value and effectiveness of your record library the fast and economical way... write for the complete RSRI Catalog of Services today.

THE RSI SHOW ALBUM CATALOG

Write today for order form, cost details and the latest catalog:
165 West 46th Street, New York, N.Y. 10036

www.americanradiohistory.com
MORE THAN HALF OF HIS BUSINESS IS IN NON-RECORD LINES...

Chicago dealer augments record department with phonographs, TV's, radios and accessories.

Says variety of merchandise is key to building customer loyalty.

CHICAGO—One of the nation's oldest retail record stores reports more than 55 per cent of its sales coming from other home entertainment items.

Emerald Radio Shop, Inc., established in 1919, takes 40 per cent of its dollars from record sales, but phonographs and television sets are only a point behind with a 39 per cent sales average; radios account for 15 per cent with the remainder going to accessories.

William J. Arbogast, who took over the store in 1928, said records can now be purchased almost as readily as cigarettes.

"It is almost impossible to build customer loyalty on record sales alone.

Offers Variety

"The best hope for creating steady, home entertainment customers is to offer a wide variety of goods and service."

PORTABLE PHONOGRAHS AND TV sets are the biggest sellers at Emerald—next to records, that is...
**NEW PRODUCTS**

**UHF Converter And Antenna**

Channel Master has introduced a combination UHF converter and 82-channel TV antenna with a list price of $39.95. The unit also provides top VHF and FM stereo performance. The unit is solid-state.

**Electrohome Satellites**

Satellite speakers now available from Electrohome are less than a foot high and are available in a variety of decorator finishes. Priced pairs begin at $49.90.

**Pfanstiehl's FIRST WITH THE LATEST NEEDLE DESIGNS!**

Cartridge designers set a merry pace for needle makers—it's a never-ending job to keep up with the continuous flow of new Artesian, hand and foreign cartridge designs—but Pfanstiehl does it to serve your phonograph needs. When you need the latest, order from Pfanstiehl's America-wide catalog and self-mailer order forms today.

Your order shipped same day it's received.

**DIRECT-TO-DEALER PfANSTIEHL**

**Chemical Corporation**

P.O. Box 8
Chicago, Illinois

**CLASSIFIED MART**

**Billboard Buyers & Sellers**

A convenient market place for the best sources of equipment, supplies, services and personnel—selling more than 10,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, show machines and many other related products throughout the entire world.

**EMPLOYMENT SECTION**

**SITUATIONS WANTED**

ACTIVE dJ OR I.NET WORKER WANTED. 1 HAVE BEEN IN R.S. BUSINESS FOR 2 YEARS. CALL ARV CHAPEL 810, FL., 723-6589 after 5:00 P.M. TILL 1:00 A.M.

**ANNOUNCING A NEW LOW RATE FOR SITUATIONS WANTED ADS**

In help people in the allied fields of music, record, coin, promotion, entertainment, to make the best, least expensive, most effective use of space. $1.00 per word. Mail, copy and payment to Billboard Classified Mart, 111 W. 42nd St., New York, N.Y. 10036.

**RAYMAR'S MEMORY LANE**

We can supply you with 400 of the greatest oldies but goodpies. List upon request! Wholesale only! Largest selection of other hard-to-get records.

100 Assured New 45 RPM's, $50.00 per thousand (10 to 50 yrs. old).

$2.00 will get the trick for a 1/2" ad in one issue—minimum 5 words, plus name and address.

MAIL COPY AND PAYMENT TO: Billboard Classified Mart, 111 W. 42nd St., New York, N.Y. 10036.

**RECORDING FACILITIES & SUPPLIES**

**PROFESSIONAL DEMO RECORDS**

Frankly, we don't know of anyone—7 45 rpm Talent—In 12,000 different markets. Over 250 territories, 400 promoters. No story. 100% Satisfaction Guarantee. Large sound tapes—Top quality. No installation charges. Mail or call for further details.

WRITE FOR FREE BROCHURE.

DEMONSTRATION RECORD COMPANY

Box 404, S.C., Lincoln, Nebraska.

**DEALERS... ONE-STOP... RACK JOBBERS**

Order Your Supply of

**Record Preview**

BILLBOARD'S GREAT NEW CONSUMER L.P. MAGAZINE CATALOG FROM TONE 495 S.E. 10TH CT., HIALEAH, FLORIDA (305) 617-7544

Henry Stone, President

Listed, you'll find the labels which we presently distribute: A&M, Arista, Arista, Atlantic, Big Top, Blue Note, Canadian, American, Carmen, Channell, Chrysalis, Decca, Decca, Decca, Imperial, Jambo, Label, McTown, Manhattan, Motown, Reprise, Stax, Rhino, Rhino, Rhino, Rio, Samoa, Sire, Sound, Swan, Sud, Sun, Swan, Time, United Artists, Wes, Toy, World.

**RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT**

**PRESSING, PLATING**

**INDOORS, STUDIOS, ARTISTS, AGENCIES**

**FOR SALE**

Top recording studio for sale. $150,000.00. Write, phone, cable. Charles W. Shaw, 137 E. 57th St., New York, N.Y. 10022.

**Pfanstiehl Chemical Corporation•BOX 498**

IL LAWRENCE AVE, MANSFIELD, OHIO

**NATIONAL RECORD PROMOTION & PUBLICITY**

All questions answered by Record Promotion & Publicity, 1625 Broadway, N.Y., N.Y. 10019.

**CLASSIFIED RATES**

**PER INSERTION**

$2.50 $17.50 $25.00 $9.00

**MANUFACTURER**

Advertisements: $2.50 $17.50 $25.00 $9.00

**BUYER**

Advertisements: $2.50 $17.50 $25.00 $9.00

**DISTRIBUTOR**

Advertisements: $2.50 $17.50 $25.00 $9.00

**ADVERTISING RATES INTERNATIONAL EXCHANGE**

1st Class: $2.50 $17.50 $25.00 $9.00

100 rates include insertion.

**Additional rates for each insertion above:**

2nd insertion: $2.50 $17.50 $25.00 $9.00

3rd insertion: $2.50 $17.50 $25.00 $9.00

**PLEASE ENCLOZUE YOUR PAYMENT WE DO NOT BILL FOR CLASSIFIED ADS.**

For additional information and assistance contact: Classified Advertisements, Billboard, New York 10019.

**For Further Information Contact:**

459 Broadway, N.Y., N.Y. 10013

February 27, 1965, BILLBOARD
As Writer-Creator, No; Davis the Performer, Yes

The Swingin' World of Sammy Davis Jr., WABC-TV, New York City, Thursday, 11-11-65, Director: Hal Tuchin, executive producer, Stanley Green; music arranged and conducted by George Rhodes.

Sammy Davis Jr., "Mr. Showbusiness," can do no wrong as a performer, but could have done more right as the writer-creator of his first American TV special.

There was little to distinguish the show. The time on camera, for example, did not exceed his length in the March 1, 1965, defunct Jerry Lewis show (Davis was pulled that one out of the fire all by himself). A new and highly promising vocalist and dancer, Lola Fontana, who sang in "Golden Boy," Peered into fame tights and turned up a highly sexy Louis lightly moved through a routing dance routine dully assisted by the Lester Wilson Dancers. Her powerful vocal projection of "More" makes her a natural for a record contract.

