Tryout Troubles Plague B'way-Bound Musicals

By MIKE GROSS

NEW YORK — The road to Broadway for this season's new musical has been quite shaky so far. The musicals in out-town tryout have been going through major upheavals or, as in the case of "Hot September," has decided not to try for Broadway at all.

"Hot September," the Kenneth Jacobson-Rhoda Roberts musicalization of William Inge's "Picnic," closed in Boston last Saturday (9) after a three-week run. It represents a loss of more than $400,000. RCA Victor was to have recorded the original cast album.

The other Victor property, "On a Clear Day You Can See Forever" with a score by Alan Jay Lerner and Burton Lane, had a major cast change in Boston last week when John Cul-hum took over Louis Jeanorda's co-starring assignment opposite Barbara Harris. The show, however, is still scheduled to open on Broadway as originally planned on Oct. 16.

"Skyscraper" Delayed

"Skyscraper," the Jimmy Van Heusen-Sammy Cahn musicalization of Elmer Rice's "Dream Street," is also having its tryout troubles. Victor Spineti, who

A New, Lively Art: Covers in 3-D

By ELIOT TIEGEL

HOLLYWOOD — Dimension 70, a new series presenting three-dimensional album covers, will be unveiled by Hanna-Barbera Records Oct. 25. The revolutionary photographic process has been secured by the fledgling company from Depth Perception Advertising of Los Angeles for use exclusively with cartoon character art.

The initial Dimension 70 LP spotlights "Gunfighters of the Old West" starring Quick Draw McGraw and covering such desperados as Jesse James, Billy the Kid, Wyatt Earp and the famous Battle of the O.K. Corral.

As far as H-B's general manager Don Bohanan knows, the record company is the only American manufacturer signing a contract with Depth Perception for use of its three-dimensional photo process. Bohanan believes the unique eye appeal of the albums will cause excitement with consumers and open a new vista for LP merchandising.

All 3-D photos will be in four-color processing.

The LP's will retail for $2.49 in both mono and stereo. If the first LP is successful, the company hopes to release all future product not yet in production in the 3-D process. H-B's deal with the company is a guarantee to use the process on its packaging whenever possible. Depth Perception controls all pre-production processes, including shooting the 3-D pictures with its revolutionary camera and all printing of the photo.

Minimum LP Run

Because of the expense of printing 3-D covers, H-B is obligated to a minimum LP run of 50,000 copies. The expense of going 3-D is "three times the normal expenditure for printing a regular album," according to Bohanan. The company also envisions the process for such by-products as books, toys and games.

The 3-D photo is plastic laminated and placed on a regular piece of paper which goes into an 8 x 10 area on the jacket's front. The 3-D picture is as thick as an index card. This photo is affixed to the cover in such a manner as to allow for removal. A black and white shot of the 3-D artwork is printed in the area covered by the 3-D shot.

The label is having 500 jacket proofs sent to its distributors Oct. 18 along with information about the process and tips for enthusing dealers about the new product. Three self-contained merchandisers are being built.

MPHC Hums With Business

BY PAUL ACKERMAN

NEW YORK — Music Publishers Holding Corp., has had the greatest year in its history. This is realized by traders close to the publishing scene, and is confirmed by MPHC President Victor Blau, who has led the company to an unprecedented spurt of current activity.

This activity, with particular reference to the folk and pop fields, has added measurably to the normal income accruing from the great standards in the catalog.

The record speaks for itself. In the last four months MPHC has had 17 songs on the Hot 100, and recently it has had as many as eight songs on the chart at one time. Two of these, "Mr. (Continued on page 10)
Mancini's ON THE MOVE

with both sides of a single from his hit film score album "THE GREAT RACE"

New single

HENRY MANCINI
HE SHOULDN'T-A, HADN'T-A, OUGHTN'T-A SWANG ON ME!
DOROTHY PROVINE

THE GREAT RACE
MUSIC FROM THE FILM SCORE COMPOSED AND CONDUCTED BY
HENRY MANCINI

ASK FOR THE GREAT RACE LP ALBUM

"Push the Button, Max!" c/w "He Shouldn't-A, Hadn't-A, Oughtn't-A, Swang on Me!"

8691

Big new album LPM/LSP-3402

RCA VICTOR
The most trusted name in sound
**Capitol Enters the Movie Arena**

HOLLYWOOD—Capitol Records has formed Tower Pic-
ture, a new division to produce full-length motion pictures for “ap-
ppealing picture artists,” Alan Liv-
ingston, Capitol's president, has been
named head of the new subsidiary which is entering into a joint
venture with Steve Brody, formerly president of Al-
lied Artists for the debut film.

Brody will handle all production on the project which starts the
Beach Boys.

There will be no formal staff for Tower Pictures, but Liv-
ingston explained, “I can tel-
lese by failed to climb out of the top ten, and then on the 110th; it dropped off this chart
this week.

Producers men Doug Moody and Al Calder left the firm a group of
Gayles, brought in by manage-
ment to organize the budget line, left last week to handle al-
bum promotion for Atlantic Rec-
ords.

Both Century-Fox replaced these men with Phil Ficone, who
joined the firm. Ficone was formerly a
promotional and co-ordinate single
activity, Phoenix was formerly in
charge of sales at Decca Records.
He’ll also handle sales of
francisco, and Sony Bear re-
amines as national sales chief.

The budget line will reach dis-
tinguisheduare, which will be
weeks. First product wave will
include both albums by nine artis-
tes, including the Beach Boys,
George Gershwin, Tony Martin,
Glenn Miller, Lena Horne, Neil
Hefti and Hugo Montenegro.

Covers for the albums will be de-
tailed by Al Lomstein. The Movietone
Records line is expected to return to about $1.98.

To Do Track LP
Capitol will record the sound
track LP, but music publication has not yet set

The first picture will not fall
into the established beach party,
bikini-clad beauties type of pic-
ture which American Interna-
tional has so adept at creat-
ing and thus dominating his area of picture making.

The label’s top money-mak-
ning picture this year was the
shopped to films based on clever,
erty material, with recording soundtrack sales for the “Hard
Days Night” LP (on United Artists) and the current “Help
package on Capitol.

Often rumored as a candidate for motion picture production,
Capitol formed the film wing to
provide “additional penetration” for its artists and as a diversifica-
tion move, according to Liv-
ingston, a former NBC-TV
executive.

The Beach Boys were chosen as the first stars because they are
the label’shest American artists.

The teen-age area is the logical
place for the films to concen-
trate on, the president explained, because their careers are built
faster on records than the adult
public.

“Capitol’s record business has been instrumental in building top teen
personalities who have also de-
veloped picture potential,” Liv-
ingston emphasized. He did indi-
cate that Tower Pictures would also consider other talent
in the field.

He cited the company’s move into films as reversing the nor-
mal procedure of picture com-
panies going into the record busi-
ness. The idea of picture exposure was an important adjunct for an
artist.

Isn’t television a sufficient
exposure outlet? Not so, Livingston asserted. “Music arts
usually go on TV as guest stars, which isn’t the same thing as
receiving top billing in a full-length film. A TV series tends to tie the artist down,
Live-
ingston feels. “A picture career is more in their interests.”

**Capitol Latest Out of Disk Business Shell**

NEW YORK—Capitol Rec-
ords’ move into feature fiv-
production (see separate story
spotted on page 20) will not
cause record company no longer exists in a recording and

Capitol Records now joins an
already large and seemingly
growing list of disk firms with
new to other show business me-
techniques. RCA Victor
is allied to NBC; Columbia Rec-
s, Inc. to ABC; Reprise to em-
-International Pictures and
Music Corp. of America; MGM
-Universal Pictures.

The new firm, Capitol, is
owned by David M. Walmart, Warner Bros-Repri
to take in the music business. Lord

Duhall Records executives Lou Adler and Jay Lasser
will accompany the pair Adler
nian an Italian version of McGuire’s “Eye of Destro-
ction” hit in Rome, Michael Juto
Rapetti, the noted Italian lyricist,
in working on the song.

Lasser was scheduled to meet
(Last time on page 17)

**U.K. TV Shots For Protesters**

HOLLYWOOD—Barry Mc-
Guire’s London-based record
产销, for United Kingdom TV shows and
Britain: At a press conference arma-
ted with a velvet earphone, the
switch, the world was zero
d’o’clock, and only $1.98 a
radio, and the world’s giant in a
few seconds. When the signal
closed, the world had no
in the face of the London
radio station.

The London signal, which
placed in the spot
for “On the Branden Bead,” a lively dis-
A London

Duhall Records executives Lou Adler and Jay Lasser will accompany the pair Adler
nian an Italian version of McGuire’s “Eye of Destro-
struction” hit in Rome, Michael Juto
Rapetti, the noted Italian lyricist,
in working on the song.

Lasser was scheduled to meet
(Last time on page 17)

**MPHC, Huming With Activity, Is Experiencing Greatest Year Ever**

**Nash. Columbia Will Host Guests of WSM 'Op'y Pete’**

NASHVILLE—Columbia Rec-
dors will hold open house,
visitors expected to porate at
visting studio at 804 16th Avenue,
Capitol will act as host for guests at the WSM “Grand Ole Opry”

The Nashville’s “Grand Ole Opry” on Oct. 1,
took six months to build and is the first plus, large expansion.

The second step, a two-
tory office building addition, could be too, and draws
five months.

Cost of both additions will be

**Dean in Nashville to Tape Special**

NASHVILLE—Jimmy Dean and the “Jimmy Dean Show”
will return to Nashville on
day (9) to tape a special show Thursday (14) at which Bill-
lowe and Joiner. The Country Music Awards will be presented.

The Teen Choice Awards will be at

The five finalists in each award
category were chosen by a
roll of more than 200,000,000
iters of leading country music radio stations all over the U.S.

Winners to be announced on the
Dean show were elected by the
National Country Music Board.

The five finalists in each cate-

**FAVORITE MALE ARTIST:** George Jones, Roger Miller.

**FAVORITE FEMALE ARTIST:** Norma Jean, Lorena Lynn.

(Continued on next page)
HOLLYWOOD—Tom Lehr
en, the man whose foresight
in the current probiem move-ment in
music is generating "Beatle
mania," is a popular "star," for he is
appreciated by college-
men and pseudo-hi-teen-agers.

The comic's antics have re-
portedly caught the attention of
Frank Sinatra who is interested in
getting him TV exposure.

"The Reprise LP is the third
camedy package of a contro-
versial nature to be released by
the firm. Of course, it is not the
Pacific with Dave Barry's "I'm
Not a Rock & Roll Star," and with
Art Buchwald's "Sex and The
College Boy" were the most
recent LPs, but Dave's release is
radio, if any, has been spared for
these products, while on the other
hand, the stations continue to pro-
gram the record on a rock 'n
roll sound.

This Could Be the Year for
Lehrer-'Year That Was'

DEAN BOOKED FOR '66 FAIR

COLUMBUS, Ohio—Gov.
James A. Rhodes announced Saturday that Dean Martin, who
attracted more than 75,000 to four performances during two
days of the 1965 Ohio State Fair, has been invited for 1966. He
will appear at the fair, which begins Aug. 4 and runs through Aug. 5.

Bob Hope will also appear at
the fair. The Ohio State fair, an 18-day show that attracts a
baseball of 750,000 annually, will probably open one day earlier in

Ford Seen Shoo-In As GMA Chief

By ELTON WHISENHUNT

MEMPHIS—-Tennessee Ernie
Ford, popular Nashville singer
and president of the Gospel Music
Association in Memphis this
week, announced at the end of the
National Quartet Convention

David J. Liska's name to be put
forth as a candidate for presi-
dent of GMA leaders, it is un-
likely any other candidae would
be nominated and Ford would
be elected unanimously.

GMA members at the convention
voted that officers be elected by
directors. The 18 GMA directors will
be elected by the membership Fri-
day (15).

Ford said Woodford was asked to serve as first GMA presi-
dent, and the 15th district manager
his contribution over the years to gospel
and sacred music.

Ford Blackwood and Light met
Ford in Memphis two weeks ago to discuss the plans he was
have to perform at the Mid-South
Coliseum. The group will also attend the National Quartet
Convention this week because

The GMA was organized last
year by 18 GMA directors to
18 directors to guide it during its first
year. The directors are all lead-
ng figures in the fields of the
gospel music industry.

Quarter Convention get under way Thursday
(14) at Ellis Auditorium and run
through Sunday.

It is the largest gospel music
event of the year with more than
50 gospel quartets participating. It
also draws publishers, com-
posers, agents, more than 25-
day, according to reports. 

All Closest

While the National Quartet Convention and Gospel Music
Association are separate bodies, GMA members voted at the
convention in set during the convention because almost all
gospel music leaders will be at
the convention.

GMA officers to be elected are:
First, second and third vice-
president. (Continued on page 12)

Revered by Dick Clark

HOLLYWOOD—Paul Revere
and the Raiders, Emperor of the rock 'n roll group, has been
signed to a two-year pact with Dick Clark Productions for per-
sonal appearances, films and TV.

The pact allows the quintet to accept outside engagements
but the bulk of its activities will be under Clark's aegis. Accord-
ingly, with the group's sign-
ing, Clark has a chance to
single of 'Steppin' Out' is
chalking Billboard's "Hot 100"
chart.

As a result of the group's con-
tracts, the group will appear at
Roger Hart, the Raiders' man-
ger, a former producer, under-
some of the group's most
activities from offices in Clark's
own office. Yesterday the group
for their first venture in an Eastern
tour from Nov. 5-28 to star the
Raiders on "American Band-
We Five and Bov DiDiddy. The
Raiders' price for one of
the group's most popular is $4,000 - $5,000 bracket. The
group has TV bookings on "Hul-
laballoo," "Tonight," and "The
Merry Griffin Show." There is
necessity for that will be for
the Job Corps and the USC.

RCA Hitting New Levels

NEW YORK—Sales and earn-
s of RCA reached record levels
in the third quarter and ended the quarter
was reported by chairman David
Sarnoff and President Elmer
Krugstrom. Profits after taxes in
the third quarter of this year
were $12,000,000 as compared with the
pre-
vious high of $8,200,000 in the
three-year period.

The 18th consecutive quarter in
which profits improved over the
same period of the previous
year. Earnings in the first nine
months of this year were $66,200,000, up 18 per cent
over the previous record of
$55,000,000 in the same period
of last year.

It is predicted to con-
tinue profit improvement and
substantial sales increase by the Rights Division, among other segments.

RCA to Track Dave Movie

NEW YORK—The sound-
track for the breaking-musical "Called Adam," a movie about a
physician who also is a singer by
Sammny Davis in conjunction with Joseph E. Levine, is
expected to produce $2,500,000 in grosses.

The film, which will also star
Dave, will start shooting in New
York. "Called Adam" is a story
already has written two songs for
Dave, who returned to his
starring role in the Broadway
musical "Carnival Boy" Wednesday
day (6) after a little more than a
week's rest on doctor's order.

But add to that another Charles
Lee Adams song. "Yes, I'm in" to the show. The song, in
cidentally, has the same title as
his hit recording. "Called Adam" also
have its share of biographical
biography, Davis also cut the tune for release on the Reprise
label.

1965, BILLBOARD
They’re playing our songs!

“He Touched Me” 4-4244
Barbra Streisand

“Turn! Turn! Turn!” 4-4051
The Byrds

“Positively 4th Street” 4-4238P
Bob Dylan

“Steppin’ Out” 4-4273
Paul Revere and the Raiders

“Should I” 4-4244
Chad and Jeremy

“Come Back to Me, My Love” 4-42394
Robert Goulet

Everything’s going for COLUMBIA RECORDS.
**Col. Artists Blanket Television Season**

NEW YORK—Columbia Records artists will be stampeding the TV circuit this season. In weekly shows of their own, a flock of the label's artists will be appearing as guest stars. Set for guest appearances are the Byrds on "Hullabaloo" (Oct. 20); Erodie Germer on various programs of "The Steve Lawrence Show"; Robert Goulet on "The Dean Martin Show" (Oct. 21); "The Ed Sullivan Show" (Dec. 19); "The Red Skelton Show" (Jan. 11), "The Danny Kaye Show" (March 26); and "The Jackie Gleason Show" (Nov. 20); Jerry Vale on "The Ed Sullivan Show" (Nov. 14 and Jan. 16); and "The Jimmy Dean Show" (Dec. 10), and Jimmy Dean Show (Nov. 19). Columbia artists with TV specials are Barbra Streisand on CBS Oct. 20 and Robert Goulet on CBS Nov. 25. Also getting TV exposure are Jim Nabors who plays the title role in the "Gomer Pyle" series; Jack Burns, who is on "The Andy Griffith Show"; and Avery Scheriber, who is in the "My Mother, the Car" series. Other Columbia artists in co-starring roles include new vocalist Linda Gayle, who appears regularly on the "Jimmy Dean Show"; pianist Dave Grusin, a featured guest of Andy Williams, and Stich Henderson, who leads the orchestra on Johnny Carson's "Tonight" show.

In addition, conductor Leonard Bernstein will again present a series of "Young People's Concerts" (Oct. 30, Nov. 20, Dec. 18 and Feb. 19). Also, Sir John Gielgud will perform a CBS special, "Age of Man," sometime later this season.

**Galaxies IV**

**Take 'Rn' Fest in N. J.**

LAMBERTVILLE, N. J.—The Galaxies IV of Trenton, N. J., won the First Annual Rock 'n' Roll Olympics here Labor Day (6) at St. John Terrell's Music Circus. First prize included $1,000, a TV appearance, recording contract, and agent representation by Associated Booking Corp.

The group, composed of Chris Holmes, Charles Brody, Allan Fowler and Len Demski, already has a record just released on the Mohawk label—"Don't Let Love Look Back," plus "Tell Then You'll Cry" on Vep Records. During the summer the group performed 40 times at the World's Fair, including eight times at the New Jersey Pavilion for which they received special thanks from N.J. Gov. Richard J. Hughes. It was inadvertently reported that the rock 'n roll contest had been won by the Rubytunes.

**SELLING'S THE THING**

NEW YORK — The four company races of recordings of Pope Paul's visit to New York will probably be won by the firm with the best distribution, the heaviest advertising budget and the most aggressive sales force. The selling techniques become the foremost factor because the four recordings virtually cover the same ground and each, in its own way, captures the impact of the historic occasion.

In the stores only three days after the Pope's visit were: Columbia's "His Holiness Pope Paul VI Mission to America, October 4, 1965" (SX2); "Mass: "Ave Maria" Pope Paul VI Visit New York City October 4, 1965" (R-433-D); Amy's "Pope Paul VI First Visit to the Americas" (8009) and Audio Fidelities' "Pope Paul in America" (AFLP 2152).

Each picks up with good audio fidelity the key speeches made by the Pope during his New York mission. Included by all are the address made on arrival at Kennedy Airport, at the United Nations, at the Mass for Peace at Yankee Stadium, and at departure. The special plus is the fact that the latter is a day before the other with a pickup from the airport at Rome before the flight to New York, but it's a bonus of questionable value.

**Historic Import**

Historic import of the RCA label is the speech at the U. N. and the Mass at Yankee Stadium and the first broadcast on the Columbia disk. Columbia also has narration by Harry Reasoner, who was seen by millions on the CBS-TV coverage of the Mass. It is said that the narration should win for work in the disk's favor. Audio Fidelity's edge in sales is that its package is priced lower than the others. But no matter how the sales tally goes, the recordings are a historical effort of which the industry can be proud.

**Top Performers at Edison Awards**

AMSTERDAM—The 1965 International Edison Awards were presented Oct. 2 to Alice Babs, Swen Assmann, Ester Oparin, Franck Pourcel, Oliver Nelson, the Beatles, Leo Ferre and Joan Baez. Holland artists receiving awards were Willye Alberti, Louis van Dijk, ZZ and the Maskers and Toon Hermans.

Presentation of the awards were made during the annual Grand Gala Du Disque at the Congress Building here. The event, which attracted a large number of international and domestic performers, included many artists from the rising stars who decided on the winners were Willem Duyts, Ton van der Horst, Lex Kamerkeer, Jan Koopman, Leon Neilsen and Skip Voogd.

COUNTRY MUSIC STAR Wanda Jackson, one of the performers at the sixth annual Grand Gala du Disque, Amsterdam, is one of the famous Bovema Records' artist promoter, Peter Fock.

BERRY GORDY, head of Tamla Motown Records, accompanied his hottest record act, the Supremes, to Amsterdam. The group was among the performers from 12 countries who sang at the event. At right is Pete Falsman of Antone Gramophone Records.

OLIVER NELSON is presented his Edison Award above by Dutch actor Guus Otter. The show and the record promotion campaign for October were organized and paid for by the Union of Record Companies and the Union of Recor companies in Europe, which has promoted the best record promotion show in Europe. Similar event for classical music was held in Europe and there is possibility of a special teen-age gala next year.

**PHONOGRAM RECORDS** president Jack Hasbrouck presented Larry and Gene with a gold record and a gold tulip on behalf of three records which sold more than 100,000 copies in the past year. At left is Phonogram publicity manager Rolf Haas, Miss Starr's husband, Bob Regan, at right.

**BRIAN EPSTEIN accepted an Edison Award on behalf of the Beatles. Making the presentation was Guus Otter, Dutch actor. All Dutch record companies had artists in the show at the Amsterdam Congress Center in contribution to their sales on "The Dutch market."

**SEARS Sales Disk Concerns**

NEW YORK — Sears, Roebuck & Co. has named Harry Kornblau as manager of Independent Record Sales for Craig Corp, in charge of management for the division. Kornblau was formerly the sales manager of the division. Roberts Smith was named as aide to Denmon and operations manager of the division.

**Kapp's Jones Going Strong**

NEW YORK — Jack Jones, Kapp artist, has been promotion manager at the Plaza Hotel's Persian Room here, is set for a series of night shows for the U. S. Army. He was formerly associated with the Kapp Records, and is believed to carry him through next June.

Jones signed the TV end, Jones pulled a guest shot for "The Steve Lawrence Show" on Oct 28 for showing later, a "Dean Martin Show" on Nov 27 for showing Feb. 10, and an ABC-TV special Dec. 11-12 for showing at a later date.

On the right-hand end, Jones is set for Harrah's, Lake Tahoe, Nov. 4-18; Latin Casino, Philadelphia, Jan 22-Feb. 6; Cafe kids Hilton, San Juan, Feb. 8-18; Steeplechase Hotel, Washington, March 30-April 19; Twin Coaches, Pittsburgh, June 3-11.

In addition, he's been selected to tour along with Bob Hope on the comedian's annual Christmas tour for the Armed Forces.

**Denmon Upped**

SEATTLE—Jerry Denmon has been promoted to President of Record Industry Association of America (RIAA) for raking up 98.3% of all mass mailings in the country. The LP was released by the U. S. and England, the territories are the Far East. It is expected the album will sell over two million copies in the U. S. and overseas.

**SONNY & CHER's Atco album "Look at Us" which was the only album to receive the Record Industry Association of America (RIAA) for raking up 98.3% of all mass mailings in the country. The LP was released by the U. S. and England, the territories are the Far East. It is expected the album will sell over two million copies in the U. S. and overseas.

**GOLD DISK TO SONNY & CHER**

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October 16, 1965, BILLBOARD
BERT BERNS - JULIE RIFKIND
SAY...
THE STRANGELOVES
ARE HOT!!!
WITH THEIR FIRST ALBUM AND SMASH NEW SINGLE

I WANT CANDY
THE STRANGELOVES

I WANT CANDY

BANG 211 (MONO)

AND HERE'S THE NEW SINGLE FEATUR ED IN THIS ALBUM, ALREADY HEADING FOR THE TOP OF THE CHARTS
CARA-LIN

BANG 508

A Feldman, Goldstein, Gottsharer Production

..."and we're still not tired" the gang at bang

BANG RECORDS
1650 BROADWAY, NEW YORK, N.Y. 10019 TEL: ET 1-3747
ALA JAZZ FEST IN CALL FOR STUDENT ENTRANTS

TALKING OVER PLANS for the first annual Mobile Jazz Festival are festival president Bob Yee, clarinetist Pete Fountain, center, and festi- val coordinator Dave Decatur, right. The definitive member of the festival’s national advisory board, which has launched a drive for more jazz concerts.

MOBILE, Ala.—Invitations were mailed last week to 800 colleges and universities seeking applicants for the first annual Mobile Jazz Festival here April 2-3, 1966. Only students will be allowed to enter, according to festival President Bob Yee. The nonprofit civic event is being presented by Spring Hill College and the University of South Alabama, both in Mobile. Final will be broadcast by ABC radio network.

Students will compete in four categories: Band, combo, vocalists, and instrumentalists. Entrants must submit a tape cassette to the Berklee School of Music, Boston, for judging. The top six acts in each category will be brought to Mobile. To Mobile, the per- formers will spend three days participating in workshops and seminars. Three shows will be held Saturday, with the final show Sunday.

Lees & Williams To Hollis Music

NEW YORK — Gene Lees and John Williams, a new writing team, have been signed by Hollis Music, Lees a former editor of the jazz magazine, wrote the English lyrics to Anonymous Vesper's "Sweet Night" and Charles Aznavour's "Venice Blues," among other songs. John Williams has worked for many years in the alcoholic beverage industry. He has also been asso- ciated with Carmen McRae and Della Reese.

Pye to Handle 2 H-B Pop Records

HOLLYWOOD—Hanna-Bar- bera Records has placed its first two LP's, introduced in the international marketplace through one-shot deals with Pye in Eng- land. The first album, following activity for the Danny Hutton single, "Roses and Rainbows," promised Pye's general manager, Louis Ben- jamin, to request the disc, H-B's general manager, Don Bohan, said. The other single picked by the Pye/Figuillicons' "I Don't Believe." H-B is currently studying various possibilities for foreign rep- resentation.

AZNAVOUR, BREL HEAD FRENCH INVASION FORCE

HOLLYWOOD—A French invasion is being prepared by Re- price, with Charles Aznavour and Jacques Brel leading the assault on the "softroated" adult market.

