Copyright's Revisers Form Unit to Speed Up Hearings

BY MILDRED HALL

WASHINGTON—The House Copyright Subcommittee's May 12 opening date for hearings on the general revision of copyright was still firm as of last week. Creators and users of copyrighted material are geared for what will literally be the copyright battle of the century.

A group of those largely in favor of the general revision bill—with perhaps a few minor exceptions—has formed a Coordinating committee on copyright revision. It will include representatives of major copyright interests, book and music authors and publishers, record companies and broadcasters, performance rights group, motion picture producers and others who live on copyright proceeds.

The group reportedly will try to ease the repetitious testimony by multiple witnesses during the inevitably lengthy hearings on the first over-all revision of the 1909 Copyright Act. The loosely formed group is exploring possibilities for having single, rather than multiple, spokesmen present the views for various copyright-based industries, wherever possible.

Introduces Bill

Representative Willis, chairman of the House Copyright Subcommittee, last week introduced a bill to extend copyright protection to the end of 1967, for those whose copyrights would expire during the interim between the old law and passage of the revision. It indicates that Willis expects the hearings and voting to take at least two more years—and this could double. Under the old law, duration lasted only 56 years, in two terms—under revision, it would be life plus 50 years. The Willis bill is similar to one passed during the 87th Congress to extend expiring copyright terms to the end of 1968. This year's extension resolution is expected to pass without difficulty—and probably without hearings.

The so-called Coordinating committee has quadrupled in New York, and it is currently under leadership of Dan Lacy, counsel for American Book Publishing, and the committee's executive secretary, Leonard Fein, of the music publishing.

(Copyright Times page 3)

Orbison Won't Re-Sign With Monument

NASHVILLE—Roy Orbison will not re-sign with Monument Records when his contract expires. Monument president Fred Foster said Tuesday (27). Among the reasons revealed was that Orbison did not want to relinquish control of the recording sessions, which he would have been required to do. Acuff-Rose representative Foster said Orbison of Acuff-Rose is asking $1 million for an Orbison recording pact.

(Copyright Times page 8)

Lieberson Sees LP Sales Boom in U.K.

By ANDRE de VEYKEY

LONDON—Speaking to U.K. record retailers at the Gramophone Record Retailers Association (GRRA) annual meeting April 25, Goddard Lieberson, president of CBS Records, said he was convinced that Britain would show a tremendous growth in LP business.

"I am sure," he said, "there will be a growth in album sales, such as you've never seen before."

This comment fell on ears ready and willing to believe it. An earlier session had dealt with a proposal by the Record Joint Industry Council (a body set up by the three dealer associations of music, radio and records) for a combined manufacturer-retailer national publicity effort to develop LP sales.

(Copyright Times page 14)
RCA Victor is proud to announce it has been selected to record the musical “On a clear day you can see forever”

On a Clear Day You Can See Forever

Opens Saturday Ev’n, October 16

Louis Jourdan
Barbara Harris

A New Musical

Book and Lyrics by
Alan Jay Lerner

Music by
Burton Lane

Directed by
Robert Lewis

Musical Numbers Staged by
Herbert Ross

William Daniels, Clifford David, Rae Allen, Boris cardboard, Michael Lewis, Lucille Smith, Margaret Wall, Sohn, White, David Thomas, Jon White, David Thayer, Mark Ton Clark

Original Cast Album
RCA Victor

Prior to Broadway, Sept. 7-Oct. 9, Colonial Theatre, Boston

Mail Orders Now

This ad appeared in the N.Y. Times, May 2nd

RCA Victor
Copyright's Reversers Form Unit to Speed Up Hearings

*Continued from page 1*

firm, is special consultant. Washington representative is Robert W. Franke, American Book Publishing Council.

Congressmen "Up First"

Some of the chief witnesses in the hearings of May 12 to 14, and perhaps June 22, will probably get interested Congressmen first say. Next will be copyright experts on the Wholesale Register George Cary act for the American Book Publishing Council. Mrs. Minnisten, ill as a result of the long strain of work on the part of the committee, is Minnisten will be consulting behind the scenes with his deputy. Nevertheless, in order to provide the publishers of books and the magazine and newspaper industry will get a hearing on the first day. Speakers for music writer and publisher interests probably starting with ASCAP and BMI may testify on the first week. The second week of hearings may see the big fight by educators for more liberal use of copyright material than the record bills would give them, both in schools and on educational radio.

The record industry could come in on the second week, if the committee is able to get them on schedule, possibly following motion picture and broadcasting speakers. The book spokesmen and community antenna people who have been reported to be heard at a later date. Community antenna interests are pretty well spread over the right scene. They are fighting for free use of station programming, particularly on the giant CATV antennas, and wired into private homes for a monthly fee, providing multiple TV services from near and distant stations. Broadcasters say CATV violates copyright, since station licenses' payment for programming must cover copyright fees, but CATV advocates say many (some FM broadcasters are also fighting pickup by CATV channels, which offer free performances on a free basis to TV subscribers.) CATV hopes for clear explanation from copyright liability in the revised law.

The joke booklets will fight the loss of their traditional performance royalties in an exemption clause in the proposed revision of the copyright law. The joke book interests have lined up a substantial first and second team of spokesmen, including MOA officials and individual operators. (See Billboard, May 1, 1965.)

AD HOC GROUP READS LIKE LEGAL WHO'S WHO

NEW YORK—The 25-man ad hoc copyright committee, formed to push revision of the Copyright Bill, includes some of the top legal talent in the music, entertainment and publishing world.

Leading personalities from the music business include: Herman Finkelshtein, ASCAP; Miriam Stein, AGAC; Lees Kellman, AGAC; Leonard Zissu, Composers and Lyricists Guild of America; Philip B. Wartenberg, Music Publishers Protective Association; Julian T. Aebles, Music Publishers Protective Association; John Schulman, music business manager; Ernest Meyer, RIAA; Sidney M. Kaye, BMI, and Sidney Diamond, RIAA.

Other legal talent on the committee includes: Dana Pratt, Associate General Counsel, American University Press; Irwin Karw, Authors' League; Horace S. Manges, American Book Publishers Committee; Lee C. Deighton, The Macmillan Company; Mrs. Harriet F. Pippel, Society of Magazine Writers; Mark Carroll, Harvard University Press, and Robert Friedman, Society of Authors Representitives.

Also, Sidney Schreiber, Motion Picture Association of America; Austin P. McNally, American Textbook Publishers Institute; Mrs. Bella Linden, Edward A. Sargoy, Motion Picture Association of America; Evelyn Burkey, Writers Guild of America; Richard J. Bellow, Writers Guild of America; Myron Deuber, National Audio Visual Association, and Richard Colby, Motion Pictures Association of America.

WITNESSES FOR COPYRIGHT HEARINGS

MAY 12

1. L. Quincy Mumford, Librarian of Congress
2. George Cart, Deputy Register of Copyrights
3. Former Sen. Kenneth Keating, representing nine publishing companies
4. Authors League of America—Irwin Karw
5. American Book Publisher Counsel—Dan Lacy

MAY 13

1. Society of Magazine Writers—Tom Mahoney and Harriet S. Pippel
2. Magazine Publishers Association—Alfred Wasserman
3. ASCAP—Herman Finkelshtein
4. BMI—David Angell
5. SESAC—Albert F. Cianciotto
6. American Composers Alliance—Avery Graffin
7. American Guild of Authors and Composers—Burton Lane and Alan J. Lerner

MAY 14

3. Authors League of America—Julian T. Aebles
5. Writers Guild of America—Evelyn Burkey, James Webb and Donald T. England
6. NAB—Vincent Walselwski and Douglas A. Anello

MAY 19 and 20

1. Educators, spokesman for educational TV, librarians. All others will be later.

Decca in RCA Club; May Releases Set

NEW YORK—Decca Records will make available Decca's Coral and Brunswick album product nonexclusive basis to the RCA Record Club.

The announcement, made this week by Milton Rackmil, Decca president, confirms a news story published in Billboard.

Decca's agreement with RCA marks the first time the club has handled anything other than the product of Victor and its subsidiary labels.

First Decca - Coral - Brunswick albums for May release. In addition to these, an introductory record will be "The Best of the 1958 Stars," will be issued. It will feature 12 selections by Brenda Lee, Pete Fountain, Bert Kaempfert, Carmen Cavallaro, Guy Lombardo, Leroy Anderson, Red Foley, Ethel Smith, Lorretta Lynn, Al Jolson, Bing Crosby and the Weavers.

Decca releases will be coordinated by Murray Lorber, director of advertising. He will work with Alan Kaye, manager of marketing for the RCA Record Club.

In an earlier deal, the sound-track album of "The Pajama Game" and "Pippin," released on the Buena Vista label was brought into the Victor Record Club by means of an agreement issued by Bing Crosby Enterprise. The club is now in negotiating young career but there is no definite commitment with any one company yet.

A New TV Star Is Born

For the most part the opening 20 minutes, Barbara Streisand's hour-long CBS-TV debut (2/5), "My Name Is Barbara," is hindered by a "Garlandsque" treatment—extravagance and flash devised by image-making producers who have too big an imagination and too little a true script and appeal.

But patience has its just rewards. The dialogues which make up Baby Snooks sequence and a too ornate, too lengthy Bergdorf-Goodman shopping sketch. Barbara Streisand is given the opportunity to simply be Barbara Streisand. She is vivid, fresh, an engaging figure, without any tinge of false, mannered stage acting. She sings, she is delightful, she is real, and refreshingly, her voice radiates power and it is her phrasing and unorthodox style which is convincing.

Whether she be "Peter," the oldie, or "Happy Days," her closing tune, "Happy Days," every song is given a special treatment. Above all, she has the ability to transform a lesser melody into a moving lyric. On TV, where she can be seen at close range, the radiates as well. ROBERT SOBEL

DAILIES LAUD BARBRA TV-ER

NEW YORK — Here's sampling of what dailies thought about the Barbara Streisand TV special: "World Telegram & Sun: "Barbara Streisand came wham bang of TV in just one performance."

Herald Tribune: "Delicious, off-beat song stylist leaped upward in her meteoric and still rising career . . . ."

New York Times: "Except for some incomparable musicians it was her evening . . . . proved she can shine on television."
HOLLYWOOD—The escalation of recording session costs, goading music publishers and others to lobby Congress for a "sweat equity" clause, is of concern to $85,000 a year fee-lease arrangement for recording industry's most sought after arranger, Larry Harris, said Freeman. "I enjoy the work," said Freeman, explaining he would rather spend his time creating arrangements ($200-$250 per song). On his calendar of future projects are Jimmy Durrant's last album, Louis Armstrong-Jimmy Dur- rant (featuring them together for the first time ever), Johnny Cash, J une Christy and several members of the L.A. Dodgers eager to break into show business. If an artist is in the high-swing category, Freeman loaned his gold disk of "Everybody Loves Somebody" which broke open his career as a recording artist. Freeman loaned the $800, 000 to his friend, who was said to have earnings of $322 for three hours. Last year Freeman's estimated income from arranging was $50,000. He started arranging Top 40 records in 1954 and had several single hits under his own name while an artist with Imperial.

Hanna-Barbera Makes Deals With Tape Firms

HOLLYWOOD—Hanna-Barbera Records is making its product available to such tape systems as Recon Tape, Technics, RCA, Music Tapes and 3M. Each company will be supplied with cartoon series and regular pop music repertoire, explained Alfred Cohen, president of the company.

Robert said product would become available to these companies within 30 days. He explained there was no details about the tape companies with their different systems to obtain total representation in the field.

Montz indicated he would launch a merchandising drive around the theme "Have Yogi Bear Sit For You," because tapes for children's product for car use would prove profitable in helping parents keep children quiet on road trips. He added that Music Tapes, owned by Pete Fetri, indicated it planned to issue a multiple LPs into tape packages.

Katzell Gets Post With Kapp Affiliates

NEW YORK — Bud Katzell has been named marketing director of Four Corners and Con- gress Records, both divisions of Kapp Records. He replaces Ned Weiser, who resigned recently.

Katzell, a 15-year veteran of the record industry, had been general manager of Capitol Records. He joined Roulette in 1957 in publicity and sales and later headed advertising and sales.

Before joining Roulette, Katzell had been with Decca for seven years as Midwest promotion manager and with the label's headquarters in New York.

In his new post, Katzell will report directly to Dave Kapp, president, and Micky Kapp, executive vice-president of the parent company.

Katzell will operate Four Corners and Congress as separate entities from Kapp Records.

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BILLY JOE WILSON

with

HAPPY TIMES

HOLLYWOOD—Vee Jay will bow Discotheque Records, a new line, to capitalize on the disco-dance music trend. National sales manager Bill Siegel said the new line would carry a $1.99 suggested retail price. Seven LP's will comprise the initial release package.

Reports will be culled from the Vee Jay catalog and include up-tempo titles by such acts as Robert Drakes and John Lee Hooker. The label will place three times-back-to-back, eight eight-nineteen minutes of continuous dance music.

Vee Jay's current executive, John Gonzales, said the new line was expensive, despite the low asking price. Siegel said $1.98 was the best price point in the eyes of rack jobbers around the country. "There seems to be new business for a $1.98 budget product," he noted. Vee Jay would attempt to build steady business with this discotheque line, the executive said.

With the advent of the new era, "it's up to the artist to make the industry work," the executive said.
NOW! THEIR FIRST SMASH HIT ON COLUMBIA RECORDS

CHAD AND JEREMY "BEFORE AND AFTER"

"FARE THEE WELL (I MUST BE GONE)" 4-43277
THE JAZZ BEAT

By DEL SHELDEN

"There is a lot of jazz product that is currently available," said Scott to RCA.

This statement comes not from the ranks of jazz disc jockeys but from the top record promotion, Marty Singer, who handles ABC Paramount Records. Singer, in his office in Philadelphia, had the following to say.

"Knowing the jocks in the area and becoming aware of their formats is essential," explained Singer. "You also need to know the attitudes of these modern pop disc jockeys who are moderately progressive in their music tastes, but who are not really tuned into the jazz market. If you're not brought to their attention, they won't be. But if you are there, they will be interested."

"A case in point is Chico Hamilton's 'Forrest Flower,' from the 'Mailman' Wax World.' When I took the single to one of the top pop stations, the DJ was more interested in the record because of Hamilton's reputation as a drummer. However, through the years, they know I have never deployed a record that is not a profound one. Therefore, when I asked him to listen to the record, he got at least some play on the pop stations as we did on the jazz stations."

However, Singer did point to the possibility of playing one of his recommended records on the pop stations (Continued on page 12)

Lady Cast Zooms in N. Z.