Another cohort from "Golden Boy," Alva, was at his pinnacle, singing as he has not in many years. His rendition of the song "That Old Magic," was a show-stopper.

From Landisman to elanman Peter Lawford was the show's special guest ex-chatter exchanging quips Davis and Lawford prang a ditty of "Together" and wound up the routine with a rousty-tousy rendition of "Love Theme" from "Butterfly." Davis, as expected, in addition to the March 1 line-up and on a drumstick. Mike Savy early in the show, he did a warm and over-trained "What Have We Got Under Your Skin." His offering of "The Lady Is A Tramp" was one of the highlights of the show was his masterful put on of "Kissing Time." "Kiss Me, Will you," Dean Martin, Jerry Lewis and Vaughn Monroe.

Davis' success as a record artist, motion picture and stage actor and nightclub performer is of course his success, take the listener completely through his years. While his past record successes were ignored, no listeners from his movies or his records or his hit songs were included. We did, however, get the first taste of Davis the night club performer.

Despite the fact that the show was an overall success and continiuty, it was marvellous entertainment, it was the first time to put on performers, WABC-TV is placing the show in syndication worldwide through ABC Films. There is little doubt that the magical Davis name and talent is powerful enough to make the show a success in other markets.

Davis as a labor of love, expected to do two or three of his most successful specials for WABC-TV. Both he and John Gilbert, WABC-TV general manager, who provided the impetus for the show, deserve hearty kudos for a milestone in local television.

GIL FAGGEN

Epstein Taping

Eclipse - Pop impresario Brian Epstein, the host and producer of the London segments of NBC-TV’s "Hullabaloo," is tapping into the Blue Flames, Bobby Solo, the Scaffold comedy act, Billy J. Kramer and the Pacemakers, the Searchers and Wayne Fontana and the Mind Benders for presentation on the Tonight show color in the next two months starting Feb. 23.

HULLABALOO (NBC-TV, Toes): Sammy Davis, Joe Hamilton, Rod & Asphalt will SHINDIG (ABC-TV, Wed.): The Supremes, Gerry, Donna Loren, Glen Campbell, Ned Sezak, Steve and Shawn, Marianne Faithful, Jerry Naylor, Jim Doolav and the Caneh. D: Dave Cash (CBS-TV, Wed.): Shirley Bassey. JACK (NBC-TV, Fri.): Bob Newhart, Nancy Wilson, NEW YORK AMERICAN BAND-STAND-95 (ABC-TV, Sat.): Chuck Jacksons the Head Hunters, Sonny Knight, ED SULLIVAN SHOW (CBS-Sat.): Dean Martin, Steve Lawrence, The Barry Sistren.

KOL goes to Mudflats

SEATTLE - KOL Radio, the Good Old Days Broadcasting Company, is taking advantage of its disadvantageous location in Seattle Mudflats and casting about in an effort to spoof the claims of KING (which broadcasts from downtown Seattle) and KZOK Needle at the site of the former Woodland Park Gaylord Station. Other competition, has adopted the slogan "Music from the Mudflats.

KOL is using 27 area newspapers, billboards and extensive radio and television to get it into the idea across. Included in the promotional campaign is a picture on a billboard picture that is coming from the mud grasping a microphone in front of the KOL calls. Copy reads, "Music from the Mudflats, KOL 1300.

Other promotional items include a packet for a KOL Instant Mudflat, "The Abominable Mudman Was Here, the Gnu," KOL. The red stickle with wood base the promotional envelopes carry the paw print. The envelopes are the Mudflats concept, a brand child of ad agency Guild Bass- man and John Accident, includes ad copy like this:


(Continued on page 51)

PLATTSBURGH, N. Y. - Weavel Radio is celebrating its 25th anniversary this month by giving away a brand new $50,000 car. Each day the 5,000-watt CBS station award an AM-FM stereo console to a lucky winner.

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Portrait of Joseph As a Master Painter

SAN FRANCISCO - NBC's master painter, Mike Joseph, has just completed his latest program for the station and along with the introduction of "The New KNBR 68," to the San Francisco market.

Joseph, as vice-president of the station, has been responsible during the past year, has set up a new format company-owned stations. The station transferring the old-line stalwart into its current model, WMAQ now features a wide variety of pop singles and albums of the moment.

The new KNBR sound includes a mixture of 50 per cent singles and 50 per cent albums consisting of "quality popular music" and "best-of-the-best" albums. The musical sound will not take a similar course to that of KNBR's in the past, the musical programming of the best of the worst and the worst of the best.

The 50,000-watt will increase its current format to provide, with local newscasts hitting the air at 25 minutes after the hour, the NBC news on the air.

KNBR will also broadcast 192-minute one-minute vignettes a day on "Mr. Bond," the general interest. "Evanescence Baker, station's house band," will broadcast from six to 12 one-minute vignettes each week on a number of topics.

Another major innovation in the station is a 24-hour broadcast schedule. Sign off was 1 a.m.

Staff Line-Up

On-air lineup now includes: 2 p.m. to 2:30 p.m., Dick Miller; 2:30 p.m. to 4 p.m., Steve Davis, 4 p.m. to 6 p.m., Steve Phillips, 6 p.m. to 9 p.m., Jim Jones, 9 p.m. to midnight and Ed Brady. KOL

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BY POPULAR DEMAND!

Due to the overwhelming number of requests from media buyers, sponsors, stations, record companies, record promotion men and recording artists—
for Billboard's weekly

RADIO RESPONSE RATINGs

to 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 radio markets as compiled from Billboard's weekly RRR feature, plus an additional cross-referential breakdown by seven musical categories. The binder design will allow for easy insertion of updated statistics.

KOL Mudflats

- Continued from page 30

35 G.E., people who buy things; we're not so dumb.

And that's not all. No, from atop the Seattle Mudflats, we also bring you genuine radio personalities. Guys like Ron Borden, George Disharoon (KVLX Valny), Ray Huthinecloon, Jim Sherry (KOL bay), and more. You can't buy wholesale from right direct from real disk jockeys.

And that's not all, either. Oh, no. You also get whackin' news five minutes before every single hour. Plus Special Events (for those who think, 'The still days, the cry of the sea gull, the song of the octopus, the roller over the wheel of Father Time').

No visiters.
--- TRADE SURVEY ---

1964's Top Volume Products

By RAY BRACK

Third 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.

CHICAGO — In an every-week's report indicating that the specific pieces of equipment most frequently located in 1964 was the ball gum-charm vender, Billboard's trade survey turned up the conjecture fact that ball-charm mixers provided top volume in 1964. Twenty-five per cent of the operators answering the trade poll recorded greatest volume from ball-gum and charm mixers. Operators in this category had an average of 650 ball gum-charm venders on location, expected.

Announcing the first new NORTHWESTERN Gum Capsules

Now ready for immediate delivery, Bulk 1,000 individually wrapped FLEER'S DOUBLE DUNKER 3.52g. The most popular is bubble gum. Wrappers include snakes, figures and premium collections. Bulk ordering.