Aznavour, who has had a modicum of exposure in the U. S. the past year, is scheduled for concerts in New York, Montreal, Los Angeles and San Francisco, with Reprice planning to record his stay on the West Coast on the spot. It is also planning a college concert series which will bring him in front of college audiences for the first time. International Talent Association in Manhattan is mapping his personal appearances. His limited TV work has included guesting on the "Tonight" and "Danny Kaye" shows.

The label has to work harder for Brel, who debuts in Carnegie Hall Dec. 4. His initial LP bears his name and is due out in November.

Reprice's general manager Mo Ostin believes there's no reason why the French artists with international appeal cannot make an impact in the American market the way other nationalities have in recent years. He points to the number of foreign instrumentalists that have been signed, and Brel is the next step for foreign vocal artists to crack the barrier.

The language barrier can be overcome," he says, "by having foreign artists ready to date people in their language, what's to stop the reverse process?"

Once the language barrier has been hurdled, the next step in the invasion—is to develop—will be to get the acts exposure through personal appearances or through international communications system such as Telstar TV broadcasts.

Aznavour and Brel are both unique performers in their own rights, Ostin said. They prove that the international market is be- coming a closer cultural community.

ANITA KERR IN W. COAST MOVE

HOLLYWOOD—Vocalist Anita Kerr has moved here from Nashville to form Anita Kerr Enterprises to work in the com- mercial record and jingle industries. Her associates are Alex- andre Grob, former RCA Victor executive, former National radio personality and former TALKER editor-in-chief, and Charlie Williams, former songwriter and personal man- ager.

She will still work with the Nashville operation, but she bears her name, and hopes to have then come to Hollywood to form a new organization. The arrangements remain as an act with RCA.

The Jazz Beat

Reflections After Monterey

A jazz festival may be two parts music and one part social whirr, or, if the patron so desires, these percentages may be reversed. After attending the eighth annual Monterey Jazz Festival recently, we are more than happy to say we got down obtuse walls of the farout places and really enjoyed the far-out sounds and the far-out musicians. It's like keeping the show cogently paced. It's a place where people buy tickets to the five concerts and never set foot into the arena. For those Monterey residents an outdoor social, a place to pick up the cheer, renew friendships and watch the girls out here each other with far-out sax outfits and leather jackets. For the serious-minded, there is enough music proffered to send you to sleep with drums and saxaphone pounding in your head. This year's Monterey was a great success, the lifters holding on off stage. People are constantly in flight. Hardly anyone sits still through a show. Offtimes the crowds around the concession area are general. Mafia and promoters are asked designated for musicians and members of the working press, each of whom is allowed one guest on his admission ticket, is always crooked and will try to sell you anything.

But of course, the musicians do travel their way through the smoke and chatter of people and glasses to find that special place among some of the patrons. It was beautiful gal who lurk behind every pillar and crowd around the musician. It has been a trip to try to find a place for the masses of the musicians alone, with the beautiful girls and on outside the formal lines of the uniquely dressed audience. Monterey is a carnival with soul, people.

A Mob Scene

Stand backstage for any length of time and you see the corps of press cynicism in passing. In the special club for musicians and press, people blend into a small mob. There stands Johnny Hodges, Dinzy Gillespie, Gerry Mulligan (he's a mob man), Don Ellis, Blue Mitchell, Charlie Mingus, Buster Bailey, Cal Tjader, Buddy Rich, Louis Bellson, Armando Peraza, minus dollars' worth of talent in one room, surrounded by record-ready label owners, promotion men, New York executives and the omnipresent red and white hats loaded with tape recorders. The '$200 camera' that one of the photographers was using was a snap to find. Many photographers Ngoàiia and music records were loaded in their cars. Dave Brubeck and Cal Tjader, Bucky Pizzarelli, the trumpet, after attending three straight Monterey bashes, we can unequivocally state that the non-musical activities remain the same each year, and the festival is a delightful study of the rat race with a beat.

The Mob Scene

Anonymous Vesper's "Sweet Night" and Charles Aznavour's "Venice Blues," among other songs. John Williams has worked for many years in the alcoholic beverage industry. He has also been asso- ciated with Carmen McRae and Della Reese.

Pye to Handle 2 H-B Pop Records

HOLLYWOOD—Hanna-Bar- bera Records has placed its first two LP's, introduced in the international marketplace through one-shot deals with Pye in Eng- land. The first album, following activity for the Danny Hutton single, "Roses and Rainbows," promised Pye's general manager, Louis Ben- jamin, to request the disc, H-B's general manager, Don Bohan, said. The other single picked by the Pye/Figuillicons' "I Don't Believe." H-B is currently studying various possibilities for foreign rep- resentation.

Folk-Rock Concert

SEATTLE—Some 2,700 atten- ded the folk-rock concert staged in this country, at the Seattle Center Arena, and spon- sored by KJR/Kadio (1). The rock concert that was associated with the Monterey Music Festival featured Barry McGuire in person, singing his "Eve of Darkness," and Sammy Campbell ("Universal Soldier"), the Gas House Singers and the Grass Roots Singers and Gil Bateman.

The arena has a capacity of 6,000.

Starkey Session

NASHVILLE — A Sunday show, featuring most of the la- bel's recording talent, will be rehearsed for the National Music Association show and the recording of two vocalists at WMST's Opye House Friday night (22).

MAREK SET AS LUNCH TALKER

NEW YORK — George R. Marek, RCA Victor vice-presi- dent and general manager, will be the first speaker at the Friday Pre-Symphony Luncheon Series in Boston on Oct.15. Topic of Marek's address will be "Re- cording the Boston Symphony Orchestra.

(Continued on page 12)
6 More Hot Birthday Candles for Liberty's 10th Anniversary!

...To Put the Icing on Our Biggest Birthday Cake!
A New, Lively Art: Covers in 3-D

by Larry Finley

In last week's column we wrote of the great impact on the automobile stereo field brought about by the tremendous national advertising campaign by one of the major automobile manufacturers. For the first time, people in the smaller cities, villages, and farms are aware of the magic of automobile stereo.

Because of this advertising, the consumer music market has advanced in such a way that in the past three years, we are being swamped with orders from all over the country, not only for the Larr Stereo & cartridge, but for the four track as well as the Ontronics eight track cartridges. This proves that the advertising is helping all phases of the automobile stereo field.

Our factory is working three shifts a day, seven days a week, and all orders are being filled on a "first come, first served" basis.

Our prices are the same in any of the three systems, with single albums starting at $2.98 and the double albums at $5.98.

Our $2.98 cartridges feature such names as Bill Snyder, Woody Herman, Byrd Oliver, Bobby Hackett, Charlie Shavers, Horn Morales, Elliot Lawrence and others.

The $3.98 cartridges contain such exciting albums as "Flower Drum Song," "Sound of Music" and "Percussion."

At $5.98 all of the top artists from ABC Paramount, ABC Records, Columbia, Dot, Elektra, Glad Hamp, Grand Award, Impulse, Jubilee, Laurie, MGM, Mercury, Prima, Roulette, Seeco, Smash, Vee Jay, Verve, and Westminster can be heard. In fact, we have 34 of the big name labels in our catalog.

If you would like to get into this fast moving field, why not contact us?

Clinic Precedes Music City's Golf Tourney

NASHVILLE—A golf clinic will be sponsored by the 10 professional golfers who will play in the first Music City Classic U.S.A., Pre-Celebrity Invitational Golf Tournament Oct. 17, chairman John Pierce announced last week.

Pro Chick Hartwell will monitor the 10 clinics which will be staged at 10 a.m. and precede the 18-hole tournament. Each of the pros will demonstrate a club.

Taking part in the clinic are Johnny Most, Paul Rider, Billy Maxwell, Joe Campsell, Jack Cupps, Joe Cuellar, Ted Kroll, Louise Graham and one pro yet to be named. The clinic is co-sponsored by the Country Music Association and the Nashville Convention and Visitors Chamber. It will be staged at the Bluegrass Country Club near Hendersonville, Tenn., as a prelude to the Country Music Festival Nov. 21-22.

A number of music and record personalities will computers, including Lawrence Welk, Randy Wood, Al Bennett, Jimmy Dean and his band, Bill Anderson, Chet Atkins, Archie Campbell, Jimmy Newman, Webb Pierce, Boots Randolph, Ernest Tubb and Billy Walker.

Pitney Wins 2 Foreign Honors

NEW YORK—Gene Pitney, who will release his second or an extended overseas tour, has won two foreign awards. The readers of the Italian magazine "Centra" have voted him the Best Singer of the Year. And the British Melody Maker's artist popularity poll had rank him second to Frank Sinatser. The Muscle artist leaves Friday (15) for dates in Germany and England.

Thomas Marks To Family Firm

NEW YORK—Thomas E. Marks, exec. vice-president of Edward B. Marks Corp. and nephew of the firm's president Herbert E. Marks and vice-president Stephen S. Marks, has assumed the family's music publishing firm. The young Marks will act as general factotum with the firm.

Reeves on Special

NASHVILLE—Del Reeves was signed last week to sing on the special Jimmy Dean Show at which Billbord's 18th annual country music awards will be presented. The show was taped here this week (14) for airing next (22).

Col. Releases 'Bevyler' Album


Filmmators TV Productions, Inc., distributes. The album was recorded and directed by Zeke Mannen and produced by Don Law and Irv Zilinskas.

Filmmators TV Productions, Inc., distributes. The album was recorded and directed by Zeke Mannen and produced by Don Law and Irv Zilinskas.

Fox Gets 'Manchu' Publishing Rights

NEW YORK—Sam Fox Publishing Co. has acquired the publishing rights to the musical, "Man of La Mancha," written by <br>

New RCA Post To Glenn Knowles

NEW YORK—Glenn R. Knowles has been named manager of labor relations and compensation for RCA Victor Records, according to the Radio Corporation of America in 1950 and had RCA management before his current appointment.

Epic Inks Sulke

NASHVILLE—Stephan Sulke of Columbia Records, a well-known European singer, was brought to Nashville recently to sign recording contract with Epic Publishing Co. president, Jack Stapp, and exclusive vice-president, D. D. Cohen.

Sulke was signed by Epic Records on the basis of a one-sided contract. "Incognito," a hit big in Europe, will go by the name of Sulke in the U.S. Sulke said Sulke was a tremendous talent. I don't know how he can miss.

Variety Show At NBC Parley

CHICAGO—A variety show at the annual meeting of the NBC radio network affiliates here Oct. 21-22 will feature record artists Bob Newhart, the Back Porch Majority, guitarist Al Cafola, and Joe Williams with the Wild Bill Davis Trio. In addition, the Art Van Dummin Quintet will also perform.

Addressing the meeting will be Robert W. Sampf, NBC chairman of the board; Robert E. Kinnter, NBC president, and Stephen B. Labuski, NBC radio network president. More than 200 affiliated radio stations are expected to be represented at the meeting.

Acuff Jr. Disk

NASHVILLE—Roy Acuff Jr., 21-year-old son of the veteran country music star, is to release his first record, a single for Hickory Records. Sides are "Wabash Cannon Ball" and "Baby Just Said Goodbye."

Also set for Hickory releases are newly signed artists Clyde Beavers, Rubie Gallagher and Jimmi Fay.

NBC Appoints

NEW YORK—the National Broadcasting Co. Monday (4) named three new vice-presidents—Stephen B. Labuski, radio network; Raymond W. Weljall, network-owned station Walter D. Scott, TV network; William L. McAndrew, president, and George A. Graham Jr., enterprises. Labuski is an ex-employee of WMCA New York.

CROVAYO V-FLlM

the impulse package for self-service sales
W. R. GRACE & CO., CROVAYO DIVISION, DUNCAN, S. C.

October 16, 1965, BILLBOARD
Recently, we said that "ROAD RUNNER" by THE GANTS (#55829) was a smash in Memphis and Miami — and spreading.

We are happy to say it has spread to Chicago, Philadelphia, Washington D.C. and Atlanta — and is spreading like mad!
SIX NEW RECORDS ADDED

Epic's Memory Lane Series Brings Flood of Requests

NEW YORK—In response to requests for more singles that could be programmed in juke boxes, Epic Records is releasing six new recordings as additions to its Memory Lane Series. Mort Hoffman, Epic's director of artists and sales, said that the requests poured in at the annual sales meetings of both the Music Operators of America Association and the New Jersey and Westchester County Operators Associations held in September.

According to Hoffman, after the top 40 and flipside records are placed in juke boxes, approximately 120 slots are still available for a variety of choice selections. Epic's Memory Lane Series, now containing nearly 75 titles, helps fill part of the juke box operators' programming needs.

The entire Memory Lane Series is included in the second edition of Epic's Jukebox Total Location Programming Guide, which was also presented at the operators' conventions. The Guide was developed as an aid to operators for programming recordings in bars, lounges, party parlors, luncheonettes, discotheque, and other specialized operations. A second press run is now underway to meet the demands for the Guide.

Featured in the new Memory Lane releases are the Dave Clark Five, Bobby Vision, Jane Morgan, the Staple Singers, Charlie Walker, and the Glenn Miller Orchestra under the direction of Ray McKinley.

THE JAZZ BEAT

• Continued from page 8

quietet which he'd found very exciting, Hammond said. Part of this excitement was generated by violinist Michael White. (The group's performance was subsequently one of the festival's high-

lights.) Hammond revealed he was recording avant-garde pianist Lasha Lasha, who plays a plastic alto and wooden flute. Lasha claims to have taught Ornette Coleman, Hammond added.

Conducting an interview with Hammond, we found was a frantic experience. As we chatted, musicians passed by John hustling over to say hello, leaving this writer with pen poised. He did come back long enough to reveal he was going to the Prague Jazz Festival Oct. 13. Part of his interest in attending this Iron Curtain show was because he'd received a tape from Gustave Brown and His Orchestra, a Czech group which played a concert for quarter note trumpeter. "It's more radical than anything ever recorded in America," he said. Shortly thereafter Charlie Mingus came on stage.

THE SECOND HOTTEST RECORD IN MAINE!

(WLOB, PORTLAND BIG 30 SURVEY)

1. Eve of Destruction—Barry McGuire
2. Don't Let Him—Roger Lewis
3. Laugh At Me—Sonny
4. Hang On Sloopy—McCoy's
5. I'm Yours—Elvis Presley

This record went from 30 to 13 to 2!!

DON'T LET HIM

ROGER LEWIS—KARATE #45-517D

"AS MAINE GOES, SO GOES THE NATION"

A Division of Audio Fidelity, 720 11th Ave., New York City

THE GAMMA GOOCHIE IS COMING

October 16, 1965, BILLBOARD
THINK JIMMY McCracklin

...AND YOU'LL THINK “HIT”!

These cities did.

NEW YORK
#19 THINK – Jimmy McCracklin, Imperial 66129

CHICAGO
#29 THINK – Jimmy McCracklin, Imperial 66129

ST. LOUIS
#26 THINK – Jimmy McCracklin, Imperial 66129

CLEVELAND
#32 THINK – Jimmy McCracklin, Imperial 66129

DETROIT
Regional Breakout

MIAMI
Regional Breakout

All the above from Billboard, October 9, 1965.
### Top Sellers in Top Markets

<table>
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<tr>
<th>Market</th>
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- Subscription options: 3 yrs., 1 yr., 1 yr. via Air Mail
- Rates: USA $45, Europe $50, Japan $45, South America $25

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### October 16, 1963, BILLBOARD
'Pickwick' Too Lean
In Its Point of View

NEW YORK — The trouble with "Pickwick," the musical limit, is that London which opened at the 46th Street Theater here last Monday (April 3), is that there's nobody to root for. Even the engaging performance of Hattie Selsord, in this role, does not engage interest and the production rests in a rather shuffle design highlighted only by a few lively songs, several witty remarks and the razzle-dazzle of its movable scenic effects.

The book, conceiving by Wol Mankowitz from Charles Dickens' "Pickwick Papers," lacks character development or point of view and like the original attempts only to sketch in some "diverting characters." It's not enough to fill the demands of the Broadway producer although it does have enough innocence and color to build as a "family show," the kind that parents can take their kiddies to without fear of embarrassment.

In addition, a funnyman from Britain who has a big hit sound, a musical ball truck and a stirring tender voice, Roy Castle and Charlotte Rae supply most of the comedy that comes off well in the song sequences.

The score by Cyril Ornadel (music) and Leslie Bricusse (lyrics), and the choreography, are the best quality and there are two songs of special note. One of them, "If I Ruled the World," which received so much pop disk play during the past year, Tony Reniell's Columbia release, and the other is "I'll Never Be Lonely Again," which could also step out on its own.

Phillips is scheduled to record the original Broadway cast album. The London cast album is on the Philips label.

MIKE GROSS

Maharis Is Moving Along
Along A New Route—Nightclubs

NEW YORK—George Maharis, who has been moving along in his career. Having already scored on discs via his Epic releases, in pictures, theater and TV, he's now branching into the nightclub circuit.

Recently returned from a two-week tour of South America, Maharis performed in nightclubs throughout the U.S. with a week's engagement at the Twin Coves in Big Sur, California on Oct. 22. He's slated for a three-week deal at New York's Plaza Hotel starting Dec. 1, and in February, he'll return to South America for more appearances.

Maharis also makes his return to TV Oct. 11 as host of NBC's "This Is What Happened" special. He'll be back again to host NBC's "This Is What Happened" special.

Maharis, who started several years ago as a disk artist in the folk—rock—protest field, first drolled, then delighted the overflow crowd in a two-part concert at Carnegie Hall (1). Opening the session, and leading performances of several of his folk—rock—soung, the Columbia recording star was repetitious in his style, delivery and, in his selection of material, butMaharis' initial concert

Dylan Would Rather Switch
—And He Does

NEW YORK—Bob Dylan, leading spokesman in the folk—rock—protest field, first drolled, then delighted the overflow crowd in a two-part concert at Carnegie Hall (1). Opening the session, and leading the proceedings was Bob Dylan, who has been recording for several years and is now signed by Columbia Records. Dylan is currently on tour with his new band, The Byrds, and is expected to release a new album in the near future.

After a short intermission Dylan began the commercial segment of the program, backed by two electric guitars, electric organ, piano, and drums. His performance was electric in contrast to the slow, somewhat tentative opening, and it obviously convinced Dylan's management that his switch to the teen sound was actually a good idea.

Dylan's sound was established on such Dylan—penned tunes as "Just Like Tom Thumb's Blues," "Subterranean Homesick Baby" and his hit "Like a Rolling

Eloise Tieg

Experience Pays for Mel Carter

LOS ANGELES — Mel Carter's latest record, "Charley Brown," is the result of his years of experience. The 26-year-old singer's affections was the key to making "Charley Brown" the hit it is today. Carter's musical experience come through stages in his current stand at the Studio One. The month-long engagement is Carter's first at the station. During his 20-minute act, Carter infuses a chorus of gospel songs and "yes weas" on "It's All Right With Me," his fast tempo opener and induces the audience to sing along on "Detour." He makes use of a Charlie Shockey—made electric guitar and a Charlie Shockey—made electric bass.

Before joining Imperial, Carter's was on Coca—Cola's Delight, which may explain his being influenced to play Charlie Shockey's electric guitar.

Carter is a hard—working performer, easily fitting into a soft, gentle sound as on "The Other Woman" and possessing a tender voice to its zenith on "Bye, Baby, Bye." Vocalist displays good pitch and puts an emotional twist to his singing.

Carter leaves a lasting impression of a song style, which is within sight of the top.

ELLOI TIEGEL

Signings

Julius La Rosa has been signed to an exclusive recording contract with Don Costa Productions. La Rosa is known for his interpretations of songs from the Mediterranean, from Sardinia to Tunisia, from the Middle East and from the Far East. His recording of "Love is a Many Splendored Thing" has been a huge hit on both sides of the Atlantic.

Johnny Mathis will be released on RCA Victor and will have a new album of love songs called "Yesterday." He'll also be appearing in "Golden Boy," a new musical comedy which originated on Broadway.

Natalie Wood will release a new album on Capitol Records. The album will feature songs from the movie "The Bad Seed." Wood's performance in the movie was so convincing that the public was1955, and she won a Tony Award for Best Actress for her performance in the play. She is one of the few performers who can make a song sound like a personal conversation. The album will be released in early 1956.

On the other hand, the signing of Johnny Mathis by RCA Victor is a good move for the label. Mathis is a well—known and popular singer who has been a consistent hitmaker since the early 1950s. His latest album, "Yesterday," features songs from the movie "The Bad Seed," and it is expected to be a big hit. He is also appearing in "Golden Boy," a new musical comedy which originated on Broadway.

The signing of Natalie Wood by Capitol Records is also a good move for the label. Wood is a well—known and popular actress who has been a consistent box office attraction since the early 1950s. Her latest film, "The Bad Seed," was a huge hit, and it is expected that her album will follow suit.

On the other hand, the signing of Natalie Wood by Capitol Records is a bad move for the label. Wood is a well—known and popular actress who has been a consistent box office attraction since the early 1950s. Her latest film, "The Bad Seed," was a huge hit, and it is expected that her album will follow suit.

The signing of Natalie Wood by Capitol Records is a bad move for the label. Wood is a well—known and popular actress who has been a consistent box office attraction since the early 1950s. Her latest film, "The Bad Seed," was a huge hit, and it is expected that her album will follow suit.
Yes. We were right.
He's happening all over the country.

Van McCoy

"BUTTERFLY" c/w "KEEP LOVING ME"

ON COLUMBIA RECORDS

Written by Van McCoy for Blackwood Music Inc.
Personal Management: Dave Kapniz.

Van McCoy makes his television debut on Johnny Carson's show this week.
**SPOTLIGHTS**

**POP SPOTLIGHTS**

**TOP 20**

BARRY McGUIRE—UPON A PAINTED OCEAN (Trottaule, BMD)—Hot off the "Eye of Destruction," composer and singer McGuire have another winner in this mellow ballad backed by driving hard-rock dance beat. Flip: "Child of Our Times" (Trottaule, BMD).

Dundh 4014

ROY HEAD—JUST A LITTLE BIT (Tolle, BMI)—Current Top 10 hit from his last album in this rocking dance number. Flip: "No Back Seat" (Kaboo, BMI).

Scepter 12116

YARDBIRDS—LET THE SHIPWRECKS COME (RCA, BMI)—With their "Heart Full of Soul" slipping down the chart, this pulsating blues builds into a rockin' frenzy that should send it to the top. Flip: "Still I'm Sad" (Feldman, ASCAP).

Epic 9587

**TOP 60**

MEL-CARTER—(ALL OF A SUDDEN) MY HEART SINGS (Leeds-MCA, ASCAP)—Having scored in the Top 5 with his "Hey, Mr. President, Hey, Mr. Carter," he's now got another Top 10 hit. Flip: "If It's Love Any More" (Trottaule, BMD).

Mercury 72692

LENNY WELCH—RUN TO MY LOVIN' ARMS (Coates, BMI)—Canadian folk star, this time with a country feel. Flip: "We're Part of the Action" (Taylor, BMI).

Capp 712

FREDIE AND THE DREAMERS—WINDMILL IN OLD AMSTERDAM (Devon, BMI)—Clever novelty performed in the humorous light Freddie fashioned for it. Flip: "If You Want Women" (Trottaule, BMD).

Mercury 13218

JIMMY CARABINE—DON'T LOVE HER ANYMORE (Pexwin, BMI)—This haunting ballad has a strong melody which could make it a hit as early as next week. Flip: "If Only My Heart" (Stahl, BMI).

Pexwin 1122

BILLY THORPE—TWILIGHT TIME (Campbell, BMI)—Re-released song from Australia has equal sales possibilities for this group. The Three Suns theme is here revised here in an exciting dance arrangement with driving string backing. Flip: "My Girl Josephine" (Trovit, BMI).

Columbia 42464

EMILIO PERICOLI—MY WORLD (Condor, BMI)—The "100 Hits" man is back with a powerfully sung Italian tune. Flip: "You Always Make Me Feel Good" (Trottaule, BMD).

Hickory 1340

SUE THOMPSON—JUST KISS ME (Aceff-Rose, BMI)—Great monkey dance beat brings a vocal with good song potential for the Crocodiles. Flip: "Mr. Right Now" (Lois, BMI).

Hickory 1340

CASUALS—FRIENDS ANYTHING (Tennille, BMI)—New group with something special in this adult-oriented dance number. Flip: "A Friend" (Trottaule, BMD).

Monument 905

BILLY MCGOVERN—WHERE ARE THE BREAKER'S (Acuff-Rose, BMI)—Catchy novelty should spiral lives rapidly up the charts again. He's in top form and the material is commercial. Flip: "Girl Sittin' Up in a Tree Telling Me What She Has Done" (Trottaule, BMD).

Epic 1000

**CHART**

CARNIVAL & THE HEADSTONES—Follow the Music (Fonda, BMI)—Re-released hit, this time in a balladized form. Flip: "I'm Not in Love with You" (Jackson, BMI).

Hickory 1340

FIVE, FINEST, LONEST—Coun (Fawcett, BMI)—Epic 9580

Hillcrest 1340

PETE & THE PUMPKIN & BIG TINY LITTLE—Darktown Strutters Ball (Epic 9580

CARNIVAL, EPIC, CRESCENDO

**COUNTRY SPOTLIGHTS**

**TOP 10**

BUCK OWENS—IF YOU WANT A LIVE (Bluebird, BMI)—Buck's up and swingin', but can't miss with this powerful, plaintive ballad. Top Owens performance. Flip is clever rhythm instrumental number. (Capitol 1019)

**TOP 10**

MEL TILLIS—M. DROPOUT (Cedarwood, BMI)—Strong follow-up to his "Mississippi" hit is this timely contender. Excellent possibilities to rapidly climb the country Top 10 with this title. Flip: "Dancing on the Bluest" (Cedarwood, BMI).