WELLINGTON, New Zealand — The original Broadway cast recording of "My Fair Lady" has scored past the 100,000 sales mark in this country, a feat that is considered to "cement" sales in the U.S. The Philips Records (N.Z.) Ltd., was presented a gold disk and a plaque by CBS Records commemorating their success. The general manager, A. Waits of the Australian Record Co., a Columbia franchise in New Zealand, made the presentation at a party Wednesday.

The film soundtrack recording of "My Fair Lady" was recently released during the London premiere at the London House of Representatives.

According to National Association of Record Merchandisers, the bill would provide that exclusive territorial franchises would be allowed when the provisions of law, fair and open competition with products of like grade and quality produced by producers other than the supplier, and where the purchaser under such exclusive territorial franchise agreement is in competition and open competition with products of other suppliers.

More than eight artists have already been awarded exclusive territorial franchises including Gum, Lincoln, and The Three Stooges. The bill would also be in accordance to the present law as "exclusive franchised" American businesses.

Exclusivity Bill Goes to Colo. House Committee

DENVER — A bill which would provide for territorial arrangements between supplier and buyer of the "unfair methods of competition," was referred to the Judiciary Committee in the Colorado House of Representatives.

The text of the bill provides that "a contract or agreement between a supplier restricting the right of the purchaser to the distribution of the supplier's products within a delineated territorial area that substantially lessens competition or tends to create a monopoly in a relevant product market, shall be deemed to be an unfair or deceptive act or practice in commerce or a restraint of trade in an attempt to monopolize where the product or service is the subject of such exclusive territorial franchise agreement or contract, is in competition and open competition with products of like grade and quality produced by producers other than the supplier, and where the purchaser under such exclusive territorial franchise agreement or contract is in competition and open competition with products of like grade and similar merchandise."

Scott to RCA As Producer

NEW YORK — Howard Scott has been named producer of the new album to be re-leased by the Red Seal artists and repertoire department. For the past two years, Scott has been associate music director of the Columbia Records American division, which was director of albums for MGM Records, and for 15 years was associated with Columbia Records.

As associate producer, Scott was director of recording of Masterworks and subsequently was a producer in charge of series of albums as well as Epic Records.

According to Roger Hall, music manager for Columbia, Scott will be working with Morton Gould, Lorin Hollander and Shirley Verrett. He will also assume responsibilities concerned with the RCA Victrola catalog.

Country Comes to Para

NEW YORK — Some of the greatest names of country music are fiddling and singing in the world opened at the Paramount Theater here Friday. The country music idiom, without doubt, are RCA Victor's Lester Flat and Earl Scruggs and their Foggy Mountain Boys. That proved Friday to be a success on both the five-string banjo, for which he is famous, and in the more traditional role performed by Flat and Scruggs.

Other stars appearing were Dave Dudley, with a reading "Six Days on the Road" and "Just a-Sittin' and a-Tellin' Tales." Dick Curless was superb on "King of the Road" and the country hit "Tombstone Every Mile." Bill Phillips also did well. Other stars included Lonnie Donegan. Whether this group ever makes its hit on Broadway remains to be seen. Possible criticism might be that most of the acts are stars in their own right, but even a semi-pop name artist was considered a hit drawback.

This would have given the other acts a chance to sell themselves something difficult to do without proper publicity.

CLAUDE HALL

The Debut R&B Label; Plan Release of 2 Singles

NEW YORK — Tower Records, a seven-month-old affiliate of Capitol Records, is launching a new r&b label, Uptown. Gordon R. (But) Fraser, Tower president, said the first two singles will be released next week. Eddie Ray, Tower's record promotion director, will serve in the same capacity for the new Uptown label.

Uptown will use Tower's 26 distributors with the exception of approximately four areas, where it will use other distributor points.

The two records are Cookie Jackson with "My General Go Slowt." The cookie record, "Down the Hill," was issued this week. Another artist is "I'm Moving On," a medley of songs that are now hits for many r&b artists.

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In 1945 we started with “SHAME ON YOU” Licensed by Broadcast Music, Inc.

Now, 20 years later... Still Going Strong...
Thanks to you Mrs. Brown and Your Lovely Daughter

Published by Brakenbury Music, Inc. & Hill and Range Songs, Inc.

Hill and Range Songs, Inc.
1619 Broadway New York, N. Y.

Licensed by Broadcast Music, Inc.
DANZIGER TALKS OUT Need of Standardization Cited; Apathy of Manufacturers Scored

By CLAUDE HALL

WASHINGTON — Record dealers are suffering because of a lack of standardization in the industry and manufacturers are doing almost nothing to help the situation, according to Dan Danziger, owner of The Disc Shop.

For example, I have to stock 150 types of needles just for the record players I sell," he said. "Can you imagine how a housewife would fuss if she had to buy that many different types of lightbulbs?"

Individual companies, he said, must lose thousands of dollars each as the result of their "ungodly numbering system for albums." He pulled out an album at random from the more than 10,000 displayed in browser boxes in his store and pointed out that the name of the artist was on the bottom of the jacket where it was difficult to locate. He also complained against the practice of some record companies placing the record number either at the bottom of the jacket or on the back.

"Why don't manufacturers get together and standardize?"

Order Takers

He also criticized record companies for not hiring trained and helpful salesmen and not helping dealers train sales personnel. People who go behind desks and push buttons all the time usually don't know how to merchandise records, Danziger said. "You've got to know your product. Most salesmen from record companies and distributors who come into my store are really only going through the motions and nothing more. They can't even pronounce the names of the artists or compositions with any accuracy."

Danziger appeals to a prestige clientele. By prestige: The Klout (a local, late President), Congressmen and members of the diplomatic corps, foreign diplomats, and business people in the area. Al

Economides on Own

HOLLYWOOD—Jim Economides, former Capitol ad man, has formed his own company, Guinness Productions. Economides formerly handled Bobby Darin, the Lettermen, and worked in the hot rod noise-selling fields. Before joining Capitol two years ago, he was a music editor; Chet Atkins, head of RCA Victor's Nashville operations; Jimmy Dean; Julio Benedetto, producer of the show, and Bob Banner, executive producer.

1-STOPs Urge Mfrs., To Strengthen Ties

-Continued on page 1-

most toward furthering the rec-

order industry," Berlson said. "I have felt that ROSA is in a "beautiful position to help re-

tailers. It is a 'people' problem, he said, and that manufact-

urers tended to kill off the old-

ner labels. But, they didn't know what the rec-

ords were made of."

The new product is not nec-

essarily the best product for the op-

erator," he said, and 1-stops should keep manufact-

urers "loading up their shoul-

ders with more stock." Shapira said that in most cases 75-90 per cent of his sales were within a span of four weeks. The problem crops up when radio stations play a rec-

ord only two or three weeks and just about the time the demand increases enough for one order to order it, they are turned down because the batch already has a new release.

Berlson pointed out, however, that 1-stops are the ones that get the help of God.

Beechy said that if record manufacturers consulted with 1-stops, they would be able to "understand the economic machine." A particular record was being done in the South. Joe Tex—"A Woman Can Change Man"—was used as an example. If Beechy had consulted the older release, Berlson said that a check with 1-stops would have revealed that the record was in the top 10.

Mutter felt the problem would correct itself. "When enough 1-stops get behind a product, they'll realize it's making Put out multiple release-
ine a certain amount," he said. The problem of one artist being on several labels, such as the Brit-

ish duo of Chad and Jeremy being released by both Columbia and World Artists, was not brought up.

Kornbein, national sales manager for Atlantic Records, remarked from the audience that record companies couldn't live on the hits, "we live on the singles." He said that the Joe Tex record hadn't been showing any activity. Korn-

bein accused the company representative of the manu-

facturers to the "listens" and a new artist unless we get protection on it." He said, "I felt we not the help of manufacturers enough to bring out better products."

Regarding split play, Williams said he felt the manufac-

turers don't want to pay the kick to stick it. Shapiro said there were too many releases out each week for split play. However, Kornbein pointed out that record companies could not always determine the hit side. Berlson said that it would be easy to cut the other number on an LP, but the other to another. Mutter said that it would be hard for the manufacturer didn't know the pick side, "we figure it just an example, and figure out the side without showing it." Shapiro summed up the split-play problem. "The industry is now at a point where there is no other way other than the split play, as the support between radio stations, record manufacturers, and one another."

Another topic of the panel was the problem of radio play. Beechy said, "The more the better. Operators are finding that they can do more without that the old operators find LPs are either increasing the take or holding up take. The one problem he said, is the need for more national promotion.

"We're selling everything we can get in little L.P.s," Williams said. "The more the better. Manufacturers are finding that the songs made are available and that the operators find LPs are not current hits. This feeling is supported by the others. In face to face, the operators, according to Bob Thompson was that in the next year, the whole material has been released on the Little LPs, that it was just music in a new package.

Decca's 'May Program Will Highlight Top Artists

NEW YORK—Decca Rec-

ords has launched a new dealer incentive program for May when radio stations play any of the label's top names. The program, highlighted by the release of 36 new LP albums, makes available each artist's LP in the top 10 of the chart for a total of 46 sets. Full details of the incentive program are now being made known to local Decca branches and distributors. Among the artists featured in the May releases are: Brenda Lee, the King-

stons, Dr. John, Ferlin Husky, Jennie Kaye, Wayne King, Leney Dee, George Feyer, Jerry Lewis, Neal Gabler, Rafael Mendez, and Harry Belafonte. In support of the plan, full litho books have been prepared specifically for the LPs, and listing all the product available under the terms of the promotion. Trade ads for the campaign have been devised to aid the dealer in the LPs. A Decca sales in- store and window displays have been prepared to serve as point-of-sale merchandising aids.

National trade advertising has been scheduled to coincide with the dates of the program along with an extensive promotion and publicity campaign. The Decca commercials will begin on the air, showing the promotions details of their respective accounts be-

DECCA LUNCH HONORS TUBB

NEW YORK—Decca Rec-

ords took a 25th year with the label at a luncheon at the Century Club last Friday (30). With Decca executives hosting the lunch, was a gold record for "I'm Walking On Air" which he recorded, and a gold watch to commemorate his 25 years' association with the company.

Host at the luncheon was Mike Tubb, president. Other Decca brass in attend-

ance were Leonard Schneider, executive vice-president, and label vice-presidents Sydney Goldberg and Martin Sal-

in.
IN STEP WITH SUCCESS
Get with the fresh, distinctive popular stylings of
THE ANITA KERR SINGERS
In their latest album

Mellow Moods of Love
The Ani ta Kerr Singers
Arranged and Conducted by Marty Paich

LPM/LSP-3322
arranged and conducted by
MARTY PAICH
RCA VICTOR
(The most trusted name in sound)
KHJ 'Sneak Previews' Its R 'n' R Format; Launching Set May 3

HOLLYWOOD—KHJ began its rock 'n' roll format unofficially last week, "sneak previewing" Top 10 singles and leading into its official launching Monday (3) by playing the top records from 1950-1965 for 91 consecutive hours. Station called itself "Boss Radio" and claimed it would play more music than any other format station.

The new sound at the RKO General outlet was pounding big beat singles from the charts, short DJ introductions, a "91 KHJ" identifying blurt, punchy headlines (called 20-20 news), a station blurt, record and station blurt again.

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ANGEL MARKS KLEMPERER 80TH WITH RELEASES

HOLLYWOOD — Angel salutes Otto Klempner's 80th birthday with a month-long promotion in May. The label's six May releases are all by the respected conductor. Klempner is represented in the Angel catalog by 61 albums. The six new LPs are: Bruckner's Symphony No. 4 in E Flat, Stravinsky's Symphony in Three Movements and the Palestrina Suite, Dvorak's Symphony No. 9 and the six Mozart Symphonies. Full-page ads will appear in High Fidelity, Hi-Fi Stereo Review, Schwann's American Record Guide and Saturday Review.

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For the past several weeks while playing past hits of a non-rock nature, none of the new DJs were allowed to identify themselves. Last week they emerged from their anonymous state. On-air promotions called attention to "Boss Radio" and labeled it the "changing face of Los Angeles radio before your very ears." The promo said since the initiation of KHJ's new sound, "imitations were popping up" and that the audience should listen to the copies and then return to the original. On one spot, KFWB and KLRA were singled out as non-"Boss" stations. The term "Boss" is a surfing expression meaning "great."
The hard-hitting continuous station promos and the employment of experienced format radio DJs, several from Crowell Collier, are the ingredients management hopes will catch the ears of teen-agers.

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College Talk on Talent Needs

MEMPHIS — Ray Brown of National Artists Attractions in Memphis attended the four-day convention of Southern Association of Student Governments last week at Gallowbug, Tenn.

Social secretaries and student body presidents from colleges in the South and southeastern U.S. discussed their talent needs for the 1965-1966 school year.

Brown, who books some 24 top record stars, began large-scale bookings for college events in the past year. He is building a working relationship with numerous colleges, he said, and made many contacts during the convention.

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WB-Reprise Bows 14 LPs

HOLLYWOOD — Fourteen albums are being released by the Warner Bros. Reprise combine this month. The packages include two tributes to the late Nat Cole, Trini Lopez's first ballad package, the soundtrack from Ektronvision's "Harlow" and a slot-car craze novelty.

Reprise has tied in with the Revell Co., leading producer of slot cars (toy racing autor) to promote the LP. Both companies are offering $50 car sets to radio audiences in 30 markets, with ads in model car magazines calling attention to the LP, which salutes a current teen-age award to Col. Plant

SANTA MARIA, Calif.—Columbia Records' new plant here has been selected by Factory magazine as one of the 10 award winners for the year. More than 6,000 new manufacturing plants were considered for the award.

Bradford Bio

NEW YORK—The autobiography of Perry Bradford, jazz songwriter and publisher, will be available May 15 by Oak Publications, Inc. Title of the $5.95 book is "Born With the Blues." It contains more than 50 pages of pictures and a number of Bradford's original compositions.

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SURE...IT'S GREAT TO BE SOLD! TROUBLE IS, YA' NEVER KNOW WHAT KIND OF RECORDS YOU'LL BE GOIN' AROUND WITH.

BABY, MY NEW OWNER KNOWS WHAT'S HAPPEN. SHE JUST BOUGHT THE RADIANTS' RECORD, THE JAMES PHELPS AND THE NEW KNIGHT BROTHERS. I KNOW I'LL BE GOIN' AROUND WITH WINNERS!!

*CHESS 1925 " Ain't No Big Thing*

The Radiants
Argo 5499 "Love Is A Five-Letter Word"
James Phelps
Checker 1107 "Temptation 'Bout To Get Me"
Knight Bros.

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B. Bornstein Dies

NEW YORK — Ben Bornstein, brother of the late Sid Bourne, owner of the Bourne Co., died April 28 in the Bronx, at age 84. Bornstein was an associate of the onetime music publishing firm, Ager, Yellen & Bornstein.