Other products soon available:

■ BIRMINGHAM VENDING COMPANY
510 Second Ave., North
Birmingham, Alabama
Phone: Edisto 4-1526

--- COME OUT OF THE VENDING WOODS WITH... ---

SQUEAKY THE CLOWN

(Don't miss)

MULTI-COLORED FOR KID SALES APPEAL. NEW CONCEPT IN BULK VENDING

VENDEE complete bulk merchandise line. All Coin All-color line for stores with 25 cent machines.

OPERATORS: It will pay you to investigate this new machine. Try one, two, three or 15 in your location. In one week you can see the profits. A trial will convince you.

Distributors' inquiries invited.

MERDEAN CORPORATION
Executive Offices and Showrooms:
1710 North Lasalle Ave.
Los Angeles, Cali., 90064

Phones: (Area Code) 213-666-6258

--- Top Hotel Booked For NVA Conclave ---

CHICAGO—Accommodations par excellence await you when you check into town for the National Vendors Association April 1-4. The convention committee has booked 200 rooms and complete exhibits and meeting room facilities at Chicago's famed Sheraton-Chicago Hotel, noted for its hospitality to conventioneers.

For NVA members who fly to Chicago, the Sheraton-Chicago is serviced by limousines to and from O'Hare Airport every half hour.

Free indoor parking, and lots of it, is provided for hotel guests. That's good news for members planning to drive in. Drivers also will be happy to know that the hotel is just three minutes from Chicago's expressway system.

For those traveling by train, the happy word is that the Sheraton-Chicago is in 15 minutes of all major rail terminals.

With many of its rooms providing a sunny view of Lake Michigan, the Sheraton-Chicago is located on a much-photographed Michigan Avenue, Chicago's magnificent mile. Along this broad avenue are among the finest high fashion clothing stores to be found anywhere outside Paris. A short walk south from the hotel across the Chicago River finds the guest in that magnificent cluster of skyscrapers known as Chicago's Loop.

In addition to a dinner party scheduled for one of the convention evenings, the NVA convention will have a dinner party open for the town. And access to Chicago's renowned Rush Street restaurant and night club district couldn't be quicker. The Sheraton is two minutes away by car. The excellent Lo- don House and its continual offering of top-name entertainment is a few blocks south across the river.

"Reservations should be made without delay," urged NVA executive secretary Jane Mason.

"No one who makes their living from bulk vending can afford to miss one single session, for the information presented can be of major importance in an opera- tor's modulus operation."

She added: "The presence of every member, in a very significant sense, gives strength to our national organization."
Top Volume Products of '64

- Continued from page 52

... Continued from page 52...

Top volume in nuts was re-
ported by 7.5 per cent of the
survey answerers. These busi-
nessmen averaged 400 net ma-
chines per route. 

A variety of products were
given top status by the remain-
ing operators who filed in ques-
tionnaires. But each category
amounted to less than 5 per
cent of the total. Mentioned
were 210-gum special charm
mixes, 140-count gum product,
two-for-one-chiclek, pan
candy and so on.

Next week: What was the best
bulk vending location in 1964?

The BULK-PAK will not skip or
jam because of a specially designed
wheel and housing

... Model 60 BULK-PAK delivers the
dependability, high quality and low cost
that you've grown to expect from all Northwestern
vendors. BULK-PAK holds one box (1,000
pieces of individually wrapped Fleer's Double
Bubble gum or any specially wrapped con-
fection of like size). BULK-PAK priced at
$18.95 each.

Special Introductory Offer
Expires April 15.

With a minimum order of 20 Northwestern
Model 60 BULK-PAK vendors at $18.95 each,
you will receive 20 boxes (1,000 pieces or 1
machine fill per box) of Fleer's Double Bubble
Gum. 

For each additional minimum order of 4 North-
western Model 60 BULK-PAK vendors at
$18.95 each, you will get 4 additional boxes of
Fleer's gum absolutely free.

NOTE: You PAY FREIGHT on gum shipment on
orders of less than 40 BULK-PAK orders. On
orders of 40 or more BULK-PAKs, gum will be
shipped freight prepaid.

Contact your nearest Fleer and
Northwestern distributor today.

OFFER EXPIRES APRIL 15.

... Continued from page 52...

The new Northwestern Golden 60
is the '60s bubble gum classic!

BULK-PAK is now available in the
pep line of Northwestern.

This 21" prod-
uct sold is
versatile and
is the perfect
to vending.

... Continued from page 52...

Swelling Waitresses in the
Sheraton's famous Kon-Tiki Ports
restaurant are standing by to ply
WHAI members with exotic South
Sea and traditional cuisine.

New Products

This form is designed for the
convenience of bulk operators.

OAK SALES

NEW MONSTER CHARMS
SERIES, adaptable to 1, 5
or 10-cent vending, called the
All-Time Horrible Monsters.
Made of soft vinyl in several
sizes, with or without key chains,
the series includes such spine-
chilling creatures as the Mu-
neny, King Kong, Dracula, the
Creature From the Black La-
goon, Frankenstein, the Wolf
Man, Godzilla and the Bride of
Frankenstein. Steelers and dis-
play cards are available. Oak
Sales Co., 2033 Fifth Avenue,
Pittsburgh.

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Contact your nearest Fleer and
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OFFER EXPIRES APRIL 15.
A Discotheque Chart

Two months ago, operators had to be taught to pronounce DIS-COTHEQUE. Today, the word is used around the country as if it had always been a part of the coin machine lexicon. Discotheque is no longer restricted to some half-dozen clubs in Paris, New York and Chicago. Operators are showcasing it to the four corners of the world.

Even more significant, discotheque has had a major effect on the entire music and entertainment industry. A look at Billboard's Hot 100 shows discotheque material all over the chart. Record companies are releasing more such new material daily.

To answer the cry of literally thousands of operators who today are seeking discotheque information, Billboard this week is introducing a unique Discotheque Programming Chart. Its purpose is to provide operators with more discotheque information and better ammunition to use it effectively.

The chart will feature three categories of music: Selections from Billboard's Hot 100; selections from new Spotlight releases; catalog standard material specially suited for discotheque.

Selections will in all cases be by Billboard's record review panel. The discotheque idea is the most exciting to hit the coin machine industry in years. Billboard's new Discotheque Programming Chart is designed to help operators utilize it to the fullest.

Seeburg Blueprints Growth At Chi Shareholder Meeting

By NICK BIRO
CHICAGO — The Seeburg Corp. took the wraps off its multimillion-dollar manufacturing plant and blueprint a bullish program of expansion and innovation during the firm's annual stockholders meeting here last week.

Delbert W. Coleman, board chairman, told shareholders that he expected profits to rise in 1965 for the fifth consecutive year but added it would be unethical to anticipate that the rate of increase would equal the sharp rises of prior years.

In a private meeting with officers and branches in every principal city in Europe, Coleman said Seeburg's success, told shareholders, had released some 3,500 sets of discotheque records to juke box operators and that by the end of this year the figure would hit 25,000.

Commenting on diversification, Coleman said that Seeburg's home entertainment division was already producing organs and home pianos, and would be introducing a home stereo console shortly.

TRADE AWAITS TREASURY
Three Coin Change Alternatives

By RAY BRACK
NEW YORK — As coin machine business people warily await the U.S. Treasury's in-elimitable change recommendation to Congress, expect a three-year period of uncertainty.

