Electronics Mfrs. Invade Home CARtridge Front

By MIKE GROSS

NEW YORK—Now that the eight-track tape CARtridge has been adopted by all major record companies after its initiation by RCA Victor last fall and is now being put on the road via automobiles from Ford, Chrysler and General Motors, the industry seems to be putting on an even further extension of the market in the air, on the sea and in the home.

The Lear Jet Co. is installing its tape cartridge playing units in its planes; there are now about 50,000 marina in its tape playing units. The new tapes are currently being designed for home use. The Lear's home unit is being designed for the NARM meeting.

In Bullish Mood

The spread of tape cartridge units into the home and automobiles has put the industry into a bullish frame not noticeable since the advent of the LP almost 20 years ago. The swing towards tape cartridges is also causing a readjustment in disk company thinking as far as recorded material is concerned. "Now that everybody is on the tape cartridge bandwagon," one industry spokesman said, "it will now come down to the basics. That is, the last analysis, it will be the repertoire that will be the cartridge's selling point." He added, "Converting an LP to a tape is not the answer. New audio thinking for the specific market is needed."

Co-Op Formed in Chicago to Buy Disks at Bargain-Basement Price

By PAUL ZAKARAS

CHICAGO—A national record buying co-op, called Co-Operative Organization of Record Distributors (CORD), has been founded in Chicago. Membership in the group is open to "any record dealer, rack jobber, one-stop or distributor." Organizing the group are Paul Glass, Lee Howard and Jim Golden of All-State Record Distributors, a large Chicago independent distributor. They are planning to present a detailed outline of the organization at the National Association of Record Merchandisers convention in Miami.

The group will act as a co-op buyer and record clearing house for its members. According to Golden, national director of CORD, all independent labels will be made available to members. CORD will buy records from various sources around the country. Golden said, always getting them at lowest possible prices. It will guarantee shipment of orders within three days, will offer "rock-bottom" prices, and will assure a shipping cost "no more than three cents per item."

Return Benefits

The organization requires an annual membership fee of $1,000, offers no return privileges, and will charge a 6 per cent handling fee which will be included in the price of the record. Golden gave Billboard the following example of cost breakdown as an explanation of CORD's pricing policy. On an LP that lists for $3.79, he said:

"Distributors listed cost is $1.85, minus 12 per cent discount is $1.63, minus 3 per cent discount is $1.54. More than 5 cent 'sell-off' discount (for promotional services) is $1.45, minus 2 per cent discount is $1.43, plus our 6 per cent fee is $1.51 as the final cost." (Continued on page 13)

Warners-Reprise Report

Anatomy of Sinatra Drive

By ELIOT TIEGEL

HOLLYWOOD—An analysis of the recent Warners-Reprise Frank Sinatra album campaign reveals 10 effects resulting from the mammoth program. Two months after the excitement, Reprise general manager Mo Ostin reports the following conclusions anent the promotion:

The one-month emphasis proved that Sinatra maintains a commanding position in the recording field. Industry sources saw that Sinatra was a potent sales stimulant. Sales were achieved in many "non-Sinatra" markets (outside the major Eastern and metropolitan areas). The campaign helped launch the 45-minute single, "It Was a Very Good Year," a lush ballad running contrary to all existing single trends. Having been exposed on top 40 stations, the single introduced Sinatra to teen-agers.

ồn the emphasis on Sinatra's 16 catalog albums plus two new LP's, "A Man and His Music" and "My Kind of Broadway," helped old fans "rediscover" the vocalist in a new light. Sales of Sinatra product grew in late November until Christmas resulted (Continued on page 13)

SCEPTER RECORDS' DIORNE WARWICK looking forward to another chart record with her latest release out this week, "Message to Michael." Along with the single, an LP in which it is featured, "Dionne Warwick in Paris," will be released March 15. (Advertisement)
NOW AVAILABLE

ELVIS'

"FRANKIE & JOHNNY"

c/w "PLEASE DON'T STOP LOVING ME"

#8780

From Elvis' new movie "Frankie & Johnny"
An Edward Small Production
Released through United Artists

ELVIS

FRANKIE AND JOHNNY
PLEASE DON'T STOP LOVING ME

RCA VICTOR

The most trusted name in sound
New York—Columbia Records is now planning a diversification of the educational field. Through the acquisition of Creative Playthings, the Columbia Broadcasting System in a $1.5 million deal. The transaction, the record division of CBS will be given the educational and training fields, in a Columbia Educational Operating Unit.

Columbia Records began diversifying last year with the purchase of the Columbia Educational Music Co. Columbia is the major stockholder of the company, a bodepauser for researchers.

CBS and Creative Playthings signed a letter of intent under which 60,000 Playthings will be exchanged for each share of the company, of which 481,360 shares are outstanding. CBS stock was selling at 355 last week. The transaction was made by Goddard, and the New York stock exchange, of CBS and president of Columbia Records, for Capital. Organized in 1950, Creative Playthings is one of the country’s top suppliers of three-dimensional educational systems for nursery schools and kindergartens. Since 1959, the company has marketed its products for home use through direct mail catalogs and in retail outlets throughout the country. Playthings currently produce more than 200 lines of educational aids and systems including devices for developing the imagination of numbers and of biological, chemical and physical phenom- ena; devices to develop recognition of sound and music, and devices to promote social and community understanding and problem-solving skills.

Commenting on the proposed acquisition, Lieberman said: “Columbia Records has always been keenly interested in the field of education. This has been manifest through our various activities in the field of world of music spoken word records, a musical encyclopedia and, through our Legacy book-record series. In this new association with Creative Playthings, a company whose contribution to modern education is as significant, we believe that we can work together towards improving the educational potential of both companies. We believe that the record industry has a role to play in the education for all.”

New York—CBS has announced that thirteen WABC, New York’s “Top SELLARS by the World’s Top DJ’s” top disc competition, will be announced on a daily basis, starting March 1, and will run throughout the month of March. The competition will be open to all radio stations in the United States and will be judged by a panel of judges consisting of music industry professionals, including record company executives, radio station managers, and music critics. The winner will receive a $10,000 cash prize and a trip to New York City to perform at the finals. The competition is sponsored by Sony Music Entertainment and will be broadcast on WABC, New York’s top-rated FM station.

A Testimonial to Reeves—Rides High on the Charts

New York—Jim Reeves is still riding high on the country music charts—a year and a half after his death. In the Billboard Top 10, his current single, “I Still Love You,” has reached number one, and is on its way to the top of the chart. Reeves’ posthumous release, “I Still Love You,” was released in February, and has been climbing steadily up the charts. The song has reached number three on the Country Music Association’s charts, and number two on the Billboard charts. Reeves’ other singles, “I’m Gonna Love You Again” and “This Old Guitar,” have also been successful, and have reached the top ten on the charts. Reeves’ fans continue to support his music, and his legacy lives on through his music.

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Owens, Miller Top Calif. Honors

HOLLYWOOD — Buck Owens, Roger Miller and Bonnie Owens were all hands-down winners in the Southern California Country and Western Academy’s annual awards presentation last week at the Palladium.

The fledging organization judged Miller best songwriter and Man of the Year. Owens, a Capitol artist, won in the best band and male vocalist categories and Mrs. Owens, his former wife, another Capitol prizewinner, won the top female and shared vocal group honors with Merle Haggard.

Thirty-one awards were offered before 1,200 guests with an impressive array of presenters doing the honors. The awards presentation plus a run-up development of country music, moved smoothly. Host Lorne Greene tied the history of country music together with a script by Gordon Cade, program director at KIEN, Glendale.

Billboard A Winner

- The 1966 award winners were: publication, Billboard; talent agency, Jackie McFadden and nightclub, Palomino; publisher, Central Songs; a.k.a. man, Ken Nelson; Capitol; record plant, Red Rhodos; title, Billy Armstrong; lead guitar, Phil Brass; bass, Bob Morris; piano, Billy Cirrone; drums, Muddy Berry; radio personality, Biff Collie; KFOX; sales manager, Billy Mize; Bakersfield; promising female vocalist, Kay Adams Flowers; and promising male vocalist, Merle Haggard (Capitol).

A 27-piece orchestra led by Billy Lord provided a modern sound for many of the artists appearing in the growth of country music sequence. Some of the artist names included Hoyt Axton, the Laron, Sonny and Chris, Gene Watson, Jerry Harp, Bobby Hatley, Molly Bee, New Society and others.


(Continued on page 13)

Spiegelman to Head New Dot Office in East

NEW YORK — Dot Records has opened an Eastern office and shifted Seymour Spiegelman from branch to head the new operation. Spiegelman is one of Eastern division manager and head of three salesmen and one promotion man. The sales staff includes Gerold Schumadian, Andy Dozier and Anthony Ticca, with David hanging around the office for Ady handles promotions. Offices are located at 115 West 47th Street.

Both offices will cover New York, Hartford and Boston where the company retains a warehouse on 116th Commercial Avenue. The Boston facility is the main shipping point for merchandise since Dot pulled its line from Conant in Manhattan several weeks ago.

Replacing Spiegelman in Boston is Richard Masters, who staffs Conant. Both offices are doing master promotions and Anthony Weston in sales.

The re-opening of a Manhattan office follows a re-entrenchment for Dot. Previously it had a New York branch from April 3, 1963, to Oct. 15, 1963, when it was sold to Technology in Conant. Addy had remained in his position until Masters.

Spiegelman has been associated with Dot for over 15 years, Billy Vauban and two others formed the Hilltoppers in Bowling Green, Ky. Their first record was released by Dot, then in Gallatin, Tenn. Spiegelman subsequently became a salesmen in Dot’s Memphis branch and was the Boston manager from 1962 until recently.

Rites Held for Leon Goldstein

NEW YORK — Funeral services for Adam Leon Goldstein, a 14-year veteran of the music business and former editor of Printers’ Ink, were held at the New York Hebrew Temple in New Rochelle Monday.

Services were held for Leon Goldstein, 62, program consultant and ex-program director of WMCA, 1130 AM, New York.

Goldstein joined WMCA in 1934 and served until 1959, serving through three ownerships and numerous management changes. Goldstein was a publicist for the outlet and a member of the Screen Actors Guild and vice-president shortly after the war.

Survivors include his widow, a son, Michael Goldstein; a daughter, Mimi Hines; six brothers, a sister, and five grandchildren.

Both directly to rack jobbers as well as to distributors, such as Billboard Service, Inc., Los Angeles, which handles an order for 100,000 albums. U. S. Record Corp., Whistler, N.J., is planning special promotions for the children’s line, Leo the Lion, with its rack outlet. Record wagon, Boston, expressed appreciation for new budget labels, especially VSP, the jazz line.

Racks, Distrib uting Hopping on MGM’s New Budget Lines

NEW YORK — MGM records have upped their promotional muscle line—HelloSID, VSP and Leo the Lion—and it’s beginning to show. In the first three weeks sales of the labels has reported exclusively (Billboard, Feb. 12/19).

MGM Records president Mort Martz said that the immediate success of the new lines indicated that the new budget presentation in the market. The lines are being offered

Decca, Coral Add Fuel to March Pitch

NEW YORK — Decca and Coral Records have set up an extra incentive program for its March album release schedule which features Mort Martz Studio and Pete Fountain. To support the March program, 20/20 full-color inserts and over 100 display posters, displaying the new albums, have been sent out. Special displays are set for point-of-sale merchandising aids. To sell the national trade advertising has been set to coincide with the release of the albums.

Miss Leo’s LP is on Decca and Pete Fountain’s album on Coral. Both albums are now in stock at the Decca branch and the company’s field force is making the rounds of accounts this week.

Col. Nashville Studios Hub

NASHVILLE — Columbia is sending some of its out-of-town artists to Col. National Recording Studios to do some Memphis studio work. Recently Bob Dylan recorded there, a Patti Page album was finished in it and albums were turned out there by the Peko Productions, the Oscar Daniels, Los Tino Pachos Tribes and others.

In addition, Epic, Hickory, Mercury, Dot, Coral and Columbia other labels have used the studio and are booking for return sessions. The studio, which opened last fall, has four tracks. Columbia’s old studio, still used heavily, has three tracks.

Bob Altshuler, of Columbia’s New York office, said the new studio has opened up a whole new stream of recording artists trekking for Nashville to the city’s famous sound.

Dylan did his session under Bob Johnston’s supervision, but Columbia had wanted for some tops to have their own.

After the session, Dylan told musicians: “From now on I want to make all my records in Nashville.”

Altshuler said Columbia’s Columbia’s New York office, said the new studio has opened up a whole new stream of recording artists competing for Nashville to the city’s sound is famous.

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REVOLUTIONARY! The Spirit of 45 rpm... that's PAUL REVERE & THE RAIDERS! "Steppin' Out" and "Just Like Me" were 2 spirited single hits that THE RAIDERS rode to fame. Now they're rarin' to go with another action-charged single!

"KICKS"/w "SHAKE IT UP"

They're the Spirit of 33⅓ too, with 2 runaway album best sellers. On COLUMBIA RECORDS®
I WANT TO GO WITH YOU
EDDY ARNOLD

EXCITING NEW POP ALBUMS

FOR MARCH

I WANT TO GO WITH YOU
EDDY ARNOLD

12 tender love songs for dancing and listening pleasure. Includes "I Want to Go with You," "Don't Forget I Still Love You," "Pardon Me." 9 more. In Dynagroove sound.

TALK ME SOME SENSE
BOBBY BARE

Follows up his current "Best of Bobby Bare" album in a "folk-country" vein. "If I'm Not, I'm Not," "Frisbee Through," "What Color Is a Man." 9 more. In Dynagroove sound. LPM/LSP-3515

HERE'S THAT RAINY DAY
PAUL HORN QUINTET

Commercial follow-up, with a slight jazz flavor. Interesting addition of voices gives extra pop appeal. "Errors," "Girl Talk," "Who Can I Turn To?" In Dynagroove sound. LPM/LSP-3519

THE UNFORGETTABLE SAM COKE


WAYLON JENNINGS

His first album and it will be a smash. Includes "Stop the World (And Let Me Off)," "That's the Chance I'll Have to Take," "I Don't Mind." 9 more. In Dynagroove sound. LPM/LSP-3523

The Unforgettable SAM COKE

A TRIBUTE TO THE MUSICAL SOUL OF HANK WILLIAMS

PLAYED BY MARY COLD AND HIS ORCH.

THE MAGIC OF MAKEBA

Makeba in a broader horizon. Ballads, bossa nova, gospel, and African folk. "Sunrise, Sunset," "Muntu (Lullaby)," "When I've Passed On" and 9 more. In Dynagroove sound. LPM/LSP-3448

MACK THE KNIFE

The jazz section of Orchestra USA plays Kurt Weill songs. Arranged by Michael Zwerin, album includes "Alabama Song," "Mack the Knife." 9 more. LPM/LSP-3498

CHET ATKINS picks on the Beatles


CONNIE SMITH

"Most promising female vocalist of 1965." Sings her big hit, "If I Talk to Him," "I'll Never Get Over Loving You," "Go Ahead and Make Me Cry." 9 more. In Dynagroove sound. LPM/LSP-3520

THE UNFORGETTABLE SAM COKE

OUTSTANDING NEW RED SEAL RECORDINGS

LUCIA DI LAMMERMOOR
Mozart-Bergeroni-Sereti-Flangelo
RCA Triangle Opera Orch. and Chorus
Georges Prêtre cond.

ANNA MUFFA as LUCIA

ERICK FRIEDMAN
The Tchaikovsky and Mendelssohn Violin Concertos
SEIJI OZAWA conducting the London Symphony Orch.

LEONARD PENNARDO
Schumann: Piano Concerto
SEIJI OZAWA

ARTUR RUBINSTEIN
Liszt: Sonata in B Minor
Schubert: "Wanderer" Fantasy

An inspired collaboration. Pennario displays his particular affinity for Schumann and gives a spirited performance of the Strauss. In Dynagroove sound. LM/LSC-2865

Two masterpieces never recorded before by Rubinstein. One of the finest examples of Liszt's virtuoso music and Schubert's most brilliant piano works. In Dynagroove sound. LM/LSC-2871

700 to Attend L.A. Grammy

HOLLYWOOD — The local chapter of NAKA expects 700 persons at its March 15 participation in the Grammy Awards celebration at the Beverly Hilton Hotel.

Van Alexander, awards chairman, has lined up the following as Grammy presenters: Jackie DeShannon, Maria Cole, Joanie Sommers, Connie Stevens, Lorne Greene, John Gary, Ernest Gold, Mort Sahl and Henry Mancini.

The Les Brown band will provide backing, with the King Sisters to sing two of the five nominated tunes, "Yesterday" and "Shadow of Your Smile." (Continued on page 13)

Spanish Stress—Pesos for Cosnat

NEW YORK — Jerry Blaine is rebuilding his Cosnat Distributing organization with Spanish disk lines. Cosnat moved into the Spanish disk market in May of last year and the business has grown to such an extent that Blaine claims the firm is now the largest distributor of Spanish records in this country.

In addition to his Cosnat distribution center in New York, Blaine is also planning to open racks in cities around the country that have a growing Spanish-speaking population. New York is the hub, right now, but there has been a noticeable influx of Spanish-speaking people in such other cities as Philadelphia, Chicago, and Los Angeles.

Blaine is also saying that there’s a buildup in many other areas including the South.

Blaine is also spreading his Spanish records into such key department store outlets as R. H. Macy, Alexander’s, May Co., Abraham & Straus and Lever Bros. From Harrison, he figures that these Spanish records are currently sold in about 75 other stores in the nation.

Blaine decided on the Spanish stress when he noticed how well the Tico line was doing. With Tico as a starting point, he began importing record lines from South America and is still picking up more. "It’s a new and untapped market," he says, "and it can be competed with the early days of the rhythm and blues business."

In building up his Spanish disk operation, Blaine has given up most of his pop disk business. Cosnat now handles only the pop product from Blaine’s own record production combine, Jukebox, Jonie, Port, B. T. Puppy, Doo Doo and Dana. Cosnat also handles the pop product from Tico, as well as the pop part of the pop disk business.

Blaine, who set up Cosnat 20 years ago and who had 10 branches in operation at one time, feels that there will be drastic changes in the pattern of disk distribution in the near future. "The gross percentage of profits doesn’t match overhead," he said, "and the distributors will have to find a way out." For Blaine it’s Spanish records.

In another facet of his operation, Blaine, who owns a pressing plant on the Coast, is ready to swing into the tape cartridge field. He’s buying big duplicating equipment for the eight-track tape line and will start servicing soon.

Musicor Sets Effort on Latin LP’s

NEW YORK—Musicor Records is making a major effort to increase its sales in the Spanish language market. Chris Spinosa, vice-president in charge of sales, and Frank Bibiloni, Latin promotion man, this week were sent out for a Puerto Rican trip.

Spinosa visited Vela Distributors in Los Angeles and several retailers, while Bibiloni set up radio station promotions.

Tito Rodriguez is head of Musicor’s Latin wing. Rodriguez, currently touring Argentina, recently recorded Adita Vilegas for a reissue on Musicor.

The label also signed Myrra Silva, Puerto Rican singer and hostess of her own TV show on Channel 47, Newark, N. J.

FACH DENIES WAYNE SPLIT

CHICAGO — Charlie Fach, vice-president and product manager of Smash and Fontana Records, denied last week that Wayne Fontana and the Mindbenders had left the Fontana label. MGM Records had reported it signed the act as two separate groups. MGM releases "It Was Easier to Hurt Her Than to Make Her Love Me Again," by Wayne Fontana.


THE OHIO STATE LAB BAND NO. 2, directed by Ladd McIntosh, was one of the performers during the two-day event.