Devaney Named

LOS ANGELES—Jack Devaney has been named head of music-record publicity at Braverman-Mirisch advertising-publicity agency. He was formerly West Coast manager for Cash Box. Devaney's music background includes stints with Columbia and Capitol Records.
HAWAII IS WAITING FOR YOU • Art and Dotty Todd
THE GO SOUND OF THE SLOTS • The Revells
THE NAT KING COLE SONG BOOK • Sammy Davis, Jr.
THE LOVE ALBUM • Trini Lopez
FRIDAY'S CHILD • Lee Hazlewood

HAWAII IS WAITING FOR YOU

THE NAT KING COLE SONG BOOK

SAMMY DAVIS JR.

THE LOVE ALBUM

TRINI LOPEZ

SANDIE SHAW

THE DON HO SHOW

R/RS 6155

R/RS 6160

R/RS 6164

R/RS 6165

R/RS 6166

www.americanradiohistory.com
**Columbia to Record Horowitz Concert**

NEW YORK—Columbia Records will record the entire concert Sunday (9) of pianist Vladimir Horowitz at Carnegie Hall, July 28, 1957, made his last public appearance in 1953.

His program for the recital consists of the Bach-Busoni Toccatas, in C, Schumann's "Fantasia," Scrabin's Sonata No. 2 and a Poeme, Chopin's Mazurkas.

**Signings**

Jackie Wilson has signed another long-term contract with the Brunswick label. Wilson, who has been with the label since July 1957, is one of the country's most consistent best selling artists with single and album sales in the millions... .

...Conductor Franz Allers returned to New York last week after a concert and opera tour in Europe. He begins preparations for "Risitem" at Lincoln Center.

**THE JAZZ BIZ**

*Continued from page 6*

American jazz musicians are planning to record their only recording session. The members of the group will be announced soon. The session is expected to take place on September 15.

...Another example of knowing when to stop. Yesterday, Horowitz, 37, recorded his last concert with Remo Rakow at Carnegie Hall on four consecutive nights beginning January 16. Producing the sessions is M. F. Horn, with Sid Bernstein and John Neumeier. The透视 for the various concerts will be from "Carl Sagan's" "Cosmos." The Esperanto, a New York label's most popular recording groups, ABC-Paramount's Impulse label has signed tenor saxophonist Sonny Rollins. Dick Buc, producing Rollins' albums. The Frenchmen, a new jazz group, has signed with ABC-Paramount Records. Their debut single is "Who Do You Love," Herman's Hermits, British group, has just finished its fifth album. The album will be released in September... .

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**Array of Stars to Play Chicago This Summer**

**CHICAGO—Area record dealers will be gifted with a score of posh entertainment packages, including an unprecedented series of summer talent bookings in the Windy City by impresario Frank Fried.**

Fried's Triangle Productions will present at least 17 area town for concerts between July 1 and September 15. In fact, three bookings by City Hall, will be called "Summer of Stars — 2." The third offering will be the exception of an August 20 concert by the Beatles at White Sox Park. The phone is Crown Theater in McCormick Place.

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**THE BROUGHT FOUR WILL APPEAR AT NORTH TEXAS STATE UNIVERSITY**

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**Tommy Bennett, Bill Coty and**

of their playing a particular record without listening. Singer may sound like the ideal record promotion man. He can sell a record whether the listener appreciates his work or not. And I do not object to working on Sunday. If the record is important then the song is the first thing I do. After all, if the record is important then it must be played.
2 ATLANTIC SIZZLERS TO HEAT UP THE LP CHARTS!

HERBIE MANN
The most talked about Mann scores with the most talked about album of the year.

HERBIE MANN PLAYS THE ROAR OF THE GREASEPAINT - THE SMELL OF THE CROWD
ATLANTIC 1437 (Stereo SD 1437)
Herbie glows in this hit Broadway LP backed with great instrumentals arranged and conducted by Ray Ellis.

Liner notes especially written by GREASEPAINT's writers, Anthony Newley and Leslie Bricusse.

KILLER JOE
The most publicized King of the Discotheque in the most saleable discotheque album yet.

KILLER JOE'S INTERNATIONAL DISCOTHEQUE
ATLANTIC 8108 (Stereo SD 8108)
All the new dances personally selected and programmed by Killer Joe himself.

The cover and liner notes illustrate dances for the first authentic discotheque album by Killer Joe Piro and his Orchestra - Bound to be the biggest chartbuster.
**Beatles Will Make $Million On U.S. Tour; Epstein Predicts**

**LONDON—**Brian Epstein has estimated that the Beatles will sell more than $5 million worth of material on their second American tour in August. So far there are only 13 days left but another two may be added.

Epstein told New York City promoters that he is due to show the day after their arrival in U.S., which will open Stu- lerman's. The group will have six free days in Los Angeles beginning Aug. 23.

The Beatles' European tour,

**FRIML DECRYS H. K. SOUND**

**HONG KONG—**Hong Kong is a cultural desert for the young people of the colony, according to Rudolph Friml, the composer and pianist. "Your young people are exposed to too much bad music and have few opportunities of hearing and appreciating the better music forms. I am afraid teen-age girls like, those in so many other cities, are exposed to bad music such as rock & roll. We have come back some day and set up classes where I could teach them to appreciate good music." Friml, the composer of over 30 operettas, came to Hong Kong in search of a Chinese story which he could adapt to music.

**CBS Is Showing Results in U.K.**

**LONDON—**Just two months after setting up on its own here, CBS is catching a handsome slice of the LP market—though it has still to establish any local product. Of the store's 100,000

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The Beatles' European tour,
A PRE SUMMER PROFIT FORECAST FAIR & WARNER!

THE FIRST NAME IN SOUND

WARNER BROS. RECORDS

PETULA CLARK - I KNOW A PLACE

HARLOW - Original Sound Track

THE SOUND OF MUSIC - The Trapp Family Singers

FITNESS FOR TEENS - Bonnie Prudden

HE SELLs JAZZ BY THE SEASHORE

A SLOW HOT WIND

Jacqueline Peters

1. KNOW A PLACE - Petula Clark

2. HARLOW - Original Sound Track

3. THE SOUND OF MUSIC - The Trapp Family Singers

4. FITNESS FOR TEENS - Bonnie Prudden

5. HE SELLs JAZZ BY THE SEASHORE - The Paul Smith Trio

6. A SLOW HOT WIND - Jacqueline Peters

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JOHN CASSAR, who hosts a music TV program in Malta, works on an arrangement for Malta's "World Oscar," a December music festival.

This Week's NEWSMAKERS
Around the World

THE EVERLY BROTHERS do their bit at the recent CGD Internazionale show in Milan.

MARIA ROSA, debutante singer, takes a breather at the CGD Internazionale show.

DOLF BOKLER, veteran German composer, recently observed his 60th birthday. He is musical adviser of Peer-Hamburg/Theodor-O. Seeger.

JOHN CASSAR, who hosts a music TV program in Malta, works on an arrangement for Malta's "World Oscar," a December music festival.

Rauno Lehtinen, "Letkis" composer, entertains a group of young-musicians.

Left to right: Margherita, Johnny Dorelli, Laurent, Maria Rosa, Samantha Jones, Phil Everly, Teddy Randazzo and Henry Wright were guests at a party following the CGD's Milan Congress of Stars.

P. J. PROBY is greeted at Copenhagen for his appearance at K. B. Hall by the local brass. Left to right are Hviid Mikkelsen, marketing manager, Skandinavisk Grammophon; Jimmy Henney, Proby's manager; Proby; Mike Sloman, Liberty Records, London, and S.L.G. Gottlieb, managing director, Skandinavisk Grammophon, Copenhagen.

Teddy Randazzo belts one out before an appreciative Milan audience.

The Pretty Things arrive in Amsterdam Airport before their performance at the Blokker Festival.

BILLBOARD, May 8, 1965
So many people have done so much to make this such a wonderful memorable year.

We cannot possibly thank them all—although we would sincerely like to do just that.

To each of you—wherever you are, whatever you do, whether you worked on 'Mary Poppins' for Walt Disney—whether you wrote or performed or drew or publicized or typed or voted us 'Oscars' or 'Grammies' or did any one of the hundreds of things that helped make it happen—thank you.
Popfest Semi-Finals May 22

By OMER ANDERSON

BERLIN — Semi-finals in the German Schlagertreffen 1965 — the 1965 German pop festi-
vale — will be held May 22 in West Berlin’s Deutscher-Halle. Twelve
women will be picked in the semi-finals for the finals June 12 in Baden-Baden. Ger-
man disk companies are gearing for the fast wakening of the win-
ing numbers.

Artists for the West Berlin semi-finals will include the top
women in German name in pop music — Kurt Edelhagen’s orchestra, with
Monika Grimm and Will Brandes, has just returned from a successful 8,500-mile tour of
Russia and Eastern Europe.

Edelhagen played to standing-
room-only crowds on most of
his tour, which included Leun-
grad, Moscow and Sochi, on
the Black Sea, in Russia. Edel-
hausen played to 180,000 in
the three cities.

Others and artists will
include the Blue Diamonds, the
Les Mis Sisters, Ralf Hinnen, Billy Mo, Den-
mark’s Dorthe, Conny Froboess,

and the Norwegian Wencke
Mykle.

The Berlin semi-finals will be
included on German TV’s First
program. Germany is stressing
youth and universality as never before this year. Dorthe will
be in at 418. In July, teen age-
agers will Conny Froboess, Wencke Mykle, and Sw Malmkvist.

The Blue Diamonds are with
entertainers such as Harry Gifford, artistes
and Siw Malmkvist.

Meanwhile, Dr. Erich Schulte,
head of the pop festival com-
mitee, reported to the German performing rights or-

ganization, has defended the
point of the German pop scene
press charges that the festival is not properly organized and
“a large empty exercise in press agent publicity.”

Schulte says the festival is vital for the developing of young ar-

tists and stimulating production of pop music.

Col. of Canada Appoints Gigne

MONTREAL — Columbia
Records of Canada has ap-
pointed reknowned Gigne artists and repertoire man-
ager here. His duties are to discover,

press information and develop both French and

English-language Canadian talent for the Columbiana

and Epic labels.

Gigne was an RCA Victor salesman
in Quebec province and was an executive at its
Montréal headquarters. More
recently he was a buyer for the report

department of Tower’s store.

Columbia plans to expand its recording operations in Can-

ada during the present year.

BILLB’D ADDED CANADA CHART

TORONTO — This week, Bill-
board introduces a chart listing
the top 10 records in Canada, com-
piled from radio station charts and sales figures. The Cana-

dian chart will include the top

ten records in Canada, plus

the top five records by Canadian artists on domestic labels, and a

Top Five Disney sheet.

Because both French-Canadian

records and records entering

in France are popular with

French-speaking Canadians, Billboard’s weekly chart will in-

clude the top five in these two

categories in alternate issues.

EMI Executives to Meet In London for Conferences

By OMER ANDERSON

LONDON — Top executives from the Netherlands and Euro-

pean subsidiaries are gathering in London for the International

Classical Recordists’ Conference

which takes place for 10 days beginning May 14. The rendez-

vous will be held here within the corporation.

The conference, which prèvèved will be chaired by EMI Rec-

ords’ honorary chairman, Richard Dinn; other representa-

tives of the company are man-

aging director Len Wood, God-

dfrey Bridge and Ron White.

The company’s overseas division is represented by its head,

Dr. John Kendall, and deputy head, Ken East. In Paris are Pat-

ton’s Patres-Mar-

cos, Mrs. Catherine Cross and general manager Pierre Rouzeau from Germany Electric

Apart from London, Dr. Veder and sales manager

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age
FROM HIS SMASH ALBUM

THE BIRDS and THE BEES

Jewel Akens

Hits With This Hot Single

'GEORGIE PORGIE'

ERA #3142

On All Charts -
Watch It GO ALL THE WAY!

ERA RECORDS

6515 Sunset Blvd., Hollywood 28, Calif. Area Code 213 • HO 6-1464-HO 6-2161
MUSIC CAPITALS OF THE WORLD

**SYDNEY**

American-born Nat King Cole began show business operations in Brisbane six months ago, his first Australian tour. Cole was promoting Australian artists from the United States and Canada, seen mainly on TV and more recently on radio. Cole has appeared on the special program sponsored by the National Association of Broadcasters and presented through the National Education Association. The special program on radio was distributed through television and radio stations across the United States.

**ROME**

As new releases for "A Record of the Times," "Beyond the Barriers," "The Music of the Times," and "The Days of the Times," new LP's by Rome and Paris are being released. The latest release by Rome is the "Music of the Times," which will be released on the LP label. The Paris release will be "The Days of the Times," which will be released on the LP label.

**TOKYO**

Tokyo Metropolitan Government has announced plans to promote the sale of records in the capital city. The aim is to promote the sale of records in Tokyo, which has a population of 13 million.

**JERSEY CITY**

Jeri Pikowsk, conductor of the Broo State Philharmonic Orchestra in Jersey City, will make a special appearance at the ABC and the Tokyo Philharmonic Society in Japan. The concert will feature the works of Stravinsky, Prokofiev, and Rachmaninoff.

**TORONTO**

Adding chapters to the success story of Quality Record's Canadian presence, "All Over," the single by the band's lead singer, will reach the Top 30 in Canada. The band's latest album, "The Blue Cat," will be released on "Going Places," which features the hit single "Arcade," recorded in a studio in Toronto.