All three would not only meet the vast public need but would fulfill the requirements of the multibillion-dollar coin machine industry.

As described by coin industry authority, Walter Reed, before a meeting here of the Junior Security Analysts Society, these three workable diversification plans are:

1. A laminated coin counterpart for copper, silver, and copper and stainless steel. This coin would use about 40 percent less silver, would have the identical appearance of present dimes, quarters and half dollars and would function perfectly in other workable alternatives from the standpoint of coin machine usage.

2. A laminated coin made of copper nickel (the alloy used in today's nickels) and silver and copper core. This coin would be rejected as a slug in current coin machines and would eliminate the great drain upon the world's silver supply.

3. A silver alloy greatly diminished from the present silver content of 90.7 percent in dimes, quarters and half dollars. A percentage of, say, 10 percent silver and 90 percent copper metal would save silver and prevent coin machines from being used perfectly in all current coin rejection.

Constant Tests

According to Reed, who is director of public relations for the National Automatic Machine Association, other types of coin are being tested constantly and the tests could produce

SEEBURG'S NEW PLANT will cost $5,000,000. Workmen were busy as shareholders met.

AN INTERESTED SHAREHOLDER examines Seeburg's new discotheque package. Stanley Jarecki, national promotion director charged with introducing discotheque around the country, is in the background.

SEEBURG BOARD CHAIRMAN DELBERT COLEMAN talks with a stockholder: "... we're embarking on a five-year program of intensive research and development."
Bally Announces New Style Bingo

Border Beauty

* NEW 20-HOLE PLAYFIELD with new fast action, new skill-appeal
* NEW 20-NUMBER CARD with refreshing new scoring simplicity
* NEW 4-COLOR SCORES red, blue, yellow, green score separately
* NEW A-B-C MYSTIC LINES with new "number-shuffling" flexibility
* NEW 4-STAR FEATURE with new top bracket score-appeal
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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!

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  U.S. Patent No. 3,153,120
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!"
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"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!

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Rowe AC MANUFACTURING
Troy Hills Road
Whippany, New Jersey
Meet Me in St. Louie, Lurie—Or Miami, or Dallas, or Frisco

MIAMI—Williams Electronic Manufacturing Corp. Sales Manager Bud Lurie, the firm's official games—minimum and dime-play trade envoy, met with distributors and key operators here, in Dallas and St. Louis last week.

In two days of meetings at London Distributing Co. headquarters here, Lurie delineated Williams-espoused $5 minimum contracts for games locations as well as across-the-board display to regional distributors on Monday (15) and to key Miami operators on Tuesday.

After meeting with the operator group, which included Jim Mullins, president, and Keith Nelson, secretary, of the local trade association, the Williams executive reported "highly favorable reaction" to the minimum concept and said all businessmen present promised "full and favorable consideration of the proposal."

Present at the distributor meeting the previous day were Perry London, of the local firm; Ralph Gabriston, G. K. Gabriston & Co., Atlanta; Walter Campbell and E. W. (Shug) Inge, of Southeastern Distributors in Columbus, 3 C."

Jetting to Dallas on Wednesday, Lurie carried to the Texas trade the revolutionary games proposal he first introduced in Philadelphia on Feb. 9.

Meeting at the offices of O'Conner Distributing Co., Lurie briefed regional distributors on specific points of the Williams program. A major aspect of the campaign commits distributor personnel to the assistance of operators in selling $5 minimums to location owners.

Among distributor representatives present at Dallas meeting were William F. O'Connor, of the local firm; H. A. Franse, H. A. Franse & Co., Houston; Bill Southerland, Southern Distributing Co., Oklahoma City, and Charles S. Rosenblum, Operators Sales, Inc., New Orleans. Lurie was to meet with prestigious Texas operating firm executives on Thursday. Details of the meeting were not available at press time.

St. Louis Next

Central Distributors, Inc., in St. Louis was host to Lurie's third regional sales meeting of the week on Friday (19). Invited to the session were Central's Norwood Veatch; Dave Sutherland, Sutherland Distributing Co., Kansas City; Max Bob Good, Game Sales, Memphis; Ronald C. Thomas, Samson, W. C. Rowe Co., Nashville; and Napoleon Knight, the firm's sales manager.

Ten influential area operators were to hear Lurie's presentation at the Hotel Deville in St. Louis the following day.

This Tuesday (23) Lurie will break the Williams campaign on the West Coast, meeting with area distributors at Advance Automatic Sales in San Francisco. Invited to the regional sales meeting were Advance's Lou Wolcher; Lou Davis, Davis Distributing Co., Portland, and Ray Galante. Music-Vend Distributing Co., Seattle, an operator meeting following the pattern now well established by Lurie is to be held on Wednesday.

Atlas Tours Midwest


Nearly all the operators here for the meeting stopped at the Leland Hotel to view the new equipment.

Hosting the event were Eddie Ginsburg, Atlas president; Sam Gersh, executive vice-president; Joe Kline, Stanley Levin, Chuck Harper, Bill Phillips, Mort Jacobs and Johnny Havrilla.

Other stopovers on the tour include Rock Island, Ill., and Dayton, Cedar Rapids, Des Moines and Sioux City, Ia.

50 Attend Atlas Class

CHICAGO—Instruction on the new Rowe AMI Diplomat coin-operated phonograph was attended by 50 area operators at the offices of Atlas Music Company here last Wednesday evening (17).

Handling instruction was Hank Hoveemar, Rowe AMI field engineer, assisted by Atlas' Frank Bach and Mort Jacobs. It was the firm's first school on the new product.

A buffet lunch was served.

Regina Releases Goldfinger LP

NEW YORK—The fourth stereo LP release by Regina Records for coin-operated photographs includes the first "Goldfinger" title in the category.

The two-item release includes "Goldfinger" and other Great Movie Themes, Jack LaFarge and "Go, Go, Go With Frances Faye."

According to Regina's vice-president and sales manager Mort Hillman, the product will be placed into distribution directly through one-stops.

Prior to Taking the Floor Paul A. Huschak (left), Rowe regional sales manager, and Atlas' Stanley Levin and their wives pose with the phonograph.

"I've been taking Lessons from Killer Joe, darling."

"Ohhhhh . . . I dig the big sound of that Rowe AMI Diplomat!"

Non-recognition is for some reason preferred by one of the dancers.

MOMENTS LATER HUEBSCH, LEVIN and their ladies assume the well-come role of spectators.
Billiards Booming—No Bust in Sight

CHICAGO—Bowling made its splash in the ’50’s. The ’60’s see billiards making the bid as America’s favorite indoor sport. It’s billiards, mind you, not spit and sawdust pool of the brand immortalized in Meredith Willson’s Broadway show tune, “You Got Trouble.”

Family billiard lounges are the rage in urban and suburban areas. Standard, bumper-type and round-style coin-operated tables grace any bar worth its salted nuts. Soon every second basement on the block will have had a couple cubic yards of junk displaced by a pocket billiards table of regulation size.

For any coin machine operator who yet questions the magnitude of the billiards boom, a visit to the recent National Sporting Goods Association Show here would have provided convincing answers.

Ten major manufacturers of coin-operated billiards equipment displayed their home and non-automatic lines at the massive show, in addition to a host of other table makers outside the coin-operated field.