JUDGES OF THE SIXTH ANNUAL college jazz festival, which featured four performances in two days, Feb. 25-26, included, from left, Hal B. Cook, publisher of Billboard; Robert Shaw, administrator, Berkshire School of Music, Boston; Dr. Jack McKinney, president of the New York Philharmonic Orchestra and professor of English at Seton Hall University, and Dan Morgenstern, associate editor of Down Beat magazine. Cook points at a picture of John Hammond of Columbia Records, also a judge.

BEST VOCALIST AWARD went to Donna Jean of St. Joseph’s College, Philadelphia, shown above during the festival. She was backed by a trio from the college, later appeared on WCAU-TV “10 Around Town” show.

VILLANOVA, Pa.—The North Texas State University lab band won Best of Festival and Best Big Band awards at the Sixth Annual Villanova University Intercollegiate Jazz Festival here Feb. 25-26. The Denver, Tex., group was awarded a recording contract by Columbia Records, the first offered any performing group at the festival. In addition, the group was presented automatic entry into the first annual Mobile Jazz Festival, Mobile, Ala., in April.

The West Chester Jazz Quintet of West Chester State College in Pennsylvania was named Best Combo; Donna Jean of St. Joseph’s College, Philadelphia, was named Best Vocalist. The West Chester Jazz Quintet, in addition, appeared on Ed Horst’s “Aquarius” show on KYW-TV, Philadelphia, Saturday (5) and Donna Jean appeared on "TV 10 Around Town" on WCAU-TV, Philadelphia, Feb. 28.

Other winners included Richie Levine of Bucknell University, Most Promising Rhythm Player; Lou Marine of North Texas State, Most Promising Reed Player; Rick Bogel of Quinnipiac College, Hamden, Conn. Most Promising Brass Performer; Jeff Stout of West Chester State College, Pa., Best Trumpet Player; Garry Gauger of West Chester State College, Pa., Best Drummer; Carey Mann of MIT, Cambridge, Mass., Best Guitarist.

The awards were presented by the chief adviser for the festival, Stan Kenton. Kenton was at Villanova early to work with a group of Philadelphia area radio and TV stations in promoting the event. Tom Brown, Philadelphia, WIP air personality, served as an advisor to the festival, too.

The festival presented 23 finalists selected from more than 100 college jazz groups. Co-moderators of the event were Brian Bendemiller and Bill McCliskey. McCliskey was also general chairman of the festival. The program is slated for broadcast over many ARC stations across the nation as well as over Armed Forces Radio overseas and Radio Free Europe Networks.

Besides McCliskey, the festival committee included Rick Berry, show format chairman; Jeff Jeffy, business moderator; Lucille Cerchiaro, program directors, and Raymond G. Wilke, faculty moderator.

7th Annual Intercollegiate Jazz Festival

JOHN HAMMOND OF COLUMBIA RECORDS, with microphone, presented a recording contract to the North Texas State University Band, who were named Best Combo; Donna Jean of St. Joseph’s College, Philadelphia, was named Most Promising Vocalist; VILLA NOVA University Intercollegiate Jazz Festival. Accepting is Leon Breden, leader of the band; at left is faculty moderator Bill McCliskey; at right is jazzman Stan Kenton. More than 2,000 saw the final show of the festival.

THE CRITERIONS of West Chester State College in Pennsylvania didn’t win, but Jeff Stout of the group was named Best Trumpet Player and Garry Gauger, Best Drummer. Jazz quintet from the college was named Best Combo.
OTIS REDDING Has A Hit Single SATISFACTION
From The Hit Album "Otis Blue"

Volt 412/SD 412
On the album charts for 22 weeks

Distributed by Atco Records
NARAS's Simon Spells Out the Rules of Procedure on Awards

Editors note: Because of the great interest expressed in recent weeks over the Grammy Awards and NARAS's rules of procedure in selecting nominations and winners, Editor Simon has written in the following, excerpted from an editorial published 10 days ago by George T. Simon, NARAS executive director.

"In brief, there are three separate stages: (1) the eligibility list, (2) the first round of voting that determines the finalists, and (3) the final round of voting that determines the winners.

The eligibility list is compiled of selections of recorded sides or albums submitted by members of the recording companies at the close of each year's eligibility period (Nov. 1). Forms are sent to members who are asked to list all those titles, which they feel are worthy of nominations. Companies receive similar forms. The chief reason for asking the companies to list recordings is to try to make sure that all product, some of which may have been missed by members (who do not have complete information as readily available as the record companies do), will appear on the list.

"Before the final eligibility list is compiled, however, RCA, Academy executive, must devoted hundreds of hours to the screening of every single entry. They must be screened for duplication, release dates, proper manner and art to labels, composers, engineers, art directors, arrangers, etc., improper marking, etc.

A few weeks before the eligibility list is announced the latest information is made available to the Academy not only hires extra help, but it asks specially selected and recognized experts (members and non-member music writers and artists, etc.) to review each entry and finally for placement in correct categories.

"What's Accepted" "In this connection I'd like to correct a misimpression that a few among our young people. This is that NARAS looks down upon and even discriminates against any form of popular music. This is not true. All specialties, except classical, are eligible for our official nominations and awards. It is true, that the Sweepstakes, of the Year, Album of the Year, Best New Artist of the Year, etc., are restricted to popular music by Male Vocalist, Female Vocalist, Instrumental Group, Vocal Group and Chorus. However, it's made sure that the most outstanding contributions by artists in specialized fields do receive recognition. The Academy is not discriminatory in their divisions specifically for contemporary, r&b, folk, country, opera, etc. Each entry is judged on it's own merit.

"Now perhaps this is not the perfect system, but the one that we feel is the best. But one must keep in mind that no completely democratic system always does please everyone. It has been up to all of us that we have been able to devise the one that we feel will permit the greatest number of creative people in the field of recording to vote for the product which they feel should win. That, after all, is the reason for the existence of the Grammy Awards, to recognize and to reward artistic achievement.

"However, as Francis Scott indicated in his letter last week, we all want to get things right. We want genuinely to improve as much as we possibly can and we all feel that the Academy is taking the necessary steps to improve our procedure. We are stressing to the record companies that tape cartridges are a "plus business" and will not build to the detriment of their regular record business. This will be one of the prime pitches the manufacturers are stressing to the record merchants at the NARAS Convention.

"The tape cartridge manufacturers feel that they have a unique field to which they can appeal. They, too, will be in Miami Beach to make the merchants aware of the tape cartridge as a "plus business." Larry Finley, head of International Tape Cartridge Corp., has taken a suite at the home of the Wilma Lee and Stoney Cooper home. In New York last week, Finley said that the tape cartridge manufacturers must take steps immediately to cover the new marketing areas opened up by tape cartridges. He cited Dave Sedman, president of Record Tape Corp., of New York as an example of a distributor who has already latched on to the tape cartridge boom. Sedman has hired three new men to cover the regular outlets as well as to cover the new outlets offered in the automotive field.

"To the release of 13 Stereo 8 cartridges brings the RCA Victor tape cartridge catalog to 239 titles. Included in the March release are such recent hit LP's as "The Screen Scene of Peter Nero," "Brook Benton's "Mother Nature, Father Time," the original Mercury LP to "who You came from the Cold," and the Henry Mancini trio LP, "The Academy Award Songs."

Jankowski Riding in City

CHICAGO — Horst Jankowski's new Mercury album "More Genius of Jankowski," has apparently broken a host of international records already, and hasn't even been released yet.

Completed at 5 p.m. Thurs.-day (24) in Jankowski's, Brussel- garten, Germany, studio, the al- bum arrived in New York a few hours later and was whisked away in a waiting cab to Mer- cury's New York City mastering studio. In the next few days it will be pressed and packaged and is now being distributed with the aid of Mercury's March re- leases.

Said Kenney Myers, Mercury vice-president: "The fastest pro- cessing and transport in the busi- ness." Myers added he went all out to include the Jan- kowski album on the March release when it was learned from Philips overseas that Horst's first album, "The Genius of Jankowski," would be awarded the Philips international Gold Record award, having sold more than one million copies world-wide.

FLATT-SCRUGGS ON 'HILLBILLIES'

NASHVILLE—Les Flatt and Ralph Scruggs have been fea- tured as themselves on "The Great American Sing Along," a new TV show which will be aired March 16, 1966. It is their first appearance on the show. Title of the episode is "Flatt and Scruggs Return." Flatt and Scruggs have done as well as singing roles and the show revolves around their visit to the Clampetts. Singer Joe Stringfield is also featured on the March 16 show.

March 12, 1966, BILLBOARD.
Profits a-Poppin'

MYRON COHEN—recorded "live" at the Royal Box of the Americana Hotel

Here's Myron Cohen—show business' top storyteller in his great new laugh-loaded album—"Everybody Gotta Be Someplace." His many TV, nightclub and hotel appearances give this album a ready-made market of millions. 33 famous Cohen stories in all—put together for the first time on record. This new album will get featured national advertising in TV Guide and Women's Wear Daily.

RCA Victor

The most trusted name in sound
THE JAZZ BEAT

by Eliot Tiegel

GLENDALE, Calif. — Rack jobbers have learned that the children's market is a 12-months of the year business, reports Disneyland's national sales manager, Bob Elliott. Three years ago the label scored a breakthrough by convincing racks that children's records were a strong sellable item all year around. Today, Elliott estimates, a majority of the racks doing business with the company carry almost the entire line of Disneyland albums. There are 13 titles, at the $1.98 list, including such stables as "School Choo Choo," "The Betty Boop Song," and "Cinderella" sound tracks.

By increasing exposure for Disneyland product, racks have upheld the high demand for the line, Elliott said. Children's records are being placed in larger outlets as the racks expand into the larger of locations. Usually the best promotion going to a rack is a fairness campaign simply making greater space available through the rack.

NARM members account for 30 per cent of Disneyland sales. The Vista pop label is not offered to racks because that product is independent of the disc jockey relations and is a small portion of the company's total record output.

Each year the trend today is to break away from placing product in small locations (two foot racks) and concentrate instead on stealing large users in their communities (going to the chargers of distributors).

The children's market is different from popular product in that there are no particular albums in mind when they purchase a kiddie department, they buy what's available on impulse, says Elliott. The particularly sounding "racks" getting away from the "hit singles" market, placed, pound or price, Elliott believes. They're interested in buying strong titles and will go to more of the reid of the return product a little face when buying weak product.

In the Elliott's estimation the consumption will be Southern regional sales chief Sande Beech and Eastern sales chief Marty Kadish.

Handelman's Sales Earnings At New High

DETOIT—Sales and earnings for the Handelman Co., giant rack jobbers in the rack and distribution complex, rose to new highs for the quarter ended Jan. 31.

Sales of $13,502,151 for the quarter compares with $10,881,930 for the comparable period early 1965. Earnings, after taxes rose from $526,221 to $706,856, with operating profit jumping from 52 cents to 86 cents per share.

The board of directors voted to pay a quarterly dividend of 20 cents a share.

For the nine-month period are equally impressive—with sales increasing from $25,775,582 to $30,704,103, and earnings after taxes from $1,099,765 to 1,632,855.

According to Paul Handelman, president, prospects for the balance of the current fiscal year are good, with the advent of eight-track stereo tape for automobiles representing an important new potential market.

Millwood Enters Pop Jazz Field

Rene Bloch—Millwood Records, Inc., has entered the pop jazz field with the album "Ruby Soul" by Bob Dandridge, former tenor saxophonist with the Music Company, featuring Bob Rand, The Chantels, among 24 in the spring release schedule. The album features a "Rubber Soul" LP on Capitol.

Other jazz product includes the Afro-Blues Quintet Plus One, and the Famous Five, with Billy Herman, Billy Taylor, the MJQ and the letterman's jazz budget line. With the addition of the new releases, Millwood productions will have issued 44 LPs since its formation nine months ago.

Kiddie: Market for All Seasons

Although it's because we look older than we are!
Co-op Formed in Chicago to Buy Disks at Bargain Basement Prices

continued from page 1

cost of the L.P to CORD members.

"These discounts," said Gold- den, "are for the LPs which all currently exist and will be distributed through CORD members." Golden gave similar breakdowns of "all a stack of deals" and came up with a price of $1.90 for monaural reco-
cordings. Complimentary stereo prices to CORD members were given: $1.92 and $2.07 for Bor-
gles." Golden, "will be priced at $2.25."

Golden said members will not be required to buy any set mini-
um of items and will be able to place their orders, "as long as or as small as they want to make them," at any time. Members will have one week from delivery. To pay their bills every 15 days.

The organization of the group will be as follows: Availability of all independent labels from one source, lowest prices possible, guaranteed service, labor savings for the buyers.

RCA Engineers Vie for Awards

ASHVILLE-The four sound engineers at RCA Vic-
 tory, Golden, Chuck Vandevort, Billy Lieben, and Kirk Seitz, have been nominated for NARAS awards to be presented at the first time all engineers in one studio will be nominated in the same year.

The engineers are Jim Mal-
 loney, Al Pachucki, Chuck Setz, and William Vandevort.

Chuck Setz and Al Pachucki on "More of That Country Music.

Jim Malloy has been nominated even earlier since 1962 and won a Grammy in 1963 on the Mon-

Setz was nominated in 1964 for the Al Hirt album, "Sugar Lips," and is one of the only one of the RCA studio engi-
 neers to be nominated twice this year.

L. G. MANNY

continued from page 8

Three other song presentations have yet to be secured. Master of ceremonies is Jerry Lewis. According to Christ Furnam, executive vice-president of L. A. chapter, at least 50 per cent of the Coast-based nominees will be also in attendance. For the first time admen will receive Grammies in the best single, album and classical album of the year categories. Previously they received plaques.

OWENS, MILLER

continued from page 4

Stevens and Dick Schofield, Contin-
ued from page 4

Members of the organization, who won on the first awards dinner included Dick Schofield, Bob Cooper, Allan Calvert, Sammy Watns, Tommy Wigg-
 gans, Billy Slackin, Charlie Allen, Mal Evans, John Cale-
 rrell, Charlie Williams, Mac Ate-
 r, Mickey Christian, Dick Kirk and Len Fairchuck.

March 12, 1966, BILLBOARD

Newton: The Apple Of Botanist's Eye

BOSTON—Not many artists rate a third week, but Mays and the Mayor of Boston did just that when his "Gone With the Wind" recording moved into a 10-day stay at the top of the Billboard's Vin-
 lage. Even if this was a publici-
 ty stunt, the singer and instru-
 mentalist proved it during Christmas and came up with a second type of "Red Roses for Rememberance" and "Laura Lee," touchingly done, that will make up the golden cap-
 tives of the female section which made up the larger part of the audience. Newton's banjo and fiddle playing with a partner saved the crowd into de-
 mand for encores and culmi-
 nated with a standing ovation, a rarity for this spot.

Newton has been popular here in his previous visits, but there seems to be only one thing to do for his future dates here, hire the 13,909-seat Boston Garden. CAMERON DEWAR

Walters-Repriger Report

Anatomy of Sinatra Drive

During the campaign the la-
bels of Johnny's LP's are mem-
ory albums covering the entire cata-
logy, from "Songs of the Stars," 16 L.P.'s. Ostin point out, point 50 cent were of the two new packages, the other 50 per cent covering catalog. "September of My Years" ac-
counted for 25 per cent of the 1.8 million L.P's shipped.

Sales stock of recorded only that stereo sold over mono 2:1 in the East, 5:2 in the Midwest and 50:50 in the West. Profits were of the stereo ratio and Sinatra music. $4.98-$5.98 suggested list product.

Retailer Reaction

Ostin said that many re-
tailers found a cause and effect reaction after placing ads for Si-
 natra products. "We had reports of stores where people stood in line to buy Sinatra albums," Ostin said. "The 'non-Sinatra' markets were selling them far be-

From there, whatever the situation, we don't expect our members to buy all of their records through CORD. If it is advan-
tageous for them to buy else-
where in certain cases they are absolutely free to do so.

No Objection Seen

Golden said he and the other engineers of CORD have made contact with NARM officials about the co-op. "I see no rea-
son why there should be any op-
position to this co-op from anyone," Golden said. "I feel the whole record industry would benefit by successful co-op buying operation.

Golden added that the co-op existed function on the 5 per cen-
tick-off because it would have "practically no overhead." 

CORD, he said, will not be carry-
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The cover price for the book is $5.95, with a limited number of copies available at a reduced price of $4.95. The book is available in hardcover and paperback editions.

March 12, 1966, BILLBOARD

Then You'd Better Believe

These great new LP's

MIRWOOD

Europe and the U.S.A.

MIRWOOD: MW-7002

as well as

THE DUCK & BOB KIELE MW-7002

MIRWOOD: MW-7000

JAMES BOND SONGBOOK

W/ THE JAMES BOND SEKET

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JAMES BOND SONGBOOK

W/ THE JAMES BOND SEKET

MIRWOOD: MW7001

MIRWOOD: MWS 7001
BUYERS FOR SPECIAL USE

The sensationally low priced offer! Retails $4.95 SMART Replacement Order Cost $1.99 Each

Order Rosette Sonotone Orner for: manette Sonotone nations List low price) 1504-12
One #1522005 BF40. Postpaid shipments to all record labels. Telephone 727-6420 (area code 301) 1815 Guilford Avenue. Dept. B3, Baltimore, Maryland 21202

Post-paid shipments when payment is enclosed with order or we will ship C.O.D.

SALE au-go-go!

BIgger PROFITS and MORE SALES FROM REDISCO!

DIAMOND NEEDLES at BELOW WHOLESALE PRICES!

Here are the 16 diamond needles that will cover 95% of replacement calls! Buy any 12 ... get any one FREE!

$4.95 EACH SUGGESTED LIST / YOUR COST $1.99 EACH

One Stop — One Day Service! Strictly Wholesale — Orders Filled and Discount Programs Always Available!

LP'S ANY LABEL

YOUR COST $2.35
List Price $2.97
YOUR COST $2.97
List Price $3.59
44'S ANY LABEL

LISTED

RONETTE ASTATIC REPLACEMENT NEEDLES

PACKAGED 12 ON DISPLAY CARD

1 or 2 CARDS $4.79 per cd. 3 or more cards $4.59 per cd.

EARLY $2.74 PROFIT PER CARD!

VM & BSR SPINDLES

Sapphire Needles

Special! Buy all 3 cards GROSS $102 — you can't beat this offer!

RONETTE #BF40 1504-12

No. 1504-12: Sapphire, List Price $2.75 per cd. Order 1 or 103 at this low price.

Sapphire Needles (Synthetic)

Special! Buy all 3 cards GROSS $102 — you can't beat this offer!

RONETTE 6B40 1504-12

No. 1504-12: Sapphire, List Price $2.75 per cd. Order 1 or 103 at this low price.

Sapphire Needles (Synthetic)

Special! Buy all 3 cards GROSS $102 — you can't beat this offer!

THE RECORDS DISTRIBUTING CO.

The nation's number one wholesale one-stop/one-day service

SEND US YOUR ADDRESS SO YOU CAN BE ON OUR MAILING LIST!

March 12, 1966, BILLBOARD

Easy Listening

These are the 100 best-selling middle-of-the-road singles sampled from national retail sales and radio stations are play tested in live room.