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### HITS OF THE WORLD

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<td>POR UNA CADAVER EN EL BANO</td>
<td>Los Indios Verdes</td>
<td>RCA-Victor</td>
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<td>EL BAILE DE LA JINETE</td>
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<td>SE ME VA LA VIDA</td>
<td>Isabel Sarli</td>
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<td>EL TEMPO DE LA VIDA</td>
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**Billboard HOT 100**

**For Week Ending May 8, 1965**

**STAR Performers**—Sides registering greatest proportionate upward progress this week.

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<td>The Crystals</td>
<td>Mercury 7-3651</td>
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<td>The Four Preps</td>
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<td>Got to Get You Off My Mind</td>
<td>Ray Charles</td>
<td>King 5603</td>
</tr>
<tr>
<td>14</td>
<td>The Race Is On</td>
<td>Little Richard</td>
<td>Chess 1132</td>
</tr>
<tr>
<td>15</td>
<td>What Do You Want With Me</td>
<td>Bobby Vee</td>
<td>Imperial 1386</td>
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<td>16</td>
<td>A Woman Can Change a Man</td>
<td>Little Richard</td>
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<td>17</td>
<td>Yes It Is</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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<td>18</td>
<td>Nothing Can Stop Me</td>
<td>Little Richard</td>
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<tr>
<td>19</td>
<td>Out in the Streets</td>
<td>Ray Charles</td>
<td>King 5603</td>
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<tr>
<td>20</td>
<td>Think of the Good Times</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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<tr>
<td>21</td>
<td>Hush, Hush, Sweet Charlotte</td>
<td>Ray Charles</td>
<td>King 5603</td>
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<td>22</td>
<td>Now That You've Gone</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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<td>23</td>
<td>She's Coming Home</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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<td>24</td>
<td>The Barracuda</td>
<td>Little Richard</td>
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<td>25</td>
<td>Truly, Truly</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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<tr>
<td>26</td>
<td>You Were Only Fooling</td>
<td>Little Richard</td>
<td>Chess 1132</td>
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**HOT 100—A to Z** (Publisher-Licensee)

<table>
<thead>
<tr>
<th>No.</th>
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<tr>
<td>1</td>
<td>Buddy Holly</td>
<td>Peggy Sue</td>
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<tr>
<td>2</td>
<td>The Beatles</td>
<td>She Loves You</td>
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<tr>
<td>3</td>
<td>Elvis Presley</td>
<td>Heartbreak Hotel</td>
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<td>4</td>
<td>The Beatles</td>
<td>I Want to Hold Your Hand</td>
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<tr>
<td>5</td>
<td>The Beatles</td>
<td>Help!</td>
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<tr>
<td>6</td>
<td>Bob Dylan</td>
<td>Like a Rolling Stone</td>
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<td>7</td>
<td>The Beatles</td>
<td>Can't Buy Me Love</td>
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<tr>
<td>8</td>
<td>Jimi Hendrix</td>
<td>Purple Haze</td>
</tr>
<tr>
<td>9</td>
<td>The Beatles</td>
<td>Ticket to Ride</td>
</tr>
<tr>
<td>10</td>
<td>The Beatles</td>
<td>A Hard Day's Night</td>
</tr>
</tbody>
</table>

**BUBBLING UNDER THE HOT 100**

**Compiled from national retail sales and radio station play by the Music Popularity Dept. of Record Market Research, Billboard.**
MEANS
the Hottest new Personality
in the Country

RING YOUR
CASH REGISTER
WITH HIS
BRAND-NEW
ALBUM

AND... STIL RISING
ON THE CHARTS

AND... His ZOOMING
SINGLE

PLUS... HIS
ZOOMING
SINGLE

ABC-PARAMOUNT
"The Big Drive in '65"

Distributed in Canada by
SPARTON OF CANADA, LTD.
Her album of old spirituals, Let the Good Times Roll, draws larger crowds to record stores than you can find at revival meetings. Hallelujah!

The way she fills the wide open spaces in record stores across the country with clamoring customers anxious to buy her big smash album, Gorme Country Style.

The combination of Eydie, Trio Los Panchos and those gorgeous Latin love songs in her album, Amor, is adored by record buyers everywhere. Me? I love Eydie!

What kind of question is that? Haven't you heard that chick do Blame It on the Bossa Nova? Everybody and his brother is buying that one. Get with it and stock up! Dig?

The extraordinary way she sings those great songs from hit musicals in her new album, The Sound of Music. Theatergoers and moviegoers are sold on her ... and that includes me!

Eydie who?

Why do you adore Eydie?

The many sounds of Eydie Gorme on Columbia Records
Record Preview
has one basic purpose—
to help you sell more LPs!

Check this May/June lineup for 10 solid reasons why
RECORD PREVIEW will work for you:

Features on:

**TV FOR THOSE WHO THINK YOUNG**
A lively take on those lively TV shows featuring today's top rec-

**THE 1965 GRAMMY WINNERS**
A presentation of the winning artists, records and artists in all top categories

**DO-IT-YOURSELF DISCOTHEQUE**
How to run a discottheque at home...with a representative

**BAROQUE—"IN" WITH COLLEGE STUDENTS**
Why and how this key area of the classical music spectrum keeps

**PLUS PERSONALITY FEATURES ON:**
The Beatles...Roy Orbison and Jan & Dean

**AND SPOTLIGHT TREATMENT OF:**
Hand-picked Children's, Comedy and Jazz Records

**ALL IN ADDITION TO:**
Nerly 100 of the latest and best albums, illustrated in glamorous full-color—

**AND MORE THAN:**
A dozen best-seller album charts, each with full buying information...on Pop Instrumentals and Vocals...Teen Faves...Folk...Country...Comedy...Children's...Broadway Shows...Movie Soundtracks...Jazz...R & B...Opera...Symphonies...Concerts...

**PLUS:**
The latest and best product of top labels, as advertised in beau-
tiful full-color...

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**ORDER FORM & PRICES**

<table>
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<tr>
<th>QUANTITY</th>
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<td>75,000 &amp; over</td>
<td>7c</td>
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<td>16,000 to 24,999</td>
<td>9c</td>
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<td>5,000 to 9,999</td>
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<td>2,000 to 4,999</td>
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<td>100 to 499</td>
<td>10c</td>
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**ORDER IN 100 COPIES OR MORE!**

Please accept my order for RECORD PREVIEW as noted below and in accordance with the prices shown here. I understand that the total quantity of all issues combined determines the per copy prices I will use in figuring the cost.

**ISSUE DATES**

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<td>Sept./Oct. Issue (out Sept. 10)</td>
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<tr>
<td>Nov./Dec. (Christmas) (out Nov. 10)</td>
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<tr>
<td>March/April 1966 Issue (out Feb. 23)</td>
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**TOTAL QUANTITY**

Price per copy (see schedule)

**TOTAL PRICE**

If my order qualifies for imprinting (200 or more of any single issue), use the above name, address and phone number as shown. Use the form below for this imprint. If I desire different copy for the imprint, I will attach a separate sheet.

Your Name (print):

Your Signature:

Store Name:

Address:

City-State-Zip:

Phone:

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AMERICAN RECORDING ARTISTS

HARRIET KIDSON

PHILIPPE

REMADEMON

JOHN CAGE'S SINGERS-
The Sound of Venice LFS 100

(Continued on page 30)
IT'S GO! ALL THE WAY FOR SUE THOMPSON'S STOP TH' MUSIC
HICKORY 1308
C/W WHAT I'M NEEDIN' IS YOU

ANOTHER JOHN D. LOUDERMILK HIT

HICKORY RECORDS, INC.
2310 Franklin Road
Nashville, Tennessee 37204
HOME OF THE NASHVILLE SOUND
ABC-Para Labels Will Bow New Dealer-Aid Projects

NEW YORK — Westminster and Music Guild Records, ABC-Para’s classical labels, plan to renew their efforts to restore the dealer to the top of the retailing heap.

Paul Wexler, ABC-Para’s executive, and Mary Goldenstein, Westminster sales director, discussed the budget-priced Music Guild will launch a dealer promotion this August. They agreed that the dealer product at a price which will be competitive with racks and discs elsewhere.

Westminster last fall launched its dealer promotion with an offering of Handel’s “Rhodellinda.” The deal enabled dealers—and only to offer the three record set, listing at $14.95, for $8.94. Later, eight items from catalog listing, for $4.98, were offered for $2.98. Third stage of the programs, in November, involved three new Herman Scherchen albums plus 120 Scherchen catalog items.

The program involves the use of direct mail by the dealers. Mailing list customers, on presentation of the dealer letter at the store, may buy the product at a reduced price. Distributors were given a 20-cent credit for each album sold under the plan.

Wexler said the promotion was moderately successful, although not as successful as it might have been given the nature of the product. He explained that while top product was offered, the product was not shipped in the market.

About 7 per cent of the dealers solicited participated in the program, but results with that 7 per cent were encouraging. Wexler said that one major dealer sold eight times as much of the product as he normally would have at regular list price, with no rebates and no jobbing competition.

The 1965 fall program will be based on last year’s plan, but product selected will have wider popular appeal. Product is in the process of being selected and will be announced soon.

Wexler feels that rack operations must depend on heavy traffic, and that, if the store can figure inventory by a sales-per-square-foot formula. Hence, he reasons, the dealer is the only merchandising outlet (other than direct mail) in which the store can figure profit on the line. And he also reasons that putting the dealer in the mail-order field is not his function.

The distributor is not by-passed. All product goes through normal channels until it reaches the dealer. What changes is the dealer’s pricing and merchandising efforts.

The Music Guild dealer promotion, launched early this year, failed because it was the only piece a house is going to do better music. “We have had this campaign planned for some time,” he adds.

As far as the retailer’s scheme is concerned, the manufacturers are prepared to pay half the cost provided the dealers are absolutely certain of getting in the other half—it seems a difficult job—is done unless every one is behind it 100 per cent,” he added.

2 Signed For ‘Bible’ Score

BOLOGNA — Italy’s opera houses and symphonies need $6,400,000 in emergency funds before June 30 if present season commitments are to be honored. Carlo Maria Badiali, superintendent of this city’s Teatro Comunale told the press (28).

A strike of employees of musical instrument makers place prior to Easter Sunday.

New subsidy bill before Parliament, which would become effective July 1, provides $19,200,000 in subsidies to which are to be added an additional 40 per cent of compulsory matching funds which the communities where the opera organizations are located are required by law. La Scala of Milan which forms the bottom of the list, will see its former $3,26 per cent up to 5.63.

One of the new bill’s provisions which would be a backdrop of existing deficits which amounts to $3,200,000 in each of the two largest opera houses, La Scala of Milan and Opera of Rome. project is not EMI’s answer to the dealer’s alarm earlier this year that the manufacturers and retailers share the $280,000 cost of handling the job.

The product should be a better music. “We have had this campaign planned for some time,” he adds.

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ONE THING IN COMMON

All seek and get new business every year by using Billboard's International Buyer's Guide

BILLBOARD'S INTERNATIONAL BUYER'S GUIDE is received and kept and used by more music-record influentials throughout the world than any other publication. Coming August 7. Advertising deadline June 28.
Country Music

Philip Morris Annual Again Attracts 20,000

LOUISVILLE — The Philip Morris Pre-Derby Country & Western Show, annual free promotion, again attracted more than 20,000 people to the Fairground Coliseum here Wednesday day (28). Again in charge of arrangements was W. E. (Lucky) Moeller, Nashville, who handled the event since its inception eight years ago.

Headlining this year's function were Patsy Clarke, Wagonmasters, Norma Jean, Hank Snow and the Rainbow Ranch Band from Texas, and the Texas Troubadours, Dottie West, and Ferlin Husky and His Hugapuppies.

Max West, this year's Grammy Award winner as the country

Festival of Music Chalks Fat Grosses

NASHVILLE -- The Festival of Music, featuring guitarist Chet Atkins, sax specialist Boots Randolph and pianist Floyd Cramer plus a five-piece band, has been racking up upbeat business since it took to the road for a limited tour of engagements four months ago, according to veteran promoter-booker X. Cosse, manager of Park-Co Agency here, which directs the show's bookings.

In five dates, Cosse says, the Festival has played to a capacity of 24,775 people for an estimated $60,000 gross, averaging more than 4,100 payees and more than $10,000 in gross receipts per performance.

Cosse reports that reception to the music-comedy unit, formed in December 1964 after a short trial tryout at the Tidelands in Houston, has been so gratifying that it will hit the college circuit in the fall. Cosse currently is lining up a fall-winter schedule at major universities in the Southeast, Southwest and Midwest.

Upcoming dates include Nash- ville, May 13 and Memphis, May 22 and Atlanta in June. Negotiations also are under way for concerts in Detroit and Pittsburgh, and possibly New York's Carnegie Hall.

Attendance and grosses at individual performances recently were: Little Rock, 4,555 and $11,900; Cookeville, Tenn. (col- lege), 2,960 and $5,300; Mc- Murray, Pa. (college), 1,915 and $5,800; Knoxville, 6,430 and $16,800; Chattanooga, 4,500 and $9,700, and Evans- ville, Ind., $1,500 and $9,250.

Anderson on Tour

MINNEAPOLIS — Bili Anderson and the Po' Boys, who concluded a week's stand at the Flame Room here Saturday (1), embark on an extended tour that will carry through June 5, starting at Valdosta, Ga., May 7.

Other stops are scheduled for Albany, Ga., May 7; Gainesville, Fla.; Akron, 14; Trenton, N. J., 15; FedEx's Ferry, N. H., 16; Cornwell, Ont., 21; Ro- chester, N. Y.; 22; Angola, Ind., 23; Milford, Del., 27; Wilming- ton, Del., 28; Salisbury, Md., 29, and Toronto, 31-June 5.

Neal Pilots Wheeler

NASHVILLE — Kapp Recor- dists artist Billy Edd Wheeler, who concluded a week's stand at the Flame Room here Friday (30) — ranks as one of the most promising country music young guns. Wheeler has signed an exclusive booking and management contracts with the Bob Neal Agency here. Billy Edd has established himself as a top songwriter with such credits as "The Rev. Mr. Black" and "Desert Pete," both of which were best sellers by the Kingston Trio.

K-Ber Skeds "Opry" Chalks Fat Grosses

SAN ANTONIO — KBER, local country and western music station, named by A. V. Barn- ford, will sponsor another "Grand Ole Opry experience at Municipal Auditorium here Sunday, May 5, in two perform- ance of the program. Live will include George Jones, Rusty and Doug, Roger Miller, David Houston, Willie Nelson and Ronnie Smith. General admission tickets are available with reserved tickets at $2.50.

BILLYB, May 8, 1965
YESTERYEAR'S COUNTRY HITS
Change-of-pace programming from your favorite stations, featuring the disks that were the hottest on the country field 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's chart at that time.

COUNTRY SINGLES—5 Years Ago
May 9, 1960
1. Little Girl in Your Life, Jim Reeves, RCA Victor
2. Thank You, Ma, I'm Falling, Hank Locklin, RCA Victor
3. Just One Time, Don Gibson, RCA Victor
4. You're the One I'll Never Forget, Lefty Frizzell, RCA Victor
5. A Place in the Sun, Sonny James, RCA Victor

COUNTRY SINGLES—10 Years Ago
May 7, 1955
1. I'm in the Lilac House, Webb Pierce, Decca
2. Making Believe, Kitty Wells, Decca
3. Live Fast, Love Hard and Die Young, Faron Young, Capitol
4. Tell Him, June Carter, RCA Victor
5. Rainy Night in Georgia, Ray Price, Capitol

"It should surely become a standard work of reference on the shelves of anyone whose business is American or European music."

Record Retailer

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

Music Business

"... and exhaustive tome on the workings of the industry, explaining the rights and obligations of those participating in it. It has the answers to millions of tricky music business questions."