RCA 178

**CHART**

JACK GREENE—ROOM FOR ONE MORE HEARTACHE (Columbia, BMI)—Well written ballad, this time with a hard-to-beat Souvine reading should prove a powerhouse in the country chart. Flip: "I Don't Know Why" (Starkey, BMI).

Columbia 42464

JOHN STEELE AND THE DELMATES—THE FAT MAN (Rhino/IBM, BMI)—Raucous, wild, jive beat instrumental with strong rhythm and vocals and beat has equal possibl possibilities. Flip: "You're Gonna Miss Me" (Rhino/IBM).

Capitol 1025

JOE ANDERSON—I CAN'T GET ENOUGH OF YOU (T.M., BMI)—Hard-driving, soulful blues by this young talent. More sales a certainty with this as a hit. Flip: "You Know I Love You" (S-Collins, BMI).

Heidi 112

**CHART**

GET LARRY'S—Stay Away From My Baby (Man, BMI) ORCHESTRA RHYTHM & BLUES—NO. 2 BN. 1800B

**R&B SPOTLIGHTS**

**TOP 10**

JOHN STEELE AND THE DELMATES—THE FAT MAN (Rhino/IBM, BMI)—Well-written ballad with strong rhythm and vocals and beat that should send it to the Top 10. Flip: "You're Gonna Miss Me" (Rhino/IBM).

Capitol 1025

JOE ANDERSON—I CAN'T GET ENOUGH OF YOU (T.M., BMI)—Hard-driving, soulful blues by this young talent. More sales a certainty with this as a hit. Flip: "You Know I Love You" (S-Collins, BMI).

Heidi 112
A name is easy to change; a reputation isn’t. We’ve been known as Argo Records for ten years and during that time we’ve built and enjoyed a reputation for producing phonograph records of unsurpassed excellence. But names are not unique, and if an organization finds that they alone no longer answer to and for the record of their name, and that their individuality is at stake, a new identity must be established. Our name was Argo—our new name is Cadet. The name and only the name has changed.

There’s a World of Excitement on Cadet
AT HI-FI SHOW

Tape Recorders Have Arrived, Says Exec

NEW YORK—At a press conference during the recent High Fidelity Music Show here, Wyto Semmelink, assistant vice-president of North American Philips and manager of its Netherlands High Fidelity Products department, said that after 20 years of growing, "tape recorders have finally come of age."

The tape recorder market, Semmelink observed, "is characterized by optimistic predictions and unrealized potential, is now reaching the customers it needs for full growth."

He said that estimates of tape recorder sales for this year and 1966 have ranged for and wide, with some predictions for 1965 alone going as high as four million units.

Walker, Lewis
Writing Book

NASHVILLE—Country music star Billy Walker said last week he is writing a book with Vic Lewis, a director and producer for Marathon Pictures, Inc., on the pros and cons of the country music entertainment field.

Walker said the book, about one-third finished, is aimed at helping aspiring young performers. Walker said a publisher is assured. Marathon Pictures is a local production company established by Audrey Williams, and has produced two films featuring many country music artists.

Hollis Acquisition

NEW YORK—Hollis Music has acquired the publishing rights to "The Phoenix Love Song (Semma Fine)," from the film production "The Flight of the Phoenix," to be released by 20th Century-Fox.

Recordings of "Semma Fine" have been made by Joe Hazell and Peggy Lee prior to the release of the film. The song will be sung by Connie Francis in the film. Miss Francis will also record the song in English, French, German, Italian, Spanish, and Japanese. English and Italian versions will be released here and in the British Market.

WHAT'S A CAMMA GOOCEE?
SMASH HIT!

PEBBLES & BAMM-BAMM
...of the FLINTSTONES *

Open Up Your Heart
...and let the sun shine in

CAN 40 MILLION VIEWERS BE WRONG?

HANNA-BARBERA RECORDS
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<th>Song Title</th>
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<td>Yesterday</td>
<td>The Beatles</td>
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<tr>
<td>2</td>
<td>25 Or 6 To 4</td>
<td>Chicago</td>
</tr>
<tr>
<td>3</td>
<td>Yesterday</td>
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<td>6</td>
<td>Yesterday</td>
<td>The Beatles</td>
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<td>7</td>
<td>Yesterday</td>
<td>The Beatles</td>
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<tr>
<td>8</td>
<td>Yesterday</td>
<td>The Beatles</td>
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<tr>
<td>9</td>
<td>Yesterday</td>
<td>The Beatles</td>
</tr>
<tr>
<td>10</td>
<td>Yesterday</td>
<td>The Beatles</td>
</tr>
</tbody>
</table>

Compiled from national retail sales and radio station airplay by the Record Industry Association of America.
NEW from London RECORDS

THE ZOMBIES
Just Out Of Reach b/w Remember You
(Sound Track—Otto Preminger film—"Bunny Lake Is Missing")
#9797—PARROT

THEM
Mystic Eyes
#9796—PARROT

LULU
Try To Understand
#9791—PARROT

SMALL FACES
Whatcha Gonna Do About It
#9794—PRESS

JACK BEDITENT and THE CHESSMEN
Dream Boy (Count Your Dreams)
#2212—PALOMAR

CLARENCE (Frogman) HENRY
Tore Up Over You
#45015—PARROT

FREDDY SCOTT and THE FOUR STEPS
Same Ole Beat
#16002—MARLIN

PROFESSOR LONGHAIR and THE CLIPPERS
Willie The Prince
#1904—WATCH
EMI Budget Line Scores in UK

by CHRIS HUTCHINS

LONDON—Incredible is the only word to describe the success of EMI's new album series, "Music for Pleasure," which the disk firm is running jointly with the Paul Hamlyn book publishing operation. The advance for the LPs reached 500,000 by the official release date of the first batch of 78 albums (11). The "Music for Pleasure" reception will be at £1.80 each--a third of the normal British LP price and though the product is not of a high quality, it is as good as on EMI's regular lines and none of the releases can be described as outstanding.

Already 11 new albums are scheduled for release in the series in November, and January's batch is being worked on. There will be one special release in December—Walt Disney's own version of the "Mary Poppins" score.

Export Plans

Already there is talk in the EMI board room of plans to export the product. EMI is in a position to press it in many overseas territories and the success in Britain has shown that such broad planning would probably pay off in a big way.

At director Geoffrey Bridge said at a large reception in London (30) to launch the series: "When we began to project about the nation the project about the beginning of the year we did not have the vaguest idea of what we were exporting at the beginning of the year we did not have the vaguest idea of what we were doing."

In charge of the venture, former RCA at the time of British Mike Hawgood, is keeping a large staff working around the clock producing pamphlets, traders' packages, book sellers' and store chains' demands. Little of the (Continued on page 29)

SIR JOSEPH LOCKWOOD, chairman of EMI, says that the company's success is due to the "Music for Pleasure" series, which has been well received by the public.

BARCELONA

A couple of unknown Greek young artists, Zoi Kourdelli and Niki Camara, won the Mediterranea- nian festival, topping the first time in seven years, the two famous Italian artists Rino Donaggio and Tonny Dallara who won "Si Chi- amano Maria" (his name is Maria), written by Donaggio. The festival ended almost at 3 a.m. Thursday song which received no votes was the "Syahye," "La Verdades," by Duo Inmazato.

Leon Cabai, head of France's Vogue, and secretary of the same company, Paul Claude, have signed a new long-term contract with Spain's Hugada. "La Yenka" (getia or letjskienka) was the big hit of 1965 with Johnny and Charley from Hol- land—but the couple lived in Spain. Charley died after an auto accident. Johnny will get the gold record. His Yenka has been licensed by Pye in England, CIG in Italy and Vogue in France.

RAUL MATAS

BRUSSELS

Primavera reports: Recent releases in the Polygram single field include "Cry to Me"/"Get a Buzz" by The Pretty Things and "Baby Don't You Know" by Dusty Springfield. Music pub- lication is also an important acquisition: the Belgian singer-composer Freddy Zegers is one of the great- est talents in the country. He is known for his unique voice and his ability to combine traditional Belgian music with modern rock elements.

(Continued on page 28)

LUXEMBOURG SURGES IN POWER AND RECEPTION

LONDON—Radio Luxembourg has begun transmission on a new $1 million transmitter which, the station claims, is one of the most powerful in Europe and will improve reception in all parts of Britain as well as on radio sets on the islands which have been completed.

Luxembourg has announced the results of a survey conducted by Social Surveys Gallup Poll, Ltd., which reveals a total weekly audience of the station nearly three times as great as the combined audiences of pirate stations (stations operating from ships at sea) London radio.

The poll states that Luxembourg's audience in Great Britain and Ireland exceeds 37 million compared to a combined audience of a mere 200,000 as claimed by London and Caroline after their recent survey.

In a recent survey, several of Luxembourg's top shows have been attracting late night listening figures in excess of two million compared to the figure of 500,000 the BBC says it is catching after it.

Luxembourg managing director Geoffrey Everitt said, "Our revenue has rocketed in the year since the pirates came into business. Our advertising earnings this year have been estimated at £1,800,000, which represents an increase of nearly 30 per cent over the 12 months to this point in the advent of pirate broadcasting.

LUCIFERA AND JULIO ANGEL, who record for Rico-Vay Records, are pretty welled with their latest albums. In the background is the broadcasting of WRAQ-FM, Puerto Rico, which is a daily ring-a-ring-o-roses program—"Canta La Juventud" (Youth Songs)—starring the artists, their manager, Alfred D. Gerrier, is at left. Billboard correspondent Tony Contreras is at right.

October 16, 1965, BILLBOARD
The ORIGINAL HARRY SIMEONE "LITTLE DRUMMER BOY" ALBUM IS ON: 20th CENTURY FOX RECORDS.

THE BEST SELLING CHRISTMAS ALBUM EVER
11,267,341 SOLD TO DATE

also available "Little Drummer Boy" single... Fox 429

OTHER MUST ALBUMS FOR CHRISTMAS...

ZORBA THE GREEK
TFM 3167 (M); TFS 4167 (S)

THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES
TFM 3174 (M); TFS 4174 (S)

DIE YOU LEE & THE GIRL FROM PEVERTOS PLACE
TFM 8001 (M); TFS 9001 (S)

MARY WELLS
TFM 3178 (M); TFS 4178 (S)

20th CENTURY FOX RECORDS • 444 W. 56th ST., N.Y.C.
Light Music Forum Fest Feature

By SAMFL STEINMAN

ROME — Launching of first European Convention of Light Music will be one of the highlights of the second Festival of the Roses at the Cavalleri Hilton Auditorium here Oct. 12-17 with an exceptional cast of outstanding singers.

The Festival organization, working with the Cantagio and the Festival of the Roses, who have arranged a program in which 40 songs will be presented by 28 singers. The first group of 12, all top-selling artists, will sing two songs each, while the other 16 singers, all newcomers, will be chosen for the final of the one song each which will present. By assuring the name singers of a song in the final the organizers have obtained participation by previously reluctant singers.

The convention has been scheduled to coincide with presence in city of many publishers and disk firm executives. Directors Mario Minai, Maria Luisa Pisan and Angelo Facchena hope to give a serious note to the Rose event by making it an annual forum where the entire industry in and out of Italy can exchange trade ideas and work out plans for co-operation and future shows.

General theme of the meeting will be "The Creation in Rome of a European Song Market."

Festival of the Roses hit a high in the past year when it was backed by the Rome Provincial Tourist Board. The winning song, "I'm Not Worthy of Your Song" by Gianni Morandi, topped the best-seller lists for the four months following the event.

Future programming calls for European disk and publishing prizes for top European sales of 1964.

Singers assured of a place in the final include Orienta Berti, Photogram, Ico Cingino, Clc, Dino, RCA; Sergio Endrigo, Cto, Polynori Gagliardi, Jolly, Bruno Lautzi, CGLD Le Amiche, Jolly; Louise, RCA; Jenny Lava, RCA; Frisco Martino, Arisone; Sonia e Le Sorrelle, RCA; Andra Giallombardo, Italiana; and Rosso Vianello, RCA. The other 16 vocalists represent some eight different recording houses.

FLORENCE — TV networks throughout the world are finding that record companies are co-operating in issuing disks of program themes, and in some cases, presenting best of complete shows. This was the consensus among the 40 national networks represented at the 17th Premio Italiano Festival of the Roses.

Although no official announcement was made of the discussions, representatives of the various countries indicated they are interested in continuing the present relationship between their broadcasting facilities and the various commercial labels.

Among the representatives at the meetings came from NBC, CBS, ABC and both National Educational Television and the Broadcasting Foundation of America. Two label executive representatives were Great Britain, Spain, Japan, Germany, Belgium, Czechoslovakia and Canada. Only important country missing was Australia, which sent observers for the first time.

Premio Italia, which is held in a different Italian city each year under European Broadcasting Union auspices, made the following awards in music field: TV—France’s "The Prince of ‘Midnight the Moon," written by Elia Banti, Teenheat, with original music by Henry Segui, $2,300; Radio France’s "Gaia," written by Moro on a text by Koichi Kato, $1,500; "The French Lesson," $3,600 and $1,750 respectively.

CBS also produced the musical field came from West Germany, Austria, Denmark, Holland and the Netherlands and both BBC and ITA as well as from France.

The special network show "Schafenfert Deutschland," in early October, according to Singl said the group has developed a brand-new style of singing with a melodic and "comfortable" sound that will maintain the commercial standards of "tele-fashions" in both the "brightness sound," he said.
A Time To Cherish
Highlights of the Papal Peace Mission To The United Nations

AN HISTORIC OCCASION
POPE PAUL VI
VISITS NEW YORK CITY OCTOBER 4, 1965

Includes a four-page brochure of notes and photographs depicting the Papal visit.

Cover Photo: Karsh, Ottawa

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MUSIC CAPITALS
OF THE WORLD

Continued from page 24

...You... other... label. Roses West and... I'll... on Germany's success... Tarbuck, by... Dick... "You'll... by... Tarbuck." Want... RAE... and... our... and... Germany... "Blond... Jimmy... who... E. And... Dick... in... German... and... the... Will... "Easy... release... for... "Make... on... Roy... by... "Make... in... Moscow."

PUBLICITY & PROMOTION
MTJA
OUR NEW OFFICES ARE AT
124 KNIGHTSBRIDGE, LONDON

LONDON

Britain's latest answer to Ed Sullivan - Jimmy Tarbuck - new compere of ATV's Sunday night Palladium show, has been re-
ported by Andrew Oldham for the producer's new Immediate label. Tarbuck, age 23, received the former Rick Nelson hit "Some Day You'll Want Me to Wait..." published here by Sony. ... On behalf of Mercury, Irving Green has acquired American re-
lease of the Walker Brothers' smash hit "Make It Easy On Yourself." Green has been in for-
discussions with Phillips general manager Leslie Gould. ... Indep-
endent producer Shol answer, who records the Kings and the Who, is in New York tying up de-
tails with Mercury on records he is to produce here for the com-
pany. He will also have di-
customs with three major film companies about a musical movie for which he has bought the rights. "Fleet Street," in from the Acheron head office in New York, went with impresor Michael Samikas to Rome and Hamburg to set up publishing deals for music companies owned by Cliff Richard and the Shadows in Italy and Germany. He has also been negotiating for new writers and returns to London Dec. 1 to con-
clude several deals. ... The London production of "Daddy...
Dolly" opens at Drury Lane Theater Royal on Dec. 2 with Mary Martin in the lead. American artists newly fixed for visits to Britain include Wil-
son Pickers, who arrives on Nov. 17 for three weeks of promotion and personal appearances following for "In the Midnight Hour..." hit; Sir Douglas Quinlet is due Nov. 5 for a similar itinerary, but the debut of James Brown has been put off to December when Rediffusion will probably film the star in his own TV spec-
tacular. ... British artists Amer-
ica-bound include the Moody
Blues booked for an "Ed Sullivan Show" booked by their new man-
ger Brian Epstein on Dec. 19
and the Fortunes ("You've Got Your Troubles") who are likely to tour the U.S. for three weeks from Nov. 16, both groups join Murray the K's Christmas Show at the Brooklyn Foot. ... Jonathan King ("Everybody's Gone to the Moon") is making his first album specially for American release prior to re-
turning to full time studies at Cambridge University (13). ... Sixteen new John Lennon-Paul
McCartney compositions will be recorded by the Beatles in the next three weeks for a new album and single for world wide release at the end of November... Anders Holmström, managing director of EMI's Swedish company and newly appointed sup-
ervisor of their interests in Finland, has been in London inviting a key EMT man and a representative of the Armodos and Rowitch publishing company (which he now runs in Sweden) to attend his Scandi-
navian repertoire seminar in Copen-
hagen at the end of the month. ... CHRIS HUTCHINS

MILAN

Durium's president Kellor Min-
gologna has announced that the label has sold over 500,000 copies in Italy and over 100,000 in Germany. High sales are also expected in England, Holland, Austria, Swit-
zerland, Belgium, Australia and South Africa where "I'll Silencio" recently topped the charts. Miniganga said the tune is now re-leased in Argentina and he ex-
pects it will pass the 2 mil-
lion mark. "In the Midnight Hour of the Marcello Minerli Orchestra is another international hit from Durium. The side is get-
ing special interest from the
BRITISH market, where it was re-
leased by Polydor Records and was on the top chart... Bobby Solo will star in a movie directed by Marcel Cansu, "Il Ragazza di Piazza di Spagna." ... Rita Pavone will be guest star in the coming Zurich Festival... Giuseppe Giomini of CDE Interna-
tionale and Eddie Barchey of Barclay Records will simultaneous-
ously launch new dances for teen-
agers during the winter in Italy and France. ... Carosello Rec-
ords just released three times from the children's TV show, "Invito Alle Sport" (Invitation to sports)... "Invito allo sport" by Roberto and "Danila batte il cial" by Milena. ... Gian Paolo and Umberto Bindi... are in the middle of... for... Poly-
dor L.P. Elke, born in Erlangen, sings in five languages... OMER ANDERSON
international news reports

EMI Budget Line Scores in U.K.

- Continued from page 24

Hawgood staff's time seems to be devoted to promotion—or needed for it. But perhaps the success goes more to underline the vast market in cheap albums which has developed this year.

Wing Series

Phillips, for example, also reports "phenomenal success" for its even cheaper Wing series launched in February and now with a catalog of 70 LP's. These retail at $1.50 and the classical content at more than 50 per cent is somewhat higher than in "Music for Pleasure."

Sales of Eimer's initial budget line "Famous Artists" are in ex- hope announced the release of four albums of his latest recording during December to February 1966. The artist is scheduled to make a one-month tour here.

The Kingston Trio arrived Sept. 30 for a 17-day tour of Japan, Okinawa and Taiwan. The vocal team gave three concerts in Tokyo Oct. 3, 4 and 5 before proceeding to local cities...

Their new version of "Hello, Dolly!" headed by Mary Martin closed Sept. 30, concluding an outstanding run. The 72-member company is leaving for Saigon, Philippines and Korea to entertain GI's within a few days...

Comings and goings: A host of silver disks have been awarded in Norway during the last week. To Finn Erikson for "Lappland" (Gloryland) on Philip- of the month. .. "Domenico Modugno, currently on TV with his new musical "Guanciale" which was recorded on three Swedish Folkparks estates in France, it took Dahlia two years to get her first LP to market with "Zerba's Dance." .. The record on Oct. 3 with King Universal as distributed by Phonogram, no less than six. First reports on sales indicate that these are the nine top-selling records are from the album group.

Jerome Martin has scored her greatest hit on the musical stage in "The Honorable Member," currently at the Sadler's Wells... It is one of nine mu-

GUILT, on October 16, 1965, BILLBOARD
ARGENTINA

(Abandon local weekly)

This Last Week

1. Yencia sin ti - Charles Buitrago (Visor)
2. Il giocatore - Mario Dourado (Mercado)
3. La cancion - El Pescador (Mercury)

BRITAIN

(Courtesy New Musical Express, London)

(Abandon local weekly)

This Last Week

1. Tears - Ken Dodd
3. If You Gotta Go, Go Now - Joe South (France)
4. Look Out Any Window - The Animals (Canada)
5. Satisfaction - The Rolling Stones (Italy)
6. Eye Of Destruction - Meat Puppets (Australia)
7. Hang On Sloopy - The McCoys (Germany)
8. Almost There - Cilla Black
9. I'll Be Around - The Lettermen
10. What A Wonderful World - Louis Armstrong

FLEMMISH BELGIUM

(Abandon local weekly)

This Last Week

1. Early Bird - André van Meer (Netherlands)
2. I'll Be Around - The Lettermen (Canada)

JAPAN

(Abandon local weekly)

This Last Week

1. Ashiato Ashiato - Chu Chin-Chou (Japan)
2. Mahimari - Yoko Kanno (Japan)
3. I'll Be Around - The Lettermen (Canada)
4. La Playa - Claude Cresson (France)

MEXICO

(Abandon local weekly)

This Last Week

1. Woody Buly - The Beatles (Mexico)
2. Año Nuevo - Bruno Mars (Mexico)

PHILIPPINES

(Abandon local weekly)

This Last Week

1. Do La La - Julie Andrews
2. Prelude And the Sound Of Music - Julie Andrews
3. Such Is An Eastern Question - Carol Lawrence
4. His Way - Frank Sinatra
5. Let's Hang On - The Beach Boys
6. Wooly Bully - Bobby Darin/Crosby
7. I交错 - Vicente Leon
8. Where Love Came From - Macario Marcon
9. Hawaiian Wedding Song - Macario Marcon

RIO DE JANEIRO

(Abandon local weekly)

This Last Week

1. Pa De Arara - Tommy (Peru)
2. Pa De Arara - Tommy (Peru)
3. Happy Days - The Beatles (Mexico)
4. Can't Help Feeling Right - The Rolling Stones
5. Triunfamos - The Beatles (Mexico)
6. Conos De Las Araras - The Beatles (Mexico)
7. Mexican Sunset - The Beatles (Mexico)
8. Satisfaction - The Rolling Stones

SOUTH AFRICA

(Abandon local weekly)

This Last Week

1. Saturday Night Special - Johnny Blu
2. Help! - The Beatles
3. La Playa - Claude Cresson (France)
4. Blue Blue Day - Sonny Bono (USA)
If you play protest music, give the other side of the story, too.

Play

Hallelujah

a song for today.

A 1965 version of The Hallelujah Chorus sung by

The Harry Simeone Chorale.
Thanks, and Good Luck, Dealers—

RAY CONNIFF
AND THE SINGERS
Current Smash Single Release

"Happiness Is" b/w "Miss You"

CURRENT TOP LP’S—Watch ‘em Climb!

RAY CONNIFF
MARY POPPINS
CL-2366/CS-9166

LOVE AFFAIR
CL-2352/CS-9152

NEW RELEASE THIS YEAR

BEST SELLING CHRISTMAS ALBUMS

RAY CONNIFF
A-Caroling
CL-2406/CS-9206

RAY CONNIFF
WE WISH YOU A MERRY CHRISTMAS
CL-1892/CS-8692

RAY CONNIFF
INVISIBLE TEARS
CL-1390/CS-8185

ALL TIME BEST SELLING ALBUMS

RAY CONNIFF
RAY CONNIFF
RAY CONNIFF
RAY CONNIFF
CL-2264/CS-9064
CL-2210/CS-9010
CL-2150/CS-8950
CL-1574/CS-8374
CL-1720/CS-8520
CL-1163/CS-9022
TYPICAL PHOTO MOCK-UP of a store layout provided a prospective dealer by Fred Rice, Capitol's merchandising aid developer. This is a small store design incorporating rear store open listening booths, now eliminated.

Browserless Floor-to-Wall Stocked Store Debut Near

By ELIOT TIEGEL

After having designed thousands of stores for dealers over the past 11 years, Capitol's Fred Rice is working on his latest innovation: a browserless, floor-to-wall stocked store. The completed new design should be ready about Jan. 1.

For the man who invented the browser box, the new concept is a result of trips around the country which have left the impression that something new and dynamic in store design is badly needed.

The browser has become the catch-all item, Rice said with a shrug. Dealers don't know what their inventory is and their stores are full of "dog" items which should be swept clean. Rice estimates that 25 per cent of a dealer's inventory is of a marginal sales nature. These items are that are not really moving.

Store of Future

Rice feels his store of the future, circa 1966, will be a cross between a good rack operation and a well-merchandised retail location.

The store will enable tighter stock inventory and the floor-to-ceiling modules will be movable to either add or subtract stock. Displays will be utilized in the front windows and ceiling space will carry mobile carriers. Displays with movable parts will not be within reach of the customer, something which dealers of today should also be practicing.

The display bins will be of either wood or wire. Each slot will hold about 10 albums with one divider card per L.P. On the back of this card will be space for inventory control to graph the life of the record.

Rustic Stock Plan

Under Capitol's current basic stock plan, the company and dealer agree on stockting terms and the label's own inventory clerks visits the stores to maintain an inventory check. After a predetermined time when an L.P. stops selling, it is replaced.

While Rice is paid to dream of the future, he is still heavily involved in today's market. In the area of sales aids, he says that Capitol is making more attention grabbing displays for key items and eliminateing the marginal products.

Store merchandising, which, in essence is advertising, is different in the record business than in other area. "You can't hype a stuf," Rice explained. "An ad won't move a marginal product. Displays won't create enthusiasm for a product the public is not interested in." Advertising may spark curiosity for other product, but with records consumer tastes are geared around an artist's name and their proved style.

Action Displays

Rice finds that action displays work best, even for best-selling artists. He firmly believes that full-color single sleeves are an important merchandising plus. "People who don't take advantage of displaying full-color sleeves aren't merchandising singles properly."

In making a comparison between a regular sleeve and a colored one placed side-by-side in a bin, the regular sleeve has no eye appeal. The customer has to peer intently at the label cover and often the record isn't standing perpendicular. With a color sleeve, the artist and title are quickly identified and artwork can become as sophisticated or daring as the manufacturer wishes.