TOP 40

1. 3. 5. BALLAD OF THE GREEN BERETS 5. P.J. Proby, Stax 1607 (Stax, 7"l)
2. 4. 7. CALL ME 7. Rufus Thomas, ABK 70636 (MGM, 7"
3. 6. 9. SUOMEWHERE THERE'S A SOMEONE 9. Barry White, Scepter 40317 (Scepter, 7"
4. 1. CRYING TIME 1. Barry White, Scepter 40317 (Scepter, 7"
5. 7. 9. BYE BYE BLUES 9. Chuck Jackson, ABC 31011 (EMI, 7"
6. 8. 10. WHERE AM I GOING 10. Four Tops, Motown 118 (Tamla, 7"
7. 11. 15. HUSBANDS AND WIVES 15. Sonny & Cher, ABC 31011 (EMI, 7"
8. 2. 4. ZODIA THE GREEK 12. Sonny & Cher, ABC 31011 (EMI, 7"
9. 11. 18. I WANT TO GO WITH YOU 18. Sonny & Cher, ABC 31011 (EMI, 7"
10. 7. 5. MY LOVE 5. Sonny & Cher, ABC 31011 (EMI, 7"
11. 14. 17. BIG SPENDER 17. Sonny & Cher, ABC 31011 (EMI, 7"
12. 17. 20. PROMISE HER ANYTHING 20. Sonny & Cher, ABC 31011 (EMI, 7"
13. 14. 18. IT WAS A VERY GOOD YEAR 18. Sonny & Cher, ABC 31011 (EMI, 7"
14. 5. 10. WHEN LIKING TURNS TO LOVING 10. Sonny & Cher, ABC 31011 (EMI, 7"
15. 12. 8. MICHELLE 8. Sonny & Cher, ABC 31011 (EMI, 7"
16. 26. 23. FEELING GOOD 23. Sonny & Cher, ABC 31011 (EMI, 7"
17. 16. 13. SPANISH EYES 13. Sonny & Cher, ABC 31011 (EMI, 7"
18. 20. 21. THE WEEKEND 21. Sonny & Cher, ABC 31011 (EMI, 7"
19. 22. 32. BATMAN THEME 32. Sonny & Cher, ABC 31011 (EMI, 7"
20. 23. 24. FEELING GOOD 24. Sonny & Cher, ABC 31011 (EMI, 7"
21. 19. 16. THE MONKEES 16. Sonny & Cher, ABC 31011 (EMI, 7"
22. 33. 34. REDISCO! 34. Sonny & Cher, ABC 31011 (EMI, 7"
23. 25. 29. THE WEEKEND 29. Sonny & Cher, ABC 31011 (EMI, 7"
24. 26. 25. THE WEEKEND 25. Sonny & Cher, ABC 31011 (EMI, 7"
25. 27. 29. TEARS 29. Sonny & Cher, ABC 31011 (EMI, 7"
26. 30. 31. THERE'S Gotta BE SOMETHING BETTER THAN THIS 31. Sonny & Cher, ABC 31011 (EMI, 7"
27. 25. 27. SOMEWHERE THERE'S LOVE 27. Sonny & Cher, ABC 31011 (EMI, 7"
28. 32. 33. I'LL FORGIVE YOU (But I Won't Forget) 32. Sonny & Cher, ABC 31011 (EMI, 7"
29. 33. 34. YOU'RE Gonna HEAR FROM ME 34. Sonny & Cher, ABC 31011 (EMI, 7"
30. 29. 30. WHERE THERE'S LOVE 30. Sonny & Cher, ABC 31011 (EMI, 7"
31. 34. 35. FLOWERS ON THE WALL 35. Sonny & Cher, ABC 31011 (EMI, 7"
32. 36. 37. WHAT DID I HAVE THAT I DON'T HAVE? 37. Sonny & Cher, ABC 31011 (EMI, 7"
33. 35. 36. CUSTODY 36. Sonny & Cher, ABC 31011 (EMI, 7"
34. 33. 35. ANGELS 35. Sonny & Cher, ABC 31011 (EMI, 7"
35. 38. 36. TRuer THAN YOU WERE 36. Sonny & Cher, ABC 31011 (EMI, 7"
36. 38. 37. SPANISH FLEa 37. Sonny & Cher, ABC 31011 (EMI, 7"
37. 39. 40. YOU WANNA BET 40. Sonny & Cher, ABC 31011 (EMI, 7"
38. 38. 39. OH, YEAH 39. Sonny & Cher, ABC 31011 (EMI, 7"
'From Russia With Love.'
'Goldfinger.' 'Thunderball.'
And now... the man with the James Bond sound scores big again!
John Barry follows his hard-hitting James Bond arrangements with a sensational original score for a blistering new motion picture drama.

'The Chase'

Also available as a new John Barry single, "The Chase" and "Saturday Night Philosopher"

ON COLUMBIA RECORDS
CAROLE KING—A ROAD TO NOWHERE (Prod. by Allee Willis) (Columbia, ASCAP) Flip: “I close my eyes.” Solid dance beat, with Allee Willis’ vocal. RCA Victor 8700

JAI WHITE—YOU DIG (Prod. by Lou Adler) (Screen Gems-Columbia, BMI) 4-Track EP: “You Dig,” “You Dig Baby” (Regent, BMI). Warner 1225

DONOVAN—THE LITTLE TIN SOLDIER (Mann, BMI)—Cute lyric ballad in the vein Done- van style will prove equal to his “Universal Soldier” hit. Flip: “You’re Gonna Need Somebody On Your Side” (4-Track EP). Vanguard 1375

DIAMOND PONY—SWINGING (Columbia, BMI) Another “ultimate” commercial for the group is this big beat dance tune sure to equal their “No Matter What Shape Your Heart’s In.” 4-Track EP: “Moment Of Sorrow” (Epic, BMI). Liberty 55867

KING & COUNTRY—WE’LL LET A LOVE BURN OUT (Prod. by Frank Werker) (S.F.O., BMI) Good dance beat and catchy rhythms. This makes this another top chart winner for the quartet. Flip: “Somewhere Beyond The Sea” (Chappell, ASCAP). A&M 793

JOHNNY RIVERS—SECRET AGENT MAN (Prod. by Allee Willis) (Columbia, ASCAP)—Another “ultimate” commercial for the group is this big beat dance tune sure to equal their “No Matter What Shape Your Heart’s In.” 4-Track EP: “Moment Of Sorrow” (Epic, BMI). Liberty 55867

MIKE DOUGLAS—HERE’S TO MY JENNY (Prod. by Kenny Kellem) (Joy, BMI)—The TV star’s hot follow-up to his “Men In My Little Girl’s Life” smash is this solid dance ballad that should hit the chart with impact. Flip: “White We’re Young” (Regent, BMI).

LORRAINE ELLISON—CALL ME ANYTIME YOU NEED SOME LOVIN’ (Prod. by Lambert-Courtney) (Pacific, BMI)—More potential than her “I Dig You Baby” in this exciting production with exceptional Ellinco vocal. Could be a big one. Flip: “Please Don’t Teach Me to Love You” (Blackwood, BMI). Reaction 10062

THE DRIFTERS—MEMORIES ARE MADE OF THIS (Prod. by Bert Berns) (Blackwood, BMI) Exciting version of this old standard. All top Drifters vocal backed by Mariachi brass, aimed at today’s pop market. Flip: “My Islands in the Sun” (Presto, BMI). Atlantic 23554

DIANA ROSS & THE SUPREMES—WHERE THERE IS LOVE (Prod. by Blue Juc Prod.) (Jax, ASCAP)—Hot on the heels of their hit “Ace In The Hole,” comes this pretty rhythm ballad with strong rhythm and dance beat. Flip: “Message to Michael” (U.S. Songs, ASCAP). Scepter 12113

ELVIS PRESLEY—PLEASE DON’T STOP LOVING ME (Presley, BMI)—FRANKIE AND JOHNNY (Glady’s). RCA Victor 8093 Top is an emotional ballad while flip is the swinging title tune from the forthcoming film.

THE KNUCKLEBROCKERS—ONE TRACK MIND (4-Track EP): With all the hit ingredients of “Lies,” smash, this solid dance beat rhythm number should fast hit the top of the chart. Flip: “I Must Be Doing Something Right” (4-Track EP). Challenge 59326

DONOVAN—THE LITTLE TIN SOLDIER (Mann, BMI)—Cute lyric ballad in the vein Donovan style will prove equal to his “Universal Soldier” hit. Flip: “You’re Gonna Need Somebody On Your Side” (4-Track EP). Vanguard 1375

THE KINGSMEN—KILLER JOE (Prod. by R.A.T. Prod.) (White Castle, BMI) A hard-driving rhythm rocker that should rapidly hit the chart for the walking group. Flip: “Little Green Things” (Flomar, BMI). Word 1115

THE TOKENS—I HEAR TRUMPETS BLOW (Bright Time, BMI) Solid lyric rhythm rocker with unique sound will quickly put the group back on the top 15 with “Walking Along” (BMI). Chordan, BMI.

PEGGY LEE—THAT MAN (Prod. by David Cava- naugh) (Dendro, BMI)—Catchy novelty with camp theme that should equal “Rock Me Mama” and “I’m A Rocker” (Screen Gems-Columbia, BMI). Capitol 5605

KINGSTON TRIO—NORWEGIAN WOOD (Prod. by Frank Werker) (The Tokens, BMI)—The well-written Tom McCarytballad gets an exceptional folk-rock treatment by the Kingston Trio. RCA Victor 8703

RAY ANTHONY—IT’S SUCH A HAPPY HOLIDAY (Prod. by Al de Lory) (Songsmiths, ASCAP) The Jackie Gleason TV theme gets a solid brass finishing from the horn man with good chorale backing for a left field treatment. Flip: “Blub Yoog” (Knight, BMI). Capitol 5599

THE PRETTY THINGS—MIDNIGHT IN PARIS (Southern, ASCAP) Solid sound from the English group on this big beat rhythm rocker with smartly-timed lyric. Watch this one. Flip: “Can’t Stand the Pain” (Southern, ASCAP).

BILL HIRPE—NAVIGATION BLUES (Prod. by Morganfield) (Songsmiths, ASCAP)—Hit of the year. This Hirshe version of “Horse and Buggy” makes this an impressive debut for the Dylan-like folk rocker on his own well-written talking-blues number. Flip: “Not For Sale” (Albert, BMI). Epic 9897

THE KOOBAS—TAKE ME FOR A LITTLE WHILE (Lollipop, BMI)—Group of four from England make their exciting debut on Kapp in an up-tempo version of the Trade Martin tune. Flip: “Somewhere in the Night” (Chordan, BMI). Kapp 737

TOMMY VANN—TOO YOUNG (Prod. by Tommy Kaye) (Jasper, ASCAP) Up-tempo, waiting ver- sion of the Van Dyke project supported by hard rock dance beat will prove a fast chart winner. Flip: “Give a Little Love” (Drury Lane, BMI). Academy 118

BILLY GIBSON—WHAT I NEED NOW IS LOVE (Prod. by Steve Duboff) (Chardan, BMI) An exciting Gibson vocal, solid rhythm and charm (should be) solid dance pop for a hot chart contender. Flip: “You Got It, I Want It” (Chardan, BMI).

JOE FLYNN—BE MYSELF (Prod. by Tony Roth) (Screen Gems, BMI). RCA Victor 26354


ELVIS PRESLEY—PLEASE DON’T STOP LOVING ME (Presley, BMI)—FRANKIE AND JOHNNY (Glady’s) (Columbia, BMI). RCA Victor 8093

THE KNUCKLEBROCKERS—ONE TRACK MIND (4-Track EP): With all the hit ingredients of “Lies,” smash, this solid dance beat rhythm number should fast hit the top of the chart. Flip: “I Must Be Doing Something Right” (4-Track EP). Challenge 59326
Rack up more sales with these hot budget lines from MGM!

New on Metro...Best-selling budget line in the business!

- SHELLEY BERMAN
- GO-GO AU GO-GO
- DAVE CORNETTE THE FABULOUS ORCHESTRA
- LIVERPOOL STRINGS
- THE BEATLES & TONY SHERIDAN
- This Is Where It Started
- BATMAN AND THE REVENGERS
- THE BEATLES: THE CLASSIC YEARS
- THE BEATLES: THE RETURN YEARS
- THE BEATLES: THE ROYAL YEARS

New on Leo The Lion...Newest, brightest budget line for Children!

- Tom & Jerry
- MIGHTY MOUSE to the rescue!
- THE MOTHER GOOSE
- THIS IS OLD MAN WASHINGTON
- THE GREAT MUSICAL SONGS & MUSIC
- THE BEATLES: THE ROYAL YEARS
- SMOKY
- DINOSAURS!
- BATMAN & ROBIN

Who says quality records have to be expensive?
New on VSP... Top jazz from the vaults of Verve and MGM Records!

Who says jazz albums have to be expensive?
New on Heliodor... Budget classics from Deutsche Grammophon and MGM Records!

Who says quality classical music has to be expensive?

Metro, Leo The Lion, VSP, and Heliodor Records are divisions of Metro-Goldwyn-Mayer Inc.
Country Haywagon Rolls to 833 Gross

NEW YORK—Country music talent had one of its biggest weeks in history last week—Gerald W. Purcell Associates launched nine country music shows as radio station promotions between Feb. 24 and March 2, all within major markets. Gross was $383,260.

Aided by John Arnold, Don Bowman, Dottie Winter, Jim Edward Brown and George Hamilton IV performed Feb. 24 for KUZZ, Bakersfield, Calif.; Feb. 25 for KFXO, Los Angeles; Feb. 26, KSAY, San Francisco, Feb. 27, WGNU, St. Louis; March 1, WJID, Chicago; and March 2, WEXT, Hartford.

In addition, shows headlining Melba Montgomery, Norma Jean, Hank Cochran, and Little Jimmy Dickens played Feb. 25 for WJRZ, New York; Feb. 26, WSDM, Chicago; and Feb. 27, WJRZ, Newark, N.J.

More than 31,000 saw the nine concerts. Purcell said it was one of the biggest weeks country music promoters ever had in terms of exposure in urban areas. The show for KFXO in Los Angeles drew 6,500. All of the shows were promoted by Purcell in co-operating with station personnel for WJID in Chicago which Purcell published in his Music World magazine. Purcell promoted 14 concerts during the week; four others featured Al Hirt, one featured Carmel Quinn.

The WJRZ shows were all sellouts, including the Brook- lyn performance, one of the first major country shows ever done in the area that was a success. The show in Brooklyn, according to a spokesman close to the country music scene, demonstrates completely the appeal of country music and the effectiveness of WJRZ in reach- ing not only a vast audience throughout the New York metropolitan area, but all age groups; there were many teen-agers in the audience as well as adults.

Record Promotion Men Speakers For WSDM, Chi Stereo Station

BY RAY BRACK

CHICAGO—Local record promotion men had good things to say last week about L&P Broadcasting Corp.’s year-old multiplex stereo property, WSDM-FM—indication of the growing national importance of stereo stations.

“I think WSDM is the most important FM station in the country,” said Capitol’s George Williams.

“SDM is a real factor. They’re helping us in an awful lot,” said Columbia’s Jim Scully.

“One of the best things to hit Chicago in recent years. Wish it had happened earlier,” said Art Smith, M.S. Distributors.

“A valid voice and a mover of products, that’s SDM,” commented Rick Blackburn, Consolidated Distributors.

All was not quite this enthusiastic among record men a year ago when SDM went on the air with a 100-album library, a gaggle of Gulf deejays called “The headlining-programmed-a-failure” head man Mickey Shore.

“SDM came along at the right time,” said Scully. “AM radio in Chicago was in an unsettled state.”

WBRM (CBS) at that point was expanding conversationally,

(Continued on page 26)

KGLFJ Is L.A.’s Sole Soul King

LOS ANGELES—KGFJ influences a vast majority of the r&b record sales here, the nation’s third radio market. The 24-hour station received 82 percent of the votes of record sellers, distributors, dealers, agents and local and national record company executives in Broadcast Radio’s recent survey of the market. Last year the station had only 58 percent of the votes.

The station has other thermometers that also show its impact and effectiveness in in- fluencing its listening audience. “We’ve come out with hit bookings shows,” program director Cal Milner, “not just for their money-making potential, but as a test of how the station is doing. We only publicize the shows on our station.” To show how well the station achieves its purpose, a James Brown concert Jan. 1 drew 11,500 fans. The station has just contracted to bring in a series of Motown Records artists each month. These shows have been a special drive on the station for the past year, said Milner. All air personalities are at the shows, giving them a chance to mingle with the audience; the deejays show up in glitter.

KGFJ keeps a pure r&b sound possible, said Milner, and the re- sult is reflected in a Negro Pulse rating of 60, with high general market ratings that show the station is also being listened to “by the white kids in order to hear r&b records early...we’re playing them about 10 days before the black stations.”

The station, incidentally, has an integrated air staff. Both Hunter Hancock and Jim Wood write the music promotion and jazz to con- test with the all-black American music programming. The station launched the new full-time programming policy Feb. 25.

WADO GOES TO LATIN MUSIC

NEW YORK—WADO, a 24-hour 5,000-watt station here, will drop its all-latin programming and jazz to con- test with the other all-latin American music programming. The station launched the new full- time programming policy Feb. 25.

INDEX WHEELS SPIN FOR KRLA, KLAC

LOS ANGELES—Rutur and fortunes are on the move in broadcasting as evidenced by the latest Pulse and Hooper indexes.

KRLA, according to the November-December Hooper, was based on its index in the same market; however, KRLA and KHJ were tied in the fourth place. In the November Hooper book, the morning ratings were topped by KNX followed by KMPC, KRLA, KHJ, KXOL and KXOL. The same four tied for the fourth place.

In the Hooper book, the morning ratings were topped by KNX followed by KMPC, KRLA and KHJ. KHJ and KRLA tied over, followed by KMPC, KNX, KXOL, KXOL and KXOL for fourth. Evenings, it was KHJ, KRLA, KXOL, KMPC and KXOL.

Saturday from 10 a.m. to 6 p.m., KHJ dominated. KRLA second, KGFJ third, KMPC fourth and KMPC/KABC tied for fifth. Sunday during the same time, it was KHJ, KRLA, KXOL and KGFJ.

KLAC’s strong Pulse was based on its controversial phone jockey Joe Pyne. Significant in the Hooper index was the high ranking for KGFJ, a rhythm and blues station which finished third Saturday and fifth Sunday during sunshine hours.

March 12, 1966, BILLBOARD
Proudly Presents
PAT BOONE
WITH A TWO-SIDED SMASH SINGLE!

A Well-Remembered
Highly Thought of
Love Affair
Produced by Tony Hatch

It Seems Like
Yesterday
16836

PAT'S BEST-SELLING ALBUMS

HYMNS WE LOVE 3068
PAT'S GREAT HITS 3071
SIDE BY SIDE Pat and Shirley Boone 3199
PAT BOONE'S GOLDEN HITS Featuring Speedy Gonzales 3455
PAT BOONE SINGS DAYS OF WINE AND ROSES 3625
THE GOLDEN ERA OF COUNTRY HITS 3635
MY 10TH ANNIVERSARY WITH DOT RECORDS 3650
PAT BOONE SINGS WINNERS OF THE READER'S DIGEST POLL 3667

AND ALL-TIME HITS

Moody River / Speedy Gonzales .......... 107
Ain't That A Shame / Friendly Persuasion .... 108
Don't Forbid Me / April Love ........... 109
Love Letters In The Sand ............... 110
A Wonderful Time Up There

Side By Side / Pat and Shirley Boone ...... 149
The Hawaiian Wedding Song
I'll Be Home / I Almost Lost My Mind .... 151
The Exodus Song / (Welcome) New Lovers .... 242

THE GREATEST TALENT ON RECORD
Besides playing country music, WEFT in Richmond, Va., is more deeply involved in the community. The General Manager, George Swann was recently appointed as the state licensing agent and promoter for country music broadcasts. WEFT's manage-

**RADIO-TV PROGRAMMING**

**Double Barrels' Hit for KMPC**

The station's personalities, such as Wittlinger, make effective political commentary. His daily comedy show is said to be a hit with the audience. The station's musical style is a blend of soft rock and country, with occasional appearances by popular country artists.