So emphatically did billiards steal the show, that Life magazine announced tentative plans to publish a special picture story on the billiard industry. Here is Billiard’s picture report on the coin machine manufacturers present at the NSGA:

FISCHER MANUFACTURING—executives Dean Emery, V. A. Keevill, and Lou Wermers discuss recent features of their Duchess and Empire home billiard lines with Billiard’s Dick Wilson (second from right).

COIN TRADE WAS THERE as attested by photo of Empire Coin Machine Exchange’s Jack Burns (left), Bill Mirren (center) and Irving Kay, whose colorful home equipment drew steady crowds in massive McCormick Place.

EXHIBITORS’ ENTHUSIASM was contracted by Dick Wilson, here posing with son-in-law, Lewis Cohn, vice-president of All-Tech Industries, Hialeah, Fla.

Six BALL IN THE CORNER POCKET—Pat Hornick plays the Executive home table shown by National Shuffleboard & Billiard Co., along with their Royal Billiard lounge product and Crescent coin-operated model. Nick Marosy, Jerry Gordon and Harry Kottler attend.

THE SI REDD STORY

‘Ready to Grasp Opportunity’: Boston Veteran’s Philosophy

BY CAMERON DEWAR

BOSTON—The coin machine business has its share of success stories, and those of the Louie Redd variety sound like the stuff of great yarns. And any anthology of the best of these will certainly wind up with those of Si Redd.

W. S. Redd, president of Redd Distributing Company in Watertown, summarized his business philosophy for this reporter just after signing a new six-year expanded lease on his headquarters building recently.

“I am ready to grasp the opportunities to the full and expand,” he declared. Details of his adventurous coin machine career bear this out.

Son of a Mississippi sharecropper, Si rustled up enough to enroll at Ole Miss. There he supported himself by hustling a clothing and pressing route.

An Oxford store owner evinced an interest in obtaining an amusement device, but was uncertain as to how to get it. Si offered to secure it for him, only to have the boyer change his mind when the machine arrived.

Si was launched in the coin machine business.

Si talked the man into allowing him to leave the coin machine on the premises on a commission basis, and so successful was the venture that he decided further education could wait.

This was in 1939 during the depression, but he approached Henry and George Pets, executives of Birmingham, Ala., with a plan to operate music and game machines on a commission basis.

With the profits he purchased a machine from the Birmingham Vending Company (still operated by Max and Harry Hirtz in that city), and expanded his operations to Philadelphia, Minn. (a town made notorious in the news lately), as well as opening offices in Greensboro, Arkansas and Jackson with routes in music and games.

In 1943 Si met ex-Senator Henry Cabot Lodge during a visit to Chicago. Si told him of his desire to expand into the Illinois, Wisconsin area and Cabot, who was then sales manager for Wurlitzer, introduced the energetic young colman to “Rosie” Redden.

“Do anything,” recalls Redd, “that there was some worth-derial territory in that very area with which Hreden was familiar. This appeared to be a heaven-sent opportunity because there appeared to be no phonographs in the area.”

Si hooked everything he had for a down payment on two car loads of Wurlitzers, but when the machines arrived he was told by the police chief that music machines were illegal.

“But I talked the mayor into permitting the installation of the machines,” Si said off-handedly.

By 1940 Redd was operating 5,000 machines with nine offices in Louisiana, Missouri, Illinois, Iowa and Wisconsin.

When the war came, Si sold his business in the South and Midwest and took over the Wurlitzer distributorship in Boston. At war’s end he again expanded, doubling the route of those going and were going for the asking. Just as the CMAC (Coin Machine Association) crash almost leveled the industry, Si entered other ventures, renting TV sets—a move that proved unsuccessful—and kiddie rides.

Redd designed and engineered the Champion Horse and several other kiddie rides. Diversifying further, he took over the franchise for World Wide, Clinch Shoe Shine and Gleen coffee machines.

Si’s winning personality enabled him to attract some of the top salesmen in the business, many of whom have attained high positions. There was Don Donahue, a top financier today; Lou Canola, past president of MOA; Bob Bear, sales manager for Wurlitzer; John Casola, now an executive with United Manufacturing Company; Al Levine, a distributor for Rock-Ola; Ed Claffey, vice-president of Scranton, and many others.

At various times the Redd organization has represented Wurlitzer, Scranton, AMF, United, Midway, All-Tec, Bally and Chicago Coin. At present it has Wurlitzer, Bally, Chicago Coin, Fischer pool table, Smoke Shop, Universal Candy Vendors and Model Change Makers. Redd’s happy family of long-time employees includes Bob Jones, sales manager, now celebrating 25 years of service with the firm. “At the present time, more operators are enjoying a level of prosperity never before experienced in the industry,” states Redd. “It is only reasonable to expect that the coin machine business will go forward to greater heights, and I am ready to grasp the opportunity to go forward and expand further in this age of affluence that has come to our industry.”
NEW YORK—Seeburg Discotetheque opened on Broadway to glowing notices last week. At two day-long parties at the Park Sheraton Hotel, reporters from the country’s major consumer news, New York dailies, network TV, local radio and even “Candid Camera” experienced discotheque in all its fullness.

The event netted the concept exposure in several metropolitan papers with continued coverage expected as magazine stories are filed.

700 Installations

And not to be overlooked in all the press attention is the fact that a large number of greater New York operators got their first good look at the dance package which Seeburg officials say has been installed in 700 locations nationwide.

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The only separate buyers and sellers directory of its kind published exclusively for the coin machine industry.

North Carolina Assn. Elects New Officers


Though details of the election were not available at press time, it was likely, because association bylaws provide for the election of its officers, that the first vice-president Fred Ayres of Greensboro would be elected to the post handled so capablely during the past year by Garland B. Garrett of Wilmington.

Under the leadership of Garrett during its first year, the NCMOA has aggressively enlisted members, enrolling about 75 per cent of the operators in the state.

Garrett has also stressed the importance of affiliations and cooperation with the National Association, and at the NCMOA’s last meeting on Dec. 6, presented the NCA’s Fred Granger to address the group.

Last Tuesday's meeting was set for 1 p.m., at the Manger Motor Inn here.

Coin Curling

WITH NATIONAL SHUFFLE UNIT

TORONTO—This country’s host of curling enthusiasts and a growing following in the U.S. may now enjoy miniature bonspiels utilizing the new combination shuffleboard and curling game manufactured exclusively by National Shuffleboard & Billiard Co., East Orange, N. J.

Distributed here by New-Way Sales Co., 1257-61 Queen Street, W., the co-operated shuffle-curling game is contributory to the growing popularity of shuffleboard equipment and pool tables in Canada. Operators of shuffleboards and pool tables are reporting weekly averages of $40 to $60 per piece.

The combination shuffle-curling game is being placed in curling clubs, bowling alleys and billiard parlors with best success, according to Harry Kotler, executive vice-president and general sales manager of the manufacturing firm.

The curling game design, its patent pending, incorporates the customary curling “house” at each end of the shuffleboard. Multi-colored pucks are made of sturdy material. Stamps are dispensed with.