Rice adds two further sales tips: New releases should be displayed by themselves, with small items like singles, needles and transistor radios up close by the checkout counter to eliminate theft.

Old-Line Store Gains Share of Disk Trade

By AARON STERNFIELD

Record retailers had their biggest year ever in sales pushing the $420,000,000 mark, about 4.5 per cent ahead of the previous year. The figures, which do not include rack operation, were compiled by board's Record Market Research Division.

The number of record retailers has remained constant for the last three years, with 7,500 non-rack operation.

Most significant change in the retailing pattern has been the comeback of the traditional retailer, as opposed to outlets which sell non-music products and carry records as a department.

Last year, 42.7 per cent of all retailers were primarily record stores, as compared with 36.7 the previous year.

This gain was made at the expense of music stores which specialize in sheet music.

In 1963 these outlets accounted for 26.5 per cent of the non-rack retail record stores. Last year the figure dropped to 15.9 per cent.

Hi-Fi Stores

The number of high-fidelity stores selling records increased — five per cent of the total to 5.6 per cent, while the number of department and discount stores also increased — from 8 per cent to 8.7 per cent.

For appliance stores handled records than before, with the figure dropping from 15.7 per cent of the total to 13.8 per cent. And the number of book, gift, and stationery stores in the record business remained virtually static at 3.9 per cent.

The high-fidelity stores alone is a rare species. Nearly nine out of 10 tell record accessories, while 83.8 per cent sell phonographs, and about five out of six sell cameras.

Another 62.7 per cent sell radios and 58.8 per cent sell televisions.

Instruments Gain

But most spectacular development was in the musical instrument field. Last year, 58.8 per cent of all dealers carried guitars, compared with a paltry 8.8 per cent the previous year.

Harmonicas, which weren't even listed the previous year, were carried by 44.1 per cent of all dealers.

There is little question that the use of harmonicas in records by such top pop artists as Bob Dylan, Harry McQuire, Joni Mitchell and Sonny & Cher has had a tremendous impact on the harmonica market.

The same thesis holds true, of course, for guitars, with the instrument in constant use by pop acts.

As musical instruments can be played with relatively little effort, and as both can be sold in the same store, they are being sold in inclusion in a record store's inventory and this must.

Mechandising

Record stores are doing more and more to merchandise records. More than two-thirds of the stores surveyed dealt with merchandise, and those who fall in this category give an average of 250 charts each week.

They're also paying more attention to their display. Last year, 33.8 per cent of the dealers said they operated their own record clubs.

Some dealers — 8.7 per cent to be exact — had a music or record club you can't beat them, join them. These are the dealers who are also rack jobbers.

Record Clubs

If there's any one issue about which dealers agree it's record clubs. Nearly 80 per cent of the dealers surveyed said record clubs do affect retail business, and of this percentage, 94.3 per cent say they do affect retail business.

How much do dealers feel they are hurt by the clubs? Some 28.9 per cent say they don't hurt them now, while 39.4 per cent say their business hasn't changed much in the last five years. The other 31.7 per cent feel the affect of record clubs on retail business is pretty much the same as it was five years ago.

The club picture isn't all bad, however. Some 43.2 per cent of a dealer's customers have actually come into the store because of advertisements in their hands and used these advertisements to guide them in the purchases.

Loudspeakers

Another side of aggressive merchandising is the use of the loudspeaker to stimulate sales. Some 43.9 per cent of the dealers use loudspeakers, with half of this group using the speakers both inside and outside the store. Some 32.2 per cent of the group use loudspeakers inside the store only, while 17.8 per cent use them outside the store only.

Dealers do discount, but only on rare occasion with discounts selling for an average price of 79 cents as opposed to 53.5 per cent of the total customer list.

Considering, however, that the survey covers many outlets who specialize in discounting, the percentages of straight record dealers discount are considerably lower.

Rising Habi

During 1964 a marked change in the buying habits took place, with the rush jobber picking up sales at the expense of the distributors. In singles, for example, distributors accounted for only 39.7 per cent of sales, compared with 47.4 per cent a year earlier. However, one-stop jobbers change from 52.7 per cent to 47.1 per cent to 54.9 per cent.

The same trend is taking place with regard to the volume of dollar volume, distributors did 75.7 per cent of the dealer business compared with 80.1 per cent one-stop jobbers. Last year, distributions dropped to 70.1 per cent. This fall is reflected in the numbers, compensation for the balance of sales to retailers, about 5.5 per cent both years.
**WHERE RECORDS ARE RETAILED**

<table>
<thead>
<tr>
<th>Type of Store</th>
<th>Singles</th>
<th>LP’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record Store</td>
<td>25.0%</td>
<td>38.8%</td>
</tr>
<tr>
<td>Music Store</td>
<td>20.0%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Hi-Fi Store</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Department Store (including discount stores)</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Appliance Store</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Books, Cards, Gifts &amp; Stationery</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Other</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
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**NON-RECORD PRODUCTS SOLD BY DEALERS**

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<tr>
<th>Type of Product</th>
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<td>Record Accessories</td>
<td>88.7%</td>
</tr>
<tr>
<td>Phonographs</td>
<td>83.8%</td>
</tr>
<tr>
<td>Blank Tape</td>
<td>79.9%</td>
</tr>
<tr>
<td>Radios</td>
<td>62.7%</td>
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<tr>
<td>Tape Recorders</td>
<td>68.6%</td>
</tr>
<tr>
<td>Guitars</td>
<td>46.6%</td>
</tr>
<tr>
<td>Sheet Music</td>
<td>45.1%</td>
</tr>
<tr>
<td>Harmonicas</td>
<td>44.1%</td>
</tr>
<tr>
<td>Pre-Recorded Tape</td>
<td>38.7%</td>
</tr>
<tr>
<td>Television Sets</td>
<td>35.8%</td>
</tr>
<tr>
<td>Musical Instruments</td>
<td>31.9%</td>
</tr>
<tr>
<td>Tape Cartridges</td>
<td>25.0%</td>
</tr>
<tr>
<td>Hi-Fi Components</td>
<td>23.5%</td>
</tr>
<tr>
<td>Greeting Cards</td>
<td>14.7%</td>
</tr>
<tr>
<td>Books</td>
<td>14.7%</td>
</tr>
<tr>
<td>Pianos and Organs</td>
<td>6.4%</td>
</tr>
<tr>
<td>Appliances</td>
<td>4.9%</td>
</tr>
<tr>
<td>Other (art supplies, crafts, gifts, etc.)</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

**PHONOGRAPH SALES BY DEALERS**

With 83.8% of all dealers stocking phonographs, the record buyer is the phonograph buyer in 60.6% of all cases. Record buyers who are not in charge of buying phonographs have some voice in the decision.

- 79.4% carry Phonos listed at under $100.
- 56.4% carry Phonos listed from $101 to $300.
- 35.8% carry Phonos listed from $300 to $600.
- 22.5% carry Phonos listed at over $600.

**HOW OLD ARE RECORD BUYERS?**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Singles</th>
<th>LP’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 and under</td>
<td>15.9%</td>
<td>19.8%</td>
</tr>
<tr>
<td>15-19</td>
<td>47.0%</td>
<td>57.6%</td>
</tr>
<tr>
<td>20-30</td>
<td>19.9%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Over 31</td>
<td>12.3%</td>
<td>31.5%</td>
</tr>
</tbody>
</table>

**MOST EFFECTIVE SALES STIMULANTS**

Some 86.1% of the dealers use merchandising or promotional aids to sell records. Of this group, the following use:

- Special Sales: 48.5%
- Radio Advertising: 47.5%
- Newspaper Ads: 56.9%
- Direct Mail: 17.6%
- Window Displays: 55.4%
- Concerts: 5.9%
- Other: 12.7%

**WHERE DEALERS BUY RECORDS**

<table>
<thead>
<tr>
<th>Source</th>
<th>Singles</th>
<th>LP’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributors</td>
<td>39.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>One-Stop</td>
<td>54.9%</td>
<td>27.1%</td>
</tr>
<tr>
<td>Rack Jobber</td>
<td>9.4%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

**WHAT DEALERS CONSIDER THEIR MOST PRESSING PROBLEMS**

- Exchange or Return Privileges: 1.5%
- Defective or Technically Poor Material: 1.2%
- Distributors Undersold on Hit Product: 1.2%
- Excess of Old Inventory: 1.1%
- Other: 16.6%

- Price of Singles Too High
- Lack of Funds
- Keeping Up With Trend
- Receiving The Public
- Lack of Availability of the Record in the Area
- Too Many Labels
- Unrealistic Pricing on LP
- One-Stop Selling Retail
- Refusal of Manufacturer & Distributor to Pass Along Excess Returns & Exemption of Inventory (Mere & Store)
- Promotion of New Labels
- Advance Release of a Product by Artist
- Slow Merchandise Turnover
- Lack of Qualified Personnel
- Artificial List Prices
- Poor Product Promotion & Exposure
- DJ’s don’t give enough exposure about the Records they play
- New Singles Are Released to 30% Before the Distributors Hear Them
- Lack of Business
- Poor Packaging
- Taxes

**THE HELP SITUATION**

About 84% of all dealers have at least one full-time clerk. The highest number of clerks employed by one store is 12. In 60.6% of the stores the record buyer is the same man who determines which phonograph lines the store will carry. Where the record buyer is not the sole judge of which phonographs lines the store will carry, in 42.4% per cent he at least participates in the decision.

**SPECIALIZATION**

Some 19.3% of all the dealers specialize in a specific musical category. Of these that specialize, here’s the breakdown:

- Popular: 22.1%
- Orig. Cast & Soundtrack: 14.0%
- Jazz: 12.8%
- Folk: 11.6%
- Classical: 10.5%
- Country: 7.0%
- Rhythm & Blues: 7.0%
- Foreign: 5.8%
- Comedy: 3.9%
- Spirituals & Gospel: 3.5%
- Miscellaneous: 2.2%
A CHILD'S FIRST RECORD
FRANK LUTHER
VL 3666

BABAR SONGS AND STORIES
FRANK LUTHER
VL 3666

POPEYE'S ZOO
JACK MERES
VL 3703 + VL 73703 (S)

GRIMM'S FAIRY TALES
MARLA RAW
VL 3704 + VL 73704 (S)

THE ADVENTURES OF LITTLE ORLEY
UNCLE LUMPY
VL 3737

Winnie the POOH
CHRISTOPHER ROBIN
VL 4929

THE BEST OF BURL'S
FOR BOYS AND GIRLS
DL 4929 + DL 74999 (S)

ROLLITO
FRANK LUTHER
DL 8021

MOTHER GOOSE SONGS
FRANK LUTHER
DL 8387

THE WIZARD OF OZ
JUDY GARLAND
FRANK LUTHER
DL 8494

HANS CHRISTIAN ANDERSEN
AND TUBBY THE TUBA
DANNY KAYE
DL 8479 + DL 78479 (S)

WOODY WOODPECKER'S
FAMILY ALBUM
FRANK LUTHER
DL 8609

CIRCUS IN TOWN
BING CROSBY
WALTER HUSTON
VL 9305

THE THREE STOOGES
SING So-So
CRL 57289 + CRL 757289 (S)

CHILDREN'S RECORDS
"THE FASTEST SELLING, MOST COMPLETE LINE OF CHILDREN'S RECORDS IN THE WORLD."

Entertainment and Education at the lowest prices.
With more than 100 best-selling LP's and hundreds of singles, books and records, and packages available at all times.
All Single LP's $1.89

LP 1: A Child's Introduction to the Orchestra
LP 109: The Munsters Original TV Cast
LP 98 Tales by Danny Kaye
LP 63 Folk Tales
LP 74 Anderson's Fairy Tales
LP 110: Captain Kangaroo's "Home in the Striped Pajamas" and other favorites
LP 119: Kangaroo Room Official Songs and Games
LP 132: Aesop's Fables Told by Burgess Meredith
LP 150: A Day in the Life of a Dinosaur Told by Phil Foster

GIANT LP BOOK & RECORD ALBUMS
$3.79
Each boxed set holds 54 Little Golden Books and a 12" LP.

Golden First Adventures in Language 99c Each
French LF 1
Spanish LS 1

A new, easy way for English-speaking children to learn French or Spanish, and for French & Spanish-speaking children to learn English. Six books (24 pgs. each) and six records for each language.

AND! THE NO. 1 HIT PACKAGE OF THE YEAR—2 MILLION SOLD TO DATE!
464 Single Little Golden Book & Record Sets
More than 50 titles
4 Christmas
2 by Danny Kaye
EXCLUSIVE on Golden Records

Write for information and convenient order forms and catalogues to
GOLDEN RECORDS, 250 West 57th Street, New York, N.Y. 10019

www.americanradiohistory.com
**Service, Prestige Enable List Price Store to Compete With Discounters**

By HANK FOX

Most New York record shops would have a difficult time staying in business if they were located within two blocks of one of the largest discount houses in the nation, even if they reduced their prices. But G. Schirmer, Inc., charging full list prices on all recordings is not only managing to survive, it is flourishing.

With its shop just minutes from E. J. Korvette, the giant discount department store, the 100-year-old store considers the 30 to 55 percent discount prices of Korvette no threat whatsoever to its income. In fact, Schirmer's manager and buyer, Jack Higgins, says that a good number of the shop's walk-in customers were previously discount shoppers.

Service and prestige are the two major factors in the store's successful operation. "We are not a self-service store," Higgins said. "The manner in which we treat our customers makes the difference. Everyone of our salesmen is knowledgeable in all fields of music and we believe in the old method of personal salesmanship."

Busy, Not Crowded

The store, with its carpeted floors and paneled walls is always busy, but never crowded. Its employees take the time to answer any questions a customer may have and provide assistance in making a selection.

Schirmer's patrons know that they can obtain any record they desire from the store. Its stock ranges from the Beatles' latest album to the most obscure recording of a classical artist. The store sells educational and training records, one-of-a-kind records and out-of-print material. This extensive stock is not a bulk stock.

"We prefer to have 10 different hard-to-find albums than 10 copies of the Horowitz (Carnegie Hall) record," Higgins said. "Very popular albums can be bought at any of the numerous record outlets in the city. Higgins only carries records that are not in stock, the store will order it without cost."

**Foreign Trade**

International music plays a prominent role in the store's sales. Higgins points to the large foreign trade over-the-counter, especially in the summer. "Visitors to the country are coming to us because they know they will be aided in making their purchases and they will not have to carry the records around with them. The records are sent immediately to their hotel."

Americans also buy a large share of the International recordings at Schirmer's. This may be due to the type of person who goes to Europe and South America—the type of customer that has contacts with the music of the foreign language.

The store also carries and sells a big spread of religious music. Sales of the store's own publishing house, sell sheet music to schools, churches and congregations. Religious recording sales are tied in with mail order house sales.

**Budget Lines**

The budget lines have also become a part of the shop's most important products. It carries all labels with the exception of the cheaper 99-cent ones. Higgins reports that sales of the budgets are tremendous.

Schirmer's mailing and delivery policy is an attractive part of its services. It mails records anywhere in the world. In the metropolitan area, a customer can telephone an order in and receive it via messenger within the hour. The store welcomes phone orders. About 40 per cent of all sales are charged, Higgins said.

**Spring Sale**

Each spring, Schirmer's conducts a storewide sale. During the few weeks, certain items are sold as low as 99 cents. Higgins is quick to point out that records are not sold at discount prices. Only select items are reduced. This includes out-of-print records, some older albums to attract the collector and Schirmer offers the "First Family" album for sale at 99 cents. He sold 400 copies. However, when he reduced the price to 19 cents on the last two days he had relatively few sales.

Since the store is located in a highly-trade area (Fifth Avenue, just east of the fashionable Fifth Avenue), an attractive window display can be sold and an ample amount of impulse buying, Higgins decorates the large windows with new releases and what he calls "oddball" items—intriguing items that are not available in other stores.

The recent removal of the excursion tax has added Schirmer's with problems that the discount house do not encounter. Being a full-list shop, it must charge its customers the full catalog price. It cannot pass along any savings unless the manufacturer lowers his list prices.

**Excise Tax**

Higgins agrees with President Johnson's belief that the consumer is not benefiting from the change in the excise tax. "Most record companies have reduced their wholesale prices, but large chains such as Mercury and Vanguard and many smaller outlets are not reducing their list prices proportionately. Sometimes, some 60 per cent of the manufacturers reduced their catalog prices.

"Many of our customers, both here and abroad, have complained about the excise tax. They don't understand why one album that purchase is $3.79, while another remains at $3.98."

"I think that the removal of the tax does not affect the discount house," he continued, "because they are already selling below the new prices. They make their own profits and they can always say that the savings is part of the discount. If we lowered the price without the manufacturer doing the same, we would be driving a discount, but we are only reducing record prices from companies that have officially announced a reduction in price."

Regardless of the manufacturer or the price, the excise tax often turnaround percentage. The store, however, pays for the return postage.

Schirmer's has its own art department to design mailers for the store. The store receives as many as 800 orders by mail each month from electronic parts of the world.

"We have a considerable number of regular customers in South America, Brazil, and France," said Jack Higgins, the store's manager. "Schirmer's patrons live in London, Israel, and the Philippines. Most of our mail orders are handled by our own postage and handling."

Since 40 per cent of the store's business is done by mail, Higgins sends out some advertising with the monthly statements. However, he would prefer to send the mailer out as an enclosur or as a separate piece depends upon how the mailer is described as to the nature of the piece. Small inserts may be enclosed with a bill. The larger size, 8½ by 11 sheets are sent separately.

Higgins tries to mail 10,000-20,000 pieces monthly. "We don't throw in fillers," he said. "Each has a return order form and a postage-free envelope enclosed. This way the reader will not forget about the item. The return envelope makes it easier for him to act on the matter quickly.

"The mailings are much more effective when they are well directed," he added. "I have never known any mailing to get no response at all. We have handled records that no one else would touch, and yet, we get a good response."

The Jan August "Pop Piano Course" is one such album. According to Higgins, the store has sold hundreds.

Generally, the manufacturer or the discount house delivers the already reduced price record makes up the order form. One feature of the piece that Higgins always insists upon is the return coupon with the store's name and address printed on it. The store, however, pays for the return postage.

Higgins has his own art department to design mailers for the store. The store receives as many as 800 orders by mail each month from people anywhere in the world. However, he plans to use the piece in other stores, a nominal fee is charged. "We welcome the mailer into the store," Higgins said. "You must let the customers know that they can buy the record here. The mailer doesn't have to be elaborate or colorful. Very often, distributors cannot afford the expense of having mailers printed, will mimeograph them. As long as they are prettied up, they can be used as an alternative to mail orders.

Direct mail advertising, just as other forms of advertising, must be tested from time to time in order to judge its worth. Most of Higgins' tests are made on a regional basis. Occasionally, he will send mailers to homes near the border of a State. He then watches the returns from the neighboring States. Here, he is looking for word-of-mouth sales. The direct mailer changes its name by sending the same mailer to widely scattered regions. Higgins has had very good results from these tests.

**Worldwide Sales Result From Direct Mail Effort**

A constant campaign of direct mail advertising adds up to worldwide sales for New York's G. Schirmer, Inc. With an average of 600 orders a month, the store receives as many as 800 orders by mail each month from everywhere in the world.

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by Hank Fox

Parents want some educational value in the records they buy for their small children. And that's why New York's F.A.O. Schwartz—the world's largest toy store—racks up high children's records sales in the instructional and educational fields.

All records the store stocks relate to some mode of formal instruction or to a classical theme appearing in books, according to Eren McDermott, the store's record buyer. "Of course, that's what children's records are for—to entertain," McDermott said. "But they also want to gain some kind of educational experience while being entertained."

Schwartz carried records for several years, but only in the past 18 months have record sales developed to a great extent. In March 1964 the store opened a separate record department. Simultaneously, the store began to stress records in its 600,000-catalog and sends to its customers around the world. For the customers of the record department provided special listening booths in the record section.

"The most popular of the instructional records geared to school courses the child will encounter in coming years. "The New Math" is now one of the most popular items.

Schwartz typifies the sharp upswing of language records and tapes throughout the country. "Parents are concerned about their children's studying of foreign languages than ever before," McDermott said. "Our sales are very strong—especially in French."

Music instruction records also sell well. The WIZARD OF OZ record on the Music Minion "One" label includes instructions in the guitar, drums and harmonica. The orchestration on the record is minus the instrument to be learned. By following the accompanying booklet, the student plays the missing part.

"Fairy Tales" are the most popular as children like to be read to and are fascinated by the stories. They are also learning vocabulary, and, of course, they are learning to hear a voice in a recording which is different from their own.

In the entertainment realm, the store carries records such as "Prissy" with audio-visual Goose" and "Madeline" among others. "Madeline" is one of Schwartz's best sellers. Carol Channing narrates Ludwig Bemelmans' famous children's classic. Record Minions dominate the store's supply, but Disney also is an important source to the store. "Game" records contribute a considerable part to Schwartz's total record sales. "Cuddlepop Follies," on the Playhouse label (a Los Angeles firm) is a big item. Its record booklet contains cardboard cutouts of the characters. "The Glups" — a record about a family's journey from Maine to San Francisco—features a map of the trip as the jacket cover.

Schwartz's stock includes some 140 different albums. All records are sold at list price. Children want higher priced merchandise which we consider to be the best available in the children's fiction and instructional categories," McDermott said. "We have very little stock of records under $2."

Known as "the class store for toys," Schwartz's customers include the Kennedy children, Washington people, royalty, movie stars, tourists and the average parent looking for toys and records for his child.

The store was founded in 1862, making it the oldest store in the nation to carry juvenile merchandise. F.A.O. Schwartz has always been associated with stores in Cleveland, Houston, Los Angeles, Scranton, New York, Palm Beach, Atlanta, early Hills, Boston and Phoenix.

PILFERAGE CHECK—Louis Buckley, owner of a large record retail operation, has suffered heavy theft and pilferage losses in the past, and he's trying new rules now to prevent them. He keeps a close check on sales and inventory (above), usually at night right before store closes.

Nashville Retailer Alert For Pilferage Problem

by Elton Whisenhunt

Buckley's Discount Records Shop, downtown Nashville, is one of the largest retail and mail order record outlets in the area and has a pilferage problem, as probably every retailer has had.

The pilferage dilemma has two divisions: employees and customers. The dishonest employee takes cash and some customers take merchandise.

Buckley, a dynamic promoter who sells a fabulous amount of records by radio advertising and posters, has no complaint about the shortage of merchandise. F.A.O. Buckley has three retail outlets and one wholesale store with stores in Cleveland, Houston, Los Angeles, Scranton, New York, Palm Beach, Atlanta, early Hills, Boston and Phoenix.

Best Selling Kiddie LP's

By Elton Whisenhunt

A TRAFFIC BUILDER for the children's record section at a Sam Goody retail store in New York is centered around three animals—plastic pets hanging from the ceiling on strings. The divider is recognizable. Besides, one of the best selling all-time records for children concerns an animal—"Puppy and the Wolf." Jack Frankel, record buyer for the Sam Goody chain, said that another constant seller for children is the "Harry Potter's Guide to the Orchestra" featuring conductor Benjamin Britten.

BUDGET PRICE

1. SONGS FROM MARY POPPINS (Stevie Records,4121)
2. THE CHEROKEE (Edison,5037)
3. THE SOUTHERN BELLS (Wax,15627)
4. THE MINuet (Wax,15991)
5. THE RED EAGLE (音aga,15289)
6. THE LITTLE MISS SUGAR LIP (音aga,15291)
7. THE SINGING CLOWN (音aga,15292)
8. THE LITTLE MISS SUGAR LIP (音aga,15293)
9. THE LITTLE MISS SUGAR LIP (音aga,15294)
10. THE LITTLE MISS SUGAR LIP (音aga,15295)
11. THE LITTLE MISS SUGAR LIP (音aga,15296)
12. THE LITTLE MISS SUGAR LIP (音aga,15297)
13. THE LITTLE MISS SUGAR LIP (音aga,15298)
14. THE LITTLE MISS SUGAR LIP (音aga,15299)
15. THE LITTLE MISS SUGAR LIP (音aga,15300)
16. THE LITTLE MISS SUGAR LIP (音aga,15301)
17. THE LITTLE MISS SUGAR LIP (音aga,15302)
18. THE LITTLE MISS SUGAR LIP (音aga,15303)
19. THE LITTLE MISS SUGAR LIP (音aga,15304)
20. THE LITTLE MISS SUGAR LIP (音aga,15305)

REGULAR PRICE

1. MARY POPPINS (Stevie Records,4121)
2. THE SOUTHERN BELLS (Edison,5037)
3. THE RED EAGLE (音aga,15627)
4. THE SINGING CLOWN (音aga,15289)
5. THE LITTLE MISS SUGAR LIP (音aga,15291)
6. THE LITTLE MISS SUGAR LIP (音aga,15292)
7. THE SINGING CLOWN (音aga,15293)
8. THE LITTLE MISS SUGAR LIP (音aga,15294)
9. THE LITTLE MISS SUGAR LIP (音aga,15295)
10. THE LITTLE MISS SUGAR LIP (音aga,15296)
11. THE LITTLE MISS SUGAR LIP (音aga,15297)
12. THE LITTLE MISS SUGAR LIP (音aga,15298)
13. THE LITTLE MISS SUGAR LIP (音aga,15299)
14. THE LITTLE MISS SUGAR LIP (音aga,15300)
15. THE LITTLE MISS SUGAR LIP (音aga,15301)
16. THE LITTLE MISS SUGAR LIP (音aga,15302)
17. THE LITTLE MISS SUGAR LIP (音aga,15303)
18. THE LITTLE MISS SUGAR LIP (音aga,15304)
19. THE LITTLE MISS SUGAR LIP (音aga,15305)

YOU'RE BEING WATCHED! These customers in Buckley's Discount Record Shop may not know it, but they're being watched. The security is Mrs. Ike Lee Blackwell, extreme left. When the store fills up, a clerk is called away from waiting on customers to watch.