**KRLA's Hull Single Power**

**KJGF Soul King**

**Radio Response Rating**

**Los Angeles, Calif. - 3rd Cycle**

**Top Stations**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Rank % of Total Stations</th>
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<tbody>
<tr>
<td>KTLA</td>
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**Top Disk Jockeys**

<table>
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<th>Call Letters</th>
<th>Rank % of Total Target Markets</th>
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<tr>
<td>DJ</td>
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**Music Director, Program Dir., Or Librarian**

Dick Moreland, KRLA (Music Director)

**Radio-TV Bandstand Show**

Johnny Gunn, KFWB (Sponsor)

**Top LP's**

1. Johnny Gunn, KFWB
2. Roger Carroll, KFWB
3. Bill Edwards, KFWB

**Music Director, Program Dir., or Librarian**

Dick Moreland, KRLA (Music Director)

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**Top LP's**

1. Johnny Gunn, KFWB
2. Roger Carroll, KFWB
3. Bill Edwards, KFWB

**Music Director, Program Dir., or Librarian**

Dick Moreland, KRLA (Music Director)
Anna Moffo and Georges Prêtre... two of 6 good reasons your customers will want this new recording of “Lucia di Lammermoor”

1. Anna Moffo not only sings Lucia, she offers a fascinating character study of the two Lucias—the romantic and the tragic.

2. Georges Prêtre, the young French conductor, who gives this “Lucia” an electrifying reading, already commands a big following of his own.

3. Bergonzi, Sereni and Flagello, heading a first-rate cast, each with a large and loyal audience in his own right.

4. “Lucia di Lammermoor” is one of the most popular operas. A new recording, especially of this caliber, is sure to attract record lovers.

5. This distinguished 3-record album is the complete opera with libretto and includes sections of the opera often omitted in other versions.

6. This album will be nationally advertised in HiFi/Stereo Review, Saturday Review, Opera News, Schwann, American Record Guide.
WILMINGTON—Two dealers here have joined with radio station WSJS-FM to select their own Grammy winners. Ballots have been printed and mailed in the nominations of the National Academy of Recording Arts and Sciences. These will be duplicated by stores operated by Joe Reznick and the Boscock-Schutte group.

The contest will be heavily promoted between March 7-14 on the radio station. WSJS-FM will not only talk about the ballots, the music, the nominees, and the awards ceremonies, but play the musical selections that'll be on the ballots.

Bill Brown, station's program director, attributed the idea to Radio World, 'He got the idea from reading a Billboard story about the awards.'

In addition to the publicity for the contest, WSJS-FM has programmed the album. Occasionally with DJ's, bands, artists, frequently King. Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KÇF: 50,000. NRC, affiliate. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KCFM-FM: EBP 48,000, estimated audience of 340,000. Station in town is FCC-licensed, and the programming formula is one 30-minute news block followed by the programming for the local station.

KCLM: 5,000. Owned by Crystal Broadcasting Co. On 1200 a.m., 1550 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KFL: 5,000. On the 1250 a.m., 1560 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KFXS: 1,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KFLW: 5,000. Owned by Cowell Communications Co. Inc. On the 1240 a.m., 1590 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KRBS: 50,000. Owned by Sanoon Broadcasting Co. Director, Music for M.F.G. occasionally. Special programming: Big Ten Football, 

Radio-TV Programming

WSJS, 2 Dealers Plan Own Grammys

WASHINGTON — Six radio programming executives conducted this spring for personnel at the Broadcasters' Convention members stations.

Sperry, dl., Howard Gen'1 is frequently programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KIP: 50,000. Owned by Cowell Communications Co. Inc. On the 1240 a.m., 1590 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KJPL-FM: 13,500, owned by Citizens Broadcasting Co. On the 106.1 m.f., 150 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KJNM-FM: 13,500, owned by Citizens Broadcasting Co. On the 106.1 m.f., 150 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KJPR: 5,000. On the 1250 a.m., 1560 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KJPR-FM: 5,000. On the 1250 a.m., 1560 kW. AM, 95% music. Includes program director, Bill Schroeder, Steve O'Dea, exercise director, Ken Maxson, 15 records are selected by DJ's, bands, artists, frequently King, Jr., King, Jr. occasionally programmed. New records are selected by the contest, a 10-week, 15-week, 20-week, and 30-week poll. Recent record promotion of are seen M.F.G.'s, Sperry, dl., Howard Gen'1.

KLRM: 1,500. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KMAZ: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KNAP: 100,000. Owned by California Broadcasting Co. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KNEY: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KNSG: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KNTV: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KOCM-FM: 100,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KOMO: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KQCA: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KQCM: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.

KQCM-FM: 5,000. On the 1270 a.m., 1590 kW. Clear, KCF, Middletown at 2 a.m. "Farm and Home Food" during the weekend. Ed Stevens, program manager.
AINT THAT A GROOVE
PART 1 & 2
KING 6025

Another!
NUMBER 1 RECORD
JAMES BROWN
LP'S HOT LP'S

KING RECORDS, INC
1540 BREWSTER AVE. CINCINNATI, OHIO
Your local KING distributors

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INDEPENDENT MUSIC SALES
San Francisco, Calif.
PAN AMERICAN REC. SUP.
Denver, Colo.
TRINITY RECORD DIST.
E. Hartford, Conn.
MUSIC SALES OF FLORIDA
Miami, Fla.
GODWIN RECORD DIST.
Atlanta, Ga.

PERSONAL MANAGEMENT:
Ben Bart

MUSIC CRAFT DIST. OF HAWAII
Honolulu, Hawaii
ALL STATE RECORD DIST.
Chicago, Ill.
JOHN ROBERTS CO.
Indianapolis, Ind.
ALL SOUTH RECORD DIST.
New Orleans, La.
STAX'S RECORD SHOP
Shreveport, La.
GENERAL DIST. CO.
Baltimore, Maryland

PERSONAL MANAGEMENT:
Ben Bart

DUMONT RECORD DIST.
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MUSIC MERCHANTS
Detroit, Mich.
JATHER RECORD DIST.
Minneapolis, Minn.
ROBERTS RECORD DIST.
St. Louis, Mo.
LARDY RECORDS
Newark, N.J.
DELTA RECORDS
Albany, New York

BOOKINGS:
UNIVERSAL ATTRACTIONS,
200 W. 57th Street, New York, N. Y.

RECORD SALES CORP.
Memphis, Tenn.
MUSIC CITY RECORD DIS.
Nashville, Tenn.
KING RECORDS, INC.
Dallas, Texas
SUNLAND SUPPLY CO.
El Paso, Texas
UNITED RECORD DISTRIBUTOR
Houston, Texas

CHUNG CORP. RECORD SALES
Seattle, Washington

BEST DISTRIBUTOR CO.
Buffalo, New York
BETA RECORD DIST.
New York, New York
BIBB DISTRIBUTING CO.
Charlotte, N.C.
MAIN LINE DISTRIBUTOR
Cleveland, Ohio
QUAKER CITY REC. DIST.
HAMBURG BROS.
Pittsburgh, Pa.
Connie Francis

Hit Is This:

Love Is Me,
Love Is You
b/w I'd Let You
Break My Heart All Over Again

K-13470
Spectacular Development of Disk Market in France Seen by Souplet

By MIKE HENNESSEY

PARIS—A "spectacular development of the disk market was forecast by Jacques Souplet, president of the French record company, France Disques, at the beginning of the first interview since he took over as President Director General of the company four years ago.

Souplet said,"At present, the industry is getting its breath back after the year of boom. The situation is good but I am sure in a few years the industry will double its turnover.

"France has become a very young country—there is a continuously increasing 'buge' in the recording-buying age group and, in addition to this, living standards appear to be rising and there is a tremendous growth in leisure activities."

Souplet emphasized that a prelude to any big expansion of the disk industry would have to be a streamlining of the distribution system. "I am going to the United States to study the disk industry there and I will, of course, pay particular attention to distribution. I am already working on a plan that will eventually follow the U. S. pattern, and that we shall follow," he said. "We shall see a concentration of distribution and, as we shall only have one or two more independent labels."

"At present, every major disk company in France has its own distribution system—this will have to be changed if large expansions are to take place. All methods of getting records to the public will have to be reconsidered. The creation of record clubs and mail order services in France...there will have to be more and more retail outlets for disks—in stores and supermarkets, for example."

Souplet said that his first task in taking over was to build a catalog of French artists—a policy reflected in the recent signings of Pepino, Roy y Arman, Doris, Les Provinciales Madeleine Pascal, who represents a French division of the NBC Broadcasting contest, and Abrial. CBS-Arteco has also signed the famous Canadian tenor, Lawrence Chenais, whose first disk for their new label will be released in the latter half of June.

Local Catalog Needed

"A good local catalog is what has been missing so far in France—we have a fine catalog of overseas artists and, of course, particularly for the classical field," said Souplet. "We have plans to open up the entire European market to French product since I think that France has the potential to be a major market."

The CBS-Arteco company is also planning to change premises in July.

As far as new signings are concerned, Souplet said he was not as enthusiastic as he hoped in the hope that one might make a new song. "We have to be realistic—" he said, "and that is one of the dangers of the business—these things just don't happen."

"More French artists than ever before will appear on the charts at a time rather than spread heavily on a mass signing."

One record to the company was the loss of the Parlophone in the industry—the Beatles—"to Pathe-Marconi. But," said Souplet, "we shall have the Odyssey and Abrial. And, for now, its sales are far better than I thought they would be.

Big Publicity Gains

One of the biggest gains to the company is built up, Souplet has big plans for publicity and promotional campaigns in both France and abroad to create a new de luxe series of classical disk recordings. On the subject of the recent album price cuts introduced by Philips, Souplet commented: "I think it may have been a little too early.

"I understand that Philips is bringing album prices into line with the American market, but what puzzles me is how this can benefit the American market. Admittedly the American market is much smaller than the French market, and undoubtedly, other hand disks in America are not subject to 25 per cent purchase tax in France.

"If, however, Philips succeeds in setting the trend to that in albums as formerly, then this will unbalance the market and seeing artists will be appearing in France. In fact, (Continued on page 36)
You don’t have to be Jewish to see that it’s even funnier than “You Don’t Have to Be Jewish.”

Other great Kapp album releases for March:

- Lollipops and Roses from Hawaii
  - The Waikikis
  - Tastes of Honey
  - Moon River
  - Red Roses for a Blue Lady & 9 Others

- The Best of Robertino
  - Featuring Tom Jones
date - feat. STUART HAMILTON

- Another Town—Another Jail
  - Paul Evans

Other Kapp Album Releases:

- Kapp Records

*KRL-4503, 26 weeks on the Charts.
INTERNATIONAL NEWS REPORTS

FROM THE MUSIC CAPITALS OF THE WORLD

BARCELONA

Numerous releases of San Remo numbers have been issued in Spain. The most popular titles chosen for local recording in Spain were "Nadie me puede guiar" and "La vie va bien." The former was recorded by EMI's Los Mustang and Gulux. Both songs were released on the Radio Infonavit Network as a part of the best song of 1967 festival, "Martín," presented by Donago at the Festival of Mediterranean Song last September.

CARLOS MARIMON

BOSTON

The Boston Winterfest, which closed March 27, drew more than 500,000 and seemed to underscore the Holy's claim to the City of Culture. The 30-day festival at the New Haven Memorial Auditorium brought musicians, record artists, and ballet dancers. Exhibits filled the hall, as well as European and U.S. artists and guest artists were Leonard Bernstein (conducting the Boston Symphony and New York City Ballet), and various cities.

Dinamico, another of the best songs of 1967, was presented by Donago at the Boston Winterfest, and was included in the Boston Opera House and New York City Ballet Hall. The RCAC recording artist led a group of the best songs released by the Sheraton Hotel and the Boston Opera House during the same period. The RCAC recording artist was the first artist to perform in the Boston Winterfest, and was included in the Boston Opera House.

Machine

CHICAGO

Looks now like Paul Sampson (personal manager) and George Bodnonsky, Bill Trant and Eddie Higbie (Dunwich Productions) have a phenomenon on their hands with "Gloria" by the Shadows of Knight. Sales are over 40,000 here and the single is happening in Minneapolis, Milwaukee, St. Louis, Denver, Cleveland, Atlanta and points between. Atco will handle national distribution. Kent Rockwell acts as a kind of co-producer in getting the first record out and has been handling local distribution for Dunwich Music Promotions, Inc. held a news conference at the Chicago Hilton and their act called the Dirty Diggers to give the group an opportunity to tell how they think and what they believe.

The Shadows of Knight will perform at the NARM dinner here March 15. Ella, wife of Mercury merchandiser manager George Bodnonsky, will be the second child, a boy, Feb. 28.

The new management policy at Le Bront has brought in Artha, Dukoff, Savenow and Frances Faye in recent weeks.

Returning from Washington State fishin', Dick Gregory found a stack of letters from teen-agers offering to help him start a national (Continued on page 34)

PUT A SPOTLIGHT ON YOUR CATALOGUE

MILLER INTERNATIONAL

Schallplaten GMBH

Hamburg

March 12, 1966, BILLBOARD
Everything's coming up peaches!
(In Detroit, Baltimore, Washington, Boston, Pittsburgh and Chicago.)

"I Can't Grow Peaches on a Cherry Tree"
by Just Us
on Minuteman Records.
A Division of Columbus Records Inc., Boston, Mass.
Tel.: (617) 442-1635
Written by C. Monte and Estelle Levitt for April Music Inc.
Produced by Chip Taylor and Al Gorgoni.
Michael Enters Price War

While this is well over Miller's lowest pricing, it's in the same price levels of the German disk trade and establishing Richter as a player in the market for developing disk pricing wars.

Both sides have apparently reached an agreement that Elektra and other big German disk companies will take part in their own distribution at the wholesaler level.

Richter is turning the tables by entering disk production. The Dussburg firm has been experimenting for some time with disk production, and Richter is satisfied that Richter's production can compete in quality as well as price with product from the major companies.

In fact, Richter is promising retailers that Lux LP's will be offered at the same price as major disk reissues' sales at $4.50.

Nor-Disc Names Johanness Mgr.

OSLO — Totto Johanness has now been appointed sole manager of the Norwegian disk and publishing firm Nor-Disc A/S. Sverre Dals will continue as the chairman of the musical directorship.

Totto joined the company's last board meeting. According to the information who bears the name of Nor-Disc will merge with the owners of the former Nor-Disc, founded by Egil Moen-It is believed that Dals will continue to serve as chairman.

Nor-Disc's new Mgr. are: Decca, Polydor, DGG, Karussell, RCA, Columbia, ARV, and other leading labels.

Jackson Disk Out

LONDON — A single, "The Engels" by The Jacksons, has been released by the Jackson Jerk Pay 2.5 million for a new label by the company, and it is believed that this will be one of the year's big ones.

Records signed new contracts for distribution in England in the company's International division, through Discos Alacrania of Buenos Aires.

Emilio Santiago, Metz.

Long Not Injured

was aired over the weekend. In...
2 SMASH SINGLES FROM THE BEACH BOYS!

Brian Wilson Solos!

CAROLINE, NO
b/w Summer Means New Love

Brian Wilson wrote and recorded this number for an upcoming Beach Boys album—but The Beach Boys knew it was too great to hold back. So, here it is—Brian’s first single and first solo for Capitol.

5610

The Beach Boys!

SLOOP JOHN B.
b/w You’re So Good To Me

An exciting folk song? You know it! The Beach Boys take “Sloop John B.” and give it an up-tempo production sound that’ll be heard ‘round The Horn.

5602
INTERNATIONAL NEWS REPORTS

FROM THE MUSIC CAPITALS OF THE WORLD

- Continued from page 34

TORONTO

RCA Victor in the U.K. has picked up the Canada-International label's LP, "The Flying V's" by Stan Hampton and the Flying Sentinels, who'll be touring the U.K. this summer. . . . RCA Victor Mexico is releasing the Canada-International album by Les Excentriques. RCA Victor top French-Canadian pop group, which was a big hit in Mexico City and is now appearing in Israel. Columbus has signed the Sparrow, one of Canada's top rock groups, with a recording session set for the near future. Columbia executives in New York have already heard good things of the group, boding well for U.S. release. . . . RCA Victor has signed folk singer Marti Shannon to a recording contract which stipulates release in the U.S. as well as at home. She'll record this month before heading for Raven's Gallery, Detroit, opening April 12. . . . London Records is now exclusive Canadian distributor of the World Pacific and Pacific Jazz labels. The association is off and running with Bob Linda's "Elusive Butterfly" on World Pacific, high on the charts across the country.

BING Crosby headlines the 1966 Easter Seal Show, 20th annual coast-to-coast benefit variety show aiding crippled children. It was taped and videotaped last week at the Queen Elizabeth Theatre in Toronto for telecasting on the CTV network and other TV stations (27) and on the CBC Radio Network April 3. Donating their talents and appearing with Crosby on the hour-long TV were Gordon Lightfoot, Julie Johnston, Bobbie Lane and the Disciples, comedian Jackie White, who appeared at the Royal York that week, and the Brian Binnie Trio. The Toronto-based new Fires Three, Montreal-based pop group whose first single made small waves in the U.S. as well as at home, try again with "Cause I'm Alone," "Don't Send Me the Quality Line," "You and I Love You Like I Do," written by Roger Miller, and "Little Donkey," and gives the new disc national exposure via appearances on CBC-TV's "Music Hop," and "Jiggle" shows, with other TV spots in the offing. Grammy nominee Oscar Peterson, with his "Canadianana Suite," nominated, was profiled on the CBC Radio Network show "Project." (6). After rehearsals in Toronto, the new Oscar Peterson Trio with Sam Jones on bass (replacing Ray Brown, now settling in California) made its debut in concerts at Wesleyan and Marquette University last month, and appeared this month at Carnegie Hall. 46 will appear in concerts with Duke Ellington in Boston, New York and Washington (11, 19, 20) before leaving (22) for a month-long tour with Bobby Solo, on Columbia here, headlining a variety show at the St. Clair Theatre in Toronto March 4, only Canadian data between his Latin American tour and the U.S. Last week, Arch Sound has signed Oscar Osburne, a favorite with the big vinyl audience of CBC's country music, rating-topper "Don Messer Show," with an album to be recorded in Halifax soon.

UPCOMING

- DON'T THINK TWICE, IT'S ALL RIGHT

"AS TEARS GO BY" (Instrumental hit for all stations by Elvis Presley)

- DISQUE BARCLAY

- DISQUES BARCLAY

- DISQUES BARCLAY

THE音樂 NEWS REPORTS

 próxima

 proven album

 overwrap brings

 sales payoff!

 TIME RECORDS knows it pays off to pick the proven overwrap for albums (Cryovac Y-Film). The payoff is increased impulse sales in the highly competitive self-service market. Strong, crystal-clear Cryovac Y-Film stands up to the rough and tumble rack selling. And over 300,000,000 albums in this film prove it is the right overwrap. Final point: the only proven program to wrap self-service sales is Cryovac Y-Film. Check the economics of this payoff program today!

the impulse package for self-service sales!

W.R. GRACE & Co., CRYOVAC DIVISION, DUNCAN, S. C.

March 12, 1966, BILLBOARD
PHILIPS
FOUR
NEW
SINGLES
ARE
HOT

THE 4 SEASONS
WORKING MY WAY
BACK TO YOU
#40350
A power-packed album produces
a Top 5 Single

BRIAN HYLAND
3000 MILES
#40354
The A & R know-how of
Snuffy Garrett creates a
hit sound for Brian Hyland

THE LOVERS
DO THIS
FOR ME
#40353
Three northern California
newcomers breaking out with
an explosive hit.

THE FLAMINGOS
THE BOOGALOO
PARTY
#40347
The new dance craze by the perennial
toppers of all times.