New Musical Express

A TRULY VITAL NEW VOLUME DESIGNED TO BECOME AS BASIC AND INispensable A TOOL FOR THE MUSIC INDUSTRY AS THE DICTIONARY IS FOR THE WRITING PROFESSION. $12.50 per copy

420 pages—6¼ x 9¼

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THIS BUSINESS OF MUSIC, $12.50 per copy

I. Please ship—copies of This Business of Music & bill me for $12.50 per copy, plus shipping, to:

II. I prefer to save shipping charges and have enclosed my check in advance. (N.Y.C. and Calif. residents add 4¼ tax.)

Ship to: (please print)

Address

City, State and Zip Code

When answering ads... Say you Saw it in Billboard

"RAVES" FROM THE PRESS BOTH HERE AND ABROAD!

"... and it's so perfect and so complete. Simply no other book does it as well."

Soundview

"It is precisely the right tool that such people need, a tool that's costing them only two dollars."

Out There

"... a generous, knowledgeable, and thoughtful book that one can only wish had been

available to us when we were learning about the business."

Billboard

"... a rich and rewarding book..."

The Los Angeles Times

"... a book that one should own if one's business is in the music industry."

Donald Parsons, Billboard
WNCN Hosts Recordmen

NEW YORK — “New Releases,” which brings to WNCN’s music microphone from time to time representatives of prominent recording firms, is aired each Sunday through Friday at 11 a.m. Among those classical record company spokesmen who have appeared during the past three and one-half years, have doubled its ratings in the past three months, putting the station into the number two position. One of the most popular features of the program is a contest in which listeners write in for the chance to win prizes valued at more than $500. The winner is drawn at random from the contest entries, and the winner is announced the following week. The station is a member of the National Association of Broadcasters (NAB), and is affiliated with the Columbia Broadcasting System (CBS). The station’s slogan is “The Music Station for Everyone.”

The Country Factor

An emerging and potent force in Denver is country music station KLRA. KLRA, programming services include country and western music, and has been successful in attracting a large number of listeners, especially in the younger age groups. The station has been able to attract new listeners by promoting its music programs through the use of social media and digital marketing. The station’s success has been recognized by several industry awards, including the Country Music Association’s “Station of the Year” award in 2015. The station’s success has been attributed to its unique programming strategy, which includes a mix of local and national talent, as well as its active role in the community through events and sponsorships.

Ameche Offers Custom Service

NEW YORK — The basso voice of radio veteran Jim Ameche is being offered in a syndicated radio service to radio stations across the country. The Jim Ameche Radio Service consists of a series of 10-minute packages featuring Ameche’s signature style of on-air performance. The packages cover a variety of topics, including news, weather, sports, and entertainment. The service is available to local and regional stations on a subscription basis. The Jim Ameche Radio Service is produced by WBBM, CBS Radio Network, and is distributed to stations across the country through the National Association of Broadcasters (NAB). The service is available to members of the NAB on a subscription basis. The service is available to members of the NAB on a subscription basis.

WBBM Wins NCCJ Award

CHICAGO — WBBM, CBS Radio Group, has won the Superior Merit Award from the National Conference of Christians and Jews for the most outstanding radio program to opposing political groups for the year 2000. The award was given for the station’s coverage of the 2000 presidential campaign, which included interviews with both Al Gore and George W. Bush, as well as a series of debates among the candidates. The award was presented at the National Conference of Christians and Jews annual convention in New York City.

WWW.americanradiohistory.com
VOX JOX

By GIL FAGGEN

WMCA threw the party of the week at New York's famous Sheppards' discotheque to welcome its new manager general.

Automation
Key in Strike
Vs. KPOL

LOS ANGELES — Automation and its affect on jobs is a key issue at AFTRA. An AFTRA strike against KPOL, begun April 2, the station axed. AFTRA stickers, stating their jobs were no longer required, appeared on the station's equipment which permits around-the-clock music programs.

Since the two unions struck the background music station, listeners have been demanding KPOL. The second station here striking, station KCLC in San Francisco, operated byে the stations' management, winning the right to have anonymous listeners edit their own tapes.

For the past two weeks union representatives have been conducting a campaign to halt consumer complaints about advertisers over the station. Persons handing out throughways in front of select advertisers have been a prominent sight in Hollywood, their effectiveness being questionable.

Both unions have jointly condemned automation as an unfair policy. Eight AFTRA announcers struck the station April 2, setting up a picket location on Sunset Boulevard and at the station entrance.

International Brotherhood of Electrical Workers' business agent Andrew Draghi claims his union stands to lose jobs because of the automation tape equipment. Claude McCue, executive secretary, says his union is involved because of automation's effects on the industry and conditions.

According to sources that KPOL general manager Fred Custer wants an open shop. An effort to make a deal was made with the station's management. An anonymous bargaining agent was dismissed last March when AFTRA filed a charge of "unfair labor practices" against the station by the National Labor Relations Board.

In two secret ballots, seven AFTRA members out of 12 voted for union representation, the union reports.

Triangle Honored

FRESNO, Calif. — Triangle Broadcasting has been honored with both annual broadcast awards recently from the National Association of Broadcasters for Highway Safety. The radio circuit went to KFRE, Fresno, for its "positive approach toward the dangers of the driving vehicle" in the radio series "Parking Lot '94.

Loyd in Serve

ST. LOUIS — John F. Fox, Jr., Wil managing director, and Robert Hyland, vice-president and general counsel, have been named to the National Board of Directors of the National Communication Board by newly elected mayor, J. Cervantes, in St. Louis.

SEQUE

Ken Garland is the first of the WNEW (New York) group to announce a new affiliation. Ken is to start "Garland's News" for the 1 and 4 p.m. show. . . . John Lyons, WNEW (Worcester, DJ), moves to WABA, the city for air

A new program director, John T. Welling, was announced for WABA, the station for air

VIP APPOINTMENTS: Tom Dunne, president of WWMT-FM (Grand Rapids), was named president of the Grand Rapids Chamber of Commerce, and John T. Welling named director of the Grand Rapids Chamber of Commerce.

Winston, Roy Williams, KOKO (Minneapolis), was named president of the Minneapolis Chamber of Commerce, and John T. Welling named director of the Minneapolis Chamber of Commerce.

SEGUE

The "Turner's TV Turnaround" show by Ken Garland is the first of the WNEW (New York) group to announce a new affiliation. Ken is to start "Garland's News" for the 1 and 4 p.m. show. . . . John Lyons, WNEW (Worcester, DJ), moves to WABA, the city for air

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WASHINGTON, D.C. — The National Association of Broadcasters has named its new president, Roy Williams, KOKO (Minneapolis), was named president of the Minneapolis Chamber of Commerce, and John T. Welling named director of the Minneapolis Chamber of Commerce.

Publisher: THE SATURDAY NOV. 14, 1965

1.00.

THE RADIO RESPONSE RATINGS OF STATIONS AND individual air personalities have been determined by survey of local and national record level of personal, distinctive and record personnel. Not to familiarly, the ratings are compiled of the overall rating of the stations and of the air personalities to influence their listeners and purchase the time in the radio station. The ratings likewise paint the importance of music in all types of stations and allow the listener to purchase the time in the radio station.

BY THE WAY

Weber's Music, 831-24th St., St. Louis, Mo.

THE STANDARDS BOARD (Running Arts and Records)

BY THE WAY

Weber's Music, 831-24th St., St. Louis, Mo.

THE STANDARDS BOARD (Running Arts and Records)
RHYTHM & BLUES

HOT RHYTHM & BLUES SINGLES

Billboard SPECIAL SURVEY for Week Ending 5/9/65

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<td>GOT TO GET OFF YOUR MIND</td>
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<td>NOTHING CAN STOP ME</td>
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<td>ANYWHERE TO RUN</td>
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<td>10</td>
<td>WOMAN'S GOT SOUL</td>
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<td>11</td>
<td>STUMP IN THE NAME OF LOVE</td>
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<td>SUPERMAN, MEDINA 7047 (Jobs, BVM)</td>
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<td>13</td>
<td>A WOMAN CAN CHANGE A MAN</td>
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<td>I'M IN LOVE WITH A MAN</td>
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<td>WHEN I'M 10</td>
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<td>BACK IN MY ARMS AGAIN</td>
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<td>THE CLAPFORD SONG</td>
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<td>HOWLED LOVE</td>
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<td>19</td>
<td>DON'T MISS UP A GOOD THING</td>
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<td>BABY I'M SORRY</td>
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<td>THE BLACK CAT</td>
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<td>IT Ain'T NO BIG THING</td>
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<td>DUST GOT IN MY DADDY'S EYES</td>
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<td>LOVE IS NOT A GAME</td>
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<td>CRYIN' DON'T HELP YOU NOW</td>
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<td>JUST IN CASE OF LIFE</td>
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<td>LET ME DOWN EASY</td>
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<td>28</td>
<td>NEVER, NEVER LEAVE ME</td>
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<td>EVERY NIGHT, EVERY DAY</td>
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<td>DON'T TELL ME</td>
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<td>31</td>
<td>COME SEE</td>
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<td>IT HURTS ME TOO</td>
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<td>TELL HER I'M NOT HOME</td>
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<td>PEACHES 'N CREAM</td>
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<td>37</td>
<td>SNAKE IN THE GRASS</td>
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<td>38</td>
<td>I NEED YOU</td>
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<td>39</td>
<td>YES, I'M READY</td>
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<td></td>
<td>40</td>
<td>Gotta Make Your Love</td>
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NEW ACTION R&B SINGLES

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<th>Title, Artist, Label &amp; No.</th>
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<tr>
<td>BABY I'M SORRY</td>
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<tr>
<td>MUSTANG SALLY</td>
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<tr>
<td>I Don't Have to Be Sorry</td>
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<tr>
<td>TOP R&amp;B JOCKEY'S PICK-OF-THE-WEEK</td>
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DJ SPOTLIGHT

CHUCK MOORE, KPRX, Kansas City, Mo.

Cousin Herb LANCE, WERT, Atlanta
How Long Will It Last, Joe Anderson, Heidi 110
Yes, I'm Ready, Barbara Mason, Artco 105
LP—Best of Solomon Burke, Atlantic 8109 (M)
EDDIE CARRINGTON, WQAD, Columbus, Ohio
I've Been Loving You Too Long, Otis Redding, Volt
Love Is a Little Word, James Phillips, Argo 5490
Goodbye So Long, Ike & Tina Turner, Modern
It Hurts Me Too, Elmore James, Enjoy 1951
LP—Best of Solomon Burke, Atlantic 8109 (M)
BILL CURTIS, WQFD, Buffalo
Goodbye So Long, Ike & Tina Turner, Modern
The Real Thing, Ike & Tina Turner, Atlantic 604
Jerk It, Gypsy, Old Town 1180
LP—Dance With Daddy (D), Gena Barge, Checker LP 2064 (M)
BUPF THOMAS, WIVA, Memphis
Goodbye So Long, Ike & Tina Turner, Modern
LP—Temptations Sing Smokey, Gordy G-912 (M); DS 912 (M)
LARRY HAINES, WCPE, New Orleans
That's When I Cry, Anne King, Smash
Crying in the Chapel, Carl Fray, Port
There's Something on Your Mind, Baby Lloyd, Lola
LP—Yes, I'm Ready, Barbara Mason, Artco 105
LP—Best of Solomon Burke, Atlantic 8109 (M)

HOT R&B LP's

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<td>1</td>
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<td>TEMPTATIONS SING SMOKET, Gordy G-912 (M); DS 912 (M)</td>
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<td>2</td>
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<td>MIRRORS GREATEST HITS FROM THE BEGINNING, Tamla T-254 (M); TT-254 (M)</td>
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<td>3</td>
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<td>SAM COOE AT THE COPA, RCA Victor LPM 2730 (M); LSP 2970 (M); 2515 (M)</td>
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<td>IMPRESSIONS GREATEST HITS, ABC-Paramount ABC 515 (M); ABC 515 (M)</td>
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<td>5</td>
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<td>PEOPLE GET READY, Impressions, ABC-Paramount ABC 505 (M); ABC 505 (M)</td>
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<td>6</td>
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<td>SHAKE, Sam Cooke, RCA Victor LPM 3367 (M); LSP 3367 (M); 2515 (M)</td>
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<td>D. B. KING, LIVE AT THE REGAL, ABC-Paramount ABC 509 (M); ABC 509 (M)</td>
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<td>THE MONSTER, Jimmy Smith, Vee Vee 6118 (M); VE-6118 (M); 2515 (M)</td>
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<td>SOUL SAVES, Carl Tjalder, Vee Vee 6114 (M); VE-6114 (M); 2515 (M)</td>
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<td>10</td>
<td>THE GREAT OTIS REDDING SINGS SOUL BALLADS, Vee Vee 411 (M)</td>
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HOT SPIRITUAL SINGLES

1. PEACE, BE STILL. James Cleveland, Savoy 2417
2. WAITING FOR MY CHILD. Consoler, Nashboro
3. MORE THAN A HAMMER AND NAIL. Staples Singers, Epic 9748
4. AROUND GOD'S THRONE. Consoler, Nashboro
5. WALK AROUND HEAVEN ALL DAY. Caravants, Vee Jay 945

HOT SPIRITUAL LP's

1. ON THE BANKS OF JORDAN, Vol 4. James Cleveland, Savoy NG 14096
2. PEACE, BE STILL, Vol 3. James Cleveland, Savoy NG 14076
3. HEAVEN, THAT WILL BE GOOD ENOUGH FOR ME. James Cleveland, Savoy NG 14102
4. AMEN. Staple Singers, Epic LPE 24132
5. A BRIGHT SIDE. Mighty Clouds of Joy, Peacock FL 121

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SPOTLIGHTS OF THE WEEK
SINGLES REVIEW POLICY

Every single sent to Billboard is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of outlet. Names are present for listeners only. No listing or printed or recorded receiving a 2 star rating or less.

May 8, 1965, BILLBOARD
By ELIOT TIEGEL

LOS ANGELES — Auto- stereo, manufacturer of tape cassette players, has introduced the "Music Bar," a music bar to help customers select their favorite tapes. Located on Sunset Boulevard, the music bar is an attractive glass-walled building called tape City. Six playback units are in a L-shaped corner. Staffed by trained personnel, it enables every individual customer to audition any tape he wishes. The tapes are freely passed around since the play does not affect the sound quality, says general manager Frank Mullen explains.

Music librarians wait on the customers. Behind the music bar, building, the company has an installation shop and a warranty facility, so it is possible for a customer to have a car unit installed and audition a supply of tapes at the same time.

Large wall loudspeaker units are built into the music bar. A closed-circuit TV system allows Mullen to observe the music librarians - and the customers - in the music bar. Mullen is also able to hear the sales conversation. If there are any questions from customers, he is able to shoot across the parking lot to the music bar and give advice.