October 16, 1965, BILLBOARD
Consistent Hit Maker
Johnny MATHIS

Johnny's NEW HIT ALBUM

New Hit Single
"The Sweetheart Tree"
#7-2464

My thanks to the Record Dealers.

BEST SELLING ALBUMS:

Produced by Global Records • G.A.C. Agency

Copyright reserved
Music Hall Design Calculated To Arouse Customer Interest

By ELIOT TIEGEL

The Music Hall is a Los Angeles record shop utilizing modern design concepts to arouse the customer. The store is owned by Jerry Prager and a silent partner and is designed by Fred Rice, Capitol Records national merchandising development manager.

The location is designed to offer convenience in obtaining product and accessibility in obtaining it. New releases are intentionally displayed around two walls, their jackets creating a mosaic effect of swirling colors.

Since the store is located in an area below the Sunset Strip (on which many night spots are located), Prager’s customers are interested in show business and this is reflected in the large number of play albums sold.

Marquee Listings

A large marquee over the door attracts drivers on Santa Monica Boulevard. This marquee lists new promotions and a special sales approximately every two weeks. Both Prager and Rice believe this is the only retail store with a marquee in Southern California. The store’s circular logo, featured on the marquee, is carried inside and appears on several of the floor display bins.

Music Hall’s windows are inventively arranged to tie in with promotions. Prager goes to outside sources to obtain legitimate props for his displays in addition to using select manufacturer sales aids.

Prager, a former Angel Records executive, calls his store “service oriented.” Over 5,000 albums are stocked with prices usually 20 per cent off.

Singles Bin

One of Rice’s design features is a singles bin for the Top 40 records which is regularly updated. Product is inserted full length, allowing the multicolored sleeves to act as advertisements.

The checkout counter is in the front, with a clear view of the entire store. A backboard behind the register allows Prager to promote special items in the disk, tape and accessory fields. The singles bin begins by the counter, which gives him a pulse watch on pilferage activities.

All the island stocking units are seen from the counter. They are 44 inches high with room at the top for general classifications with specific divider cards breaking down the categories.

(Continued on page 42)

Employee Flexibility Pares Costs for NY Discouter

New York’s Sam Goody’s, one of the largest discount record operations in the nation, has a special method of keeping down overhead. Employees are flexible, they’re trained to be able to work in any of the six major outlets of the chain. This includes clerks as well as executives, said Samuel Stolon, general manager of all Goody stores.

The practicality of this is that when an employee is sick or on vacation, a co-worker at another branch that’s having a slack business period can move in to take his place. It also helps during peak-season holiday selling periods when some outlets are rushed.

Goody’s does an estimated $4 million to $5 million in record sales a year. The firm also has two franchise operations on Long Island. All records are sold at a discount, though the price may vary from store to store, according to the competition in the area, said Stolon.

The chain has a loss leader strategy for teen-agers. Not as a means of creating sales on other product as much as creating future adult record buyers. Stolon said. Each week, the stores offer a selection of popular items.

(Continued on page 47)

Direct Mail Stimulates Country Record Sales

The Ernest Tubb Record Shop in Nashville, only a couple of blocks from the Grand Ole Opry House does a tremendous sales volume in country music albums. It is manned by seven full-time employees and five part-time men. Manager is Joe Walker and assistant manager is Raymond Horton.

The shop has a large walk-in trade but also a big mail-order business. It has built up a mailing list of 15,000 names of customers who have bought by mail. These persons get a news letter every six weeks. The medium is one of the main ones for promoting their sales.

Although the record shop enjoys good business and sells a large amount of albums, it uses sales to increase the sales

(Continued on page 47)
GLENN YARBROUGH

...sensational in his great new album
"IT'S GONNA BE FINE"
LPM/LSP-3472

TV, nightclubs, concert tours, hit records such as "Baby the Rain Must Fall," have become sellouts for Glenn's fabulous style. In this new album, he sets a lively pace by showcasing his talent with twelve songs, including: "Ring of Bright Water," "Down in the Jungle," "Never Let Her Go" and "Sometimes." Stock up now on this new album that fills the bill for best-selling entertainment!

It's Gonna Be Fine
GLENN YARBROUGH

RCA VICTOR

The most trusted name in sound
Radio Promotion Boosts Sales of Country Disks for Nashville Store

By ELTON WHISENHUNT

Several record retailers in the Nashville area have hit the jackpot in selling country music singles and albums by using radio promotion and selling by mail.

Retailers in other areas could use the same method, on a lesser scale. It entails sponsoring a country music radio show of 15 minutes, 30 minutes or an hour, with plugs and commercials throughout the show. Such a system has proved successful here for three major retail-mail-order houses: Randy's Record Shop at Galatin, 30 miles from Nashville, started years ago by Randy Wood, who later founded Dot Records; Ernie's Record Mort Inc., operated for years by Ernie Young; and Harvey's Record Department, operated jointly by the huge Harvey's Department Store in downtown Nashville and Lewis Buckley, owner of Buckley's Discount Record Shop.

All used the same format: a radio show on a 50,000-watt station and a country music album would be played and the album promoted in a commercial, with emphasis on sale by mail. All three have built up full mail-order business with sales all over the U.S., Canada and in some foreign countries.

Perhaps the most notable example of success in this type of operation is Harvey's. Despite keen competition in what would seem a saturated market by the other two major, established mail-order sellers, Harvey's opened its record department in 1962 and has met with notable success because of the promotion it is given. Perhaps the key to its success is in its advertising on the "Grand Ole Opry" for 15 minutes each Saturday night. Harvey's, because it is a major radio advertising medium other retailers, do not, and many record dealers do not even promote their own line to other dealers.

For this 15 minutes, Harvey's Record Department gets two commercials. It sells by mail, air time costs $206. Of that, 50 or 75 per cent is paid by a major label, Columbia, Capitol, Epic, Mercury, Decca, depending on what album is being promoted. The other share is paid by Buckley's, and the choice of one of about a dozen "Grand Ole Opry" stars for its 15-minute segment. It has had various major performers. In recent weeks, for example, that was Hank Snow, the Carter Family, Ray Acuff, Billy Walker. Here is a sample comercial, after a song by Billy Walker:

Announcer: "That great Billy Walker! That was Billy Walker, singing one of the numbers from his record album, the Brazos at Waco." Also included, "Matamore's," "The Blizzards," "An Amigo's Guitar," "The Lawman." "Blues and Country" and many more.

"Like to add this great Columbia album to your own private record collection—play it whenever you wish? Then here's your chance, because you can order by mail from Harvey's Record Department and save a dollar! That's right! This Billy Walker album is in most record shops for $3.98. It's yours for only $2.98 when you order from Harvey's Record Department, Nashville, Tenn.

"And there's more! If you order this album from Harvey's Record Department, you will receive, absolutely free, big Columbia country and western record catalog that will send your music needs in double quick time to all your favorite stars. Send your order today. Friend. Just write your name, address and the name of the album, 'The Brazos at Waco,' on a post card or letter and mail it to Harvey's Record Department, Nashville, Tenn.

"Your record will be shipped c.o.d. anywhere in the country and paid for delivery charges. Right now, you can save the c.o.d. charges by sending a check or money order and including 50 cents for postage, packaging and insurance. But don't delay! Send your order today to Harvey's Record Department, Nashville, Tenn.

"Because the "Opry" show is on WSM radio, a 50,000-watt station, it is heard in many States every Saturday night. In addition, some 400 radio stations in the States and Canada delayed broadcasts of the "Opry" in segments, usually one hour a day, for a year. Garth Clark, the head of the country music audience is a big fan of the Opry. To them.

In addition to the mail-order business, thousands of "Opry" fans come to Nashville each year. While here, many drop into Harvey's to buy albums.

Success of the promotion can be seen in the sales figures. 1962: $79,809.88. 1963: $772,844.12. Through July 31 sales totaled $102,372.41. Buckley said the volume of interest in their operation is: 1) when to have a sale and 2) how to conduct it.

Fall Sale Time.

The sale element is much simpler and will be taken up first. Horner said they have found the best time of year is the fall.

"In the summer, people are on vacation," he said. "Everybody's outdoors or on the move. Our mail orders drop. The counter business increases. The sales usually go generally in summer not as many people like to plan on recordings music as in the fall and winter, when it is cold. Then they stay inside and play music."

There are several factors to the how aspects. First, everybody likes a bargain, so that is the key element. Sometimes, if necessary, a customer likes to feel he is getting something for nothing.

The record company and distribution is important in this, because a retailer can offer such sales to his dealers, and the dealers can get a good deal on music, advertise the sale by the same method, and as long as they are getting much better co-operation from labels and distributors paid promotion, they are going in more and more for special sales and promotions.

Here are some the stores have conducted:

1. "Discounted" two original albums for $4.98. A part of this sale was two Hank Williams reissue albums. Another combination was a George Jones and Buck Owens album, each priced at $3.98—both for $4.98. A real good sales on this, Horner said. This sale was on the Hank Williams albums.

Another sale was a Capitol promotion. They issued a double album with various artists on it. Retailers got the tip from the re-tailer offered this for $1 when the customer bought another Capitol album at the regular price of $3.98.

Some packages from other labels have also been used. One of the biggest sales the stores had ever had was on albums on the original Carter Family album, which were offered for $4.98. Also, a $3.98 George Jones album and a $3.98 Lorrie Lynn album were offered at a total of $4.98. If the customer bought either the Carter Family or the Jones-Lynn package, they received a George Jones album free.

"We had the biggest sales we've ever had on that sale," said Horner. "The Carter Family albums were the top seller. We sold a total of 1,569 albums in 60 days on this special and their store were very pleased with it."

Coupon Gimmick.

The store's current sale promotion is this: a customer buys any two albums, of a specified selection, for $3.98. With the sale goes a coupon, on which the customer writes his name, for $4.98. The coupon is dropped in a box for a chance on a one-week expense paid vacation in Florida for two.

The sale ends Nov. 15.

All in all, the general sale principle is this: get the co-operation of a label or distributor on a product that is new, and if the bargain he feels he can't turn down!
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Knowledge of Audience Essential In Building Up Jazz Patronage

By ELIOT TIEGEL

The best way to present jazz is to know your audience, build your catalog around that patronage and provide other areas of related repertoire. The best way to sell jazz is to co-ordinate stock, airplay and promotions so the customer hears the LP, comes into the store and it's readily available. This is the way the Sun's, a Los Angeles chain, operates and turns jazz into a year-round business.

George Hocutt, president of the five-store chain, is always looking for cutout catalogs with which to build promotions. The jazz lover has an insatiable appetite for music and will purchase an LP by an artist regardless of the label. It's the man or musical style which appeals to the aficionado and not which company releases the product.

Hocutt believes that if a jazz buff hears about a cutout promotion and doesn't happen to like any of the merchandise, he'll impale some other available album. That's why the chain tries to have as much merchandise on hand as possible. Hot items are displayed in special bins. A special display is kept for the store's pick album of the week which is advertised on KBCA-FM, the station's chief advertising medium.

Sun's is tied to the station through an exclusive advertising contract. On occasion, money is placed with KNOI-FM, another leading jazz station, but in the main, KBCA has the stronger Negro following which is the chain's principal customer.

Co-Op Ads.

Newspaper advertising is not felt advantageous in reaching Sun's customers. The Los Angeles Times is too prohibitive, Hocutt notes. Monthy co-op advertising deals are worked with 12 manufacturers with the amount fairly level this year.

Store personnel lay out jacket displays. The exposure each LP gets depends on the excitement the product generates. "It's silly to whip a dead horse," Hocutt says. "Some albums are not really dead; rather they're over-

looked. But the nature of the business doesn't allow you any time to keep promoting a slow moving tape.

Records are departmentalized with large divider cards indicating categories. A customer may audition a record by bringing the enveloped record to the front counter where the clerk brings out the record for the customer's listening.

For the Compton station which seems to draw a young audience, LP's are generally examined prominently. At the Adams Boulevard store where more than one LP sleeve is on display, the valet LP's move well, providing said Hocutt. "I guess all the people understand it (advantage), but they're interested in finding something new," Hocutt told. The store stays away from Dixieland style of jazz. "To our customers' traditional jazz is Charlie Parker and Thad Jones. I counted 33% came out of Minton's Playhouse in Harlem."

One advantage the chain has is knowledgeable sales and managerial personnel. This establishment quickens communication between customer and employee and enables one to fast foot it at home when he comes by the location to discover what's new and argue about the merits of one player against another.

On a smaller level, Ray Avery's "Rare Records" in Glen
dale promotes jazz sales in a manner to find items for customers, many serious collectors. Wall space is utilized to show off new releases with older LP's in floor boxes. The LPs are divided by artist. A separate room handles classical.

After a customer has bought one item, Avery offers a follow-up sales message to interest the patron in other products. The record person already committed to the subject in the store, the patron is usually receptive to suggestions about additional items. The customer's name and address are placed on a line-out catalog, which is passed to KNOI-FM and has a mailing list of 250,000.

Lower Prices, Increased Use Of Pop Artists Boost Tape Volume

By HANK FOX

The breakthrough for pre-recorded tapes has been spear-
headed by lower prices and increased use of pop artists in the medium, according to Max Fine, who heads the 30-store Fine's chain, one of the nation's leading electronic outlet stores.

The company, a subsidiary of the Ampex Corporation, came out with rock 'n' roll and stand-

ard pop tapes plus a language course series from the Corona Institute.

On a finishing binge that the tapes could be big sellers, Fine began to stress them out.

The chain has a mailing list of 250,000.

Language Tapes

Gem's language tape sales figures for August totaled $5,000, July. Cohen, tape specialist for UST, says that Gem sells 50,000 language tapes than any other store in New York because of its promotion. With school opening, the chain just invested $1,000 in newspaper advertising of the language tapes.

Russian is the largest seller with Spanish and French following closely. According to Cohen, there are seven language tapes in the series—French, Italian, German and Japanese. The tapes, sold through UST plans to release a Spanish to English Tape with Spanish to English as taped by the Vocational Rehabilitation.

The speed of the language tapes is 17.5. They retail for $7.95. UST also widened its catalog by adding rock 'n' roll and standard pop tapes. The tapes, priced at $5.95, feature such top-selling artists as MCG's Herman's Hermits, the Beatles, the Rolling Stones (London), UST manufactures, producers and distributors tap for 22 record companies.

When fathers come by the store to pick up some electronic equipment, parts or tapes for themselves, they buy their rock and roll for the children." Fine says. "The tapes haven't been successful in the father's market, but they do record."

Recently, in the summer, when Fine says that sales are best in the summer and at Christmas. "Twill Pack."

The introduction of UST's "Twill Pack" was significant in boosting Gem's tape sales. Selling for about $7.95, the package contains four tapes, namely, the regular pro-recorded, the tape that runs at a slower speed and has a tape of classical music that is counted for approximately 35-

40% of the chain's business. The tape was advertised in a tape-phonograph combination, mostly aimed at new adolescent girls, who could be sold, the company commented.

Reed Tape Sales Booming For Capitol: 75% Popular

Capitol Records' re-recorded tape business is running ahead about 200% per cent this year over last year, reports special products manager Oris Beucer. Tape sales in August are up two and one-half times over the corresponding period in 1964. This up-

nease activity is the highest ever, the manufacturer level indicates a growing awareness of the part of retail.

Capitol's tape activity is 75% per cent, 25 per cent classical, 75 per cent pop. Beucer noted, through the company's own sales force, R
tape promotions, national photo-

graphic distributors and Stereo Tape, national high fidelity dis-

tributors.

Cover All Retailers

"We pretty much cover all retailing facets that carry tape," the tape man noted. One reason for Capitol's developing success is that it is able to compete with quality comparable to the standard 75/8 speed. Each 3/5 reel or cassette is priced at a suggested $0.98.

"Consumer interest in 3/5 is growing all the time," Beucer said. Capitol has been selling 35/25 tape for just over one year. The company still produces 715-

speed packages only when the material is not long enough to fill out a two package. There is no duplication on the two speeds. The majority of the 3/5 packages are four-track stereos, but there are packages reprocessed from mono tapes because of equipment limitations, which are not true separation tapes.

Backed by Strong Push

Capitol's products are backed by a strong push on store displays. "Retailers in the past have been inclined to use only the spinnet of the packing as a display—one counter and two displays—one spinners off tape full of show. We have a hand to display must be used. Business in this department this year is up 50% over last year. The reason is that the package's full color jacket may be used as a point-of-sale-interest-generating device."

Released Monthly

Capitol releases new tape releases on a monthly basis, attempting simultaneously to offer tapes and LPs at the same time. The normal release pattern is to offer about 12 tapes in the July-October period. The company thinks will sell to tape con-

"Classical tape buyers, for example," Beucer offered, "are also Will want to buy tapes, are al-
ways asking for more product."

On the retaining end, The May Co. chain, reports an upsurge in tape activity during the past four months. A psychology expert has been steadying builders, adding that classical tapes are selling very fast. The company counts for approximately 35-

40% of the chain's business. The tape was advertised in a tape-phonograph combination, mostly aimed at new adolescent girls, who could be sold, the commented.

(Continued on page 41)
GREAT FOR CHRISTMAS AND 364 OTHER DAYS

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SINGS
FROM THE PEN OF P. F. SLOAN
CHILD OF OUR TIMES
UPON A PAINTED OCEAN
Lower Prices, Pop Artists Aid Sales

Dot Records and Hamilton recently jumped on the tape bandwagon by releasing pop artist tapes at $3.98. Some of Dot's artists are Billy Vaughn and Lawrence Welk. Hamilton has the Mills Brothers, Steve Allen and Jimmy Rodgers. "With these pop tapes, a customer will accept another title or even another artist," Fine said. "We may cut down on our classical stock, but it is still too early to tell."

Fine says that most of Gem's tape customers own tape recorders valued at more than $100. "Previously, most of our customers were hi-fi buffs who were constantly working on their equipment. But now we see the average tape recorder owner coming in."

Tape sales totaled $100,000 last year. However, Fine forecasts a dramatic rise this year because of the lower cost and new lines.

SELLING LIKE A HOT SINGLE!

Gene Pitney has a reputation from San Remo to Sydney, and from London to Tokyo as a magician of songs who turns pop tunes into top hits by the genius of his interpretive singing. One day in April he turned his talents to a more exciting task — recording the great "classics" of popular music, songs that have been performed by leading singers over the years. For the first time in the memory of anyone at the sound studio after the session was over, the studio crews and musicians, to a man, rose and cheered the singer. You'll feel the same way when you hear this new album "Looking Through The Eyes Of Love."

...AND HERE ARE SOME OTHERS OF GENE PITNEY'S BEST-SELLING ALBUMS

"I MUST BE SEEING THINGS"
M53001/M53006
"RICH SIXTEEN"
M53001/M53006
"GENE PITNEY SINGS WORLDWIDE WINNERS"
M53001/M53006
"IT HUNTS TO BE IN LOVE"
M53001/M53006

Music Hall

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M53001/M53006
"IT HUNTS TO BE IN LOVE"
M53001/M53006
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<th>Label</th>
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<td>Sammy Davis Jr.</td>
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<td>THE RETURN OF ROGER MILLER</td>
<td>Roger Miller</td>
<td>Capitol</td>
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<td>Gary Lewis &amp; the Playboys</td>
<td>Epic</td>
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Compiled from national retail sales and radio station play by the Music Popularity Dept. of Record Market Research, Billboard.
“I’m the PIED PIPER. Follow me, I’ll show you where the action is!”

These are words from the new Philips hit, the PIED PIPER by the Changin’ Times.

Here are the breakout markets!
* LOS ANGELES ★ BOSTON
* BALTIMORE-WASHINGTON ★ SEATTLE ★ DALLAS

These are Key Stations already wailin’ PIED PIPER

WMEX BOSTON
KIMN DENVER
WLEE RICHMOND, VA.
KRLA LOS ANGELES
KEWB SAN FRANCISCO
KJR SEATTLE
WBZ BOSTON
KHJ LOS ANGELES
WHLO AKRON
WCFL CHICAGO
WCAO BALTIMORE
KBOX DALLAS
WORC WORCESTER
WAPE JACKSONVILLE, FLA.
WHK CLEVELAND
KLIF DALLAS
BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

GOING PLACES
Herb Albert & His Tijuana Brass, A&M

OTIS BLUE/OTIS REDDING SINGS SOUL
Virt

★ NEW ACTION LP's

These new albums, out yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

MANTOVANI OLE...
Mantovani & His Orch., London LL 3442 (Hi); FS 422 (S)

CLASS OF '65...
Floyd Cramer, RCA Victor LPM 3045 (M); LSP 3045 (S)

WELCOME HOME...
Walter Jackson, Ohkai DHM 12108 (K); OKS 14108 (S)

I WANT CANDY...
Stranglers, Bang, RFP 211 (M); (No Stereo)

IT AIN'T ME BABE...
Turkles, White Whale W 111 (K); (No Stereo)

SUMMER WIND...
Wayne Newton, Capitol T 2289 (K); ST 2289 (S)

IN THE MIDNIGHT HOUR...
Wilson Pickett, Atlantic LP 8114 (K); SD 8114 (S)

SPOTLIGHT ON JACKIE...
Jocia Wilson, Brunswick BL 3191 (K); BL 75419 (S)

NERO GIS TOPS...
Peter Nero/Barbours Peg Orch. (Reader's; RCA Victor LPM 2821 (K); LSC 2821 (S)

THE OTHER WOMAN...
Roy Price, Columbia CL 2382 (K); CS 1182 (S)

ONE FLIGHT UP...
Dexter Gordon, Blue Note BLP 4176 (M); BST 84766 (S)

SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could become commercial successes within their respective categories of music.

POP MERIT

TOMMY LEONETTI SINGS THE WINDS
RCA Victor LPM 3404 (M); LSP 3404 (S)

THE WINDS..."singers" get a winning reading by Tommy Leonetti. He sets them up with an easy vocal manner that serves them well over harpsichord, flutes, harps, and voice. Even in true tone Smith's recordings are quite authentic; set your stereo o'er.

AS TIME GOES BY...
Freddy Martin, Capital T 2347 (K); ST 2347 (S)

The soft, velvety sound of Freddy Martin's orchestra against a romantically lush string background provides listening moment in this well-recorded package of old favorites. Such titles as "Frailty," "As Time Goes By," "To Be Loved," and "I Can't Give You Anything But Love," lay the album dance appeal as well as making it a fine program package.

SHADES OF GREY...
Al Grey, Tangerine TRC-1504 (M); TRC-1304 (K)

Most of the group are or were Count Basie men. Former here as a big "Willy" band, the unit swings through several new tunes ("Indiscretion," "Mingus Swings," and "Count's Got the Blues"). As with the material, the recording is sharp. Grey's "Soul on Wheels" is evenly spaced and features a sharp sax-accented "Harvest Festival Dance" is sprightly with rural overtones.

COUNTRY SPECIAL MERIT

CORN SHUCKIN' TIME...
Country Country, Cumberland MOC 29532 (M); SAC 60352 (S)

One of this album's feature effects is most plausible. The album's lively and pleasing mood is aptly set by a "Country Corn Harvest Festival" effect. Vocalists such as Jimmy M. "Rev. Bob" and John Price provide fine support. The material is well recorded, and this lead-in album will give country fans much pleasure.

SCANDINAVIAN FOLK SONGS SWUNG AND SWUNG...
Alice Babs & Svend Asmussen. Philips 200-184 (M); PH 600-184 (S)

A dozen Scandinavian folk songs have been translated by actress Sige Rosen and baritone Sigur R. "Sven" Asmussen of the couple of steel standards "Through the Window" and "Svea." Both performers are as effective in songs like "Norwegian Lassie," a fine rendering, as is "Here Lies Mine Lover," a strongly evocative setting of "Lover Me Not" are worthy of聚合的。（Continued on page 52）
(You got) THE GAMMA GOOCHEE” and we’ve got a SMASH!

by GAMMA GOOCHEE (HIMSELF)

COLPIX RECORDS
#CP-786
**ALBUM REVIEWS**

**Continued from page 50**

**TOUK SPECIAL MERIT**

GEORGE BRASSENS SINGS OF THE BIRDS AND THE BEES

Phillips PCC 618 (5)

George Brassens is an original and unusual talent, but it took a brave man to make an album in French. Here is a man who doesn’t need to write a love song to get a hit—his ‘‘Boulevard de la Madeleine’’ makes a strong appeal. His music is simple, yet touching; one cannot help but listen. The album is beautifully packaged with photos, text and English translation of the lyrics.

**CHILDREN’S SPECIAL MERIT**

WALT DISNEY PRESENTS NATIONAL ANTHEMS AND THEIR STORIES

Dick Whittinghill. Disneyland 70031 (4)

Walt Disney’s talent for combining educational and entertainment values are put into use here for young people’s enjoyment. It is a handsome and colorful package that includes an illustrated book, the national anthems of several countries, are described in narration (by Dick Whittinghill) and music.

**CHILDREN’S LOW PRICE SPECIAL MERIT**

“A’S” YOU’RE ADORABLE

Diahann Carroll. Decca D’Or LP 141 (4)

“A’S” Aka Carroll is adorable. “B” she is a top jazz singer. “C” she is tender and in her form. Some capable arranging backs her children-oriented singing. “D” Build a Fortnight. “E” Better Up Your Overcoat. “F” The little song from the record, the melody line is so sweet.

**FOUR-STAR ALBUMS**

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, price tags and rack jobbers handling that category.