PHILIPS RECORDS
One world of music on one great label!
'SECRET AGENT MAN'
THE VENTURES

* A sales explosion in CLEVELAND, with enormous air play plus sales action in L.A., DETROIT, ST. LOUIS, BOSTON and MIAMI
LEN BARRY
HAS THE NEXT #1 SINGLE
SOMEBWHERE
ARGENTINA

- Denotes local entries

This Week
1 Playa-Adito Chile
(Galpón, Silva)
2 De los Suenos
(L. Millans, Gris, Auto: M: 27)
3 Dale Luego
(Sintra, 27)
4 Tu No Me Quieres
(Capitol, 27)
5 Sí, Porque
(27)
6 Cariño, Olvidado
(Capricorn, 27)
7 Tu Me Despertaste
(Cambios, 27)
8 El Presente de la Vida
(27)
9 Future Lovers
(Capricorn, 27)
10 Estoy En Tu Secreto
(Capricorn, 27)

AUSTRALIA

This Week
1 Day Tripper-The Beatles (Parlophone)
2 Beatles For Sale
(Norths, Parlophone)
3 Ain’t That a Shame
(King, Parlophone)
4 Rock Around the Clock
(Capitol, Parlophone)
5 I Wanna Be Your Baby
(Capitol, Parlophone)
6 I’m Sorry-Germaine McKeon (Souths)
7 Wouldn’t It Be Nice
(Capitol, Parlophone)
8 Love Letters-Redgum (Polydor)
9 A Must To Avoid
(Capitol, Parlophone)
10 There’s A Carnival Over Here
(Capitol, Parlophone)

AUSTRIA

This Week
1 LANZ IN WEISH-Rev Black
(Polydor)-Wien Melodee
2 Naten-Rev Black
(Lippscheier-Wien Melodee)
3 MELLES-Melba (Hamburg)
4 Red-Hard Rock
(Mitex)
5 Er Ist Wider Da-Rev Black
Wein Musik
6 Nur Ein Bild Von Dir-Rev Black
Wein Musik
7 Ich Will Nicht Fragen-Rev Black
Die Hubbel (Artola)
8 Teen Kane-Heinz Schneid
9 MARMOR, STEIN UND HAMM (CBS)-Korn
10 IAH JARI, BLONDIE HAAR HAAR-Rev Black

BRITAIN

(Courtesy New Musical Express, London, England)

This Week
1 Nervous Breakdown-Rolling Stones
2 These Boots Are Made For Walkin’-Nancy Sinatra (Reprise)
3 In the Summertime-Mick Jagger (Columbia)
4 A Guy Named Sue-Spencer Davis (CBS)
5 My Love-Pink Floyd (Mercury)
6 You Were On My Mind-Comique S. Pers (Parlophone)

FRANCE

- Denotes local entries

This Week
1 Michelle-The Beatles (Parlophone)
2 Hello Little Girl-America (Columbia)
3 Et St El Reste-Guezo Michel (Mercury)
4 Johnny, Cadrage-Cannibale
(Sacha Distel (Voix de son père), Colette) (Columbia)
5 Tu M’Appartes-Le Nom de la Rose (Fontana)
6 Tu Ne M’a Pas-Delphine (Philips), Olomou
7 Voulez-Vous-Francois Bolf-Scherbel (Christiane, A.Z.)-Jacques Brel
8 Le Juif-Jean Got-Mahler (Polydor)
9 Mon Coeur D’Attache-Tony Martin (Parlophone)
10 Toi, Toi, Toi, Toi-Polka Dots (Parlophone)

GERMANY

- Denotes local entries

This Week
1 Yesterday Man-Och Klar (CBS)
2 Ganz In Weihn-Rick Black (RCA)
3 Im Silenzio-Nino Rota (CBS)
4 Marmor, Stein und Hamm-The Beatles (Parlophone)
5 Jemand Singt Die Nacht-Ed Dubois (CBS)
6 Wir Werden Die Welt Werden-Bowie (CBS)
7 Balla-Balla-The Beatles (Parlophone)
8 Im Lied Der Freundschaft-Sound Orchestra (CBS)-Chappell
9 Wir Ist Wider Di Man-Marin (Maxow)-CBS

HOLLAND

- Denotes local entries

This Week
1 Michelle-The Beatles (Parlophone) The Sound Orchestra (CBS)
2 Thrill Thrill Thrill (CBS)
3 That’s All Right-De Golden Earring (Polydor)-Ed Van der Meer (CBS)
4 To Whom-Elke & Eddy (Vap) CBS
5 5,6 Glanzende Madeira (CBS)-Ed van der Meer (CBS)
6 We Are All Work It Out/It’s My Life (CBS)-Ed van der Meer (CBS)
7 It’s My Life-The Animals (CBS)

HONG KONG

This Week
1 Day Tripper-The Beatles (Parlophone)
2 Beatles For Sale
(Norths, Parlophone)
3 Ain’t That A Shame
(King, Parlophone)
4 Rock Around the Clock
(Capitol, Parlophone)
5 I Wanna Be Your Baby
(Capitol, Parlophone)
6 I’m Sorry-Germaine McKeon (Souths)
7 Wouldn’t It Be Nice
(Capitol, Parlophone)
8 Love Letters-Redgum (Polydor)
9 A Must To Avoid
(Capitol, Parlophone)
10 There’s A Carnival Over Here
(Capitol, Parlophone)

NEW ZEALAND

This Week
1 These Boots Are Made For Walking-Suma Mary (Columbia)
2 I Feel Fine-Beatles (Parlophone)
3 Love Letter To You-Tommy Makem (Columbia)
4 Michelle-Overlanders (Polydor)
5 Old Man Trouble-Royal Grit (Parlophone) The Parlophone)
6 I Just Want A Lover-Blue Max (Parlophone)
7 Come Back To Stay-Dickie Rock (Fest-Beverley) (Parlophone)
8 I Know What It’s Like-Tom Denny (HMV) The Parlophone)
9 I Found A Girl-Jess and Dean (Parlophone)

ITALY

- Denotes local entries

This Week
1 Den Den Mi Mu Pio Giudicare-Gene Pitney (RCA)
2 Il Djazzello della Via della Speranza-Claude (Columbia)
3 Do Come Come Vieni-
-va con me (Garbo, Inc.) (RCA)
4 Do Come Come Vieni-
-va con me (Garbo, Inc.) (RCA)
5 Do Come Come Vieni-
-va con me (Garbo, Inc.) (RCA)
6 Do Come Come Vieni-
-va con me (Garbo, Inc.) (RCA)

PHILIPPINES

This Week
1 Wooly Bully-Ann the Shears (CBS)-Marcon, Inc.
2 Bad Shank of the Moon-Feather Grass (CBS)-Marcon, Inc.
3 Mr. Tambourine-Man-The Byrds (CBS)-Marcon, Inc.
4 Winning It Was You-Contessa (CBS)-Marcon, Inc.
5 Hang On Sloopy-The McTwisters (CBS)-Marcon, Inc.
6 Little Speedy GONZALEZ-The Andrews Sisters (CBS)-Filipinas
7 MEMPHER TENNESSEE-The Dixie Cups (CBS)-Record Core
8 LITTLE OLD LADY FROM PASADENA-The Beach Boys (RCA)-Marcon, Inc.
9 WELCOME-YANKO-WELCOME-Bone & Gne (Malabahy)-Marcon, Inc.
10 SUMMERTIME BLUES-The Beatles (DCC)-Marcon, Inc.

SINGAPORE

- Denotes local entries

This Week
1 JELLY-Billy Vaughn (CBS)
2 TO WHOM-Edmund and Chris Andreas (CBS)
3 Chris Andreas (CBS)
4 My World Is Empty-Emily Hearn's Harnett (CBS)
5 PUSH-Keith Locke and the Quests (CBS)
6 PUSH-Pushing (CBS)
7 L-Lee Barry (Brownick)
8 L-Lee Barry (Brownick)
9 L-Lee Barry (Brownick)
10 I Got A Way Of My Own-Philomena (DCC)

SOUTH AFRICA

- Denotes local entries

This Week
1 DURBAN-Mike McKeown
2 TO WHOM-Edmund and Chris Andreas (CBS)
3 Chris Andreas (CBS)
4 TO WHOM-Edmund and Chris Andreas (CBS)
5 My World Is Empty-Emily Hearn's Harnett (CBS)
6 PUSH-Pushing (CBS)
7 L-Lee Barry (Brownick)
8 L-Lee Barry (Brownick)
9 L-Lee Barry (Brownick)
10 I Got A Way Of My Own-Philomena (DCC)

Eire Gets Three New Pub Firms

DUBLIN—As the chart entries locally recorded and written songs increase, three new Irish publishing companies have been formed, the most influential of which is the Eamonn Andrews Studios-affiliated Segano Music. Their current hit is Dickie Rock’s “Come Back to Stay,” Ireland’s entry for the Eurovision contest this year.

Newspapers are being written by Roscomon medical student-诗人 Wattie Cooke, whose hits include “Don’t Lose Your Huckleback Shoes” and “I Know What It’s Like to Have Loved.” Newest company is the Dublin entrepreneur Tony Boyd and advertising executive Cyril Joyce.

March 12, 1966, BILLBOARD
Another Hit Album...

JIMMY ROSELLI
NEW YORK
MY PORT OF CALL

HIGH FIDELITY

STEREO UAS 6467  MONO UAL 3467

From UNITED ARTISTS RECORDS

THE GROWING GIANT!
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Weeks</th>
<th>Peak Position</th>
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<tr>
<td>JET</td>
<td>&quot;Plastic Man&quot;</td>
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<td>&quot;Tobacco Road&quot;</td>
<td>JET</td>
<td>8</td>
<td>26</td>
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<tr>
<td>THE STARC</td>
<td>&quot;The Way We Were&quot;</td>
<td>JET</td>
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<td>THEcls</td>
<td>&quot;Every Little Thing&quot;</td>
<td>JET</td>
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<td>&quot;Sunny Afternoon&quot;</td>
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<td>&quot;Yesterday&quot;</td>
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<td>THE BYRDS</td>
<td>&quot;She's So High&quot;</td>
<td>JET</td>
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<td>&quot;I Can't Explain&quot;</td>
<td>JET</td>
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<td>JET</td>
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<td>&quot;A Hard Day's Night&quot;</td>
<td>JET</td>
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<td>&quot;She's So High&quot;</td>
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<td>&quot;I Can't Explain&quot;</td>
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<td>THE ROLLING STONES</td>
<td>&quot;Satisfaction&quot;</td>
<td>JET</td>
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</tbody>
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For more information, visit www.billboard.com.
A NEW SINGLE – A NEW HIT!

YOU’RE JUST ABOUT TO LOSE YOUR CLOWN

AND

TOGETHER AGAIN

(RULEMABC – LP 544)

(RULEMABC – LP 520)

ABC – 10785

Ray Charles
**CLASSICAL SPOTLIGHT**

**SCHUBERT: WINTERREISE** & Lieder

Dichterische Dichter-Dichterische Dichter Grundmechanismus 13293/02 (2)

Dichterische Dichter give these lieder an in-depth, sensitive reading that reveals the poetic mind and mood of Schubert. His interpretation is in itself a creation and moving force, beautifully lyrical and abundant in range and depth. Pianist Jorg Demus is in his equal, showing careful, meticulous design. A perfect joining.

**A TIME TO KEEP, 1965**

Murray with Promised New York Sestet of Orchestra.

In the concluding suite of "Voices and Events of the Year," varied by Chang Hong and Bandoukis, the important events of 1965 are covered from the Civil Rights riots probed by the Vietnam War. "The Time of Our Lives," and "Time to Tell the Story," as well other suites.

**ALBUM REVIEW POLICY**

Every album sent to Billboard for review is boarded by Bill- board's Review Panel, and its sales potential is noted within its category of music. As new packages are prepared for Spotlight Picks or Special Merit Picks, all other LP's are listed under their respective categories.

**SOUNDTRACK INSIDE DAISY CLOVER Soundtrack, Warner Bros, W 1616 (M); WS 1615 (S)**

A CLASSICAL PICK

**POPULAR**

SUNDAY MORNING WITH THE CONNIES Jimmy Brown Grind. Warner Bros, R 6210 (M); RS 6210 (S)

**TWO SONGS**

P. F. Sloan. Dardel D 50007 (M)

SNOWFLAKES AND SWEETHEARTS Lenda Grass Sings, United Artists. UAL 3481 (M); UAS 4841 (S)

**IVORY TOWER**

Terry G. Dade. DLP 2674 (S) DLP 2675 (M)

**RE: COUPET TONE TO BE SYMPHONY BROTHER N 5 1
des Gare, K.0. 5081 (S)

JEANETTE MCDONALD & NORMAN TRENT RCA Victor, LPV 524; No Snowbird.

**CALIENTE BRASS**

Ralph Robbins. Charts, RCA Victor, LPV 524; No Snowbird.

**THE HITPICKERS**

Various artists, Atlantic R197 805 (M); JRL 785 (S)

**JAZZ**

**MACK THE KNIFE & OTHER BERLIN THEATRE SONGS OF KURT WEIL**

The Secret of the Orchestra, RCA Victor LPV 3499 (M); LSP 3498 (S)

The jazz mood inherent in Kurt Weil's composition of the 1920's is given a contemporary and meaningful reading by the Secret of Orchestra U.S.A. The boys are true to their own purposes as well as Weil's which makes the set an important addition to the jazz catalog as well as to the growing list of discs of Weil's music.

**JAZZ SPECIAL MERIT**

VALENTINE STOMP

Fats Waller. RCA Victor LPV 525 (S); No Snowbird.

Some of the cuts here are being released for the first time and are great in style, if not age. The encores have rendered them this materialistic and somewhat craftsmanship. Fats plays alone, smooth, works with reed-records and is present in that wonderful stride style. Historians, fans, swingers—take note.

**ALBUM REVIEW SPECIAL MERIT PICKS**

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

**ORIGINAL CAST SPECIAL MERIT**

THE MAD SHOW

Original Cast, Columbia OL 6550 (M)

There's enough sparkle and wit in this original cast recording of the current off- Broadway review to keep the listener happy. The cast is energetic, spirited and well-nurtured. The score is written by Mitchell Leisen, directed by Marshall Barer, Larry Segal and Steven Weisz are brisk and bright.

**SOUNDTRACK SPECIAL MERIT PROMISE HER ANYTHING Soundtrack, KL 1476 (M); KS 3476 (S)**

The big attraction in this package of music from the score of the "Promise Her Anything" film score is two Jaws singing the Kurt Beckelhaid video title song. It's a lovely item with plenty of playing and setting power. Lead of the song is by Lynn Murray with some fine arrangements by John Horning who also conducts the orchestra.

SEE ALBUM REVIEWS ON BACK COVER

MEN WHO READ BUSINESS PRESS MEN MEAN BUSINESS

ALBUM REVIEWS (continued)
SURF
DELL’AMORE
IMMEDIATE PLAY on TOP 40 and GOOD MUSIC STATIONS
TUTTI’S TRUMPETS!
THE AMERICAN LONDON GROUP
RAY PRICE GETS BUILD-UP

By ELTON WHISHEHUNT

NASHVILLE—Columbia Records last week initiated a pro-
motional build-up of country artist Ray Price and announced that
from now on he will be recorded more often than in the past.
Singles will be released as needed and albums will be increased from
two to three per year.

The campaign was set off with a singles session and was
followed a few days later with two double sessions for an album.
Price was backed up by the top recording musicians in Nashville.
Columbia country aOR chief, Don Law, and his assistant, Frank
Jones, were present over the sessions.

Columbia sent Bob Alshuler to Nashville from his New York
office to work on promotion of the stepped-up program. Alshuler
said Price, who is in his 15th year with Columbia, is "one of the
most consistent sellers Columbia has. The first album he recorded
is selling still.

"He is one of the most underrated singers in the country. His
appeal is much broader than the country field. He goes pop as
well. Tony Bennett is one of his biggest fans. The feeling is mutual.
Some of Price's biggest-selling singles have been 'Crazy Arms,'
"Heartaches by the Numbers,' "City Lights,' "Night Life." The Other
Women,' "Tired of Tiring of Me." His top-selling albums have been
"San Antonio Rose," "Ray Price's Greatest Hits," "Burning Memories" and "The Other Wom-


Schwartz Leads Starly Sales

NASHVILLE — Schwartz Bros. Distributors of Washington-
ion woo Phase I of Starly Records' "Giddy Up Go" sales
contest, which offers dealers a 17 per cent discount on the en-
tire Starly catalog.

Schwartz won six pairs of Western boots from Acme Boot Co.,
Clarksville, Tenn. Second and third place winners, Mainline Dis-
tributors, Cleveland, won pairs; third place winner, Bay State
Distributors, Boston, received three pairs, and fourth place
Alpha Distributors, New York, won two pairs.

The first phase ended Feb. 12. The second phase, with bigger
prizes, will end March 25. A grand prize to the distributor who
exceeds his quota by the largest percentage is an all-
expense-paid, one-week holiday in Nashville for two.

Starly Vice-President Hal Neely said of 34 distributors
participating, 20 exceeded quota. Col. Jim Wilson, Starly's
sales manager, recently returned from a sales trip to DetoJ,
Buffalo, Albany, N. Y., and Boston and said "country music
sales are booming. Dealers all through that section are increas-
ingly receptive and knowledgeable to the profits and popula-
rity of country music.'

KGEN Building C&W Audience

TULARE, Calif.—Doug Dil-
on, new program director at KGEN, said last week:
"We have terrific audience response to our c&w shows and I want
very much to build KGEN into a country music giant in this area.

"The c&w daytimer is the only country music outlet in the
immediate area, Dilon said, serv-
ing the San Joaquin Valley from Bakersfield to Fresno, Calif.

"Many new people are be-
coming avid country music fans," said Dilon, "but our great need is building a better library. The library was skimpy when the present management took over 14 months ago and many of the major artists still do not service us.'

COUNTRY MUSIC
SMASH ALBUM HIT!!!

"TWO SIDES OF TEX WILLIAMS"

"BOTTOM OF A MOUNTAIN"

Included in This HIT LP!!!

"BIG TENNESSEE" and "TOO MANY TIGERS"

POLYWRAPPED (ADDED CONVENIENCE FOR RACK JOBBERS)

As performed on the Feb. 25th JIMMY DEAN SHOW

All C&W DJ's not receiving copies, write:

BOONE RECORDS INC. U. S. Route #42, Union, Kentucky 41091

(State whether part-time C&W or full-time C&W)
THE NEW ALBUM

Brenda Lee

Bye Bye Blues

DL 4755 (Mono) DL 74755 (Stereo)
ACTION IS HERE!

a taste of honey

PETE FOUNTAIN

CRL 57486 (Mono)  CRL 757486 (Stereo)
First release of Ronnie Murray on a record by his label "Who Are You Doing Here?" Murray's producer, Charlie Wright, 124 N. Peak, Dallas, is producing for various labels, says he is in need of "strong, new song material."

Ray Sanders' new one for Buddy Records is "Pinchin' the Girls" and "Be My Guest." Deejays can get copies from Buddy Records, 500 Locust, Marshall, Tex.

Neil Wilburn, president of Bragg Records, said she is getting good action on Rodge Martin's "When She Touches Me."

Decca's Dick Nelson will record an album of country songs under act director Bud Davis.

Dean Martin is getting good play with "Walk On By" in several years ago... Roy Acuff Jr.'s new one is "You Won't Ever See Me Here Again." Claude King says he is getting country and pop action on his new one, "Catch A Little Raindrop." Writing on it is Jack Wright, 86 Pine Tree Drive, Streeter, La.

Chet Atkins, RCA Victor's Nashville chief, is on a two-week trip to the Bahamas prescribed by his physician. He has been troubled with a sinus ailment... Gene Bennett, who has a big country show on WPTT, Pittsburgh, has asked Bill Partlow, WPTT manager, to book him.

The Singing DJ in KRBC, Abilene, Tex. -- Capitol has asked about an album of old Jukebox hits, of which there are many in the library. Marm Ivor, of Huddie Songs Publications, Brooklyn, says he has a collection of 78 rpm. General Manager of KRBC, Abilene, Tx.