It’s Herr Borrasch

LONDON—Billboard’s apologies to Herr Borrasch of Nova Apparate for the inadvertent misspelling of his name in connection with his attending at the big A.T.E. show here recently. The A.T.E. coverage was a complex undertaking, with copy and photos air-expounded to the U.S. in time for publication. In the process, a few signals got crossed and Herr Borrasch was the unfortunate, though very gracious victim.

Mario Lanza

Opens Restaurant

CHICAGO—A new restaurant scheduled to open here this week will feature a memorial room for the late Mario Lanza. The room will contain many Lanza recording and movie mementos.

Owned by John and Virginia Abbstacola, in-laws of the singer, the new eating place is called Mario’s Restaurant and Lounge. It is located at 6732 West Coral Road.

Located in the restaurant will be a Seeburg 480 console operate by Reliable Music, Berwyn. Ground opening is slated for this Friday, Saturday and Sunday.

Extend Maine Sales Period

AUGUSTA, Me.—Many phonograph locations in Maine would be benefited by a proposed extension of liquor sales to 1 a.m. the year-round, including Sunday mornings.

Under the State’s present law, the closing hour is midnight and the statute specifies that liquor sales must remain on Standard Time throughout the year. Thus, liquor may be sold until 1 a.m., Daylight Saving Time, but only from the end of April to the end of October. All bills to legalize the sale of liquor in Maine Sunday afternoons might be changed by one of them if the lawmakers so voted.

Wm. Valle Dies

ROCHESTER, N. Y.—William Valle, 64, who succeeded his father-in-law as president and manager of Belmont Amusement Enterprises here after the latter was killed in a highway crash last November 17, died of a heart attack February 8. Belmont Amusement Enterprises deals in joke boxes and vending machines.

AT SEEBURG'S New York Discotetheque showing at the Park Sheraton Hotel were, left to right, Arnold Silverman, Seeburg; Stan Jarolinski, Seeburg, New York; Joe Panarin, Seeburg’s discotheque consultant, and Oscar Parkoff, Atlantic-New Jersey.
Hear Its **SUPERIORITY!**

Wurlitzer’s long held leadership in tone is now out in front by the greatest margin ever.

Solid state amplification on the Model 2900 is one reason for it.

A new turntable drive is another. Comparable to the costliest professional recording units, it guarantees positive record speed.

Result? Incomparable high fidelity stereo music — irresistible play appeal. The Wurlitzer Company • 109 Years of Musical Experience • North Tonawanda, N. Y.
Seeburg Holds Benelux Show

By ANDRE DE VEKEY

ANTWERP — The expertise Seeburg's Benelux company, Seeben S.A., in the art of the "soft sell" to Europeans was ably demonstrated here (Feb. 19) when Discotheque and the Mustang phonograph were unveiled before 100 operators from Belgium, Holland and Luxembourg. Outlookers from Sweden and Denmark also attended.

This demonstration and that held in London by Seeburg, Ltd., for U.K. operators two weeks ago, follows hard on the heels of the Seeburg European distributors' unveiling in Zurich last month. Operators in Europe are thus feeling the full impact of the enthusiasm distributors brought away with them from Zurich.

It was a satisfying day for Seeben's dynamic general manager Henri Herbosch, who reported orders of 200 pieces of equipment by the close of the show. This is the best evidence of acceptance that could be in the somewhat difficult and sophisticated Benelux market.

Upgrade With Mustang

George Gilbert (Seeburg European v.p.), Henri Herbosch, R. Meroni (Williams and United European manager) and J. F. Vale (Seeburg Verkoop, Netherlands) each addressed the gathering. Emphasis was given to the potential of the Mustang for upgrading sites from reconditioned to new phones and the conversion of the "turntable" disc clubs to discotheque.

Operators were joined later by wives and friends for a discotheque dinner-dance at Antwerp's Bouwcentrum, a practical demonstration in a live setting which made its mark with greater effect than any sales talk.

Per-Axel Atterbom of Pan Nordic Automation AB, Goteborg, commented in Billboard on (Continued on page 66)

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SEEBURG'S BENELUX general manager, Henri Herbosch, introduced Discotheque and Mustang phonograph to distributors during Antwerp meeting.

SEEBURG PERSONNEL attending the Seeben S.A. Discotheque demonstration in Antwerp included Per Axel Atterbom, Pan-Nordic Automation, Goteborg; George Gilbert, Seeburg V.P. European Operations; J. F. Vale, Seeburg Verkoop, Netherlands; R. Meroni, Williams & United European Sales Manager; Henri Herbosch, General Manager, Seeben S.A., Antwerp; J. Brouwer, Belgian distributor, Liège; and W. Boots, distributor, Luxembourg.
French Manufacturers Seek To Curb U.S. Game Imports

BY OMER ANDERSON

PARIS—French coin machine manufacturers are petitioning the French government to restrict the importation of U.S.-made coin machines into France, primarily pinball machines.

Federation Française des Éditeurs et Commerçants de la Fabrication des Jeux de Boules (FFEECA) claims that the importation of "les flipper" (pinballs) especially has got out of hand and France is being flooded with them.

The trade association advises the ministers of trade and commerce that imports of pinballs are rocketing to an extent which threatens serious damage to all facets of the French trade.

French Imports

The FFECA furnished the minister figures showing that France imported 6,278 machines during the second four months of 1964 with total value of $2,682,758, compared with 2,935 machines valued at $1,356,267 for the same period of 1963.

French manufacturers regard the 1963 pinball imports as "excessive" and the 100 per cent increase last year as "catastrophic." Not only are French manufacturers prevented from packaging a good quality foreign product, they complain, but distributors and operators are suffering from the saturated market.

SAPAR Steps Up Fight Vs. Italian Anti-Pin Measure

ROME — SAPAR, Italian automobile association, is appearing at every parliamentary hearing in an effort to forestall the introduction of a bill which would abolish pinball machines along with slot machines in private clubs.

Now in committee the bill should come to the floor of the Chamber of Deputies during March. The association is using all of its means to avoid grouping the pinballs with gambling machines, emphasizing the Constitutional Council decision of June, 1963 which held they are not for domestic product, they complain, but distributors and operators are suffering from the saturated market.

Under the aegis of Avv. Bruno Mancini, SAPAR adopted a resolution calling for a campaign against the privileges of "pseudo-private" clubs which has brought the wrath of the whole industry. SAPAR pointed out that it has been seeking a definitive law since the court decision in 1963 and asks for a distinction between automatic machines and gambling machines in any law which may be adopted.

Avv. Mancini estimates that there are now about 50,000 pinball machines in use in private clubs which give employment to people in every province of the country. Their abolition would seriously affect a number of distributors who specialize in the importation and placement of these games.

The manufacturers claim that France's entire coin machine industry is in imminent peril of "American takeover" because of unrestricted imports. The manufacturers are thus losing their complaint to the anti-U.S. business policies of the De Gaulle government, and it is this fact which has alarmed U.S. coin trade circles here.

Prefer U.S. Pins

Representatives of U.S. manufacturers rebut charges by the French trade of an "American takeover" theory. They say the booming pinball shipments are warranted by the skyrocketing popularity of the game in France, and that if American product predominates on the French market, then it is simply because the French prefer U.S. pinballs.