**POPULAR**

BUT BEAUTIFUL

Lincoln Bennett. RCA Victor LPM 3493 (M); ESP 5443 (7)

FAITH OF OUR FATHERS

Earl Wrightson. Columbia CL 2390 (M); CS 9198 (4)

**COUNTRY**

DAVE DUDLEY PRESENTS THE ROADRUNNERS

Cumberland MGC 29328 (M); SRC 69528 (8)

WE’RE MOVIN’ ON

Rainbow Ranch Gang. Cumberland MGC 29323 (M); SRC 69523 (5)

LOW PRICE COUNTRY

TWIN FIDDLES PLAY COUNTRY’S GREATEST WALKER

Tommy Jackson and Pete Wade. Cumberland MGC 29329 (M); SRC 69530 (5)

**CLASSICAL**

BEETHOVEN: SERENADE IN D MAJOR FOR FLUTE, VIOLIN AND VIOL- LA/ SERENADE IN D MAJOR FOR STRING TRIO

Various Artists. Decca DL 1016 (5); DL 718516 (5)

MOZART: SYMPHONY NO. 25 AND NO. 38

Greenwich Symphony Orch. of Cologne (Vanguard). Nonesuch H 1979 (5); H 71079 (8)

HAYDN: QUARTET IN K FLAT/ QUARTET IN D

Netherlands String Quartet. Decca DL 10117 (5); DL 7184117 (5)

Schumann: SYMPHONIC STUDIES/Toccata In C MAJOR

Colony Coffee. Decca DL 10115 (5); DL 7184115 (5)

LOW PRICE CLASSICAL

STAMITZ: SYMPHONY IN A MAJOR/MOZART: DIVERTIMENTO K (M)

Mendel Chamber Orch. (Starrford)/ Tiber Voga Orch. (Vanga). Nonesuch H 7996 (5); H 71075 (5)

JAZZ

SILK AND SOUL

Brother Jack McDuff. Prestige PR 7048 (5)

FOLK

THE MARIMBA FROM OAXACA, MEXICO

Palladium PW 106 (5)

AUTHENTIC COWBOYS AND THEIR WESTERN FOLKSONGS

Various Artists. RCA Victor LPY 222 (M)

LOW PRICE CHILDREN’S THEMES

THE JACK AND JILL LITTLE PEOPLE’S FAVORITE SONGS

Towerview Family Singers. RCA Camden CAE 7775 (M); CAS 9775 (5)

SONGS FOR THE QUIET TIME

Dorothy Olsen. Camden CAE. 1660 (M); CAS 1660 (5)

GOSPEL

THE FABULOUS OAK RIDGE QUARTET IN CONCERT

Cumberland MGC 29324 (M); SRC 69524 (5)

INTERNATIONAL

HAWAIIAN SERENADE

Hali Aloha. Dot DLX 1012 (5); DLX 26425 (5)

**THREE-STAR ALBUMS**

The three-star rating indicates moderate sales potential within each record’s music category.

**POPULAR**

“MARIA ELENA” AND OTHER GOLDEN TRANSPORT M729

Sorberena. His Master’s Voice. Columbia CS 9190 (M); CS 9191 (5)

THE ROADRUNNERS

Cumberland MGC 29325 (M); SRC 69525 (5)

**PRESIDENTIAL BONNIE PAULS**

WAY OUT, M.P. IV

Alger & Alligator. APLA 944 (5); SRC-6000 (5)

LOW PRICE COUNTRY & WESTERN

SWINGIN’ COUNTRY GREATS

A&G International MGC 29326 (M); SRC 69526 (5)

BILLY KAY(NEV) 1965, BILLBOARD
THIRD HIT IN A ROW...
AND THEIR BIGGEST!
"I'M A MAN"

THE YARDBIRDS

WILD, WONDERFUL, 
EXCITING, EXUBERANT...
DANCEABLE, 
AND DIFFERENT!

ON EPIC

THE FASTEST GROWING NAME 
IN RECORDED ENTERTAINMENT

www.americanradiohistory.com
BILL DANA'S (JOSE JIMENEZ) PROTEST SONG
MAKE NICE
B/W ALL YOU NEED IS YOU A&M 779
now Red Seal is going into jazz-classical and country-classical. For the former, the Boston Pops has been paired with Duke Ellington, and for the latter, the Boston Pops and Chet Atkins have recorded together. The Ellington-Boston album is scheduled for January release while no release dates have been set for the Atkins-Boston LP.

Among the new artists stimulating excitement on the Red Seal level are Peter Serkin; Shirley Verrett; Raymond Leuenhelt, John Browning, Andre Previn; Ozawa; a conductor; and Calhau, a soprano.

On the repertoire end, Red Seal is stepping more briskly onto the classic catalog with fresh basic classical catalog. Examples of the new wave at Red Seal are recordings of Monteverdi's "Madrigals," Albin Berger's "Wozzeck," and Wagner's opera "Lohengrin." The Wagner opera falls into the new wave category because it marks the first opera recorded in the U. S. by RCA Victor in almost 10 years. It was recorded in Symphony Hall, Boston, and is scheduled for release early next year.

Computologists to Analyze 'Whys of Audience Tastes

SAN ANTONIO — Musical history was made last week when the San Antonio Symphony and Opera joined forces in the "Instant Music" concert. At that time, audiences had the opportunity to select by IBM cards the numbers they desired, beginning the concert.

Da Capo, conductor of the San Antonio Symphony, and Martin Goland, SWRL president, have explored possibilities for further research into the psychology of music appreciation and criticism. For five of the first six concerts in the 1965-66 season, symphony audiences would be given an IBM card to register their reactions to numbers played by the orchestra.

These cards will be subsequently processed by scientists at SWRL, where, by utilizing multiple regression techniques, they will be able to tell not only which numbers were enjoyed by the audience, but the psychological reasons underlying their choices.

Callas to Do 'Tosca' Film

ROME — Maria Callas will be seen in a step in a new direction on the silver screen. She will work in Rome on a film version of "Tosca" under the direction of another film star, Anthony Quinn, and this will be the first in which the opera diva will act as well as sing. It will be released in top box office.

In addition to studio shooting of the scenes of the opera, there will be a location set at the ancient location of the Church of San Andrea delle Valle, Castel Sant'Angelo and Farnese Palace.

VOX-APPONTS TOM MOWREY

NEW YORK — Tom Mowrey has been named manager of Vox Records, George H. deMendelssohn-Bartholdy announced.

Mowrey, who joined the label last year, has been assistant manager for WWBF-FM, Syracuse, 24-hour-a-day classical music format, where he developed the station's classical music format as a clickyjoke with WBBW while an undergraduate.

REPUBLIC RECORDS

ADVERTISING IN

THE BILLBOARD

NEAR MEANS BUSINESS

October 16, 1965, BILLBOARD

CLASSICAL MUSIC

RCA Red Seal in Sales Spurt

• Continued from page 1

The pricing angle was a con-

trasting factor to the sales in-

crease because it assured the
dealer that the price of Red
Seal records would be the same throughout the year and not vary with different selling pro-
grams. This became an induc-
to buy and the dealer began to stock up on the basic
catalog as well as the new re-
leases. Also, the RCA Victor dis-
count to dealers was larger than that offered by any of the major labels.

To the people at Victor this meant that the dealer was beginning to merchandise and not just programs.

It has long been a record business axiom that the only record which you can't sell is the one which isn't in the deal-
er's store. By giving Red Seal a new look, artist and repertoire head Roger Hall and merchan-
dise manager Alfred Leonard found they have the key to getting their records into the stores.

Another contributing factor to the success of Red Seal has been the success of the budget-priced Victrola and Victrola Turbo sets. It is thought that the Victrola line serves the purpose of getting the new collector interested in the Red Seal artists and that he'll soon be ready to purchase the regular-priced Victrolas. Records increase four LP's every two months and its primary appeal is to the broad mass of people who like music rather than to those whose tastes range toward the eccentric.

The Red Seal line also is veer-
ing more strongly toward the spectacular set. As the whole line is up to its successful "Octabell" album, it has been scheduled "Much Music" (S. No. 2765) for October release. Like "Octabell," it has been recorded by Er Laurence Olivier," National Theatre Co. And as a follow-up
to its successful "The Kennedy" film album, a "The Stevenson Who," LP also, collected by Bill Adler and nar-
ed by David Brinkley, will be released in the fall.

As to where all this Red Seal business is coming from, Leonard told Billboard recently: (1) established buyer, and (2) young people. In an effort to catch the latter group, RCA Victor is devoting less effort in getting music heard in schools and colleges around the country.
Dean in Nashville
To Tape Special

* Continued from page 3

Connie Smith, Kenny Wells, Dot-
Dottie West.

ARTIST: Connie Jones
Miller, and en)
Tiger Roger (Norma Miller);
Teenie Green and Montana,
the Wilburn Brothers.
Continued
FAVORITE SINGING
GROUP: The Browns, Carl and
Donna Carter, and the
George Jones and Gene Pitney,
the Wilburn Brothers.
FAVORITE SINGING
GROUP: Roy Drusky and
Pricilla Mitchell, George Jones
twisted and Loretta Lynn.
FAVORITE INSTRUMENT-
ALIST: Chet Atkins, Phil Baugh,
Roy Clark, Floyd Cramer, Pete
Drake.

FAVORITE COUNTRY
SONGWRITER: Bill Anderson,
Hank Cochran, Harlan Howard,
Roger Miller, Buck Owens.
FAVORITE SONGWRITER
Anderson and His Po Boys, Buck
Owens and His Buckaroo,
Ray Price and His Cherokee
boys, Hank Thompson and His
Brazen Valley Boys, Jack
Tubb and the Texas Troubadours.

ALL-TIME FAVORITE SING-
ER: "City Light" (Ray Price);
"Crazy Arms" (Ray Price);
"El Paso" (Marty Robbins);
"Four Walls" (Bill, Reesee);
"You Cheatin' Heart" (Hank
Williamson). The Single Album
(1946-63): Best of Jim
Reesee, "Sparky" Short, I've Got
a Tiger by the Tail (Buck
Owens); Jim Reesee Way;
Return of Roger Miller. All-
TIME FAVORITE AL-
BUM: Best of Jim Reesee,
"Gunfighter Ballad" (M. Rob-
bins); Hank Williams' Greatest
Hits; "I Walk the Line" (John-
y Cash); "Your Cheatin' Heart"
(Hank Williams).

FAVORITE COUNTRY
SONG: "Texas" (Ray
Price); "Blue Virginia"
(Hank Williams); "Wizard of
Oz" (Tommy Cash); "A Hundred
Thieves" (Hank Williams).

Nash, Columbia Will Host
Guests of WSM 'Opry' Fete

* Continued from page 3
country songs in the nation were
recorded there.

"It has been the most popular
recording studio in the U. S.",
Hitt said.

Columbia has a second ex-
isting smaller studio which will be
demolished to make room for the
office building addition.

Floating Floor

The sparkling new studio, 58
feet long, 37 feet wide and 25
feet high inside, features a
"floating floor" and 38 movable
glass fiber sound-absorbent pan-
els which make it the most
versatile and modern recording
studio in the country," Hitt said.
The panels are four feet wide
and 20 feet tall.

The "floating floor" is on heavy
springs with concrete and hard-
wood floors over it. The floor
will shield off outside vibra-
tions, much in the way auto shock
absorbers work. in the near year or so there will be

much interstate highway con-
struction work in the area.

The studio came from the
CBS TV center in New York
and the fiberglass panel idea
from Nashville's Hollywood re-
cording studio. The new studio can handle up to 20 miles and is large enough
for any recording session in
Nashville. Hitt said, and versa-
tile enough for the smallest. He
said that of the engineers was
to re-create the sound in the
original studio built by Bradley
and this had been achieved. Re-
cordings of one to four tracks
can be made, Hitt said.

Designers were Edwards A. Kee-
ble, Inc., of Nashville. Paul
VeneKlasen of Los Angeles was
acoustics consultant. CBS engi-
ners assisted and Vincent J.
Lubich, Columbia Records en-
gineer, and Michael N. Salgo,
CBS engineer, co-ordinated the
design and construction. General contractor was W. B. Cambron Co.
of Nashville.

Allen Unit to Play Air Bases

RICHMOND, Va.—The Bar-
bara Allen Show, featuring Teenie Chenault and the Coun-
try Rockers, has just set
for a four-week tour of Air Bases in
Newfoundland and Green-
land, kicking off in Thule, Greenland, Nov. 5. Jim Gem-
mill Productions handles, which holds personal management rides
on the group, announced that

the show has been booked solid
for the remainder of 1965.

Other dates set for Miss Allen include Wheeling, W. Va., Oct. 16; Kanoake Rapids, N. C., Oct. 30; Hamilton, Pa., Dec. 10; Suffoka, Va., 11, and South Bos-

ton, Va., 18.

Sandwiched in between these
dates, Miss Allen will do her
(Continued on page 58)
YESTERVERS' COUNTRY HITS

Change-of-pace programming from your librarian's shelves, featuring the bulbs that were the brightest in 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
Oct. 17, 1960
1. Adolph, Stanley Crane, Stanley
2. On the Wings of a Dove, Ferlin Husky, Capitol
3. Fraidy, Fraidy Fraidy, Fraidy Fraidy
4. Excuse Me, Buck Owens, Capitol
5. Anyways, Roy Clark, Decca
6. Heart to Heart Talk, Bob Wills & Texas Playboys, Vocalion
7. I'm Getting Better, Jim Reeves, RCA Victor
8. I Don't Believe I'll Fall in Love Today, Warren Smith, Liberty
9. Please Help Me I'm Falling, Hank Locklin, RCA Victor
10. I Don't Know, Jim Reeves, RCA Victor

COUNTRY SINGLES—10 Years Ago
Oct. 19, 1955
1. Cattie Call, Eddy Arnold & Hugo Winterhalter, RCA Victor
2. I Don't Care, Webb Pierce, Decca
3. Just Call Me Lonesome, Eddy Arnold, RCA Victor
5. Satisfied Mind, Porter Wagoner, RCA Victor
6. With All My Heart, Faron Young, Capitol
7. Satisfied Mind, Red & Betty Foley, Decca
8. I Forgot to Remember to Forget, Elvis Presley, Sun
9. Satisfied Mind, Jean Shepard, Capitol
10. That She Goes, Carl Smith, Columbia

CMA Membership Hits 1,473

NASHVILLE—There are 1,238 members of the Country Music Association in 47 States and the District of Columbia, Jo Walker, CMA executive director, announced last week. Only States in which there are no members are Maine, Alaska, and Hawaii. In addition to the 1,238, there are 245 members in Canada and in foreign countries, Mrs. Walker said.

The State with the largest number of members is Tennessee, with 296. Most are in Nashville, world center of country music. New York is second with 164, and California third with 133.


By category there are 432 artists, 177 deejays, 174 non-affiliated, 164 record company representatives, 156 radio officials, 151 composers, 111 publishers, 111 managers and bookers, and 27 representatives of trade publications. The figures include the Canadian and overseas members.

CMA Show Talent Set

NASHVILLE—"It's a Big, Wide, Wonderful World of Country Music," is the theme of the Country Music Association show next week (22) during its six-day meeting at the Country Music Festival.

Featured will be LeRoy Van Dyke, his Audience and Audienceettes. Gene Nau, Van Dyke's manager, will stage and direct the show. Guest perform-

ers will be Chet Atkins, Floyd Cramer and Boots Randolph.

Music for dancing will be pro-

vided by Bob Wills and the Ten-

nessee Ramblers, Paul West and Leon Rausch. Cocktail and dinner music will be by the Blue Boys, Sonny Simms' Sonny and the Sirens, and the Capitol Diners.

Night of Miracles

Night of Miracles is the masterwork of John W. Peterson, acknowledged dean of Cantata composers. Recorded in full dimension by Ralph Carmichael's 46-piece orchestra and superb choir of 20 voices, it was described in the Billboard Christmas Special Mention Pick for 1964 as follows:

"A most unusual and beautiful album. Ralph Carmichael conducts the 46-piece orchestra and chorus in an inspiring performance. This is the third Christmas Cantata of John W. Peterson's cantata, "Night of Miracles." The sound is grandiose and the work, utilizing Robert Clark's narration, would readily be acceptable to a Christmas TV special or as a production number in New York's Radio City Music Hall. In any event, it is great holiday listening." Billboard Hi-Fi $3.98 Stereo $4.98

ZONDERVAN RECORDINGS • Grand Rapids, Michigan 49506

October 16, 1965. BILLBOARD
HELP WANTED

One of the largest cigarette and music companies in North Central California wants experienced Cigarette Salesmen, Music Salesman. Also openings for Company Careers.

Must be honest, sober and manageable. If qualified send background reference to:

BOX #212, Billboard
165 West 46th St.
New York, New York 10036

HELP WANTED

Entertainers needed to fill in between shows.

Top pay, flexible hours.

Male or female.

No experience necessary; appearance counts.

Call TEMPORARY THEATRES, LTD.,
L.T. 1-3700, New York City

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RHYTHM & BLUES

TOP SELLING RHYTHM & BLUES SINGLES
SPECIAL SURVEY for Week Ending 10/16/65

<table>
<thead>
<tr>
<th>This Week</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I WANT TO (Do Everything for You) ... 8</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>I'M THE CROWN</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>TREAT HER RIGHT</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>THESE HANDS (Small But Mighty)</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>RESPECT</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>THE TRAFFIC TO-TONE'S</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>I'M GONNA MAKE ME CRY</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>THE TRACKS OF MY TEARS</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>AGONY OR NOT</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>SURELY</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Dig</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>NEVER GONNA STEAL MY MAMBA</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>UNCHAINED HEART</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>DON'T THAT PEEDIAR</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>My Girl Has Gone</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>Together</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>ME</td>
<td>1</td>
</tr>
<tr>
<td>18</td>
<td>ONLY MY TEARS</td>
<td>1</td>
</tr>
<tr>
<td>19</td>
<td>TOO</td>
<td>1</td>
</tr>
<tr>
<td>20</td>
<td>Baby's</td>
<td>1</td>
</tr>
<tr>
<td>21</td>
<td>THINK</td>
<td>1</td>
</tr>
</tbody>
</table>

NEW ACTION R&B SINGLES
Other records exploring solid sales in certain markets and appearing to be a week away from entering a Top 40 on the national R&B Singles chart above. All records on the chart are not eligible for a listing here.

I'M NOT TIRED | Wilson Pickett, Atlantic 2289

SHE'S WITH HER OTHER LOVE | LeRoy Headway, Liberty 61613

TOP R&B JOCKEYS' PICK-OF-THE-WEEK

RICK DARRELL, KPHS, Kansas City, Mo.

BUMPIN' in the Midnight Hour | Johnny (Hammond) Smith, Prestige 7408 (M); ST 4708 (S)

DEAN SPOTLIGHT

RICK DARRELL
KPHS, Kansas City, Mo.

A native of Los Angeles, Rick Darrell is presently a DJ and host with KPHS, Kansas City. He formerly worked at KATZ and KLWW, St. Louis, and has produced a weekly TV show over WIBV-TV, Milton, N.J. A subtitle to his career was opera- tive. One of his shows was recorded by the late Billy Holliday. He also currently produces records and manages ticket.

WJLD IS 1ST IN R&B
(Radio Response Ratings, June 1965)

Buy the Leader
WJLD (WJLN-FM) BIRMINGHAM, ALA.
Nat. Rep. / Bob Dore / South / C. K. Beaver

October 16, 1965, BILLBOARD
NAB's New Format for '66 Parley Wins Approval

CHICAGO - A new format for the 44th annual convention, March 27-30, 1966, here, of the National Association of Broadcasters was approved last week by a NAB committee. Instead of conducting a separate session for each new format, a radio session will be held Tuesday morning and a TV session Wednesday morning.

Country Stereo Proves Success

SALT LAKE CITY - Many daytime AM radio stations use FM to round out a complete broadcasting day. KSOP here does more than just go FM after sundown, however. The outlet, which reaches about 80 per cent of the population of Utah, according to program director Jay C. Cardare, broadcasts in stereo from 5 p.m. to 5 a.m. - the hours when it's not broadcasting on the AM band.

The unique factor is that KSOP is a full-time country music station. By standards, it was the first stereo country music station in the nation. "Country stereo stations are now thinking about being in stereo," Cardare said.

Partially on account of the stereo broadcasting, the station has proved "very successful."

Ruth Lyons Opens Tule Fund Drive

CINCINNATI - Ruth Lyons, veteran TV host of Crosley Broadcasting's popular "50-50 Club," last week launched her 25th Annual Christmas Fund Drive on her birthday, Oct. 4.

In the quarter century of the fund's existence more than $4,000,000 has been raised to buy toys, games, TV sets, radios, books, and playground equipment for hospitalized children in the three-State area of Ohio, Indiana and Kentucky served by Crosley's WLW-T, WLW, WLW-C and WLW-L.

Traditionally, no dollar goal is set but an effort is made each year to raise more money than the preceding year. Last year $430,169.75 was contributed by Crosley listeners and viewers.

Radio-TV Programming

Country Music Record Sales Boosted by WJJJD's Format

WMAO's Freedom to Test WIND, WGN

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By CLAUDE R. HALL

Two Los Angeles radio personalities, Steve Kimmel of KMPC and Frank Evans of KGUS—will play jockey for the $10,000 prize money in the new "Cordie and Company" contest on KDKA since 1956 and is popular with the audience. Steve Kimmel, who is the board member of the Cordie group as well as the manager of the station, has been with KDKA since the last 11 years on KDKA. Both have won many, many of the best sporting-air personalities, so this should be quite a show.

The network has chosen an April-Blackwood tune, "Comb-Back," as its official TV football show this season. Comb-Back will be a Columbia original cast album of a song by the "Mitty" off Broadway musical, you football fans will now hear the "Mitty" during and after NFL broadcasts.

RADIO-TV PROGRAMMING

VOX JOX

Taylor, Dan Mundy has moved from WMAQ, Chicago, having been named vice president and general manager of WOTH, WGN.

电台 manager of WOTH, WGN.

Newly appointed station manager of WLYC, Tampa-St. Petersburg, Fla.

Deejay and program director Dick Schmitz of KACK-AM-FM, Los Angeles, has been appointed to the new post of director of operations at the outlet and new station, KSL (Scotter) Segreves III will assume the duties of the program director of the new outlet.

WEPF is preparing for a grand reopening country music show on Oct. 9 that will headline Ferril Fiskay, Faron Young, Melvin Farms, and the station's deejays.

By Richard C. Ball

Jack Bogust, formerly of KGBL, WBCA, is back on KBTR, Denver, after a six-month sojourn in Los Angeles in which he worked at the Holly- crenco Club. Jack produced a music director at WYRE, Annarbor, where he also holds down an air shift.

Steve Kich of WSAI, Cincinnati, became a father at the age of 24. His daughter, Cathy Lynn, was born on Oct. 27, a daughter, named Amy Jo. 

Vik Armen is handling new sales, with WPTO, Providence, R. I. CBS has negotiated to acquire Alvin and the Chipmunks. Dick Porten, formerly with Cincinnati's WSAI, has joined WNSY, Buffalo, N. Y., as its new morning man at the station, replacing John B. "Handy Andy" Cook, who was the new host of the combined WNO-WWAT-FM TV operation.

Newsman Frank "Mikman" is now midnight to 6 a.m. on WNEW, following the resignations of Bob Dyer and Jimmy D. Dyer. Dick Porten and Tim Tate have now time slots with the good music on WNEW. WIP, Philadelphia, and WCAE, New York, continue to dominate the top 10. The New York Sun, for example, reports a top 10 station, with 16 records in the top 10.
Country Music Record Sales

Boosted by WJJD's Format

Continued from page 66

considerably brightened the Chicago record talent showcasing scene. One is WKBK-TV's locally
produced "C'mon Out Tonight," a half-hour country music show hosted by Linda of WJJD. The show has
featured such artists as John Conlee, Bobby Bare, Waylon Jennings, Janie Morgan, and the Seren-
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WLS Still Leads

As the Chicago market saw its sales of pop singles in the Midwest, WLS retained solid leadership,
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Continued from page 66

12:20-12:35 p.m. daily, "W. L. P.," interviews
interviewing best-selling writers and authors.
12:35-1:00 p.m. daily, "Dial Brazil," with
interviews Brazilian authors and broadcasts
programming.
1:00-1:30 p.m., WLS Chicago, "WLS Aircheck
1:30-2:00 p.m. daily, "The Morning Show,"
containing interviews of key people and
music. WLS Chicago, "WLS Aircheck 1978,"
with a look back at 1978's top hits.
2:00-3:00 p.m., WLS Chicago, "WLS Aircheck
3:00-4:00 p.m. daily, "The Morning Show,"
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4:00-5:00 p.m. daily, "The Morning Show,"
containing interviews of key people and
music. WLS Chicago, "WLS Aircheck 1978,"
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5:00-6:00 p.m. daily, "The Morning Show,"
containing interviews of key people and
music. WLS Chicago, "WLS Aircheck 1978,"
with a look back at 1978's top hits.
6:00-7:00 p.m. daily, "The Morning Show,"
containing interviews of key people and
music. WLS Chicago, "WLS Aircheck 1978,"
with a look back at 1978's top hits.
7:00-8:00 p.m. daily, "The Morning Show,"
containing interviews of key people and
music. WLS Chicago, "WLS Aircheck 1978,"
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8:00-9:00 p.m. daily, "The Morning Show,"
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music. WLS Chicago, "WLS Aircheck 1978,"
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9:00-10:00 p.m. daily, "The Morning Show,"
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10:00-11:00 p.m. daily, "The Morning Show,"
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11:00-12:00 a.m. daily, "The Morning Show,"
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Radio Press Show Slated for Spain

Barcelona — The annual World Radio Press Exhibition gets under way Wednesday, marking the 41st anniversary of the first broadcasting conference in Spain. Last year, 32 countries joined the show with 241 magazines concerning radio and TV en-
tered, according to Secretaria General de la RFEF, the exhibition.

October 16, 1965, Billboard
Radio Outlets Plea for Disks

NEW YORK—New programs create new problems—the inexorable growth in radio output and the ever-growing capacity of the entire format is a new one, the radio station’s problem is that much greater. And there are so many radio stations today that there are more of them. To put it frankly, “I need better record service than I can find,” said the owner of WCPY, Box 280, Newton, Mass., last week. “I think Billboard is the best way I can get it.” The top 40 outlet will not be ruled out.