Promoter Chaw Mank, Staunton, Ill., claims to be the champion movie fan and letter writer in the world. He said he runs 11 facsimiles to belong to at least 300, personally wrote 15,000 letters in 1961 and 20,000 in 1962. He didn't say how many he wrote in 1961, 1963 and 1965, nor how many movies he had seen. But he says only top 20,000 letters a year--about 60 a day? Mank in- tense display to write for his latest, "Blue Viet Nam Skies."

Shelton, who was hospitalized for a rest, had to postpone a Midwestern tour. Van Vreeter, country artist for Band Box Rec, drew big crowds last week at Utica, N.Y. -- The Blue Boys have on an extended tour from Canada to Texas. -- Roullette's Linda Manning has a singles ses- sion in Nashville before leaving for a Midwestern and Texas tour... Dave Dudley just finished a tour of Canada and will tour Alaska beginning March 28.

Billy Grammer was on "The Jimmy Dean Show" Feb. 11, and has been invited back for the March 23 show. Dean and Gram- mer worked together on a network show some years ago... Dick Heard, now in management and production in New York, writes from Pittsburgh that country mu- sic is going great there. DJ Mike Krueger is back with KNO, Juneau, Alaska, and asks that country releases be kept coming his way.

LAW GROOVES PATRIOTIC DISK

NASHVILLE—Don Law, Co- owner of Columbia Records, the music ad chief, recorded Stonewell Jackson. The song will be "Men Are Turning In Their Graves," and said "I won't be a smash, give it up. And I don't say that very often." The song is in a patriotic vein and takes draft- card burners to task. It was writ- ten by Jack Wright and is to be released on the Rhythm Records labels. It is the greatest song he has ever written.

JIMMY NEWMAN'S new Decca single, "Back Pocket Money," is sure to be another in a long line of top disks for this person- alable artist. 11 in m.y. is booked exclusively by the Key Talent Agency, Nashville (Advertisement)

C&W Format Good for WZIP

CINCINNATI -- WZIP and WZIP-FM's new c&w format has been "overwhelmingly ac- cepted in its first six weeks of operation," General Manager Harold Parry said last week.

Program director Bill Baker and deejays Bud Stagg, Johnny Wade and Jay Adick play 14 hours of country music daily.

"We ask for help so we can keep up to date with the latest sounds and materials of the great American c&w music," said Parry.

Gerrie Lynn Single

NASHVILLE—Gerrie Lynn, a new country music artist signed by Columbia Records, cut her first single here recently with ad chief Don Law moni- toring the session.

PEELEBS BOOKS C&W SHOWS IN CINCINNATI

CINCINNATI—Country mu- sic returns to the Cincinnati Gardens soon with announce- ment by Harry (Hap) Peebles, of Wichita, Kan., that he has scheduled two big shows there.

The first, March 20, will have Jimmy Dean as the headliner in the 12,000-seat auditorium. Also on the bill will be the Wilburn Brothers, Margie Bowes, Don Helm, the Osborne Brothers, Harold Morrison and Mack Sanders.

The second show, April 10, will feature Porter Wagner and his group, singer Jeannie Seely and the Wagon Masters, Kitty Wells, Johnny Wright and his show, Bill Phillips, Ruby Wright and the Tennessee Mountain Boys, and George Morgan and Jimmie Skinner.

Tennessee to Give $25,000 To CMA Fund

NASHVILLE — Gov. Frank Clemente's office announced last week that Tennessee receives an additional $25,000 to the Coun- try Music Association's build- ing fund for the CMA Hall of Fame and Museum.

Half the money will come from this year's budget of about $5,000,000 for tourism promotion.

The other half ($12,500) will come from next year's budget from the same fund.

The CMA will begin a fund- raising campaign in mid-March among Nashville business inter- ests to raise $350,000 for the building, on which work has already begun.

A ground-breaking ceremony is set for next week (14) at the site, 16th Avenue South, and Di- vision, with a number of out-of- town music and recording dignitaries expected.

Governor Clement attended a luncheon meeting Feb. 24 of 42 prominent businessmen who are on the committee to raise the $350,000. Committee chair- man is Andrew Benedict, presi- dent of First American National Bank. The fund drive will last through May.

CMA's over-all goal is $750,000, of which almost $400,000 has already been pledged or donated by the music industry.

funct Radar label and Jamac Publishing Co.

Heard, who is also a well- known songwriter, has offices at 250 W. 57th Street, New York.

WILMA LEE
AND
STONE COOPER
Now Exclusively on
With Their Newest Smash Hit
"IT'S STARTED AGAIN"
C/W
"WEDDING BELLS"
31891

Just completed successful European tour of U. S. Army bases in Germany. Booked thru Jolly Joyce & Gisela Gunther.

March 12, 1966, BILLBOARD
BREAKING BIG AND TAKING HOLD

THE DEDICATION SONG

FREDDY CANNON’S NEW SINGLES SMASH!

THE FIRST NAME IN SOUND

PERSONAL MANAGEMENT: DON REARDON & ASSOCIATES - LOS ANGELES
This Boots was made for wailing.

"These Boots are Made for Walking"

(Monument 45-928)
TOP FIDELITY PROCESSING
FOR FLAWLESS REPRODUCTION

STURDIEST STAMPERS
MAKE MORE RECORDS EACH

FASTEST PLATING SERVICE
OVERNIGHT 3-STEP PROCESSING (OR FASTER)

PRECISION PLATING
WITH OUR PATENTED AUDIOMATIC PROCESS

AUDIO MATRIX, INC., 915 WESTCHESTER AVENUE, THE BRONX, NEW YORK 10459/212 LU 9-3500/CABLE: AUDIOMATIC
If you think these records aren’t hits, you probably think Rudy Vallee is a ski resort!

Mitty Collier
SHARING YOU
CHESS 1953

Etta James
ONLY TIME WILL TELL
CADET 5526

The Entertainers
TOO MUCH
CHESS 1951

Kip Anderson
WOMAN, HOW DO YOU MAKE ME LOVE YOU LIKE I DO
CHECKER 1136

Pearlean Gray
I DON’T WANT TO CRY
GREEN-SEA 104
(nationally dist. by Chess)
HAMBURG — Classical disk production is now primarily a matter of interpretation and recording companies. As Kurt Kinkele, the top Deutsche Grammophon executive says, "if the label is a well-known one, the public will buy it, if unknown, they won't. Interpretation is not a matter of art but also technical presentation (hi-fi and stereo) and merchandising concepts.

TV A Prime Factor
In the classical field, there has become a prime factor in disk sales and the Grammophones executive takes it for granted that the family field will be exploted by the disk firms, the disk firms disposing of the artists.

Kinkele surveys 1966 as a year where the opportunities which will strengthen Grammophones' No. 1 position in the disk market, just behind Britain's EMI group.

Grammophon's parsimonious regard the Hamburg firm as having tied the disk trade to the management principles of General Motors, blending centralized control with decentralized operation. In fact, the firm bears a close organization parallel to Unilever and Royal Dutch.

Deutsche Grammophon is owned by the British, by the German electrical colossus Siemens and the Dutch electrical colossus Philips, which also operates the Philips group in West Germany, making competition to Grammophones.

Classical Tunes High On Supraphon's List

NATURALISM — Supraphon, pronounced by the Czechs as Supraphon, is now recording 115 hours of music, and with 66 hours being devoted to classical music, the label's leading export commodity.

With an annual production of 7 million disks, the distribution is 5 to 2 in favor of popular music. The export market takes 60 per cent of the classical output. A disk dealer in the home market will sell about 200,000 records. Currently, the topselling programs are "Tell Me You in San Francisco," sung in English by Vlado Matuska and "Bim Bom" by Jan Nezhak.

Biggest news is the growth of the eight-year-old record club which now has 25,000 subscribers who agree to buy five LP's from 60 titles offered each year in eight editions of the club's magazine. While there is no reduction in prices—Czech LP's retail at 95 kr., selling for 88 to 93 in the current rate for foreigners, but one free record is given for each five purchased. Another club advantage is the superior quality of the export containers instead of local containers.

Dr. Ladislav Sip, ad. chief, who selects titles and artists for recordings, has his current library of 28 complete operas including all of the works of Bedrich Smetana and Leo Janacek and most of the compositions of Leos Janacek and Antonin Dvorak. His music list is a big-selling item in the classical field, currently the greatest interest is in baroque, including works of Handel and Bach. All the latter's Brandenburg Concertos fall in this group. Club members, for instance, show a distinct preference for the baroque works.

Special records are issued with the works executed at the mini-frequent Prague Jazz Festival. The artists are those who sign contracts with Supraphon.

(Continued on page 62)

New York — Eugene Ormandy, conductor of the Philadelphia Orchestra, has been honored by his countrymen, on this anniversary of the Order of the Lion of Finland for his "meritious services in promoting Finnish American friendship." Olavi Munkki, Finnish Ambassador to the United States, attended the presentation to Ormandy in Philadelphia last week.

This year marks the 100th anniversary of the birth of the Finnish composer Jean Sibelius. As part of the celebration, the Philadelphia Orchestra, conducted by Ormandy, has been performing a number of works by Sibelius, Ormandy, who recently celebrated his 30th anniversary as music director of the Philadelphia Orchestra, has recorded, exclusively for the Columbia Records since 1943.

London Symphony, Bernstein Session

LONDON — For the third time, the orchestra of the Albert Hall concert have also been engaged for the recording.

Interpretations that mean the most

DOUGLAS S. HARRISON

BY DOUGLAS S. HARRISON

Four to Cut Princess's Tunes

Tokyo — A lullaby written by Crown Princess Michiko in her high school days will be cut on records by three record companies. This was made possible through the Princess who wrote the tune has been offered to the Disabled Children Association of Japan. The Imperial Household Agency granted official release to King Records, Nippon Gramophone, and Nikko Records. It will be issued the single, "Lullaby of Nemunoki." In April, the lyrics are by the Naitomi Yama- no's. Accrual royalties will serve as a fund for the association to establish "Nemunoki Library."
Timely! Topical! Teenful! Terrific!

As explosive as the exhaust from a two-wheel monster

Bob Moore

Hell's Angels

I can't stop loving you

Hickory Records, Inc.
2010 Franklin Road
Nashville, Tennessee 37204
Home of the Nashville Sound

Hickory 1372
Weill Perfect Fit
For Today: Could
BY MIKE GROSS

NEW YORK—In planning the arrangements for his current RCA Victor album, The Two Worlds of Kurt Weill,” conductor Morton Gould said that he was able to learn a lot as a composer. Gould, who believes that there’s no surmounting the challenge of Weill’s music in the recording, feels that the late composer is as in tune with today’s beat as he was when he was in writing prime in the 1930’s and 1940’s. Gould said, “Weill’s music is contemporary today because it is lean, contained and disciplined.” As a sidelight, Gould mentioned that Weill’s early lyricist, Bertholt Brecht, wrote social protest and that his lyrics could be considered the forerunner of today’s so-called political songs.

As far as Weill’s music is concerned, Gould also pointed out that in going over reams of material of the composer’s Berlin and Broadway theater pieces for the album, he became more and more convinced that Weill’s (Continued on page 62)

MORTON GOULD

lin and Broadway theater pieces for the album, became more and more convinced that Weill’s music is contemporary.

P,P & M Fill the Air
With Sounds of Relaxed Music

NEW YORK—Whoever said folk music was commercially dead obviously hasn’t attended a Peter, Paul and Mary concert recently. The talented trio filled Lincoln’s Philharmonic Hall Friday night (25). The overflow crowd including 100 seated on the stage, totaled 3,100 and the concert grossed $14,500 according to concert manager Charles Rothschild.

Performing a melange of their old, new and always familiar tunes, the group was frequently joined by the audience in an impromptu sing-a-long that showed the solid popularity enjoyed by the trio. Along with their old songs, “Blowing in the Wind,” “If I Had a Hammer” and “San Francisco Bay Blues,” the Warner Bros. recording artists also sang “Rising of the Moon,” an adaptation of an Irish poem that is featured in their latest LP success, “See What Tomorrow Brings.” A notable feature of the trio’s live performance is their sure and easy manner of conveying the solid style of the disciplined framework of their instrumental and vocal styles. This relaxed atmosphere is a major reason for the continued group’s standing as performers and entertainers. Paul’s comic ability ranks with the best of the stand-up comedians, a fact that breaks the program. He is always amenable to any and all suggestions, sometimes hilarious as he describes his infant daughter’s role in his life and the kiddie TV shows that will influence her as she matures.

The group’s vocal and instrumental work is beyond reproach and is surely the finest in the tempestuous field of modern folk music. All three have excellent solo voices and their blend is extremely harmonious. Currently on the Billboard LP chart with “See What Tomorrow Brings,” their sixth successive hit, the folk trio is a hot commercial property and living proof that folk music is big business.

HERB WOOD

Kay Starr Like $ Million in Quarter Date

NEW YORK—Kay Starr was in full bloom Tuesday night (1) during a three-week stand at the Latin Quarter. Starr’s “Makin’ It” was a non-stop stunner as “Sunshine, Lollipops and Rainbows” and “Red Roses for a Blue Lady,” the former captivated the club’s capacity crowd.

The Capitol Records artist sparkled as she performed her old familiar tunes, capped by enthusiastic sellers of the 1950’s “What Makes Fortune.” Backed by a talented male vocal quartet, Four Men of Note, Miss Starr’s stint was highlighted by her rendition of “New York,” a Latin-oriented song which she dramatized as a Latin-styled costume in the Judy Garland manner. The singer played it for all it was worth and even her impassioned vocal presentation fast-paced program which included several jazz walts, the tempo which made an onshore style famous. Along with her hit “Rock ‘n Roll Waltz,” Miss Starr also sang “My Favorite Things” from “The Sound of Music,” in jazz waltz time.

The singer’s segment was the only bright spot in an otherwise dull show which consisted of a hodgepodge Parisian review of a highly amateurish quality.

HERB WOOD

NASHVILLE—Acuff-Rose Artists Corp. will package the opening day show at the Illinois State Fair for eighth consecutive year. Howard Forrester, head of the agency, concluded negotiations last week with Bob Skinner of Midwest Promotions, local promoter for the Fair shows.

This year’s production will be staged Aug. 13. The cast, so far, includes Ray Price, Ferlin Huskey, Porter Wagoner, Connie Smith, Grandpa Jones, Carl Perkins, AR Bolling, Pete Drake, and his band, L. D. Keller and the Promenaders and emcee Ralph Emery.

March 12, 1966, BILLBOARD
Jimmy Smith: he’s got his MOJO workin’ for you!

Jimmy sells records like nobody’s business.

Unless it’s yours.

Now, from his big hit album **GOT MY MOJO WORKIN’** comes the hot new single. The track that Baltimore deejay Paul “Fat Daddy” Johnson calls “one of the greatest recordings I have ever heard in my career... in my life.”

That’s our Jimmy. You’ve heard him swing.

Now hear him sing on **GOT MY MOJO WORKIN’** Parts 1 & 2 VK-10393

Verne Records is a division of Metro-Goldwyn-Mayer Inc.
THANK YOU NARAS
FOR YOUR NOMINATIONS

RECORD OF THE YEAR
THE SHADOW OF YOUR SMILE
Love Theme from "The Sandpiper"

BEST MALE VOCAL PERFORMANCE
THE SHADOW OF YOUR SMILE
Love Theme from "The Sandpiper"

Thanks to Johnny Mandel for Writing the Song of the Year

TONY BENNETT
LOU CHRISTIE ON MGM

Has the HIT follow-up to "LIGHTNIN' STRIKES"

RHAPSODY IN THE RAIN

TRAPEZE

B/W

K-13473
music was pertinent to the mid-1960's because it was bright, sharp, and contained many of the jazz elements that spike...
Shaping up into a big hit single...

"SHAPES OF THINGS"
Mr. Bill Tallant  
Capitol Records  
Hollywood, California  

Dear Bill:  

Here's a new one for you...a "fan" letter from an artist! And one that's long overdue, at that.  

As you know Bill, I spend an awful lot of time on the road, and consequently I'm in constant touch with your field staff. In the last few years, I guess I've worked in every major city in the country. In each town that I hit, I have had the benefit of Capitol's "hip" sales and promotion team. They take advantage of my presence by arranging appearances, interviews and lots of ballyhoo for my Capitol product. It doesn't matter whether or not I have a record on the charts, your boys are on tap to be sure that we touch all the promotional bases. Believe me, it's appreciated. I help them, but they've helped me even more.  

So Bill, without sounding "corney" or sentimental, let me conclude by saying "thanks" to a dedicated and knowledgeable team...the Capitol Field Men. They're the best in the business! As one of our hits goes, "I LOVE YOU MORE AND MORE EVERY DAY."

Gratefully,  

Al Martino  

P. S. I've just learned that our new release, THINK I'LL GO SOMEWHERE AND CRY MYSELF TO SLEEP, Capitol (5598) just hit the Billboard Hot 100 at 81 with a star! The boys are doing it again!
LITTLE BOY SAD
(Walker)
M.P.D. LIMITED

LITTLE BOY SAD
(Walker)
M.P.D. LIMITED

Monument is proud to launch its new LTD label with two records that were monumental hits in Australia.

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SYRACUSE, N.Y.
WASHINGTON, D.C.
HONOLULU, HAWAII
NARM Growth Indicates Wholesaling Expansion

MIAMI BEACH—The National Association of Record Merchandisers, gathered here at the Fontainebleu Hotel for its Eighth Annual Convention, is at the peak of its power and influence, with the future looking like an even more prosperous era. According to Jules Malamud, NARM's executive director, registration for this convention was more than 500, which amounts to a 50 per cent increase over last year.

"When I first joined NARM," Malamud recalled, "the organization had had between 25 and 28 members. Today, the membership of 70 includes about 14 of the old NARM people, and many changes have come to the industry.

Today NARM's area of merchandising takes in virtually the entire area of record wholesaling, since the organization represents not only rock labels, but also those that are distributed, formerly, by ARMADA, formerly the distributors' trade association, merged with NARM, and it is estimated that some 50 distributors are represented at this convention.

A Dynamic Industry

Malamud, commenting on the changing record merchandising scene, stated: "This is a dynamic industry, one that is changing all the time, and I would not expect to come back and find it the same in five or five years. But there is no question that we will grow and expand, and I think that we will find new products and new ways of selling them."
Introducing the new economy leader

SUNSET

A PRODUCT OF LIBERTY RECORDS

Sunset LP’s feature top recording stars, fine sound and superb eye-appeal packaging. All in all, Sunset is merchandise of the widest sales potential.

INITIAL RELEASE

SUNSET... the new economy leader
By CLAUDE HALL

NEW YORK—In the belief that rack jobbers will play an even greater role in the distribution of stereo tape CARtridges than they have in selling records, RCA Victor Records has been basing its selection of rack jobbers for its Stereo 8 cartridge on how well they market RCA Camden, the label's economy-priced record line.

RCA Camden, the label's economy-priced record line.

Behind the regular RCA Victor catalog on Stereo 8 cartridges, RCA Camden has more than 45 tapes in distribution and is releasing more each month, said Ray Clark, head of the economy line. "I think rack jobbers have the good job on dis-

tributing cartridges," Clark said.

"In the last five years, business is up 147 per cent for RCA Camden alone and rack jobbers are a vital distribution area for the label because of their ability to reach an expanded distribution area.

A Double Function

Rack jobbers, he added, "as far as RCA Camden and Vic-

tories are concerned, are not only distributors... but also good merchants "because they have a special know-how on how to merchandise effectively an econ-

omy line."

There was no doubt that company like RCA Victor could exist without an economy line. "It's an economy line is neces-

sary to keep costs down at the factory level. It keeps the presses running, employees working—thus lower turnover and retrai-

ning employers—plus the per unit cost of all records, in-

cluding the one turned out on the main label."