Gottlieb and Williams pioneered pinballs in France. In fact, Gottlieb became a byword in the French, who used the firm's name as a synonym for "flipper."

The French pinball boom dates back to 1957 when France discarded currency restrictions and liberalized imports. Prior to that, U.S. coin machines were virtually nonexistent at home for any reason, and the French felt that the French trade of an "American takeover" theory were simply because the French prefer U.S. pinballs.

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The French pinball boom dates back to 1957 when France discarded currency restrictions and liberalized imports. Prior to that, U.S. coin machines were virtually nonexistent at home for any reason, and the French felt that the U.S. manufacturers were simply selling them at a loss.

In recent years Gottlieb and Williams have been joined in the handling of sizzling sales in Italian-language Switzerland.

The N.S.M. has engaged in marketing three pinball machines in Switzerland—"the Consul" for "la consular" locations, the Consul and the Miniball. The Consul is designed for the conventional coin location, and the Miniball is a compact model which can be used either as a console or a wall box.

The N.S.M. Consul has become popular in Europe as the favorite pinball of Marshal Tito of Yugoslavia, who has a Consul in his hunting lodge outside Belgrade and who delights in playing it for hours when entertaining guests.

Launch Swiss Push

ZURICH—N.S.M. of Bingen-on-the-Rhine, West Germany's largest diversified coin machine manufacturer, has launched a large sales program in Switzerland.

The Robert Roos firm of Zurich is the general sales agent for N.S.M., including Switzerland and to several countries in the Near East. The Robert Roos firm of Zurich is the general sales agent for N.S.M., including Switzerland and to several countries in the Near East.

French market by Bally, Chicago Coin and Midway. Pinball sites have proliferated space, and France now has 52,000 games in operation, according to French trade figures.

Competition has sharpened along the line: distributors have increased price cutting and expansion of credit, and operators have had to compete for the favors of location owners.

The French market is not only saturated with new equipment but it is burdened by used machines.

Inflation Hurts

Finally, the French trade is trapped in a cost-price squeeze. Inflation is marked in France and growing. Operator margins have been sliced razor thin.

All of these factors add up to strong across-the-board trade support for moves to restrict the inflow of U.S. equipment, although operators differ on just how this should be accomplished, and none wants to exclude U.S. product entirely or justifiably permanently.
New Twenty-Hole Bingo Now in Delivery by Bally Manufacturing

CHICAGO—Bally Manufacturing Co. broke a 15-year tradition last week by introducing a bingo game with 20 holes instead of the customary 25. According to Bally president Bill O'Donnell, the new arrangement "injects a new skill appeal into the play and provides the scoring simplicity operators have been requesting for some time."

Location tests, he declared, revealed that players heretofore baffled by the complex rules of previous bingo products are attracted by the new product. Eliminated from the bingo card are all the lines and sections. Four color zones are employed instead. These red, green, yellow and blue zones each score separately with advancing totals displayed on the back glass. Supplanting the top bracket scores—formerly called the "five-in-line" scores—are four white zones superimposed on the other white zones. All white zones can yield high scores of 300 or 600, similar to the previous "corner scores." The white zones are also keys to Bally's Red Lover Game, retained on Border Beauty.

Also featured on the new product are "pick-up" buttons, extra balls, star rollers and other "extra" time features.

Wurlitzer Show Attracts 350

DETROIT—The new Wurlitzer 2900 photograph was pre-sented to Michigan operators Sunday at an all-day open house in the showroom of the Angott Distributing Company, long-time distributor of the Wurlitzer line. About 350 operators and their wives attended the event, despite near-blizzard conditions. About one-third of the attendance was from the metropolitan area, and the balance from upstate towns, to distances of about 300 miles—an unusually heavy turnout of the upright operators.

The host company was represented by Growling Bills, Mr. and Mrs. Charles Andrews, the former Madonna Angott; Mr. and Mrs. Carl Angott Jr.; Mr. and Mrs. William Angott; Judith Angott; and

Canteen Hits Record Sales and Earnings

CHICAGO—Automatic Canteen Co. of America had record sales and earnings for the first quarter ended December 29, 1965. Patrick L. O'Malley, president, told shareholders last week.

In a separate meeting, Canteen directors declared a 15-cent stock dividend, payable April 1 to stockholders of record March 15, representing an increase of 50 per cent over the previous 10-cent figure. O'Malley said the action confirms management's faith in the continuing growth and earnings potential of the company, most of which shows its growth in the past nine months.

First-quarter sales and operating income reached $62,593,729, net earnings after taxes were $1,555,564, equivalent to 23 cents per share on $7,695,892 shares outstanding.

This compares with sales of $41,018,930 and after-tax earnings of $1,321,133, or 20 cents per share on 6,747,817 shares outstanding for the same period last year.
Jet Music Service and now heading Styles’ Music Service, has a novel tie-in that neatly exploits a memorable and popular phrase. He hands out an oversize business card, with big type reading “I Am The Greatest,” followed by “Juke Box Man” in smaller type and the usual name, address and phone identification. Leo Angott, veteran operator of music and games, has opened a new coin-operated poolroom in Pontiac, under the name of Hollywood operation. He has a modest-sized operation with three pool tables, plus a few pin games, and says the business goes like crazy. One secret—he operates 24 hours a day, seven days a week, and is always able to meet the public’s desire for recreation, with the coin operation keeping overhead costs down.

Mike Angott, an older brother, who was in the coin machine business in Detroit a number of years ago, is now operating two motels in Fort Lauderdale, Fla.

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2 PLAYER ADJUSTABLE 3 OR 5 BALL

2 EJECT HOLES PROTECTED BY 2 DROP TARGETS. HITTING DROP TARGET OPENS EJECT HOLE TO SCORE 100 TO 1000 POINTS!

- Number Match
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EASIER ACCESS TO PIN PANEL DUAL LOCKED CASH BOX

- Super soundproofing
- Built-in ashtray
- Easy Normal Strike Adjustment in back box for Operator’s Convenience
- Standard 10c Play—Multiple Coin Mechanism (Optional) at Extra Cost

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New pedestal type leg! Adjust alley to your choice of two levels!

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33 FT. Shipping Weight (Crated) 740 lbs.
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NEW! DIFFERENT!

Petty Baby

MICHIGAN

A service seminar featuring the New Rowe-AMI Diplomat coin-operated phonograph will be held at the home offices of Miller-Newmark Distributing Co. in Grand Rapids on Wednesday evening, March 10, at 6:30. Former AMI models will also be covered, according to the firm’s Jack Gallagher. Lunch will be served before the session.

(Continued on page 66)
Coming Soon:

Feb. 28 — Music Operators of America will hold their third annual meeting.

WICO METER/TIMER

CHICAGO — A new economy meter/timer, with a choice of 30 different timing cycles and a variety of great coin combination settings, is available from the Wico Corp. Here. Designed to meter electrical appliances, such as washing machines, refrigerators, radios and dry cleaning equipment, the device may be factory-present in cycles of from 7/8 seconds to 120 minutes. The meter may be present to accept one or two, nickels. Cents

WICO METER/TIMER

ALL MACHINES READY FOR LOCATION

Benelux Show

E. H. Bezold and other officials of the Dynaball Co. of Skokie, Ill., showed their billiard+accord tables. Manufacturing of Tipton, Minn., was represented by Emil and Margaret Fischer. Mann, and Martin Metz, and John Amundson and H. Mullen, Ill., were up from Milwaukee, the Jal Manufacturing and Fred Shee from Worldwide Distributors were dropped in at the fair for a visit.