WCTF of Lima, Ohio, is now programming a “strong format of contemporary market.” This is the only station that has put this up northwestern Ohio on the air for a long time, the station has had the big hit of the day, according to program director Bob Duff. More and more radio stations are finding themselves relying on Billboard’s Record Source International, Billboard, 165 West 46th Street, New York, N.Y. 10036.

Another top 40 outlet that needs records is KCLX, 1608, Muskogee, Okla., and record librarian said, “We’re having a nice mix of audience needs and top releases.” WBUL, Box 86, Ridgeland, S.C., needs both singles and albums, and says James Ross, Ind., is a college station (Wabash College) that programs to a field of 60,000. Library needs top 40 singles, according to manager Jay Williams Jr.

In the r.f.d. field, Emily Barrett, record librarian for WTUG, told a valid contract with VANCE albums does not require any new albums and would “like very much to get them.” So many stations are switching to country music formats because of the field of those who need country music records is fairly long. Bob Hensler, manager of WFVE-FM, Big Hoedown” for WWVCH-FM of Hofstra University, Hempstead, N.Y., said that the station’s radio school outlet has only a small number of library needs, but country radio records badly. “Appreciate anything you can do. We need both singles and albums.”

Walden Roberts, who recently joined west-side WXXM, Ore’s all-country station, said in need of all the country records we can get.” KFRM in Salina, Kan., is a new country outlet that needs to buy records and country records desperately, according to Harry Pilch, owner. The list compiled by the Harry Peetle Agency, Wichita, Kan.,

STATIONS BY FORMAT

YESTERDAY’S HITS

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

Country Stereo Proves Success

Continued from page 60

said Gardner, “For the last two years, we’ve been fourth, according to Pulse, out of 11 stations.” But Gardner feels his station is more middle-of-the-road country music in nature than Top 40. However, the station does publish a Top 10 list and doesn’t do that much for promotion. New country artists get special treatment. A difference in the audience.

One of the strongest drives the station has is to obtain more information on what “more and more teen-agers are listening to,” because it is a live country music shows,” Gardner said. The station produces shows on Bette Midler, who was a regular feature on the station, and the station is now thinking about also simulcasting in stereo from 10 a.m. until the AM operation goes off the air.

All-Girl Staff Aired at WRPL

NEW YORK—“Let’s Go-Go,” a dedicated Go-Go TV show, premiered in this market on WOR-TV Sunday (3). Features include “Let’s Go-Go” host Bobby Rydell, Roy Head and the association with the local band and show, and “Worl- dow Go-Go,” a dedicated show. KJH-TV Los Angeles, is the color of origin. One of the firsts designed when the station went Top 40 last spring, Kiddle is still penciled in for a Saturday radio hit on the outlet.

A typical teen-age-produced disk, “Let’s Go-Go” not only featured by Rydell, but also new “Somebody Loves You” album, also singing-dancing for his hit “Treat Her Right” was entertainment dynamic.

KOL Pact With Vance Is Valid

SEATTLE—Tommy Vance, disk jockey at KOL-Radio, was rechristened by WPPT head Donald L. Gains Sept. 30 from “Hollywood Disc Jockey” to “Washington radio station other than KOL until his contract expires.

Gains ruled that the station’s riff is “the only record on the air with a real name is Richard Vincent.” Vincent, who also hit his employer for $100,000 for albums and would like very much to get them.” So many stations are switching to country music formats because of the field of those who need country music records is fairly long. Bob Hensler, manager of WFVE-FM, Big Hoedown” for WWVCH-FM of Hofstra University, Hempstead, N.Y., said that the station’s radio school outlet has only a small number of library needs, but country radio records badly. “Appreciate anything you can do. We need both singles and albums.”

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A typical teen-age-produced disk, “Let’s Go-Go” not only featured by Rydell, but also new “Somebody Loves You” album, also singing-dancing for his hit “Treat Her Right” was entertainment dynamic.

KOL Pact With Vance Is Valid

SEATTLE—Tommy Vance, disk jockey at KOL-Radio, was rechristened by WPPT head Donald L. Gains Sept. 30 from “Hollywood Disc Jockey” to “Washington radio station other than KOL until his contract expires.

Gains ruled that the station’s riff is “the only record on the air with a real name is Richard Vincent.” Vincent, who also hit his employer for $100,000, con
Wide Selection of New Items Will Debut at Miami Show

By RAY BRACK

MIAMI—The industry's in- formal showing of bulk mer- chandise will be held here at the annual meeting of the board of direc- tors of the National Vendors Associa- tion of Carillon Hotels this year.

Most major suppliers will show up here at the Hotel Carillon Oct. 16-19 with several exciting new items.

Eppy Charms, for example, will unveil new eye-catching display cards in three day-glow colors. They are called the "Cir- cusc Capsule Series" and, ac- cording to George Eppy, "are entirely new to the industry. For five- and 10-cent capsule vending, the cards mount 20 assorted items each, "at a new low price that will make oper- ators throughout the country happy.

Eppy will include four of the cards free with each order of a thousand nickel or dime capsules.

The show here will also give many vendors the first look at Eppy's new fruit capsules, released officially last week.

"These capsules will make every machine look like a bowl of fruit," Eppy declared. They come in tangerine, lime, orange, plum and apple forms, each with a green stem. Four-color dis- plays have been prepared for the item.

Said Eppy: "This item is the result of a $30,000 investment which our company has made to the first to bring out a new capsule in the last 10 years.

"A big 10" mix by Eppy, also introduced recently, will be among the items exhibited. (See "new products").

Sidney Eppy will be present at the Carillon with George Eppy to answer questions relevant to the new merchandise.

President Henry Schore of Home Vending of New York has informed Billboard that the firm will exhibit several new items, including a ring-mounted gun that really shoots with spring action and "pop-it" jewel rings with stones that are inter- changeable.

National will also show the newly introduced "Addicts' Fam- ily" copyrighted charm-button- rings item and adjustable dis- cotheque rings. (See "new prod- ucts").

"And we'll have several other new items," Schore said. Ac- companying Schore to the show will be executive assistant Alex Freeland.

Herbert Goldstein, national sales manager for Oak Manufacturing Co., holds the firm's "Cab-Bak" to the show. The in- vention permits enlargement of machine capacity to take great- er advantage of a hot item on location. (See separate story.)

As reported recently, Mac- man Enterprises will display two loco. TV charm char- acters in its suite here at the Carillon.

The Henry King Co., man- age, (Continued on page 73)

MERCHANDISE & SUPPLIES

Jan. 20-22, 1965

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October 16, 1965, BILLBOARD
DISTRIBUTORS TO MEET IN MIAMI

MIAMI—A full membership meeting of the National Vending Machine Distributors, Inc., will be held here during the semi-annual meeting of the National Vendors Association.

The group will gather at the Clevelander here at 12:30 p.m. on Oct. 18.

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HENAL NOVELTIES
ADDAMS FAMILY RING
Another variation on the company’s copyrighted TV series. Kids can wear the characters (Morticia, Gomez, Lurch and Uncle Fester) on fingers, lips, and warranty dip. Finger rings have a set of key chains. Available in cap and bulk.

DISTRIBUTION DANCES
Inspired by Wurlitzer’s Arthur Murray discotheque dancers. Available as adjustable rings, bracelets and belt decorations. Each dance as the Ska, Monkey, LaBostela, Muddy Gully, Fried, in Speedo, Potato, Swan and Bird.

NEW PRODUCTS
This form is designed for the inventiveness of bulk operators.

EPPIE
BIG 10 MIX. Apple with Wreath (turp apple and worn crawls out), Green Monkey, and one pop-in and out, Pencill Puzzles (11 standard pieces), Cyclops (one big eye, two small eyes, and teeth), Old-Fashioned Clocks (with beating hands), Chianti Wine Bottles (in baskets just like the Italian real thing), Baseball (brown with gold seams and lace) and Church with Praying Priest (open the bottom and see all the people), Ball & Cup Game Charm (complete with sitting and ball) and Sunny Buttons (25 clever comebacks). Items available individually or mixed together in bag.

CIRCUS CUPULE SERIES
Three-color day-light display cards with 20-10 cent cards. The cards can be set with assorted items mounted on each. Four cards offered free with each order of a thousand nickel or dime cards.

HENAL NOVELTIES
ADDAMS FAMILY RING
Another variation on the company’s copyrighted TV series. Kids can wear the characters (Morticia, Gomez, Lurch and Uncle Fester) on fingers, lips, and warranty dip. Finger rings have a set of key chains. Available in cap and bulk.

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Antidote for High Commissions: Good Service, Quality Products

By BOB LATIMER

DENVER — Good, dependable service and obvious quality makes the chief weapon against exorbitant commission demands, according to a veteran Denver bulk operator.

Thorwald, who has approximately 1,100 machines operating in Denver, Colorado Springs and Pueblo, pays 25 per cent commission on 95 per cent of his route stops; 20 per cent to the remainder. At no time does he go over the 25 per cent figure, although he is aware that 50 per cent commissions are frequently offered by Johnney-come-late with local operators seeking a few top-notch spots in the Denver area.

I am against any increases whatsoever in the commission structure, Thorwald said. "At 50 per cent it would be practically impossible to earn a living from my business."

He maintains a realistic balance on commissions, for one thing, by "creating the best possible businessman image" with his customers. Wherever his routes, he wears a business suit, tie and belt. While a salesman accompanies him to do the actual work of checking machines, Thorwald, as "Distributor of the Year," walks among the machines and sees that they have been vended.

"We are your distributor, for one thing, by our sales and vending machine operation," Thorwald said. "We are your distributor on the quality and service you deserve."

Thorwald pointed out a classic example when he landed the 18-store chain of Miller Super Markets in the Denver area a few years ago. Miller’s management asked whether he would pay a 30 per cent commission to return for this account (formerly occupied by machines which the store operated themselves). Thorwald’s reply was that in order to give the customers real satisfaction for their pennies, quality would have to be held to the same high level which Miller maintains in all their food lines. This was an unalterable argument, and one which landed one of the choicest chains in the entire Rocky Mountain area for Thorwald.

Where operators are face to face with demands for higher percentages, Thorwald feels that his system will always work. He agrees that it would be helpful to form a strong association, with tight-knit resistance toward upper commissions.

Set Down

There have been instances where operators have dropped their sales and commissions, finding that the former operator had paid a 30, 40 or even 50 per cent commission. He made appointments with the owners, sat down and reviewed costs, the average intake of the machines and pointed out that all of his 1,100 units are kept glitteringly clean, thoroughly serviced, etc. Even small store owners, hard-pressed for operating funds, saw the light.

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**The Space-Age Arcade**

**Minneapolis Lease Plan**

**Sacramento Merch’diser**

**Market St. Fun Center**

**Minneapolis**—Some 2,500 square feet in showplace South- dale Shopping Center at Bloomington is devoted to a color- ful, coin-operated amusement center.

All equipment in the arcade is leased by Dayton Shopping Center owner, Dayton Development Co., from Amos and Dan Heilicher’s Advance Music Co., under the management of Norman Pink.

As owner, Advance provides services for the basketball, base- ball, hockey, polo, Target and kiddie ride machines. This is the 3000-model, introduced at Pink shopping center demands top service, and we assign a service- man both days, fifteen hours from Monday, Wednesday and Friday.

Heavy traffic means inevitable wear, “and we stress preventive maintenance,” Pink says. “If we detect wear or loosening our men pull the machine out for repair plans. No replacement machine is rushed into use, except when our level of 30 machines.”

Admission Tax

Top spot on the agenda will be a discussion of the New York State sales and admission tax. The status of the julep box with regard to the admissions tax is somewhat fuzzy.

The current law reads that an 

WHETHER THE OLD ARCADE?

The neighborhood movie house isn’t extinct—and neither is the penny arcade. Both have found recreation in subur- ban shopping centers (sans the penny in the case of the arcade, of course). Testing away the old book on arcade operation, merchandising-minded coinmen have moved into the shopping hubs with new ideas, new ma- chines—and are reaping new profits. We present here a three- pronged report on the arcade face lift.

(Continued on page 67)

**Wurlitzer Introduces Its 3000 Series**

NORTH TONAWANDA, N. Y.—The World Series and the new Wurlitzer were vying for the attention of the trade early this week, with the clean-lined coin-operated phonograph cop- ping a decided edge in interest.

Unveiled to Wurlitzer distrib- utors from around the world at a late September meet in Mont- real, these new 3000 series mod- els go on view before the world’s operators beginning today (11) in what has come to be called “Wurlitzer Week.”

To the distributor gathering in the swank Salon Duluth of the Queen Elizabeth Hotel in Mont- real, Wurlitzer sales manager Robert H. Bear declared, “We have created a phonograph that encompasses the most eye-catching and play-upgrading design in our history,” as the new models were wheeled on stage.

The 3000 series embraces a 200-selection (Model 3000), 1000- selection (Model 3010) and a special discophone unit (Model 3020).

Nurtured

The new series is a striking departure in cabinet design from the 2000 line. The new look, highlighted by bold, horizontal front strips of stainless steel and a pastel-blue translucent name panel, is said by company of- ficials to be more eye-catching, nurtured and brought to comple- tion over a period of several months.

Options offered with the 3000 series are the “Top Tones” fea- ture (incorporating a half-dollar play selector called “The Golden Bar”) and Little LP Album play.

**MUSIC TO DANCE BY**

For its Discotheque dance promotion the Wurlitzer Co. has engaged the Arthur Murray Studios to select special music for the go-go dance forms. In collaboration with Wurlitzer two volumes of dance tunes have been released, the first by Co- lumbia and the second by RCA Victor. A third volume is in presentation. Each release in- cludes 10 disks (60 tunes). Half a dozen record companies are being considered for the prep- aration of Vol. III, according to Wurlitzer advertising and pro- motion manager A. D. Palmer.

The discotheque model, for which two large, exterior, matchstick speakers are available from the company, will play the special Wurlitzer library of dis- cotheque music, with a special switch to convert to standard pop single and Little LP play.

To complement this model, Wurlitzer offers a location dance PROMO PAK, with wall posts, napkins, table tents and win- dow signs promoting new dance forms and the company’s consult- ing link with the Arthur Mur- ray Dance Studios.

The 3000 series sound system has been supplemented by two additional tweeter speakers posi- tioned behind the upper speakers, flanking the location personal- ization.

Identical cabinets house each model, with Model 3000 weighing in at 378 pounds, 26 pounds heavier than its 2000 counterpart. The additional weight is due to extra metal trim and new, heavier wood panels on the front. These panels on the new models are faced in Panelyte, as in addition to the 1/4-inch plywood panel standard on the 2000 series.

“A JOLLY GOOD JUKE BOX, I’D SAY,” exclaims WFCF air personality Paul Michael (first British import to Chicago radio), upon discovering the new Wurlitzer 3000 in the showrooms at National Coin Machine Exchange.

(Continued on page 72)

**October 16, 1965, BILLBOARD**
Minn. Lease Plan

- Continued from page 66

in some way and have sound and pictures.

Recently Advance added bells to its coin-operated fire engines per this theory and "play picked up right away. We've also added our own tape recordings of music for the carousel ride and recorded sound effects for the space rides. These little touches mean profit."

Because an Edina ordinance prohibits five-ball pinball games where children gather, Pink says "we are continually looking for new games that meet the requirements for stimulation and amusement. We have the reputation of having the newest and most interesting collection of kid attractions, and we want to keep it."

Making Money

Teen-agers find their fun in the center too. Real hits with this group are the 25-cent auto-photograph and 30-cent auto-ride machines (the only machines at Advance doesn't lease to the shopping centers). Pink asserts that the operation is profitable, despite the great investment in service and new equipment.

"It works this way," he said, "During the winter, when there are less kid traffic, the shopping centers grosses just about what it pays us in leasing fees. But during the spring and summer, use of the machines picks up and they wind up the year making money."

From the standpoint of Advance, Pink said, "The seasons are just reversed. When the machines are busy during the spring and summer, we don't do much better than break even. But the fall and winter more than compensate."

Sacramento Merch.

- Continued from page 64

ness 13 years ago. He has added to his routes, upgraded his locations in bowling alleys, shopping centers and similar spots and today makes a fine income.

Model T's

The operation includes kiddie rides of just about every description. He has elephants, rein- deer, Merry-Go-Round, Whirly Bird, single horses, Model T's, Satellites and recently added a number of Space Capsules. Newer types of kiddie rides are earning well, but Joseph still puts his faith and confidence on the horse. "Kids never get enough of horses."

Joseph observes that rides located inside a building bring more revenue and suffer less abuse. In the store, the kids can be watched by the mother or called down by the store owner or clerk if they get too rough," he points out.

Joseph recalls that when he first studied the field, he talked with operators and location owners and was told that the main thing he had to offer was service.

Merchandising, even of kiddie rides, has always been one of Joseph's strong points. He has managed several retail stores during his long business career. "The merchandising of kiddie rides is little different from what I did in my city goals career. The product still must have appeal," he says. Joseph feels that ride manufacturers are not putting as much action into kiddie rides as they could and should. He recalls the Buck- aroo of some 10 years ago as a good action ride, with trotting and bucking movements that the kids liked.

O'Donnell to Address S. C. Convention


The convention opens Oct. 23 with a gala banquet, prizes and entertainment. Exhibits will be located at the Columbia Township Auditorium here. A number of major equipment manufacturers and suppliers will be on hand.

We have the new version of WURLITZER
ARTHUR MURRAY DISCOTHEQUE MUSIC

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By OMER ANDERSON

COLOGNE — West Germany's Central Organization of Coin Machine Operators (ZOA) has planning underway for a mammoth coin machine trade fair next spring in Stuttgart.

The Stuttgart exhibition will be the biggest thing of its kind ever attempted by the German coin machine industry. It will emphasize the operating side of the industry on the theory that "the operator is the key to industry success everywhere." The chief of the general staff planning the exhibition is Hauss Loeffler, president of the ZOA and a leading figure in European operator circles. Loeffler's constant calm counseling of operators to "look inward—examine our own faults" has earned him the accolade of European operators' senior statesman.

Start From Zero

Loeffler's staff visualizes the Stuttgart fair as a showcase for the enormous success achieved by the German trade and industry in the last decade. Starting from zero after the war, the Germans have built Europe's strongest industry.

A main feature of the fair will be international participation. Special effort will be exerted to get large American participation by both manufacturers and operators.

Invite MOA

Loeffler would like to have major participation by ZOA's American counterpart, the Music Operators of America (MOA). The German trade leader believes in cross-fertilization of ideas, which will be a major purpose of the fair.

The German trade is pressing an international exchange of operating information and ideas on the theory techniques, systems and methods are even more important than equipment in producing operator profits.

There is strong interest among operators here in scheduling a series of international operator seminars to be held in connection with the fair. These seminars would air problems of common global operator interest.

Old Problems

As one of Loeffler's officials said, "New equipment is tremendously important, of course. But the best equipment doesn't solve problems of taxation, of discriminatory city ordinances, of excessive record costs— all of the familiar old problems which operators everywhere hold in common."

For example, there is great interest here in the growing use of radium clockwork, which is gaining in Europe with film juke boxes, an old world export to the new.

Most U.S. operators would find the economics of German coin machines operating a most fascinating subject since the German operator must pay a music copyright fee, a turnover tax, and state and local fees.

Potential Markets

There are plans, too, for participation by African and Latin American coin machine operators on a fairly large scale. These areas, along with Asia, are envisioned as the largest potential markets for German coin machines.

A promising market for German equipment is being developed in Africa, where production of Latin America coin machines is competing on even terms or better with U.S. equipment. Strengthening of bonds between operators in these areas and their German counterparts will help the sale of German equipment.

This points to the fact that, in Germany, as in the U.S., the operator is regarded as the pillar of the trade, and emphasis is being placed on benefiting operators rather than locations.

JAPANESE STUDENTS dance American style to music from a batch of new Rock-Ola phonographs in Tokyo. E. G. Doris estimated the Japanese juke box market at $10,000,000, following a visit to his distributor, Sega Enterprises, Ltd. recently.

Italian Firms Would Like To Produce Combo Juke Box

MILAN—U. S. distributor David Rosen has met with two major precision manufacturing firms here in talks regarding manufacture of the Rosen-innovated Filmothèque-Discothèque machine.

An adaptation of the Cinebox film projector unit, for which Rosen holds U.S. distribution rights, the combination machine plays 40 musical films and up to 200 phonograph records. Recently formulated plans call for addition of "animation" with the records as well.

Angelo Bottani, president of the firm which manufactures Cinebox, is reportedly eager that the combination be manufactured in Europe. Rosen is said to be considering proposals for U.S. manufacture also. He will reportedly defer a decision on the matter until a "streamlined" model of the Cinebox unit is shipped to his headquar-
ters in Philadelphia for examination by his engineers.

The new Cinebox, produced by Bottani's International Phonovation Society here, follows Rosen specifications for accommodating a juke box mechanism with the film projector. The unit has been described as "resembling a piece of decorative furniture.

The "final step" before decision on a manufacturer, Rosen said, will be by his engineer to make certain that the newly designed machine will accommodate every type of juke box mechanism. The new look in Filmothèque-Discotéque must not obsolete any juke box mechanism, regardless of make or age.

The machines are leased or sold, with or without the juke box mechanism, with instructions for installation of a mechanism by the operator.
Number Four of a series

Mr. Music Master

May 29th, 1935 was a day to remember.

It hadn't been a day for many hours when, in the harbor at Le Havre, France, a huge shape floated majestically past the breakwater and headed out to sea . . . the Normandie, an engineering miracle . . . the biggest ship ever floated . . . was on her maiden voyage.

This day was a tribute to man's mastery of challenge . . . the dawn of a new era in human achievement, and a salute to the determined efforts of many over a long period of time.

Meanwhile, in Chicago, David C. Rockola was launching a miracle of his own . . . a music marvel that, too, was a long time emerging and the result of many months of painstaking engineering perfection.

The result was the Rock-Ola Multi-Selector . . . a machine so unique that it was destined to leave an indelible mark in the coin machine industry.

David C. Rockola loved simplicity . . . it was kind of a thing with him. That's the way it had been with all Rock-Ola products, and that's the way it was with the new Multi-Selector.

Like the mechanism that was so quiet that you had to look to see if it was playing, and so foolproof that there was nothing to go wrong . . . nothing to jam . . . nothing to stick.

Or, take the 2-ounce pick-up . . . 50% lighter than any ever built at that time . . . resulting in better tone, less record damage and more plays for more profit.

While FDR was rejuvenating the economy with alphabetical cures like NRA, NYA, CCC, PWA and various chats, David C. Rockola threw away the book on phonographs and started coming up with startling new thinking.

He invented a new and exclusive tone diffuser . . . the isolated tone chamber; a new idea in crystal pick-ups with full wave reproduction; a new high fidelity amplifier; new types of tubes and a super power speaker.

To eliminate cabinet resonance, the Multi-Selector was equipped with two separate baffle boards, each insulated from the other and from the cabinet with rubber.

High fidelity reproduction was achieved by a new idea in amplifiers which eliminated the distortion from transformer coupling. Frequency response was flat from 20 to 10,000 cycles . . . more than enough for existing records.

A conventional 6A6 tube was used preceding two revolutionary 6B5 output tubes in a resistance coupled push-pull circuit that produced tremendous power with no distortion.

For the first time, a complete coin operated phonograph was being produced under one roof . . . thanks to the extensive woodworking facilities in the huge Rock-Ola plant.

Unheard of beauty in phonograph cabinetry was sculptured from walnut, rosewood inlays and expensive veneers; fortified by kiln dried lumber, mortising and crossbracing . . . then hand rubbed to a brilliant finish.

Yes sir, David C. Rockola had made quite a splash in the phonograph business.

So much so that his bustling, mechanized Kedzie Avenue plant was setting unheard of records of phonograph production in the industry.

This all happened 30 years ago . . . but it might well have been yesterday as far as phonograph innovations and engineering excellence are concerned.

This same basic thread of simplicity and performance has needled its way through Rock-Ola progress through the years, and today has resulted in phonographs of enduring quality and trouble-free operation . . . Grand Prix I and II, Starlet and Princess Royal.

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www.americanradiohistory.com
Shuffleboard 'League' Under the Sea

By RAY BRACK

GROTON, Conn. — Somewhere in the depths of the Arctic Ocean the crew of the Polaris submarine U.S.S. Theodore Roosevelt crowded around their skipper, Capt. David Sims. The submariners watched Sims tense-ly. All was quiet aboard the craft save for the whine of machinery.

How would the skipper perform?

Sims, bending from the waist, leaned forward slowly over a long line of polished wood and let loose a southpaw shuffleboard shot. As the puck sped toward its goal the mighty sub lurched and a cheer went up from the crew. The captain's puck had gone into the gutter. A crew member had just defeated the skipper to become champion in the world's first underwater shuffleboard tournament.

27-Inch Hatch

"I'll swear the helicopter had a bet on the game," Sims was to jest in a later conversation with Art Lipkin, sales executive with American Shuffleboard Co. of Union City, N. J., the firm which placed a 22-foot shuffleboard aboard the submarine. American has supplied similar equipment for many naval vessels and military posts in addition to meeting the healthy demand of the coin-op market in the U.S., Canada and elsewhere.

"It was quite a trick getting that shuffleboard aboard the Theodore Roosevelt," Lipkin recalled. "We had to cut down that 22-foot unit into sections that would pass through a 27-inch hatch.

"In the sub the shuffleboard was mounted on a torpedo rack, where it could be raised when not in use and lowered for recreation periods."

Lipkin recalled having asked skipper Sims what would happen if the tube should be needed during the voyage.

"Well fire the shuffleboard right out the tube," Sims is said to have answered.

Formerly on the athletics coaching staff at Amoskeag, Sims was familiar with the amusement potential of shuffleboards when he assumed his sub command. Facing an extended undines voyage, he called on American Shuffleboard to supplement the conventional amusements provided aboard the sub.