"RCA Camden is a plus busi-

ness for us and, I don't think it takes away one dollar of the business of the major line. We could come out tomorrow with an artist doing every song of Barry Sadler's "Ballad of the Green Berets" album and not hurt one of the Sadler record. People, in fact, might buy them both,"

This is why Clark pays atten-

tion to the suggestions the rack jobbers as well as distributors regarding potential, new product. Last year, the label released "Living Voices Sing Music From Mary Poppins" as a direct re-

quest from a rack and "it is something our five best sellers of the year. That's why I'm con-

stantly encouraging rackers and prod-

uing them for suggestions. Nine of the sales of our 40 releases we last year were suggested by rackers."

RCA Victor, Clark said, pion-

neered in the rack field "and was the first to ever give them any help and endorse them as an important aspect of distribu-

tion."

The 12-year-old RCA Camden is known as one of the pioneer to the advent of rackers. The original idea for the label was to release classical and ma-

terial. In those early days, aliases were used to identify the ar-

tists because it was felt that such an economy line could compensate the elite image of RCA Vic-

tor's Red seal classic label. Clark admits this did not lure the real classical fans. The label was sold directly to many deal-

ers in those days—the big chain dealers expanded it and expanded to include distributors.

(Continued on page 80)

GUITAR STRINGS & ACCESSORIES

Complete Your Music Department With A Handsome, Hard-Selling Walco Display

Long an outstanding name in phonograph needles, Walco now introduces the best music strings and acces-

sories money can buy.

Here is a new top-quality line of guitar, basso, and ukulele strings, precision-made for superior performance and in-demand accessories including pitch pipes, polishing cloths, picks, cord books, etc.

Attractively, colorfully packaged to be a "hit" on sight, Walco Guitar Strings & Accessories can be yours in your own complete department—just select from among four handsome, hard-selling Walco display cases; counter type, floor type, retail type and hook racks... racks free with each deal.

So don't delay. Find out today about a complete, high-traffic Walco Guitar Strings & Accessories department in your store.

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An Overnight Smash!

I HEAR TRUMPETS BLOW

THE TOKENS

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PLAY THE OTHER SIDE
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AFRAID OF LOVE
THE APPRECIATIONS
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COME BACK BABY
THE STOPPERS
Jubilee 5526

I FEEL A LITTLE BIT BETTER
DARLENE McCREA
Jubilee 5524

WATCH FOR:
DRUMS FOR SALE b/w PLUCKIN’ by JIMMY HAYES & THE SOUL BREED ... Port 3050
BABY I’M SERIOUS b/w #1 LOVER BOY by CARLOTTA TILLMAN ................. Josie 9950
DO THE BOOGA LOU (Part I) by KING COLEMAN ................................ Port 3015
MY YIDDISHE MOMME b/w SECOND TIME AROUND by BILLY DANIELS ... Jubilee #5526
WE ARE TOGETHER AT LAST by GEORGE FORRENCE & THE DIPPERS ..... Duo Disc #117

COMING SOON
ANOTHER SMASH HIT FROM
JOHNNY & THE EXPRESSIONS
Follow up to
"SOMETHING I WANT TO TELL YOU"

Nationally Distributed by

JAY- GEE RECORD COMPANY INC.
A DIVISION OF THE COSNAT CORPORATION
318 West 48th Street, New York, N.Y. 10036 • PL 7-8570
INDIE DISTRIBUTORS DON'T PUT ALL THEIR EGGS IN ONE BASKET

NEW YORK — Independent record distributors are an adventuresome lot. According to Billboard's Market Research Department, nearly 9 of 10 distributors are engaged in some other business. Of these diversified distributors, 60.6 per cent handle record accessories, 48.5 per cent own at least one record label, 45.5 per cent distribute phonographs, and 42.4 per cent distribute pre-recorded and blank tape.

Other sidelines are: tape recorders, 30.3 per cent; tape cartridges, 21.2 per cent; one-stops, 15.2 per cent; leased departments, 6.1 per cent; other distributorships, 15.2 per cent, and appliance, 21.2 per cent.

Best Customers

Rack jobbers are the best customers of the distributors, accounting for nearly a third of their dollar volume. The next best customer is the discount store, accounting for 23.6 per cent of sales, while one-stops account for another 10.5 per cent.

The traditional record dealer, once the mainstay of the distributors' business, now accounts for only 7.1 per cent of volume, while another 4.7 per cent went to juke box operators. The average distributor carries 26 lines, two up from the previous year. Broken down, 18.9 per cent handle singles primarily, another 45.8 per cent handle both singles and albums, 28.5 per cent concentrate on albums, and 6.8 per cent specialize in budget lines.

Gross Margins

Here's the gross margins on product. Product listing for $3.79 is bought for an average of $1.75. Product listing for $4.79 is bought for $2.28. Product listing for $5.79 is bought for $2.67.

Nearly half of the distributors (48.6 per cent) feel that the 94-cent list price on singles should be maintained. Another 31.4 per cent would like to see the price dropped to 75 cents, while 14.3 per cent are in favor of an 85-cent list.

Distributors aren't in favor of freebies, with 62.5 per cent voting for their elimination. Another 31.3 per cent would like to see them increased, and the remaining 6.2 per cent would like to see them decreased.

Those advocating changes in the freebies practice would like to see a standard price in the industry. Distributors are pretty well split on what they consider the most important avenues of advertising and promotion. Here's how it breaks down:

Co-op radio time, 19.7 per cent; co-op newspaper advertising, 17.1 per cent; record hops, 17.1 per cent.
congratulations &
thanks to N A R M
from

HERB ALPERT & THE JULIACARPPA BRASS

AM RECORDS
Retailers Capture Bigger Share Of Market In Sales By One-Stops

By AARON STERNFIELD

NEW YORK—The nation’s one-stops, who traditionally depended on jute box operators for their sales, are learning more and more on independent, non-discount house retailers. Five years ago, jute box operators accounted for 52.4 per cent of their sales. Last year, according to Billboard’s Market Research Department, the percentage dropped to 34.9 per cent.

During the same period, retail stores increased in share of dollar market from 39.5 per cent to 50.3 per cent, while sales to rack jobbers almost tripled—from 2.7 per cent to 7 per cent.

Discount Sales

Sales to discounters during the five-year period dipped a bit—from 3.5 per cent to 3.3 per cent, while the share of market of others (including other one-stops, discounters, chains and department stores) jumped from 1.9 per cent to 4.5 per cent.

While the share of market of jute box accounts decreased, the number of jute box accounts per one-stop has gone up. Some 38.9 per cent of the one-stops reported an increase, another 38.9 per cent reported the same number of accounts as last year. Only 22.2 per cent reported a decrease in number of jute box accounts as compared with the previous year.

The big increase in type of accounts from 1964 to 1965 came from dollar market retailers, who had increased their number of store accounts, with 22.2 per cent, while sales to rack jobbers almost tripled—from 2.7 per cent to 7 per cent.

CARTRIDGE MARKET

To JOHNNY Market

"Kitty (Decca)"

Nashville, Tennessee

accounts

had jumped from 3.3 per cent to 5.2 per cent.

Nashville, operated

Now, 60 per cent of the one-stops have more rack jobber accounts, with the balance divided equally among those holding their own and those having fewer accounts. The figures for other type accounts, including chains and discounters, are identical to those of rack jobbers.

Singles still account for the lion’s share of records sold by one-stops (63.2 per cent). Regular-priced albums took care of 29.2 per cent of the volume, while budget-line albums accounted for 5.9 per cent. The remaining 1.7 per cent was in kiddy records, EP’s and little LP’s.

Cost of Merchandise

Here’s one cost of paying for their merchandise. Albums with suggested lists of $5.00 were bought for an average of $1.97. Those with suggested lists of $4.79 were bought for $2.50. Those with suggested list of $5.79 were bought for $3.07. Only 36.4 per cent of the one-stops buy direct from the manufacturer, with singles accounts.

HOLLYWOOD—After one year in business, Hallmark Radio Records estimates 60-70 per cent of its children’s business is through rack sales. The catalog will offer NARM members a 20 per cent discount program running through March on six albums new from Hallmark. The program includes three feature albums: "The Sound of Music," 10 hours Saturday morning N B C -T V hour program, "Adam Ant, Secret Square and More," Mole.

The label will be represented at the convention by co-owner Bill Haas, general manager, Don Bohanan and assistant Tom Ayres. Bohanan said the company plans to increase its merchandising efforts for racks through co-op advertising and expansion of its successful costume promotions. Rather than just providing racks with costumes from familiar H-B characters, as had been done in the past, the label will provide a promotion brochure for $5.95 and $9.95 language records; $5.95 language records and "Instant Fun for Living" tape; $5.95 language records and "Instant Fun for Living" tape and dog training.

"Promotions used to be you sell a lot of merchandise and put up a sign selling for 99 cents. This has changed," the general manager explained.

H-B plans showing conventions how it’s 1-cent sale (offered in the Southern Cali-

The only drawback is the cost, said Shumkin. The tape cartridges are presently too high to make a big dent in the children’s market. He felt this would be solved just in the high cost of records in the children’s field was solved—better production methods in the market. It costs so much now to market a tape cartridge that it’s simply unfeasible for the children’s field, he said, so records will prevail for some while.

"Children’s product is a far more important part of the record business than the industry realizes. Dealers are short-changing themselves because they’re so occupied with moving hit singles and albums—at which they make a larger margin of profit—"they’re ignoring the bread-and-butter line of 15’s just not tough enough. Yet these tape cartridge playback systems are fairly common and so’s the cartridge. They’re simple to operate."

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FORTY MILLION LP RECORD BUYERS CAN'T BE WRONG!

They Demanded Their Favorite Orchestra In a New And Expanded Program In Deluxe Packaging

ALSHIRE PRESENTS

THE SOUND OF MAGNIFICENCE

The world's greatest selling orchestra is now up-graded in price. The millions of "101 Strings" loyal buyers have demanded a wider scope of program—with deluxe packaging. The profit-wise dealer and distributor has demanded this profit increase. A suggested retail of $1.96 has been long overdue. You were right—the price should never have been dropped.

Here is the world's leading orchestra. Here is an orchestra that has sold more long plays in the past nine years than Montavani, the Boston Pops and Kostelanetz combined. This orchestra has a greater "middle road" acceptance than all others combined.

We will do business under this exciting new label—our attitude is positive and realistic. Forty-four magnificent releases and millions of consumers will confirm your wise decision to stock in depth the world's greatest recording orchestra.

AL SHERMAN

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- ALBUM OF THE YEAR
  MY WORLD
- BEST COUNTRY & WESTERN SINGLE
  MAKE THE WORLD GO AWAY
- BEST COUNTRY & WESTERN ALBUM
  MY WORLD
- BEST COUNTRY & WESTERN VOCAL PERFORMANCE MALE
  MAKE THE WORLD GO AWAY

EXCLUSIVELY: RCA VICTOR RECORDS
Personal Management: GERARD W. PURCELL ASSOCIATES, LTD. NEW YORK • HOLLYWOOD • NASHVILLE

Sincerely
Eddy Arnold
Tucker Library Expands to 800 Titles; Add Kiddie Line

NEW YORK—Tucker Productions, Ltd., which began four-track tape CARtridge distribution in the summer of 1965 and has grown to include a library of more than 400 titles, announced the addition of a children's line of tapes to its catalog of Golden Records. According to company president George Tucker, the new line already has written orders in excess of 50,000 copies, though the catalog is only two weeks old. Each of Tucker's four-track cartridges include Bugs Bunny, The Flintstones and Yogi Bear. The New York-based company, which was originally formed to produce taped radio series, has expanded its wide distribution, is making preparations to include four-track stereo cartridges in its operation. Most of the present four-track catalog will be available on eight-track.

March 12, 1966, BILLBOARD
Muntz Singles to Aim at Teens

VAN NUYS, Calif. — Muntz Stereo-Pak will shortly begin selling singles off the Billboard's Hot 100 chart in a newly developed four-track stereo cartridge for 99 cents. The company is also entering the eight-track field with Warner-Reprise the first labels available in eight-track cartridge.

The move into the teen-age singles field is a highlight in the continuous loop cartridge field and indicates that a duplicator has aimed at the audience with such a product. President Earl Muntz said he has begun tooling up for the new.

Sherman Sets

LOS ANGELES—Sixty-four albums are being released by Al Sherman on the three labels, including a new home for the 101 Strings. The product is the largest single release in the one-year history of what was Somerset Records and is now Somerset, Audio Spectrum and Alshire Presents, the newest label bowed by Sherman since buying the Somerset operation last September.

The 101 Strings, composed of Hamburg, Germany musicians, are being moved to Alshire Presents and increased in price to $1.98. The Strings started out as a $2.98 package on Somerset, Sherman noted, but had been reduced in line with competitive practices. Sherman claims requests for a higher price plus die-cut packaging prompted the formation of the new company.

In line with an upgrading for the orchestra, the Alshire LP's will feature four-color art, an inner sleeve and skin wrapping. The packages previously had paste-on art on the front cover.

On the new label, the orchestra, which has reportedly sold 40 million albums in nine years, will broaden its repertoire. All told there are forty-four 101 Strings titles in the new release.

The release is further broken down with 11 Audio Spectrum LP's ($3.98-$4.98) featuring American hits sung in foreign languages, two pipe organ albums for sound buffs plus eight lower priced packages on Somerset.

Tenna Dividend

CLEVELAND—Directors of Tenna Corp, Cleveland automobile accessory firm which is producing a compatible four and eight-track stereo tape playback system, have declared a dividend of 16 cents per share for the second quarter ended Dec. 31, 1965.

Look at all you get with Scotch Magnetic Tape

(besides the fastest selling recording tape in the business!)

The dealer handling "SCOTCH" Brand Recording Tapes has the line that's pre-sold—by mass advertising, promotion and the finest merchandising program in the business. Here's product quality plus selling support! According to "Billboard" magazine's recent survey, dealers prefer "SCOTCH" Recording Tape twelve-to-one over their nearest competitor—because their customers do! Look at all you get when you carry the "SCOTCH" Brand line of recording tapes.

AM, Thrifty Combine On Sales Program

GARDENA, Calif.—Audio Magnetics and the 270-store Thrifty Drug Co. will team in a sales program for blank reel to real tape and ultimately cartridge packages. Audio Magnetics' president Irv Katz revealed last week that AM will shortly begin placing racks in Thrifty's stores in California, Nevada and Arizona to hold 3, 3 1/4, 5 and 7-inch reels. Tape sold will carry the Audio Magnetics label. The two companies have been doing business for the past three years, but this is the first major push AM has made with Thrifty.

AM will ship merchandise to Thrifty's two central warehouses in Los Angeles and San Leandro, with the chain handling its own inventory for individual locations.

Tape Hits $52,000

According to Katz, Thrifty's tape business hit $52,000 in 1963 and this figure can be tripled this year because of new-found interest in tape and the sale of approximately 5 million recorders. AM bases its optimism for Thrifty on Department of Commerce figures which state that the potential for tape sales in 1966 at retail is between 20 and 25 per cent over the $32 million yielded last year by all (Continued on page 79)
Tape Cartridge Has Rough Row To Hoe in Cultivating Canada

By KIT MORGAN

TORONTO.—The auto tape cartridge scene in Canada will be slow to develop.

The Canadian market, aside from manufacturers only one-tenth the population of the U. S., is traditionally slower than the U. S. to accept innovations in almost any field. Price is an inhibiting factor in the auto tape cartridge market, as 22¢ per cent duty, 11 per cent sales tax and 8 per cent exchange on the Canadian dollar combine to boost prices of imported units from 25 per cent to 50 per cent higher than in the U. S. For example, the TelePro Portatape which lists at $69 in the U. S. is $99 in Canada, and the Muntz Stereopak unit which retails at $79.95 in the U. S. costs $129.95 here.

At present, neither auto tape cartridge systems nor their tape cartridges are manufactured in Canada, and some distributors and would-be dealers report difficulty in importing in quantity because they are told, demand in the U. S. is such that only limited quantities of product are available for export.

If current plans are carried out, TelePro Industries (Canada) Ltd., may be the first company to manufacture in Canada. It plans to go into production on its Portatape unit in Canada within the next six months, and also plans to manufacture cartridges and have tape duplicating equipment in operation this year. More cautiously, RCA Victor, which at present imports its cartridges from the U. S., says it is “examining the possibility of at least assembling in Canada before the year end.”

Currently, Ford is the only automobile company to make a cartridge system available as an optional accessory. Its luxury cars, Lincoln and Thunderbird, and the Mustang, are imported into Canada and can be ordered factory-equipped with the Stereonic tape system at an additional $33.60 for a Lincoln (including the radio, which, sold separately, is $238), or an additional $25.140 for a Mustang (including the radio, which alone is $87). Other Ford models, which are built in Canada, cannot be factory-system, imported from the U. S., can be ordered and installed at the dealer level at $169.95 plus $31.95 for the speakers, exclusive of the radio.

Ford’s sales figures for Canada, compared to its figures for the U. S., may indicate the proportionate market here. In the September-December period, some 60 imported luxury cars were sold equipped with Stereonic tape units, and 100 made-in-Canada Ford cars were equipped with tape cartridge units. Ford does not expect the total of stereo-equipped 1966 models to top 300 in Canada. As yet, there is little feedback to Toronto as to the acceptance of the auto tape cartridge concept on a cross-country basis. Eaton’s and Simpson’s and Simpson-See’s, the major department store chains with stores and mail-order operations across Canada, are just now introducing tape cartridge units to their public.

Eaton’s spring and summer catalog offers only TelePro’s Portatape unit, and after one month in circulation there are no sales reports available, though a spokesman says they expect good reaction. Simpson-See’s upcoming catalog along with the carry-in-the-stores and the Japanese-made Car Stereo unit, which appeared on sale in a few selected stores for about two months, but the company says it is too early to gauge public acceptance.

NEW TAPE CARTRIDGE CARRYING CASE

by AMBER

Tape cartridges for automobiles are a hot new accessory item. You’ll sell even more — plus realize a handsome extra profit from the Ampak carrying case when you stock this special customer convenience. For only $2.95 (suggested retail), your customer can keep his cartridges dust free and protected . . . wherever he goes.

This neat, compact — 9" x 6" x 6" — case stores 10 cartridges of any standard brand. Attractive, top quality vinyl covered binderboard. Choice of red, Sahara (beige) and charcoal. Sturdy, hermetically-sealed plastic handle, nickel clasp and hinges. SPECIAL DESIGN or private brand names imprinted in your specification. Estimate or samples on request. Write or call R15-933-35.

Amberg—68 years of service and still growing . . . young!

GRAND OPENING 8 & 4 TRACK CARTRIDGE MARKET

GENERAL RECORDED TAPE, INC.

923 Lawrence Station Road
Sunset Hills, California
Mercury Department To Handle Affiliates

CHICAGO — Mercury Recor-
dord Corp. has founded a Re-
cord Tape Division to handle
the production and marketing of
CARtridge releases for all the
company's affiliate labels. The
first release is scheduled for
March 25.

Executive vice-president Irwin
H. Stenberg has announced that
Richard S. Sherman will shift
from the post of national mar-
keting manager for Mercury to
become product manager of the
division.

As previously reported by
Billboard, Mercury's eight-track
cartridges will be playable in
the automobile units now available
with Ford and soon to appear
with General Motors and Chry-
ser automobiles.

Mercury will franchise its tape
distributor divisions.

Single-album eight-track car-
ttridges will list at $6.95; two-
album cartridges will list at $9.95.

Mercury officials declined to
disclose details regarding distribu-
tion of its eight-track tapes or
supply of its eight-track car-
ttridges.

Stenberg also announced that
no definite plans are currently
being made for Mercury's entry
into the player market. He has
asked Perry Winokur, sales man-
ger of the Mercury Home Entertain-
ment Products division, to study
all possible playback systems
and will confer with Mercury
president Irving Greens "some-
time after March 15."