Mullen claims it is only a matter of time before record players are phased out for tape machines. Tape will not unseat records, he claims, but will open new markets for reproduction.

Auto-stereo's music bar sells half-inches (2.2 and $6.95) and a hour tapes ($10.95) and two-hour tapes ($17.95). The music bar is a part of it network of distributor-dealer outlets.

One Tape City saleslady told Billboard that once a customer began shopping by to audition tapes, it was possible to expand his repertoire into such areas as classical music.

During the interview a long Cadillac pulled up with five men entering the store and one purchasing several cartridges. When they left, the saleslady told Mullen the party was from Mexico City. The growing acceptance for tape cartridges on the international level is an area which hasn't been scratched.

Several American movie stars have had a car unit installed and have asked to become distributors in American and overseas locations, Mullen said with pride.

EQUIPMENT NEWSLETTER

Excise Tax Bill Near Airing

By DAVID LACENBRUCH

Editor

The most important legislation of the year—from the standpoint of the home entertainment dealer—is the Administration-supported bill to cut or eliminate some of the manufacturers' excise taxes.

Outside of a few offices on Capitol Hill, nobody will know what the "official" version of the bill is. For at least until the week of May 10. The ATSC (American Telephone & Telegraph Co., under the direction of Chairman Wilbur Mills [M.D.], Ark.), has blocked the entertainment dealer can play an important role in the final proceedings.

The bill may provide for the complete elimination of the 10 per cent manufacturers' excise tax on TV's, radio, phonograph, record and high-fidelity equipment. Or it may provide for a 50 per cent cut in 5 per cent of the manufacturer's selling price. Or it may completely skip the category of home entertainment equipment.

VRadio-phonograph manufacturers, in their testimony to the Ways & Means Committee, have already promised that they will pass along the tax cut to their dealers and the consumer any tax cut provided in the bill. This means lower selling prices with no cut in profit margins. It means the consumer will be able to buy better quality equipment at the former prices of low-end gear. Complete elimination of the tax can mean the highest level of prosperity that the home entertainment dealer has ever known.

DURING THE LAST MONTH, there have been some signs of faltering in the high level of profit margins due to the buying of consumer durables. This could be a warning sign—although an indication of the tax cut or tax relief could come in the nick of time.

Several bills have already been introduced which would eliminate these excise taxes. Some would provide floor-stock refunds for dealers. The Institute of High Fidelity is backing one of these bills, introduced by Rep. James Burke (D., Mass.) to eliminate the excise tax and provide for rebates to dealers. For information on auto-stereo component dealers can do to back this bill, write to the Institute of High Fidelity, 516 Fifth Ave., New York.

The Electronic Industries Association feels that all energies of manufacturers, distributors and dealers should be focused on the House Ways & Means Committee between now and May 10, since that Committee's bill would undoubtedly be the one which is finally passed—although it may be amended along the way.

For dealers who favor removal of the excise tax, the important thing is to be well organized. If you have a Congressman on the committee, a letter, wire or postcard urging complete removal of the tax, and floor-stock refund for dealers on equipment in the store at the time of repeal, will carry added influence. If you don't have a Congressman on the committee, but you do have a Wilbur Mills, chairman, he will express your wishes.
**BULK VENDING news**

**Minnesota Needs a Trade Association Now!—Lohrke**

BY ROY WIRTZFIELD

ST. PAUL—Minnesota badly needs a State bulk vending association for the mutual benefit of distributors and operators, a local distributor believes.

Du Wayne O. Lohrke, owner of Futura Vending Supply Co., cites many legislative, tax and other common problems that such a group could attack. "Unfortunately," he said, the trade has many individual operators who are afraid to meet with their competition and discuss common problems. Yet, this is the way to progress and is needed here.

"So, I am looking forward to forming such an association, as well as soliciting more members for the National Vendors Association. Membership in the national group brings many benefits, too," he said, "including legal counsel, legislative approaches and opportunities to meet the manufacturers at trade fairs."

Lohrke said other problems that the State association could tackle include restrictions on the common fear of operators that blue sky firms might come into the picture, together, the group might have some success against this problem."

**Commissions**

Another matter might be some form of unified action on commissions, he said. Operators have complained about unusually high commission payments.

This high commission problem sometimes leads to overpayment of poorer performers on the basis of accepted rates that in the increase in this area."

As the Twin City distributor for Oak Manufacturing Co., Lohrke serves a region in Minnesota as the chair and extending into neighboring States. He entered the vending field

(In continued on page 4)

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**COLORADO**

**A Survey of State Business Regulations**

DENVER—According to officers of the State Department of Revenue, Colorado does not license the operation of vending equipment. At the municipal level, however, licenses and fees are levied.

In Denver, for example, the

**Ford Gum Replies**

**In 150G Suit**

Akron, State of New York... is being pursued in territorial limits of this Court.

Attorneys for the plaintiffs here, Librach, Helfer & Byrne, asserted that since Ford Gum & Machine Co. had no registered agent in Missouri, the summons had to be served in New York. Federal District Judge Meredith, recently returned from vacation, is expected to rule on the new motion shortly.

---

**CONFISCATION DOESN'T SLOW GUM SALES**

**KINGSPORT, Tenn.**—Thirty-two bubble gum machines confiscated by Sullivan County constables because of an alleged lack of licenses were highly patronized during their brief stay in the Public Safety Building here.

"People kept walking into my office and saying, 'Get me a stick of gum from the machines,'" said Constable Elmer Frazier. 

By the time the vending company owners claimed their equipment they had. As a result, many of the venders were ready for refills.

---

**BULIT FOR BUSINESS!**

**MARK-BEAYER**

**Bulk Vending Machines**

Full of built-in advantages for longer life and greater profits.

**VENDOR**

**MFRS., INC.**

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**NEW TOPPER "66"**

**Now Vends Capsules**

15c to 50c.

The world's most popular new product in vending. Dependable Rocky Mountain quality and construction. This new Topper is made by Bumble Bee, the people who brought you the world's most popular "66" Capsule. Extensive use of metal and plastic, all the Up-to-date features. A real value. stocking and selling.

**NEW VEND-CAPSULES**

**VENDOR INTRODUCES**

The latest in skillful design. Every "66" Capsule is custom made in an assortment of sizes and colors. Each capsule is individually wrapped. Machine printing and complete inventory control. A real value. stocking and selling.

**NEW VEND-CAPSULES**

**VENDOR INTRODUCES**

The latest in skillful design. Every "66" Capsule is custom made in an assortment of sizes and colors. Each capsule is individually wrapped. Machine printing and complete inventory control. A real value. stocking and selling.

**PARKWAY MACHINE CO.**

715 East St.

Baltimore, Md.

**BILLBOARD**, May 8, 1965
MINNEAPOLIS—The situation wasn't grim, but it was disturbing. Children and adults alike were starved. It was an empty world. So were the jelly bean and peanut automatic machine stands. Until the April 5 floodwaters in Minnesota consumed the Brook Park Automatic Machine stand, Blackdog Division, with the prospect of nothing to munch or smoke. 

With the waters 17 feet deep all over the place, the risks of the boys from Vandall Distributing making their regular service call seemed slim.

Then, hark! The putt, putt of a motorboat was heard, and the Vandall delivery boat, Mary M., nosed up to the railroad spur, service as usual.

Highway travel was out of the question, reported Vandall's Earl L. Groth. "Many of our highways were closed and travelers had to wait in line for hours to cross the few bridges that remained open. Many of the bridges were jammed, with people hanging on to their toothbrushes waiting for the Crest to come."

RUSK KNOLL, of Vandall Distributing Co., servicing flood-isolated Minnesota power station.

RUSSELL GUNDERSON, of Vandall, is greeted by power station employee wearing Mae West as flood waters stop to within inches of plant's main floor.

Coming Soon:
May 8—NAMA Illinois State Convention, LaSalle Hotel, 10 North LaSalle Street, Chicago.
June 3-5—North Carolina Vending Association Convention, Ocean Reef Hotel, Myrtle Beach, N. C.
June 26—Western Vending Machine Operators Association, Las Vegas, Nevada. Location to be announced.
Oct. 16-19—National Automatic Merchandising Association Convention, Miami Beach, Florida.
Oct. 16-19—National Vendors board of directors meeting, Miami Beach, Fla.

Minn. Needs a Trade Assn.

in 1958 as an operator of a small route. In 1963, he joined Vandall Co., Twin City distributor, and served as sales manager until his departure last February 1.

A month later he opened his own distributorship in a 1,600-sq. ft. store front location in the Midway area, halfway between downtown St. Paul and Minneapolis.

Severe snow and recent floods, which marked the Minnesota spring, delayed his opening operations somewhat.

However, he anticipates an excellent summer and fall at this location, which happens to be near the offices of Northern Nut Co., St. Paul, a major vending supplier.

Lohrke has also completed arrangements for handling sponsored penny-gum vending machines for the support of Minnesota Sheriffs Boys Ranch, a new project for delinquent and disadvantaged boys of the State.

One of the hottest merchandise items currently is the penny Monster ring, Lohrke says. Twenty cent capsules have not been good, he observed, citing poor quality contents or inadequate activity in the new coinage. Extensive public relations and information work and successful national and Western trade shows.

SCHOENBACH CO.
Manufacturers Representative
Ammu-Ammo Distributor

Special Introductory Offer
With every 13x15 gum box purchase, you get one of the following greats at no cost—free of charge—certainly

- 8x10 Royal Max
- 8x10 Oatey Max
- 8x10 Reverb Max
- 8x10 Topper Max
- 8x10 Mac Max
- 8x10 Deluxe Max
- 8 x 10 Ideal Max
- 8x10 Thompson Max

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GUM & CAPSULE VENDORS

A REAL SALES STIMULATOR
IN ANY LOCATION
Beautifully designed mechanics
Mechanically perfecting machines
Perfecting every detail

Leaflets, Capsules, Chicks; Gum, Nuts, Realtas, Painters, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Packed Candles; 1 Hershey's 320 count and 500 count Candy Coated Baby Chicks; Leaflets; Coin Wrappers; Stamp Folders; Sanitary Napkins; Sanitary Supplies; Route Cards; Charmi, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.

RAT FINKS
Buy direct from manufacturer and save.

per $5
41
in orders of 5M and up.
$6 per M under 5M.

Send 1/2 cash with order, balance C.O.D.
Samples furnished upon request.

PLASTIC CHARACTERS CO.
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Please rush complete information and prices on machine manufacturers' SUPER STEEL BALL, WIRE, FLAT CONCENTRIC VENDORS (as illustrated) as well as other North-Western machines.

NAME
COMPANY
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Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nut, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Packed Candles; 1 Hershey's 320 count and 500 count Candy Coated Baby Chicks; Leaflets; Coin Wrappers; Stamp Folders; Sanitary Napkins; Sanitary Supplies; Route Cards; Charmi, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.

YOU COUNT MORE WITH OAK

WRAPPED GUM VENDOR

This new concept in vending dispenses paper- wrapped gum without sticking. Think of the time you save in service. Just 'dump in' merchandise the same as you would ball gum, nuts, or charms. Attractively designed with all the popular features of the Vista Medall machines, the new wrapped gum vendor accommodates any of the many wrapped items soon to hit the market. The dispensing unit is precision engineered and crafted of long life Tuflon which assures you trouble-free operation. Oak's wrapped gum vendor measures 16"x8" high, 8" wide, and 89% deep. Weight is 1.75 lbs.

F. D. O. Los Angeles

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www.americanradiohistory.com
NEW YORK — One of the metals considered very much in the running in the U. S. coinage derby, Billboard learned last week, is an alloy developed by the International Nickel Co. Although the alloy was described as "a very strong competitor," a leading vending industry technical expert in a statement last week following several months of tests, a key Inco official told Billboard that as far as the Treasury was concerned, "We were in the running as of yesterday morning" (April 28).

This opinion came from Inco vice-president Frank LaQue, who is in charge of the company's coinage metal development.

As yet unnamed, the Inco coin metal, according to LaQue, contains 95 per cent nickel and 5 per cent silicon. "We have tested coins made of this alloy in all types of vending equipment and have found that it works in present mechanisms at out of 10 first tries," LaQue said.

Vending technical experts demanded nine out of 10 first try acceptances.

### Strip of Tape

LaQue explained, however, that the Inco alloy works in existing coin rejectors only if a strip of special tape—developed by Inco in co-operation with Minnesota Mining & Manufacturing Co.—is applied to the rejector mechanism. "This creates the precise amount of friction necessary to accept our new coin and prevent silver coins," he said. "The time required to make this tape is negligible, and is performed as a part of a five-minute, the Inco official added.

LaQue also told Billboard that while developing a coin metal, Inco invented a new concept coin acceptor, "capable of greater discrimination than those currently in use." An electronic device, the Inco rejector would accept only coins with the peculiar magnetic qualities of the new Inco coin metal and present high-alloy silver coins.

### One Less Step

The new Inco coin and rejector would be a boon to the operators, providing replacement needs every 90 days.

---

**Realistic Action Touted On 1965 Bally Bowl**

**CHICAGO**—Bally Manufacturing Co. has begun delivery of its 1965 Bally Bowl, which company officials described as "the boldest, boldest performance through the use of "swivel action pins."

Successful achievement of the Inco coin alloy works in existing coin rejectors only if a strip of special tape—developed by Inco in co-operation with Minnesota Mining & Manufacturing Co.—is applied to the rejector mechanism. "This creates the precise amount of friction necessary to accept our new coin and prevent silver coins," he said. "The time required to make this tape is negligible, and would receive a scrap.” An electronic device, the Inco rejector would accept only coins with the peculiar magnetic qualities of the new Inco coin metal and present high-alloy silver coins.

### One Less Step

The new Inco coin and rejector would be a boon to the operators, providing replacement needs every 90 days.

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**Say Illinois Solons Have Tobacco Deal’**

**By RAY BRACK**

**SPRINGFIELD, Ill. — The Governor's tobacco tax increase proposal is likely to get enough GOP support for passage in exchange for Democratic backing of long-oversDue State reparation legislation, Billboard learned last week. The tobacco tax bill, requested by Gov. Kerner in late March to help meet the State's two-year $4 billion budget, would double the State excise tax on cigarettes from 4 to 8 cents a pack and would, in addition, give cities the authority to collect up to 3 cents more on each pack of smokes.

The bill, which has been postponed by the Democrat-dominated House, has the backing of the Illinois Municipal League.

---

**D. Gottlieb & Co. Shipping Two-Player Pin, Hi Dolly**

**CHICAGO**—D. Gottlieb & Co. marked its latest two-player last week. Designated Hi Dolly, with apt prima donna graphic treatment, the new product introduces "duo-roto targets" as high score play incentive.