OREGON

Fourth in a series of special reports on State legislation bearing on the operation of bill vending equipment in Oregon, each article is accompanied by a brief address of the State official from whom complete and specific information can be obtained. Clip and save.

SALEM, Ore.—Oregon is a good State for vending operators. The firm engaged in regular bulb vending is subjected to no machine bonuses (by the State) or privilege taxes (also by the State).

The new operator must always check local municipal laws, however, to avoid the embarrassment of penalties resulting from ignorant violation of town, village or county ordinances. If he has a copy of the Oregon State Tax Commission's "Publication of Applications" he should be called to the attention of a prospective bulb operator in this state. There is a certain amount of salvation in some condition could exist.

Item six of the application calls for an annual $14.40 tax on "all coin-in-the-slot operated devices with the operation of the second of two pennies," and item seven calls for a dollar-five tax on "all coin-in-the-slot operated devices which operate on the insertion of one penny.

Dakota Finc.

The tendency is to interpret this as applying to bulb vending equipment the fine print of the back of said application. However, clearly states that the provision of the State Tax Statutes (RS 320), under which provision the tax is collected, must be completely read, especially the last sentence to be considered a vendor in the vending or service. The law without any tax is still "a vendor of chance or privilege involved.

Specific information on State laws may be obtained from Long Young, Accounting Division, Oregon State Tax Commission, Salem, Ore. Portland ordinance information may be obtained from Ray Smith, Auditor, City of Portland.

PHILADELPHIA

Suburban patrons of public transportation may soon be soothed by background music on buses. The State Public Utilities Commission has approved the installation of Red Spin Records in Muslinke, Inc., a corporation formed to sell and lease music reproduction equipment and tapes to transit lines, and headed by David W. Taylor. This is another angle for background music operators.

David Rosen, very active and much honored president of David Rosen, Inc., was paid tribute last week by the Jewish National Fund and the Chaplain, President of the National Convention presented Rosen with a citation "establishing an individual project through the Jewish National Fund." The citations were made in connection with the former chaplain representing the four major Western faiths.

Paul Goldstein, 25-yr. veteran at the sinking of the SS Dorchester in World War II, narrated a movie, "The Star," and he and the voice of the picture have been ashamed for yourselves. The monthly issue of OROREN

SPANISH COPYRIGHTS

MADRID — Spanish phonograph operators have negotiated an agreement dramatically reversing all the various fees and payments. Operators have obtained the consent of the Spanish performing rights society, Sociedad General de Autors y Compositores (SGAE), to scrap the "category system of payments and substitute the flat per-box charge.

Hereafter, all cafes were licensed to perform in cafes, royalties being scaled according to the number of computers on the site of the city or the city, and the type of equipment.

Under this sliding scale, fees ranging from 200 to 500 pesetas per machine per month. There was continuous controversy, however, over the various fees and the calculation of this system. The new arrangement assesses each machine at a flat fee of 300 pesetas per month.

INSTRUCTION AND SERVICE MANUAL FOR GOTTIEB AMUSEMENT PINBALLS

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**Discothèque**

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New Rhythm Twins stereo floor speakers have sectorial horns and 15" woofers. With the 6 speakers in the LP Console, they pour out a Niagara of Big Sound without distortion. It's the only sound designed for Discothèque.

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Call your SEEYUNG Distributor... N-O-W!
Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a rating on Billboard's Top LP's charts. Spotlights in other categories are selected on the basis of their potential to become hits in their respective areas.

**POP SPOTLIGHT**

**HAVE YOU LOOKED INTO YOUR HEART**
Jerry Vale, Columbia CL 2115 (M); CS 9113 (S)

The most successful single record in Mr. Vale's career, "Have You Looked Into Your Heart," is the basis for this outstanding package. Vocalist Vale, the real star of his film hits, "You Are My Heart's Delight," is featured in 11 tracks here, each with its own special effect. The backing material is also well-choreographed and performed by Tony Melch. 

**POP SPOTLIGHT**

**THE NEW SEARCHERS LP... MIKE, JOHN, FRANK, CHRIS**
Kopp KL 1412 (M)

The former Searchers single, "That's What Your Heart's All About," is featured in this package along with the entire LP. The backing material is also well-choreographed and performed by Tony Melch.

**POP SPOTLIGHT**

**THE SENSITIVE SOUND OF DIONNE WARWICK**
Soul LP, Decca DL 4006 (M)

This is a well-choreographed package of stand-out material hand-picked to fit the outstanding emotional Warwick style. "What the World Needs," a prime example of the Warwick style, is featured here. The strung arrangement gives a full driving sound, which has never been heard in Warwick's recordings. T.H.

**POP SPOTLIGHT**

**SING A SONG WITH THE BEATLES**
Jimmy Haskell, Tower KAO 5000 (M); SKAO 5000 (S)

This doo package contains arrangements of some of the Beatles' hits. The Beatles' hits are featured here with their original renditions. The backing material is also well-choreographed and performed by Tony Melch.

**COUNTRY SPOTLIGHT**

**THE MARRY SIBIONE CHORALE GOES POP**
Kopp KL 1420 (M); KS 3420 (S)

This doo package contains arrangements of some of the Beatles' hits. The Beatles' hits are featured here with their original renditions. The backing material is also well-choreographed and performed by Tony Melch.

**COUNTRY SPOTLIGHT**

**MAY GAT SAL AND OTHER FAVORITES**
Bill Lee, Decca DL 4606 (M); DL 74606 (S)

This program consists of the recent single "My Gal Sal" and other songs of music, the same. The material is selected from a dozen songs, and the result is a pack of fine programming and listening material. "Wishing," "Pat Me and My Gal," and "Oh How I Miss You Tonight" are standards.

**JAZZ SPOTLIGHT**

**OUT OF THE WOODS**
George Shearing Quintet, Capitol T 2272 (M); ST 2272 (S)

George Shearing gets the billing here but it really is Barry Burton's album. Burton is busy records which are omitted from this package, and in both departments, he's at the top. So he's trying to tell or something about the title "Out of the Woods," a great idea for those boring to the Fifth Beatles. 

**JAZZ SPOTLIGHT**

**LEONARD FERRER'S ENC. CLOPIDOMA OF JAZZ/JAZZ OF THE 60'S**
Giants of the Saxophones, Vee Jay JY 2560 (M)

Feather, the national foremost selector of jazz, backs up his successful "Encyclopedia of Jazz" with the appropriate soundings. The material here is concentrated and well-choreographed by Tony Melch.

**CLASSICAL SPOTLIGHT**

**CHOPIN: RACHMANNINOFF PROKOFIEV/RAVEL**
Stasewsky-Rahna, RCA Victor 2411 (M); LSC 3411 (S)

The flowing lyrical style of Rachmaninoff is played in this LP, recorded live on concert some forty years ago. His technique in the Rachmaninoff work is outstanding, in both the first and the second. The recording is played with delicacy and great feeling. A brilliant performance.