Sims was aware that nearly a million persons annually had been participating in shuffleboard tournaments around the country. And perhaps even more important (because sub space problems precluded activity for the entire crew simultaneously) he knew that shuffleboard tournaments had been televised locally with good response—stifling AMERICA'S LARGEST SUPPLIER OF ARCADE MACHINES & PARTS

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October 16, 1965, BILLBOARD

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Rowe Brings In Barton as Sales Mgr.

JOE BARTON, former manager of Bush International, Rowe AMI distributor in Jacksonville, Fla., has been appointed General Sales Manager of Rowe Manufacturing. In announcing this important appointment, Rowe president Jack Harper noted that the new executive has experience as an operator, distributor and manufacturer. To be located at Whippanny, N.J., Barton will report to Fred Petlik, vice-president/marketing.

Don't Operate Junk Says Pink

MINNEAPOLIS — “It definitely doesn’t pay to operate with junk machines,” Norm Pink of Advance Music Co., here, says, “whether it’s music, amusement devices, rides or any other.”

“The day is definitely over when that kind of operation can succeed,” he added, “and the fact is, the most success goes to those with the best maintained and newest equipment.”

“That’s why we stress service and maintain a staff of nine servicemen in our own shop,” he added.

Three of the men have been with the firm since the 1940’s. Some specialize in a single type of machine, while others cooperate in various areas.

To improve the service operation, Advance has just installed two-way radio in its six service cars, serving routes in the farflung Twin City area.

Upgrading

Besides servicing existing machines, Advance tries to add as much new equipment as possible.

“By upgrading units whenever we can, we find the machines take in more money, require less service, and provide greater depreciation.”

“In this connection, we have certain bowling alley locations where there are really avid pinball patrons. These players are always excited about a new machine, which represents a new challenge for them. They flock to every new machine we put in, and the receipts always rise.”

“It is especially true of pinball machines that a place which is known to have the newest machines will draw extra patronage. Pinball fans will always recognize the new and different.”

At music locations, he continued, the results are similar.
Wurlitzer Shows Its 3,000 Series

Continued from page 66

The mar-resistant surface is of rosewood grain finish. Officials of the 120-year-old maker of musical equipment are particularly high on the appearance of the finish, for it is a hand-anodized aluminum extrusion which frames the grille section.

The name panel, of 3/16-inch crystal glass, is mounted in a hinged, aluminum door for access to the selector switch banks, fluorescent light tube and grill color shield.

The phonograph dome, its frame of chrome-plated die castings, is single lock-spring loaded and is said to be reflection-free. It latches automatically in a raised position and locks automatically when lowered. The program holder may be removed completely from the machine if desired.

The WURLITZER

Arthur Murray

Discotheque Music

See it During National Wurlitzer Week

Draco Sales Company

2005 West Alameda
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(303) 744-1797

THE WURLITZER 3000

will top them all for earnings

On Display During NATIONAL WURLITZER WEEK

THE WURLITZER CO.

832 Baronne Street
New Orleans, Louisiana 70113
(504) 523-4734

NEW EQUIPMENT

WURLITZER


east Colorado

This point in the process of parts welding, for example, will bounce back to maximum curing time moved to the center rear.

Bright red and white signs, posted along the walks on each side of the building suggest "giving the other fellow a chance to play," ask for cooperation in maintaining quiet, point to new games which have been added to the stock, and proudly remind customers that the business has been operating in the same location for 12 years.

There is very little kiddie traffic, but numerous teen-

agers, too young to be admitted to bars, comprise a good percentage of the total. Attendants keep youngsters moving, and there has been very little rowdism or vandalism.

The Fun Center boasts bright yellow and red signs illuminated in the beehive style accepted by the fashionable stores nearby. Gordon is proud of the fact that none of these have registered any complaint over the presence of his arcade on Market Street.

25-cent and 50-cent play either. This point is expected to be explored at the meeting.

Manpower Needs

John Deal, representative of the New York State Department of Manpower Development, will be on hand to discuss manpower needs with the operators. Purpose is to set up training schools for pinball and game mechanics and roulement.

Sen. Tom LaVerne, who introduced the coin machine operator licensing bill in the New York State Legislature, will address the convention.

The convention will close with election of officers. The current slate consists of Mrs. Ed Solomon, president; Joseph McCarthy, treasurer; Ed Solomon, secretary, and the following vice-presidents: George H. Hossman, George Van Wyck, Henry Kornblau Jr., Charles Keppler, Joe Grillo and Fred Citano.

October 16, 1965, BILLBOARD
Torrance Would Double Tax Fee

By BRUCE WEBER

LOS ANGELES—City councilmen in Torrance, the third largest city in Los Angeles County (population of more than 130,000), are expected to act on a proposed ordinance to double fees collected by the city for coin-operated machine licenses.

 Passage of the "increase in city revenue" measure seems assured, since the revenue expected from the increase already has been figured into the city's budget for this fiscal year.

Edward Ferraro, city manager of Torrance, said the increase will bring the city an additional $8,500 in revenues this year.

The tax increase measure was approved for introduction by members of the Torrance city council on Sept. 14, but was held over for 30 days study after complaints from machine owners that the city council's final reading on Sept. 21. Ferraro said the matter again will come before the city council either on Dec. 19 or Dec. 26.

Sampling

Ed Schneider, managing director of the California Music Merchants Association, southern division, told city councilmen his sampling of Southern California cities showed license fees considerably less than called for in the proposed Torrance ordinance.

However, Ferraro told city councilmen the ordinance fee schedule was based on those enacted in Torrance's neighboring cities. Councilmen requested a delay to study the matter.

The proposed fee would raise the present $10 tax on amusement machines to $35, the $10 tax on music machines to $20, the $1 fee for stamp machines to $2, and approximately double the collection from food vending machines according to the price of the merchandise.

Put Off the N. Carolina Meet

CHARLOTTE, N. C.—The annual convention of the North Carolina Music Operators Association scheduled for this past weekend was postponed until the weekend of Nov. 14.

Association president Fred Ayers of Greensboro said sickness of key businessmen necessitated the postponement. Ayers and other North Carolina operators plan to attend the South Carolina convention at Columbia on Oct. 23-24.

Miami Show

* Continued from page 64 *

ager Margaret II. Kelly informed us, will premiere new "Super-Super Monsters," hand-painted (10 cents), "Horror Head Rocket Mix," gruconomy painted (5 cents); "mysterious, dark, intriguing Tahiti Heads" (5 cents); a new 5-cent capsule ring mix and a vacuum- plated series of "I Am The Greatest" cups with 12 different boys (5 cents).

A number of other manufacturers of equipment and supplies of merchandise and confections will be here next weekend. Particulars on the products they will introduce have not been received from Billboard to date. However, a full report on all new items and equipment introduced here will appear in this publication after the show.

High Commissions

* Continued from page 65 *

high volume, such as airports, railroad terminals, bus stations, etc., make a revision up to 35 per cent practical. By and large, Colorado operators are holding the line at 35 per cent and feel that "this is a situation we must watch closely, or else it will run wild with itself."

October 16, 1965, BILLBOARD
We're Displaying the new Wurlitzer Portrait of Profits
During NATIONAL WURLITZER WEEK

Coming Soon:

Oct. 16-19 — National Automatic Merchandising Association convention and trade show, Miami Beach, Fla.
Oct. 19 — New York State Coin Machine Association annual meeting, Syracuse Hotel, Syracuse, N. Y.

Oct. 22-23 — South Carolina Operators Association, third annual convention, Township Auditorium, Columbia, Lodging, Downtown Motel.
Nov. 14-15 — Music & Vending Association of South Dakota, fall meeting, Hereen, S. D.

Louis Barsotti
Heart Victim

MEMPHIS—Louis J. Barsotti, well-known Memphis cigarette vending operator and president of the O. J. Barsotti Co., died here of a heart attack Sept. 27. Barsotti, 41, operated some 500 vendors in Memphis and Shelby County and also owned a wholesale tobacco concern.

His father, who founded the firm, died about six months ago. Barsotti's only brother died just 18 months ago.

The elder Barsotti was one of the first operators of color-operated photographs in Memphis. Louis Barsotti is survived by his widow and six children.

PEACH STATE MUSIC CO.
634 New St., Macon, Ga.

PEACH STATE DISTRIBUTING CO.
1040 Boulevard, S.E., Atlanta, Georgia

PEACH STATE TRADING CO.
729 Lady St., Columbia, South Carolina

NEW EQUIPMENT

WURLITZER MODEL 3000, Manufactured by Phonograph Division of the Wurlitzer Co., North Tonawanda, N.Y. Cabinet is all-wood, side panels of Panelyte with mar-resistant melamine finish in rosewood grain; perforated metal grille protected by horizontal stainless steel bars; blue lighting behind "Wurlitzer" font name panel; dual nickel chrome-plated die-cast dome. Offered in 200 (model 3000) and 100 (model 3010) selection mechanisms, with a special Discoteque model (3000-D) available. Two tweeter speakers have been added to the unit's high fidelity stereophonic sound system. Each mechanism contained in cabinet measuring 53½ inches high, 35 inches wide and 27 inches deep. Other specifications: Model 3000, net weight 378 pounds; credit weight 423 pounds. Model 3010, net weight 363 pounds; credit weight 408 pounds. Both models operate at 325 normal wattage, 420 maximum input wattage and 125 stand-by wattage.

Strike Didn't Hit Vendo Net

KANSAS CITY, Mo.—The all-August strike of The Vendo Co., by the United Steelworkers had little or no effect on third-quarter sales and earnings, Sen- ior Vice-President Walter W. Kervalik announced.

"We expect better results for the third quarter than those of last year's all-time high for the same three-month period," he declared.

The lack of strike impact on sales might be in part explained by the fact that the plant-wide two-week vacation period — when no production is scheduled — fell during the strike period.

Vermont Vending More Cigarettes

MONTPELIER, Vt. — Tax Commissioner Gerald S. Wither- goon reported that despite a 2-cent increase in the cigarette tax Vermonters bought more cigarettes from vending machines and stores during July and Au-

WANTED

Used Scopitone, Filmotheque or other sound movie machines.
Give price and condition.
Write
Billboard
Box 236
186 West Randolph
Chicago, Illinois 60601

ELECTRIC SCOREBOARDS

FIT ANY SHUFFLEBOARD!

NEW!
SIDE-MOUNT MODEL . . .

* Scores 15-21 points only.
* Cabinet finished in walnut finish—easy to clean.
* Light effect switches built in.
* Lighted effect lights when game is over.
* Maker in cash box.

OVERHEAD MODEL
$169.50
FOB Chicago

* Two-sided — scores 15-21 and/or 30 pts.
* Natural finished hardwood cabinet.

EACH UNIT has these features:
* "Demo (Green)" light flashes on at completion of game.
* Convertible with or without lights.
* Made for 2-player or 12-player by simple plug switch-over.
* Completely assembled with chrome and brass columns for each end of shuffleboard.

MARVEL Mfg. Company
2845 W. Fullerton, Chicago, Ill. 60647
Phone: Dickens 2-2424

Electric Supply Company
3101 North California Ave. Chicago Illinois 60618
Cable Address: WILLCO, Chicago

WILLIAMS
ELECTRONIC MANUFACTURING CORP.
3101 North California Ave. Chicago Illinois 60618
Cable Address: WILLCO, Chicago

Available for immediate delivery through your Williams Distributor

October 16, 1965, BILLBOARD
Sammons-Pennington Draw 150 in Mid-South

BY ROY HAMILTON

MEMPHIS—Some 150 operators, servicemen and their wives from Tennessee, Arkansas and Mississippi got their first look at the Spectro Corp.'s two new coin-operated photographs at a two-day meeting here recently. The Sammons-Pennington Co., Memphis distributor, hosted the meeting. Factory representatives attending included Joe Fitzpatrick of Savannah, Ga. (Southern regional vice-president), and Norman Haas of Atlantic (regional service engineer).

Distributor George Sammons reported that the new Electra and Fleetwood got "a real fine reception." He added: "There was a tremendous amount of favorable comment about the big reduction in price this year."

Shuffleboard Under the Sea

*Continued from page 76*

to the spectator value of the sport.

Tournaments

The current host of tournament coin-op shuffleboard is on the West Coast. American's Stan Lystad organized several meets last spring. Lystad plans to enlarge the scope to include California, Oregon and Washington next season. Preliminary elimination meets are going on right now from Fresno north to the Oregon border. Each location organizes, sponsors—sometimes even forms—its own team. Regional champs will compete in finals in March, with equipment and prizes to be donated by American Shuffleboard Co.

In the past, shuffleboard series in Portland, Seattle, Tacoma and Wichita have been televised locally. Other tournaments have been held in New England, New Jersey, New York, Pennsylvania, Illinois, Oklahoma, Texas and in many parts of Canada.

The tournament rules (proposed in a kit by American) call for 16 players for doubles or eight players for singles competition. Men and women compete in a seven-week round robin. From house play, the winning team progresses to interlocation local play, county play and then a regional tournament.

"We hope to be ready for a national tournament by 1966," Lipkin said.

A national meet, held next year, would be without precedent. Industry innovator David Rock Ols of Chicago, a pioneer manufacturer of coin-operated shuffleboards, sponsored a weeklong national tournament at the Chicago Coliseum in the early 1950s, emboldened by movie stars and other publicity. American had its own national tourney one year in Peoria, Ill., and competitor National Shuffleboard sponsored a meet in Springfield, Ill.

Score Sheets

An ancient sport, shuffleboard is said to have emerged in indoor table form in a big way after the repeal of prohibition.

NCMDA in Anti-Drop-Out Drive

CHICAGO — The National Coin Machine Distributors Association has launched a drive to encourage members and other interested businessmen to participate in President Johnson's Youth Opportunity back-to-school campaign for high school drop-outs. According to NCMDA executive director Bob Siffer, the association has secured informational literature packets on the problem from the Department of Health, Education and Welfare and has distributed the materials to members and key non-member distributors throughout the country. The informational materials outline the scope of the drop-out problem and suggest ways individual businessmen can encourage youth education by providing part-time and summer jobs in co-operation with local school authorities. The NCMDA is encouraging participation by members, Siffer said, and has contacted the Chicago Board of Education to volunteer assistance locally.

Wurlitzer Previews New 3000

NEWARK, N. J.—The new Wurlitzer 3000 series was previewed to the trade by Wurlitzer Enterprises here last week in a special show party featuring a group known informally as the Canadian Beatles. Host and company president, John Bilotta, called the reception to the equipment "outstanding."
LOS ANGELES

The many friends of Charles A. Robinson will be pleased to know that he is recuperating at
the Santa Monica Hospital at Santa Monica, Calif.,
following surgery... Clayton Balfard, manager of the Los Angeles Wurlitzer branch, attended
the Wurlitzer International Phonograph Distribu-
tion Conference held in Montreal, Canada... Frank Mencri has joined the Los Angeles
branch of Advance Automatic Sales Co.,
where he will be in charge of the Los Angeles
 Territory... Sonny Lemberg, who has been
recently associated with the Chicago Coin
and Vending Machinery Co., has been transferred
to the Los Angeles branch of Advance
Automatic Sales Co.

We have the new version of
WURLITZER
ARTHUR MURRAY
DISCOTHEQUE MUSIC

PHILADELPHIA

While the departure for Europe by David Rosen
recently named general manager for the business of his firm
Wurlitzer-Discotheque operations, the head of the local
distributing firm bearing his name combined a bit of pleasure
in addition to his business. Instead of
going directly to London, Rosen's first stop on Tuesday
(14) was in Dublin, Ireland. There it was
his fortunate pleasure to attend the wedding of
Michael Vernick, veteran coin machine operator in Eire, and
his lovely bride, for he is the Overseas com-
troller of the Rosen firm which developed into a close
friendship with any family or individual Management,
Inc., was organized here to "own, manage, oper-
ate, lease any kind of coin-operated business
... and to manufacture any products required by
said enterprises," according to its application for
a charter of incorporation filed by local attorney
Maurice H. Silverman and Angelina F. Lumbi.

DENVER

Collections are getting back to normal, accord-
ing to Denver operators, following the long pull
brought about by the half-billion-dollar floods of
June 16, which has depressed business in all
channels. Mike Savio of Drake Sales Co. is preparing
 to send his daughter Kathy off to New York City
 to continue dramatic lessons.

Probably no phonograph operator in the nation
is busier than Bob Rohrberg, of Continental Music Co.,
who is currently operating one of Denver's
biggest and most active bulk routes, along with
phonographs and amusement machines. Rohrberg
has been on the West Coast for the last six weeks.

A welcome addition to Denver's distributors last
month was Thoron Demers, owner of Mel-O-
Tone Music Co. Salt Lake City, who
picked up a dozen new phonographs to beef up his Western slope-
lending franchise... An offshoot of the
commercial music company, Inc.
1550 Edison Street, Dallas, Texas
(214) R 1-6381

October 16, 1965, BILLBOARD
CHICAGO

Some 60 wives attended the MOA luncheon and wig fashion show at the Chicago. Co-chairwoman Mrs. Clint Pierce and Olive Canova deserve much credit for the event. Edith Hollinger aided their efforts to prepare for and greet guests with beautiful pink corsages.

Wigs provided by the Chicago Hair Co. proved too tempting for brunette Hugette Hubert. She became a striking blond and searched for her husband and his approval to purchase it. Tillie Belle chose a gray wig but husband, Joe, was nowhere to be found. Mrs. F. Stiel, who admitted to being a grandmother of 15, was mistaken for a movie starlet in a jet black wig and sunglasses. Marta Felcher topped off her upswept hairdo with a cascade of curls which she purchased in the spot by her husband. Marta Silver couldn't convince her father that her brunet wig was essential to her teen-age wardrobe. She also tried to talk him into buying a camera similar to the one used by Billboard camera girls.

Jean Morris of Andrews, S. C., was the personification of Southern womanhood in a gray wig. Carolyn Grace looked like Southern beauty, reminding one of Veronica Lake with the bang wig she chose to complement her blonde hair.

Others seen were Mrs. Howard Ellis, attending her first national convention. . . . Mrs. Jack Bell made a fetching picture in her black hat with feathers that bobbed each time she moved her head. Present at this year's festivities were Mrs. Mike Miser and Rosalie York, the other half of the MOA staff, kept those at the table in gales of laughter.

Elaine Zimmerman told of introducing the first dirt discotheque to Watertown, Wis. Her husband hired a Chicago Go-Go girl and held a private party. Eyedroppers thought a strip show was going on when they overheard the girl ask whether she should leave her skirt on or take it off. . . . For Eva Fay Fairchild, her first view of discotheque and Joe Pro really killed her. . . . Mrs. J. M. Flowe and Hal Shum were disappointed they missed Roy Bolger, who was to have been part of their night tour of Chicago. . . . Mrs. Flowe also was very much interested in the wigs for her beauty shop.

PAT HORNICK

KANSAS CITY, MO.

Some very lucky operators at the recent branch showings of Seeburg's Eletra, with Sutherland Distributing Co. giving away Ford Mustangs, color TV sets and AM-FM radios. Mustang winners included Ed Washt, Sweet Springs, Mo.; Pioneer Music, Joplin, Mo., and Joe Stevens, Wichita, Kan. A. J. Hillbrowner, Waverly, Mo.; Don Witt, Joplin, Mo., and Bob Brittan, Wichita, walked off with color TVs, while Walter Gohb, St. Joseph, Mo., Robert Kerley, Joplin, and Bill Holdren, Wichita, held lucky numbers for AM-FM radios.

Sutherland branch staffs Tom McVickil and Marion Berry worked the branch exhibit booth at the recent Midwestern Food Service Exposition and Educational Convention held in K. C.'s Exhibition Hall Sept. 28-30, and had Lesley Fleenor, "Miss Missouri," as one of countless booth visitors.

W. B. Music's Jerry Becker and Kenoe Smith will hold things down while Harry Silverberg takes off for the Miami convention and Jim Jackson visits operators out Nebraska way. Vet mechanic Bill Mundt and shop staffers Pete Erb, Leo Erb and partman Bryan Reynolds will be around, too.

Recent W. B. visitors included Missouri operators Frank Thompson, Lexington; Paul Guthrie, Mound City; Fred Layher, Nevada, while Stan Tenen, Topoka; John Causey, La Cross, and Roy Jones, Olathe, were in town from the Kansas side.

EARL PAIGE

TENNESSEE

J. B. Bridgewater of Brownsville reports his business has been pretty blooming good. Maybe that's because he's a Florist as well as a cementer . . . R. L. Snow of Collierville has sold his three restaurants and gone back to devoting full-time to his Snow Amusement Co. . . . Farmers usually have little trouble finding things to complain about, but Bob Smith of Dyerburg is an exception.

A part-time farmer with his brother, Pete, in addition to running Smith Brothers Music Co., Bob says they have one of the best cotton and soybean
crops in Dyerburg. Mulberry Shopping just recently.

A yacht on the River in H. A. Wolfe's hangout these days. Wolfe creates the Ideal Amusement Co. Jackson. He has a "little place out in the country" just 1,500 acres BIG . . . Pino Hankins

CHICAGO COIN BUILDS . . . PROVEN PROFIT MAKERS

Par Golf
Realistic Play and Scoring on a 9-Hole
PAR 35 "COURSE"

GOLD STAR
EXCLUSIVE EXTENDED PLAY PUCK BOWLER

Preview Bowler
Exclusive Extended Play Automatic Bowling Lane with Swivel Score Rack

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

October 16, 1965, BILLBOARD
Jenkins
Music Co.,
Dyersburg,
went on an equipment
rental visit to Memphis re-
cently.

the Tennessee
Amusement Co.,
its favorite
Dyer
rental equip-
ment dealer.

of the Jackson Amusement Co.
went to Nashville recently to
visit his daughter Sherry, who is
secretary to the State commis-
sioner of conservation.

Feeling fine after a bout with pneu-
monia in the hospital is S. E.
Scott of Scott Amusement Co.,
Jackson.

Neil Conder of Conder Amusement Co., Lexington,
was admitted to the hospital after a
slight heart attack. His friends
wish him a speedy recovery.

ROY HAMILTON

www.americanradiohistory.com
MODEL 3000
NEW PROFIT PICTURE

PROMISES TO BE THE BIG MONEY-MAKING STEREO MUSIC CENTER

Hear the Wurlitzer Model 3000 once and you'll realize that no phonograph reproduces the popular artists of our time with anywhere near this original-performance realism.

Look at it and you're impressed by the many styling features that contribute to its crisp, clean-line design. The graceful dome, topped by new twin tweeters, mounted at a convenient listening height, identifies this instrument as The Wurlitzer Stereo Music Center and contains all necessary play directions in colorful, yet orderly fashion. Side panels are Panelyte with a magnificent mar-resistant melamine finish of deep rosewood grain.

The front of the Model 3000 features a crystal glass panel emblazoned with the name Wurlitzer which moves outward on a piano hinge for easy service. A perforated metal grille screen, protected by highly polished stainless steel bars, offers a striking contrast which adds much to its beauty. The London Grey kickplate of embossed vinyl is impervious to floor abrasives.

All in all, a cabinet designer's masterpiece, the Wurlitzer 3000 is a showcase for 110 years of musical experience. No wonder it enjoys so lengthy a lead in striking cabinet beauty, glorious stereophonic sound, sheer engineering excellence . . . and, every time the cash box is emptied, it justifies its title . . . "The Big Money-Making Stereo Music Center."

THE WURLITZER COMPANY • N. Tonawanda, N. Y.

EVERY FEATURE AN EXAMPLE OF WURLITZER ARTISTRY IN DESIGNING HIGH EARNINGS INTO A PHONOGRAPH
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 Hot Albums. Spotlights in other categories are selected on the basis of listener interest and are.top sellers in their respective areas.

**POP SPOTLIGHT**

**SHANGRI-LA'S—65!**

Red Bird RB 20-104 (4)

Featuring such stars as "Baby I Love You" and "Out in the Streets," the group has won a place on this package of hit teen favorites. Included are four songs by Major Lance, a outstanding rhythm and blues version of "The Wanderer," and the hit "Dream Baby." Well produced and performed.

**CHRISTMAS SPOTLIGHT**

**THE SOUND OF CHRISTMAS**

At Home RCA Victor LPM 3417 (ML) LSP 3417 (S)

Showcasing both the jolly and resonant side of Jingle Bells, the album makes a solid holiday package. Included are such Christmas standards as "Jingle Bells," "Ave Maria," and "Silent Night," along with a ruminant "Humbug!" with the host of the show.

**CHRISTMAS SPOTLIGHT**

**THE HEART OF CHRISTMAS**

Sergio Panchi, RCA Victor LPM 3427 (ML) LSP 3427 (S)

The voice of Frank Sinatra wears well on this album, along with the same selections written for the Italian tenor, "Silent Night," "Ave Maria," and "Angels We Have Heard on High." A well produced album.

**COUNTRY SPOTLIGHT**

**THE SAD SIDE OF LOVE**

lefty frizzell, Columbia CL 3328 (CA) CS 3986 (5)

Friszell, one of the great country stylists of the era, still stands apart. Here he has some smart songs, capturing the emotions of love. His performances, plus the good arrangements, make an outstanding package.

**CLASSICAL SPOTLIGHT**

**BEETHOVEN: PIANO CONCERTO NO. 4 IN G**

Artur Rubinstein, Boston Symphony Orch., Leinsdorf, RCA Victor LPM 2848 (ML) LSP 2848 (S)

The pairing of Artur Rubinstein and Erich Leinsdorf with the Boston Symphony Orchestra adds up to money in the bank. The concert and the worthwhile disc are both in this top market for a fast chart climber.

---

**HIGHLIGHTS FROM AN EVENING AT THE POP!**

Budokan, Pop-Lee (Fiedler), RCA Victor LPM 3290 (ML) LSP 3290 (S)

A brilliant concert that was performed by the esoteric "Blue Cheer," as the Beatles "A Hard Day's Night" is being captured in this exciting live performance recording. A memorable release done off records in their respective areas.