**Publishing Interests Form Copyright Comm.**

**NEW YORK—Representatives of major copyright interests—mainly legal counsel for licensing societies, music and book publishing associations, broadcasters and motion picture producers, have formed a "Co-Ordinating Committee of Copyright Reviewers" for the purpose of backing the proposed revision of the 1909 Copyright Act. Members of this committee, including Herman Finkstein, ASCAP, and Sidney Kaye, BMI, are scheduled to appear as witnesses in hearings before the House Copyright Subcommittee. Hearings get under way May 13. One of the proposed revisions to the Copyright Act is the removal of the performance royalty exemption for juke box operators. ASCAP and BMI spokesmen, together with other persons representing the interests of music publishers, are expected to testify in the first week of the hearings. Complete details of the hearings appear in a story on Page 1 of the current issue.
because it's big business for your customer! It spreads the word his place is the place to go-go-go for those who know! His customer gets the card...carries it with him wherever he goes—shows it to everyone, everywhere! This card is the much sought after status symbol of the JUKE SET...an exclusive of his place! It's free Business Insurance...insured by this “Walking Delegate”—who exposes and broadcasts your customer’s location as authentic Discotheque. His place becomes a private club—with an entree of a Personal Card signed by Killer Joe, authorized only by Rowe Distributors. It's the card that means business for him—and more business for you!

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Complete merchandising package to establish your Discotheque...Killer Joe 5-foot blow-ups...Striking banners and streamers...plus many interior decorations...Newspaper ads...Radio spots. ROWE AMI DIPLOMAT...

the music console with the big, live sound of Stereo Sound® that makes your place an authentic Discotheque...and makes you authentic dollars. KILLER JOE PROGRAMMING!

200 selections...give you...more program flexibility...more continuous music...more...of what your customer wants.
Swiss Coin Trade Has Banner Year; Location Siting Studied

By OMER ANDERSON

ZURICH — The Swiss have applied their gift for precision to the coin machine trade—with predictable results: this country has Europe’s soundest trade, as measured by the Swiss.

Nowhere else in Europe, and very likely in the world, are coin machines operated with such a high rate of return by such solid businessmen with so little fanfare.

The Swiss are now embarked on what promises to be the most prosperous operating year ever. Operators have completed a winter of replacement and restocking of equipment, and plans for 1965 will substantially expand the nation’s overall operating patterns.

Scientific Siting

This is being accomplished in part by an increase in equipment, but mainly through more scientific siting to top locations with high-volume patronage on night and day operating hours.

As one operator here observed, “It’s not how many machines you operate or how much money they have that counts—where you have the machines.”

In the last three years, the total number of phonographs on location in Switzerland has risen from 10,000 to 12,500—but collections have increased 45 per cent.

High Type Businessmen

Werner Swazey, a leading operator, explains, “The answer is, I believe, that nowhere else in the world does operating attract, if I may say so, such high-type businessmen. And not only Swiss, but also other countries producing machines keep electronic measuring instruments in people’s homes.

The average Swiss operator is rarely seen handling his equipment—that is the operator whose job it is dealing with location owners. His job is management and supervision, and he sticks to it.

Efficiency Studies

Some of the larger Swiss operators (who may have several thousand phonographs, vending machines and games on location) conduct efficiency studies and make use of management consultant services in the same manner as any other business.

By contrast, the German operator has fewer than 50 machines on location and does a major part of maintenance and other routine work himself. He is, as a consequence, too immersed in day to day routine to seize opportunities to upgrade his enterprise. With the Swiss operator, a constant quest is pushed for greater operating efficiency and increased collection per machine.

The Swiss passion for efficiency and precision in profitmaking is carried into intra-operator relations in other countries. To illustrate, the Swiss Operators’ Association has arbitration machinery to handle disputes over locations and contracts and to police coin machine advertising.

The result: very few public squabbles and a minimum of get-rich-quick promoting. The Swiss operator is—and is regarded as—a solid businessman, a pillar of the community (which he usually is).

This all adds up to the fact that 90 per cent of Swiss phonographs are operator-owned.

Getting Rock-Ola Tour

WAIST-DEEP IN PHONOGRAPH mechanisms, Eduard Valentin (left), Nova Apparate head service engineer from Hamburg, shows the quality control stage of the phonograph assembly line at Rock-Ola plant in Chicago by Rock-Ola Art Janacek (right), Valentin is equally expert in music and vending equipment.

RAILROAD to Europe

AERI EXPRESS SHIPMENTS to Europe have begun by Rowe AC Manufacturing to fill the Continental demand for the Rock-Ola Clementon phonograph. Shown here checking off a recent consignment are (left to right) Jim Butterfield, chief of Rowe; John C. Mahfield, Rowe AMI Air Express International; Harry Titus and Ed Clark, of Seabees Belguin World Airlines, and Myron-Hoffman of Rowe AMI.

what you should know about model car commercial track before you invest

Strombecker Corporation, world leader in model railroading, describes the opportunity available with Strombecker Raceways (commercial slot tracks), America’s fastest-growing, action-adventure specialty, in a new booklet just published.

If you are seeking an unusual business opportunity or are currently investigating the excellent profit potential of slot racing, we urge you to put at the facts directly from the leader, Strombecker Corporation.

Only Strombecker gives you the complete package: tracks, controllers, lap counters, electrical connections, location and store planning, merchandising, parts and accessories, vending, and a consumer advertising and promotion plan that extra-costlessly oversells traffic. Write for details at once. No obligation.

Strombecker Raceways

Arizona Kiddie Ride Sold Firm

PHOENIX, Ariz.—Southwest Kiddie Ride, Inc. of 1609 E. Monte Vista here, has been sold by Dwain Hickerson and Walter Gray to Jack Peterson, who is associated with a major Arizona firm.

The company has rides on location in supermarkets, drugstores, variety stores and other large retail chains throughout the State.

A spokesman for Don Woods Realty Co., agent for the sale, said some $35,000 worth of equipment was involved.

FOR COINMEN:

- More News
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THIS WEEK

In BILLBOARD

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NEW JERSEY MANAGEMENT GROUP meeting recently convened 125 executives from the Rowe AC Manufacturing plant at Whippany, N. J., a number of whom are pictured above. Rowe President Jack Harper (fourth from right, first row) praised the sales and manufacturing divisions for their spirit of co-operation.

Chi Coin Appoints 2 Outlets in L. A.

LOS ANGELES — Badger Sales Co. and the C. A. Robinson Co. have been appointed distributors for the Chicago Coin Machine Division of Chicago Dynamic Industries, Inc., in Southern California.

Appointment of the firms, both of which are located here, was announced by Mont Secore, director of sales for Chicago Coin.

Badger Sales, headed by Carl Happel, is located at 2251 West Pico Boulevard here. The C. A. Robinson headquarters are at 2301 West Pico Boulevard. The firm's top executive is Charles A. Robinson.

Appointment of the two distributors coincided with the manufacturer's introduction of a two-player baseball game, Big League.

Other Chicago Coin products displayed at the new distributors are Super-Sonic, a ball bowler, Triumph puck bowler, Pop-Up bouncing ball game and Mustang, two-player pin game.

The two firms were officially welcomed to the Chicago Coin distributor net by top manufacturer executives Samuel Welberg and Samuel Gensburg.

Big Demand for Bally Fact Sheet

CHICAGO—Heavy operator demand for the Bally equipment fact sheet advertised in Billboard recently (April 10) will delay mailing briefly, company executive Herb Jones has announced.

"Because we are providing loose-leaf binders for the fact sheets," Jones said, "I can't simply throw them into an envelope and mail them."

The binders contain three or four loose-leaf pages for each new Bally game, including a glossy photograph. All features and important data are listed.

"In the future," Jones said, "supplement sheets will be mailed automatically, but setting up the procedure takes time. I hope operators will be patient."

Big League Baseball 2-Play Added to Chi Coin Line-Up

CHICAGO — A new two-player baseball game was introduced to the industry by the Chicago Coin Machine Division of Chicago Dynamic Industries, Inc., last week.

The new product is called Big League, and, according to company executives, "is loaded with action and animation."

Specifically, the unit features seven "hit and run" targets, all of which have additional value when lighted. Another feature touted highly by company officials is indicators for first and second player team standings.

The player who advances his team standing scores 10 extra runs. (The standing is adjustable from fourth to first.) The same number of extra runs are scored when the batter lights the words "Big" and "League" on the lightbox. Lighting of the names is achieved by hitting the prescribed playfield button when lighted. Lighted playfield button action also advances team standing and grants extra scoring.

In the center of the outfield are three additional buttons which score one, three or five home runs, if hit when lighted. Ten home runs are scored when the player hits the home run target with its special star lighted. The unit is available in twin, single, free-play and novelty models.

The Mantle of Distinction—Membership in NCMDA!

THE NATIONAL COIN MACHINE DISTRIBUTORS ASSOCIATION

30 North La Salle Street, Chicago, Illinois 60602
Phone: 312-246-906

Our 17th Year

N.C.M.D.A.

THE GROWTH ASSOCIATION

WILL DO ALL IN THEIR POWER to build a strong, efficient WHOLESALE ASSOCIATION for their industry.

ARE PERSUASED that it behooves them to band themselves together with the strongest ties possible for mutual counsel and support.

AFFIRM that it is ONLY by POOLING their resources of TALENTS, TIME AND FINANCES that any ADOPTED PROGRAMS can function "more effectively" FOR THE INDUSTRY and THEIR RECIPROCAL BENEFIT.

ARE YOU A MEMBER of N.C.M.D.A.? DO NOT LET ANOTHER DAY PASS UNTIL YOUR APPLICATION "IS ON THE WAY" and YOU HAVE TAKEN YOUR PLACE WITH YOUR PeERS AT WORK.

The 1965 ROCK-OLA GRAND PRIX

the 160 play phonograph for all locations intermixes 7" LP's, singles, 33 1/3's, 45's... plus unexcelled stereophonic reproduction

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FOR ADVANCED PRODUCTS FOR PROFIT

Rock-Ola Manufacturing Corp.
333 N. Halsted Ave. - Chicago, Ill. 60610

BILBOARD, May 8, 1965
S. Gets he acceptance technological committee the coin making up NAMA "But State New U. N. H. Don't see YOUR YOUR 1965, - 7. Dope on Inco U. S. Coinage Entry Extending Fire Dept. Balked Parts-For-Assembly "S. JOHN INSALATA CHICAGO—National Automatic Merchandising Association associate legislative counsel S. John Insalata, recently was ad- mitted to practice before the U. S. Supreme Court. Thomas Kerester, of the House Ways and Means Com- mittee staff, moved for Insalata's admittance. Insalata serves on three com- mittees of the American Bar Association and is also active with the Illinois Bar Association.

NAMA Attorney Gets High Court Practice Okay

sill-nickel coin has been found to be slightly harder than present silver coins. Whether this would create problems over long-term production is problematic, he said. The Canadian Mint has tested the coin metal and declared it satisfactory.

No Pressure

"We are putting no pressure on Treasury or congressional of- ficials for adoption of our metal," LaQue said. "We are co- operating with everybody, in- cluding the NAMA. We feel if our coin metal is found to have sufficient merit, it will be adopted." The NAMA statement re- jecting the Inco metal last week, declared: "So far, the coins sub- mitted for testing by the Inter- national Nickel Co. have not met our needs (workability) in present mechanisms without changeover satisfactorily. We have assured their representatives of our interest if they do suc- ceed in producing a reliable coin.

"It would obviously be in our industry's selfish interest to dis- cover and endorse additional possibilities to replace the pres- ent 90 per cent silver coins."

The NAMA statement came from association executive direc- tor Thomas B. Hungerford.

MERRY MONTH OF MAY

Come see the variety of coin machine values abloom at David Rosen's. Send for our New Complete Machine Listing and pick a bouquet of sales-priced Items. SAVES EVERY MAY DAY

Exclusive Rows AMI Distributor En.Pa., S.Jersey Del., Md., D.C. DAVID ROSEN INC. 855 M. BROAD ST. PHILA., PA. 19123 Phone: 215 Type 275849

SPACE CAPSULE kiddie ride manufactured by Pacific Amusement Co., of Thousand Oaks, Calif., is now in full distribution. The 10-cent ride offers kids a simulated trip through space (the excitement heightened by sound and color motion pictures) all in a location space of 60 by 30 inches. Unit got an advance showing at MGA trade show last fall.

GOTTLIEB'S 2-PLAYER

- A-B-C-D Feature Lights "Duo-Roto-Targets" for Super High Score.
- 3 Different Ways to Make A-B-C-D.
- Out-Ball Scores 100 Points When A-B-C-D is Made.
- Holder of A-B-C-D Scoring Stimulates Repeat Play.
- "Shoot Again" Feature Scored on "Star Target."

All New:
1. Colorful "Sunburst" pop bumper caps
2. "Easy-Vue" Angled Plastic Bumper Caps
3. Night Plated Steel Plunger Housing
4. Extra Heavy Duty Ball Lift Shaft
5. Floating Playfield Plastics Stops Wearage
PLUS THE GOTTLIEB ORIGINATED STANDARDS:
1. Beautiful Stainless Steel Cabinet Trim
2. Chrome Plated Cabinet Legs
3. Elevating Metal Jewel Posts
4. Playfield Protection Rings Under Pop Bumpers
5. Plated Metal Lightbox Door For Added Security
6. "Hard Cats" Playfield Finish For Extended Life
7. Playfield "Aero-Clamp." Also Plus Three or Five ball play—match feature—available with twin main chassis

SAY YOU SAW IT IN BILLBOARD

D. Gottlieb & Co.
1140-30 N. Kostner Avenue • Chicago, Illinois 60651

May 8, 1965, BILLBOARD

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Massachusetts Trade Shocked By $150 Vend Tax Proposal

BOSTON—While Massachus-sets, which already has a State income tax, is wrestling with ways to avoid imposing a 3 per cent sales tax, a labor leader has come up with a proposal that has rocked the vending industry here. A $150 per machine levy is the suggestion of Edward T. Sullivan, business manager of Local 254, Building Service Employees Union, AFL-CIO, as a means of "raising millions of dollars to offset the brewing financial problems of the State."

He described his tax on vending machines, candy, coffee, chewing gum, sandwiches and a "host of others" as a "great untapped source of revenue."

"The profits of this industry are tremendous and growing all the time," Sullivan was quoted as saying. He also contended that the majority of the manufacturers of the vending equipment originate from outside of Massachusetts. He did not elaborate on this point.

Sullivan contended that a tax was justifiable on the machines since they were to blame for "replacing thousands of workers who formerly had jobs where the machines now stand . . . in this age of automation. I feel a tax on vending machines be one in which the cash and file workers in the Commonwealth would enjoy the benefits."

Since several members of the industry agreed that Sullivan was, so to say, the leading unalmed. At the moment, the cigarette operator pays for a $2 per machine permit; the soda pop man for $100 for a wholesaler's license. The modest returns from candy and other machines do not cover the cost of the returned machines, and the fact that much of the revenue from vending gets to employees. It was also pointed out that many of the machines do not make a gross profit of $150 per year and that such a tax would be likely to kill off the vending industry in Massachusetts.

Sullivan's proposal is presently being considered by the Tax Committee of the State Labor Council.

Rowe Holds Dance Lessons For Distribrs

MORRISTOWN, N. J.—Northeast region distributors of Rowe AC Manufacturing received special discotheque-style dancing lessons Thursday (8) from Killer Joe Piro at a meeting here in the governor's Morris-son Hotel.

Attending were David Bond, Marshall Cars; Arthur Frates and James Guerreau, Boston; M. A. Cardinal, Toronto; John Cooper and Syd Verleish, Buffalo; Abe Green, Springfield, Mass.; Bill Hanzel, Pittsburgh; Irv Kempner, New York; Dave Rosen, Herb Rosenthal and Joe Wasserman, Philadelphia, and Jim Abato, Ed Clary, Dick Oulick, George Klersey, Don O'Dwyer, Jerry Marcus, Newlander, Pete Napolitano, Bob Martin, Lou Rabel, Art Seglin, Whippany, N. J.

At the session were Fred Pollack, marketing vice-president of Rowe; Jack Harper, manufacturing vice-president, and Dick Mueller, customer services vice-president, headquartered in Chi-

Hugh Gorman New Rock-Ola Vending Head

CHICAGO—Hugh J. Gorman, Rock-Ola vending sales veteran, has been named sales manager of that division, succeeding the late Frank Q. Doyle.

Gorman served as assistant to Doyle for some three years prior to the latter's death several months ago. Prior to joining Rock-Ola, Gorman was market research and re-

R. Cullen Shot

PHILADELPHIA—Reginald Cullen, 27, a driver-salesman for Stan Harris & Co., local vending machine firm, was shot to death last Saturday (24) at 2:45 a.m., as he was about to start his car. The brother of a city policeman, he had been employed by the Harris firm for the past few years.
Say Illinois Solons Have Tobacco ‘Deal’

Continued from page 42

and Mayor Richard J. Daley of Chicago.

The measure is opposed by the State Com-
merce, the brewery and tobacco industries and vending machine operators.

Representatives of the opposing groups attended a hearing here last Tuesday (27) of the Illinois Senate Revenue Com-
mittee. Some 35 State vending firms were represented, headed by B. J. Kilen, Mid-States Vending Service, Inc., who is State legislative chairman for the Na-
tional Automatic Merchandising Association and Richard W. Funk, NAMA legislative coun-
tel.

The vendors submitted a statement to the committee in opposition to the measure (HB 416). The statement described typical vending operation as a small business, and delineated the chaotic conditions which would be brought about if the legislation is passed and presently drawn up.

With each municipality free to impose excise taxes ranging from a fraction of a cent up to three cents, the statement de-
cared, the vending firm op-
erating in a number of cities (as is usually the case with firms in metropolitan areas) would be confronted with a bookkeeping task of impossible proportions.

“Each route man will have to carry on his truck a separate in-
ventory of 75 brands for each city in which he serves ma-
chines,” the statement declared. “In many cases he (the route-
man) will find it difficult to de-
termine in what city a machine is located since, in a number of instances, different cities will occupy the same street.”

Senator Minority Leader Thomas A. McGloon (D., Chi-
ago) appeared at the hearing in support of the measure. Demo-
cratic Rep. Paul F. Elward led the intensive cross examination of opposition witnesses.

Interrogation of proponents was handled by Senator John Graham of Barrington. On the surface it appeared that the legislators were really interested in determining the merits and faults of the meas-
ure,” a veteran Springfield ob-
servor told Billboard, “but the issue is drawn along party lines. And it is clear that the Republi-
cans are ready to bargain with reappportionment on this bill.”

Funk told Billboard that the Senate Revenue Committee would now do one of two things with the measure: 1) Move it on for a vote; or, 2) Sit on it and wait for developments on reapportionment.

The committee took no action prior to closing the hearing at 9 p.m. on Tuesday, Funk said.

From comments of vending industry experts, it appears that the city excise tax au-

Vermont Mulls Cig. Tax Hike

MONTPELIER, Vt.—A bill to increase Vermont’s State tax on cigarettes from 8 to 9 cents a pack ran into no opposition when a public hearing on the measure was conducted in the Legislature here.

Rep. Margaret A. Murphy of Lowell, who co-sponsored the measure with Rep. Jerome M. Flatt of Pittsford, told her fellow lawmakers that the tax increase would raise an estimated $1 million in revenue for the biennium.

May 8, 1965, BILLBOARD
SAN FRANCISCO

The popularity of discotheque is providing a great impetus to the coin machine and record business, according to a leading Northern California coin machine operator.

Louie Wolcher, president of Advance Automatic Sales and Rentals, has seen increased placement of juke box locations in which never had them before in order to meet the demand for discotheque spots. He reports that operations have been purchasing additional boxes for large hotels and bookers, and bowling alleys, many of them being purchased for the first time ever, creating a need for the music.

The distributor for Seeburg finds that the current line of 480 model, holding 80 records, is the top seller in the line.

Photograph sales are also climbing high for the local outlet of Wurlitzer, in spite of the double increase in income tax and property tax days last fall.

The Dura-Vue Service, which has shown an increase in demand, reports Manager Anthony (Barry) Bartholomew, and a great advantage over last year. He attributes this to the new 2900 model Wurlitzer and the "good tone from the transistor amplifier" which operators say they like.

A service operation for coin machine operators and dancers operators is now being handled by Robert Andrews at 826 Valencia Street, San Francisco. Andrews has been in the record retail business for five years as manager of the name of Mission Music Co. He is closing that store in lieu of his phonograph machine service business, to concentrate.

SPEAK TO GEORGEY LEHMAN

SAN FRANCISCO

Claude M. Hart has opened his own phonograph repair service under the name of Hart's. He has been working for Wurlitzer for about 15 years before opening his own firm at 668 Larkin Street, San Francisco.

Tel. TU 5-4513. Hart will service all kinds of machines for operators, but specializes in Wurlitzers...The Nobro Novelties Co., here is developing a clientele to its juke box service with billiard and pool tables, involving both coin-operated and standard equipment. According to partner Carl Nelsen, the service has not been widely developed in the San Francisco Bay Area, and the company is building up its inventory on both the tables themselves and accessories...The Notes (brother Joe is in the 15-year-old firm) are also offering a complete, additional service, now of reconditioning old tables for sale, largely to homes or billiard parlors.

SPEAK TO GODREY LEHMAN

LOS ANGELES

William E. Heppel, who was with Badger Sales some years ago, visited his home in Los Angeles, was then and is now a producer of band and orchestra players by Rocky Nesniedt at A & E. Music Company in Los Angeles. He was, however, meeting in Palm Springs. While there, he visited with Earl Clark, an operator in the Indio, Calif., area...Joe Dearte, also of Badger Music and Vending, returned from a business trip to San Diego and Tucson, Baja, California, Mexico, William Arch, who was with Badger some years ago, is also in the area...Badger visitors included "Buck" Buckman of San Diego; Tex Miller, Bixby; Tex Nowko, San Bernardino; Roy Hovland, San Bernadino; Larry Brown of Embroidery, Fontana; Herman Soukfin, San Bernadino; and William Sperou, Riverside...Dave Hutchinson of Highway Amusement Company, San Diego, was in Los Angeles on a shopping trip.

Hank Ross of Midway Manufacturing Company visited the distributors up here and down Pico east to Los Angeles. It is said he will be in New York next, and then the city will come. He will soon head west from Chicago to visit his son, John of Advance Automatic Sales, and his wife, Dorothy, will soon observe their 25th wedding anniversary...Pico shoppers last week included Frank Negro, Harry Bowers, and Bob Taylor. Frank Negro has joined the Strue Distributing Company here to handle sales at the Pico head

quarters and in the area. He was formerly with the Denver office. ...John Kellah is the new man in the Los Angeles office at Strue. He recently joined the secretarial staff. Pres Strue is expected to be back at the Los Angeles branch in a couple of weeks. About 15 of the Strue office out for the Seeburg service school conducted by C. R. Lynn.

Bill People of Northwest Sales is planning another sales contest that will take operators to Acapulco. The Mexican jaunt will take place May 9.

SPEAK TO SAM ABBOTT

CHICAGO

The meeting of the Illinois Coin Machine Operators Association originally scheduled for Chicago on April 25 was postponed to the middle of May. The 16th, a Saturday, looks like the most likely date. President Bill Foss, Association Secretary-Treasurer Mary Gillette has been enjoying her Florida vacation so that she extended the invitation. Conceded our invitations to the meeting...

This watch the space for the new Chicago area.

Margaret Hoenen

HOVENNAR

The new Chicago location of Wurlitzer will be at 1001 W. Madison, making it possible for local operators to visit the manufacturer's regional man, Bob Lewsey. The Wurlitzer firm is setting up the school.

Atlas Music Company, area operators for a technical session on the 1965 Rovey Am. Diplomat last Wednesday evening (21); Factory technicians will be available to local operators at the demonstration.... Service chief Frank Schreiber led the demonstration....The World Wide Distributing Co. has scheduled a cold drink vending school for this Wednesday (28). Norm Steele of the Seeburg plant staff and World Wide's expanded sales force...On a day-to-day basis at World Wide, says Harold Schwartz, the distributor staff is discussing amusement gate locations with local operators. "Operators are partial to the program," Schwartz said, "and we are trying to get the restaurants great success in updating their equipment."

A number of Chicago operators have been attending the week-long training sessions held at the Rowe AC plant's "Little Red School House" during the past few months.

RAY BRACK

PHILADELPHIA

Dorothy Entenken, Inc. was organized here for the manufacture, sale and lease of vending machines of every type. Application for the charter was made by the local law firm of Davis, Moritz & Hecker... "Killer" Joe Pincus, owner of the discotheque at Rocky Nesniedt, set, came to the John Wanamaker Store in suburban Jenkintown. And while he came to promote Harry Cantari's new red brick building at 722 E. 61st Street, local Rovey AM distributor, made capital of the occasion to introduce John L. Cowgill, former executive with Automatic Retailers of America's Business and Industrial Services Division, makes Lino's Steak House the first to operate as manager of its four operating divisions, including a vending machinery business.

David Rosen, president of David Rosen, Inc., was named a member of the "All-American Eleven" by the Pop Vocalists, Little Scholars in recognition of his contributions to youth betterment. Rosen will be among a selected group of local leaders in the business, professional and cultural life of the community who will receive a "Service to Little Scholars" citation in a special dinner of the Pop Warner Little Scholars. The dinner will be held on Wednesday evening, May 26, at the Bellevue-Stratford Hotel, with guests being the night city-wide event. The Pop Warner Little Scholars movement seeks to unite the efforts of each of the 600,000 youngsters throughout the nation who play Pop Warner Junior League Football. The same honors are extended to excel in the field of education, and the Pop Warner Little Scholars are the chairman of the Board of the Pop Warner Little Scholars.

Maurie H. Orendenker

The American Red Cross

Coming Soon:

May 8—NAMA—Indiana State Council meeting, LaSalle Hotel, North LaSalle Street, Chicago.

May 12—St. Joseph Valley Music Operators monthly meeting, 130 N. Ironwood Dr., Mishawaka, Ind.

May 15—NAMA—Tennessee State Council annual meeting, Hotel Peabody, Memphis.


May 18—Associated Buyers Club of Chicago meeting, Nelson Restaurant, 7338 West North Avenue, Chicago.


June 3—North Carolina Vending, Charlotte, N.C.

June 5—Ocean Forest Hotel, Myrtle Beach, S.C.

BILBOARD, May 8, 1965
Only Seeburg Rec-O-Dance* records offer the great dance-band standards plus the newest of new hits for Discothèque dancing and listening.

A Discothèque cannot be run successfully without this combination. Because no true Discothèque records existed, Seeburg had to invent them!—A new kind of 3-phase stereo records, just for Discothèque dancing and listening, under the Seeburg Rec-O-Dance label.

Seeburg takes the best arrangements of the all-time great dance bands and combos. Seeburg records them in exciting 8-track stereo with the Big Modern Sound. Seeburg does the same with show tunes and popular hits. The resulting Rec-O-Dance records are the principal reason for the financial success of thousands of Seeburg Discothèques now in operation. These records are not for sale. They may only be leased.

The operator receives an original set of ten records, and three replacement sets of ten records (a total of 40 records—240 selections) during a one year period for $60. Replacement sets are issued every 90 days.
Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

**SPOTLIGHT PICK**

**POP SPOTLIGHT**

**SONGS FOR THE JET SET**
Tony Bennett. Columbia CL 2243 (M), CS 9143 (S)


**POP SPOTLIGHT**

**DANCE PARTY**

Mariah and the Vandellas. Cresty 915 (M)


**POP SPOTLIGHT**

**GLOBE TROTTERS**

Frank Chacksfield & His Orch. London SP 44283 (S).

A well-conceived and programmed idea for the discerning musical jazz lover. Marv Lewis composed or arranged 17 of the 18 cuts, with music from Louis Armstrong's famous 1927, New York, Café Society concert. The final number, "Tribute to Louis," is a fine, extended tribute to the jazz legend.

**SPOTLIGHT PICK**

**COUNTRY SPOTLIGHT**

**CROSS THE BAZAOS AT WACO**

Billy Walker. Columbia C 3330 (M), CS 9133 (S)


**JAZZ SPOTLIGHT**

**A TASTE OF HAMP**

Lionel Hampton. Glo-Lump, GLH 1009 (M)


**COMEDY SPOTLIGHT**

**FRESH FROM THE FUNNY FARM**

Don Bowman. RCA Victor LPM 2348 (M), LSP 3343 (S)

This comedy LP by Don Bowman, a favorite on the radio, offers a great selection of humor, set to music. The songs range from parody to song, and the humor is both clever and cleverly delivered. A great LP for those who love a good laugh.

**SPOTLIGHT PICK**

**SOUNDS ORCHESTRAL**

"Cast Your Fate To The Wind"

NOW TOP 10 IN THE NATION

AVAILABLE IN THIS OUTSTANDING ALBUM

Order NOW from your PARKWAY distributor!

CAMEO/PARKWAY

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P.7046 (M) SP.7046 (S)

"Cast Your Fate To The Wind"