The first Mercury tape car-
ttridge, detailed in Bill-
board Feb. 26, includes five
Mercury, two Mercury Chry-
sier, three Philips, three Philips
Classics, two Smash, one terrain and
one Limelight selection.

The second release, scheduled
for April 15, is as follows:

On the Mercury label, "The
Sandpiper," Johnny Mandel
(MC8-64008); "Quincy's Got
a Brand New Bag," Quincy
(MC8-64007); "It's That
Dawn," the Mitchell Trio
(MC8-64008); "More Genius
of Jan-
owski," Jacek Branowski
(MC8-
64009); "Dave Dudley's
Greatest Hits," Dave Dudley
(MC8-
64010); "Mom Always Liked
You Best," Smothers Brothers
(MC8-64011); "Do the Fred-
die," Freddie and the Dreamers
(MC8-64012); "Pop Artistry,"
Sarah Vaughn (MC8-64013).

On the ITC label, "Her Greatest
Hits," the Swingle Singers
(PC8-61003); "The 4 Seasons' Gold
Vault of Hits," 4 Seasons
(PC8-61004); "El Tango,"
Malundo (PC8-61005);
"Let It All Out," Nana Si-
monite (PC8-61006).

On the Smash label, "Dang
Me/Chug-A-Lug," Roger Miller
(SC8-68003); "Bill Jones In
Instrumental Hits," Bill Jones
(SC8-68004); "James Brown Plays
James Brown Today and Yester-
day," James Brown (SC8-
68005).

On the Fontana label, "The
Girl From Greece Sings," Nana
Mouskouri (PC8-69002).

The third release, scheduled
for May 1, includes:

On the Mercury label, "Cie-
d En Hiss of Eddy Howard," Eddy
Howard (MC8-64014); "Misty,"
Erroll Garner (MC8-64015);
"Roy Drusky's Greatest Hits,"
Roy Drusky (MC8-64016);
"Golden Hits," Patti Page
(MC8-64017); "The Shadow of
Your Smile," Johnny Mathis
(MC8-64018); "The Smothers
Brothers Play It Straight," Smothers
Brothers (MC8-
64019); "Viva Cugat," Xavier
Cugat (MC8-64020); "Down to
Earth," Ramsey Lewis (MC8-
64021).

On the ITC label, "Eddy Pear-
son and Bobmons," A. Doralti
(MC8-
94003); "Music of Leroy Ander-
sen," Frederick Fontrill (MC8-
94004).

On the Philips label, "The Ser-
endipity Singers Sing Of Love,
Lady and Flower Power," the
Serendipity Singers (PC8-68007);
"Teresa Ber-
net's Greatest Hits," Teresa
(Brewer (PC8-
64104); "Mag-
ificence," Jacqueline Francisco
(PC8-611-002); "Swan Lake,"
P. Monestrez (PC8-61003).

On the Smash label, "The 3rd
Time Around," Roger Miller
(SC8-68006); "T e l i a r t & T e h
Bottom Line," Bill Jones
(SC8-
68007).

On the Fontana label, "Love and
Woman," Gloria Lynne
(PC8-69003).

On the ITC label, "The New
Century," Dizzy Gillie
pie (LC8-62502).

Liberty to Unwarp Sunset, A Good News' Budget Line

HOLLYWOOD — Sunset Rec-
ords, Liberty's new budget line,
will be unveiled before NARM
members at the convention.
Twenty albums comprise the in-
itial release, with $1.89 the
me and street price.

Ed Barsky, who handles the
budget operation, estimates the
new line will release approxi-
mately 50 albums in its first
year. Fifteen albums will be re-
leased in June and September,
with repertoire culled from Lib-
erty and its subsidiary labels.

In addition, Sunset will record
own artists, Barsky said, point-
ing to the Sunset Strings as a
source for a series of lush in-
strumentals.

Direct to Racks

Merchandise will be displayed
directly to racks since "they con-
trol the outlets and it's the
answer for this type of expo-
sure." Barsky is initiating a pre-
built system which he used at
MGM's Metro budget line.

Bom in 50 or 100 denominations,
before the rack's choice of material, are mailed directly
to them or to their customers.

Barsky believes budget cus-
tomers fall into distinct cate-
gories: persons who cannot af-
ford the higher-priced em-
ban, but who eventually upgrade their buying habits, or singles
buyers who did not want to pur-
chase albums. Sunnet, being sold
as a class line, is using ex-
clusive packaging and plastic.

Liberty's five sales fieldmen
will sell the line. Barsky says the
distributed budget line is getting strong-
er because racks are expanding their
influence.

Sunnet is banking on the draw-
ing power of its artists to help
a successful launching. Artists
represented in the debut package are:
Nancy Ames, Walter Bren-
nan, Phalu Clark, Martin Den-
ey, Fats Domino, Georgia
 Gibbs, Julie London, Henry Man-
ualis, Johnny Mathews, Gerry
Mulligan, Rick Nelson, Sandy
Nelson, Felix Statkin, T. Bosons,
Bobby Vee, Venture & Slim
Whitman, Bob Will-Tommy Dun-
can, Tino Vianco and Fanz.

After attending the NARM
convention with a strong Lib-

ty contingent, Barsky goes on a four-
five day road trip to visit key
accounts around the coun-

March 12, 1966, BILLBOARD
AM, Thrifty Combine On Sales Program

Continued from page 76

The firm also plans building a library of cartridge tapes from other manufacturers which it will make available to Thrifty.

Katz likens potential for tapes to the sale of motion picture film through drugstores. "Magnetic tape will ultimately take its place alongside film as it must become an integral part of the home entertainment business whether it be for audio or video uses," Katz said.

The reference to audio covered the video tape recorder field which is another home entertainment area, albeit an expensive one, which has yet to be introduced to mass audiences. Muntz, for one, has revealed he will import a video tape recorder from Japan to sell for under $1,000. AM's thinking is that eventually video tape for home recorders can be sold through drug outlets along with film and audio tapes.

Bible Voice Set

HOLLYWOOD—Bible Voice will shortly introduce its repertoire in Lear eight-track Cartridges. The New Testament is currently available in four-track cartridges through Muntz Stereo-Pak.

In its first year of operation, the Van Nors firm reports sales of $146,000. The product line consists of tapes and records of the bible, sacred music tapes and a portable tape recorder. New Testament tapes and the portable playback union, both selling for $100, are the single largest selling item, according to President George Otis.

RCA Victor Stereo 8 Cartridge Tapes

FOR FAST SERVICE AND COMPLETE SELECTION IN NORTHERN CALIFORNIA AND WESTERN NEVADA CALL...

CALECTRON
WHOLESALE DISTRIBUTORS

33 Gough, San Francisco 621-3400
330 Commerce Circle, Sacramento 922-5885
2930 Butler, Fresno 268-8411

March 12, 1966, BILLBOARD
NARM Growth Indicates Wholesaling Expansion

- Continued from page 66

chants and Goodman with Tip Top.

Initially, Malamud recalls, "the attitude of the manufacturer was mixed but enough of the farsighted ones, notably RCA Victor and Irving Tarr, were instrumental in helping the rack jobber gain acceptance."

"Over the years," Malamud continued, "there were two types of rack jobbers. One is a record distributor. The second is a pure record merchandiser. The latter has a problem in that he feels he is at odds with the manufacturer or his competitor who is also a distributor.

"Malamud feels that the trend towards multiple distribution will gradually become established as has been stated by George Marek, vice-president and general manager of the RCA Victor Division, there are many rivers to cross in the sea," Malamud said, adding: "the future will see manufacturers look for other records or tape cartridges instead of looking for rack jobbers or even wholesale it to a manufacturer who will then do the retailing of the cartridge."

"Malamud recapitulated, "opened a new area of distribution...if record men look for a market for the cartridge, others will do this in the future, others...will...just as happened in the record business when the rack and record jobbers..."

"In the future, Malamud concluded, "NARM has grown slowly but solidly, and we will hold to this position. We will eventually hope to make rack jobbing a worldwide industry in the future; but our approaches will be care and well planned. Currently, NARM's members account for approximately 70 per cent of the total record dollar volume, and rack jobbing is responsible for 50 per cent of the total record dollar volume."

Indie Distribrs

Don't Put Eggs In One Basket

- Continued from page 70

16 per cent; in-store displays, 13.5 per cent; window displays, 12.4 per cent, and personal appearances of artists at retail stores. 1.2 per cent. Nearly 90 per cent of the distributors feel the distribution functions in the record industry will become more and more concentrated in the hands of fewer firms.

Complaint Dept

Who needs the distributor? The most common complaint is that the independent distributor, followed by too much product, direct sales to stores, too much cutting, cutting, records, price competition by rack jobbers, lack of adequate return policies and slow collections.

Corporations are the least common complaint form for distributors (67.6 per cent), followed by individual ownership (27 per cent) and partnerships (3.4 per cent). The independent distributor has eight full-time and one part-time employee, and two sales men and a promotion man.

RCA Looks To Rack Jobbers To Boost Sales

- Continued from page 68

It was Toscanini who actually changed the "alias" policy of RCA Victor to his advantage.

His name was listed under a low-priced line because he wanted to get his music to the mass audience in the United States. Toscanini and the NBC orchestra was the first record that broke away from the "alias" category. Then the label began "spreading its wings," said Clark, "to utilize the power of pop names, in sales—Perry Como, Mario Lanza, Guy Lombardo. This was still bulk material. RCA was great stuff, but maybe the label had cut its catalogue too wide.

But there may have been a negative aspect attached to the RCA Camden name. It was felt by management that consumers continued it all along. Seven years ago, the firm set out to prove that a budget priced product budget was successful and the label was among the first to introduce new things. The advent of stereo, some say, brought about the change; all of the bulk material had been in the label and the wanted the one stereo product as well.

New Image

It was just prior to that, also, that Irwin T. RCA Victor's chief executive officer, and we saw a broader sales pattern there. Irwin Tarr of RCA Victor was responsible for most of the legwork in establishing the field for rack jobbing. Handicapped was among the first to rack records through the retail and wholesaler's networks.

It was the venture of the RCA Camden label into pop categories that brought about the creation of a new label—Victoria. "In the last five or six years we've reduced the classical importance of Camden and increased the importance of all other musical types. With Victoria we will make it the Red Seal of the educational type. The program is now a full-product line, carrying everything from classic and country music to children's materials, and is carried by RCA's LIC interests around the world.

One-Stop-Shopping To Retailers

- Continued from page 72

counting for 57.1 per cent of the direct sales.

Of sales, joke box operators, 52.3 per cent of the transactions called for C.O.D. or payment in full 30 to 60 days. Only 3.9 per cent called for terms of more than 60 days.

The corresponding credit figures for retail stores are 43.5 per cent for C.O.D., 55.1 per cent for 1.4 per cent respectively.

The total retail sales grossed $615,000 last year. Some 72.2 per cent of those surveyed reported a decrease in business in 1965 as compared with the previous year, with the average drop 13.3 per cent. Another 16.7 per cent reported increased sales with the average increase 22 per cent.

Almost half of the rack jobbers (45.5 per cent) are engaged in other business, including operating retail outlets, distribution jobbing and wholesaling paperback books.

1966 NARM CONVENTION REGISTRATION REGULAR ASSOCIATE MEMBERS

- Continued from page 66

1966 NARM CONVENTION REGISTRATION SPECIAL ASSOCIATE MEMBERS

Pickwick International, Inc.

Amon, George, Inc.

Forman, Al.

Benner, Ralph

Fox, Louis

Budin, Max

Hoak, Harry

Brock, Albert

Livers, Paul

Seidman, Star

Molinaro, Tony

Anderson, Robert

Miles, Joe

Gardner, William

Miller, David A.

Ina, Maitland, Mika

Hensman, John

Harrison, W. W.

Moore, Morgan, S.

Read, Sherman

Maitland, Mika

Riehmark Seim Co.

Monroe, Arthur

Amos, Cecil

Cecil, Amos

Malamud, Edward

Cohn, Robert

Onslow, William

Sears, Robert

Danneskiold, Harry

Messina, Harry

Skelhorn, Alex

Tallman, M.

Mergl, Robert

Monroe, Monroe

Miller, Monroe

Moersch, George

Maser, John

Monroe, W. C.

Moosman, W. C.

Mead, William

Moore, William, S.

Moore, George

Monroe, Monroe

Marte, Frank

Maurer, F.

Monroe, Monroe

Matsucks, A.

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Matsucks, A.
The Folk Singers Are DOIN’ It (Bob Dylan) . . .

The RHYTHM AND BLUES ARTISTS ARE DOIN’ IT (Miltie Small) . . .

The Country and Western Stars Are DOIN’ It (Dixie Watson) . . .

The ARTISTS ARE DOIN’ IT (Brian Jones) . . .

One of the major recording companies has reportedly just completed a survey which will help determine whether it should attempt to release singles in 33-1/3 rpm.

Tel-Pro Industries, Cherry Hill, N.J., manufacturers of tape decks for both the auto and home market, is currently offering a sales promotion deal to its distributors.

One of the majors recently recorded a company has reportedly just completed a survey which will help determine whether it should attempt to release singles in 33-1/3 rpm.

THE STORES ARE DOIN’ IT (Sputnik). . .

Scanning the News

One of the major recording companies has reportedly just completed a survey which will help determine whether it should attempt to release singles in 33-1/3 rpm.

THE STORIES ARE DOIN’ IT (Brian Jones) . . .

Stations by Format

One of the majors recently recorded a company has reportedly just completed a survey which will help determine whether it should attempt to release singles in 33-1/3 rpm.

The Folk Singers Are DOIN’ It (Bob Dylan) . . .

The RHYTHM AND BLUES ARTISTS ARE DOIN’ IT (Miltie Small) . . .

The Country and Western Stars ARE DOIN’ IT (Dixie Watson) . . .

The Beattles (and John Lennon) . . .

Even the Astronauts Are DOIN’ IT (Walter Schirra). March 12, 1966, BILLBOARD
CARtridge Distrib Offers Dealer Training Program

By ERL PAGG

ST. LOUIS—CARtridge industry people from Detroit, Los Angeles, Cleveland, Minneapolis, and as well as England and Japan, have been visiting and studying what has been described as a model operation in the stereo cartridge field.

The St. Louis firm is known as Custom Music, Inc., and is the only Craig distributor operating as a two-step distributor with an approach primarily directed at getting up independently franchised dealers.

B. A. Northrup, the young and personal president of Custom Music, was a national representative for Monomax for several years prior to developing his present system of operation.

The sales area covered by Custom Music encompasses the States of Missouri, Iowa and Illinois.

“Our operation here is primarily a retail service training center,” Northrup told Billboard, “in which dealers wanting to set up as a franchised Craig operation in their area can send personnel to us for an intensive training program in this field.”

Northrup said, “presents us with the completely new concept of music merchandising and involves many technical aspects. We’ve felt from the start that our dealers must be thoroughly trained in the technical aspects involved.”

Northrup explained that the Custom Music dealer training package included training in making installations, in sales techniques, and the service of car-stereo and home-stereo cartridge units.

The Craig Stereo Centers throughout the market area covered by Custom Music are complete stereo tape cartridge merchandising centers capable of making installations in all makes of cars and stocked with a complete line of both four and eight-track cartridge units and accessories including the several models of home-tape cartridge players Craig is now offering.

Speaking on the matter of four and eight-track stereo tape cartridge systems, Northrup explained that Craig will soon be shipping a unit that will play both types. “But it will feature stationary heads,” he said, “which will avoid many of the problems now existing with the closer-tolerance eight-track units. Actually,” Northrup declared, “there are far more four-track units already in operation and compatibility is going to be a real key in this growth industry.”

Arons Dies

NEW YORK—Ben L. Arons, 50, executive vice-president of the Fisher Radio Corp., died recently while on vacation in Florida.

Arons was a leader in the high-fidelity industry and served on the board of directors of the Institute of High-Fidelity. He is survived by his widow, Syra, and two children, Michael and Jean.
BULK VENDING news

Four Batman Items Have Been Officially Licensed to Trade

CHICAGO — A fourth bulk vending appearance for Batman comic book character has been officially licensed to the bulk vending trade.

Billboard reported the licensing of three items to bulk suppliers last week. The items are the Batman token, rights granted by the Licensing Corp. of America, will be offered to the trade, said for penny, nickel and dime vending. Batman has also received rights to manufacture a Batman Flicker Picture. Eight different poses of Batman and Robin will be offered to the trade, said for penny, nickel and dime vending. Batman has also received rights to manufacture a Batman Kiddie Ride.

Other Batman bulk vending items officially licensed by National Periodicals via Licensing Corp. of America to date include flicker rings, buttons and themes. The items have been licensed to Oak Manufacturing Co., Los Angeles, and are being marketed through the company's Acoron subsidiary. The items are in the dimes.

Batman buttons have been licensed to Creative House Productions, Chicago, and are, in the words of Sales Director Paul W. Weber, "primarily designed for penny vending." The company is offering a 12-subject series with each button in three colors. The series includes Batman in two poses, Robin in two poses, the Joker, several other subsidiary characters from the comic book family and several classic Batman sayings. Batman flicker rings have been licensed to an independent party, Dohm, Inc., and will be manufactured by one of the industry's well-known suppliers. The flicker rings will be in delivery in about a month. The item will appear as a 12-ring series for dimes vending. Each ring has two action pictures in color.

Veteran trade observers are predicting that Batman items will be the hottest bulk vending merchandise of the year.

BULK BANTER

MISSOURI

Bulk operators in the Kansas City area region enjoying an exceptionally good winter business Alan Bitterman, info, with the area experiencing hardly any snow or bad weather, reports that his father, Bernard Bitterman, have been on sales trips with the younger partner of Bitterman & Son covering the southern Missouri area and his father visiting with bulk ops in Omaha, Nebraska and Des Moines, la., recently.

Both Bittermans are planning on attending the Chicago convention in April and report being quite enthusiastic about the success of 25-cent vending in the K.C. area. Several operators in last picking up supplies and equipment — the guys from Variety Vending, Omaha, Neb.; Lewis Faglata, Springfield, Mo.; Mary and Don Studders, Carrolton, Mo.; Ken Mitchell, Des Moines, la., and others.

Items moving well at Bitterman & Son include the Go Go Rings and Funny Faces. Lea's Pink Cotton candy gum and fast moving item according to Alan, who reports that the Go Go Rings and the Nic Manto was in town for a visit last week, reports that the Hills Gibson is in the hospital in Des Moines, not sure what might be his extended period.

Sam Phillips off for a brief stop down Mackinaw way leaving everything at Samuel J. Phillips Co. in the expert hands of Gay Fred Loretta, who reports that operators around St. Louis market have enjoyed a good winter.

A fairly shake on municipal license fees for bulk operators and an organized approach to pending legislation was the topic for the meeting of area vapers at the Town Hall Hotel (8) with several local principal operators organizing the confab — Irvin Katz, Ben Kolen, Lou Block, Earl Vecht and Sam Phillips.

At Central Distributors Earl Vecht reports fast movement on the newly introduced Candy heels and Flower holds, both by Norwood Vecht, planning on making the Everclear machine manufacturer's all Northwestern distributors (19) at the North Hilton.

In what might reflect a trend in bulk vending, young Vecht reports that the Everclear machine area, jaga, and box and game operators have been very nice to bulk operating and finding it a profitable extension of their operations. Art Anderson, Waynseville, Mo.; Frank Heck, Quincy, Ill.; Ted Kay, Farming- town, Mo., and Bill Channess of West Frankfurt, El., are among the group of junk-games operators going into bulk... E. ALGAE.

Alabama Vendor Successful With Elaborate Installations

DOTHAM, Ala.—Bert Wikos, owner of Bert's Vending Service, a local bulk operation, told Billboard that installation of exciting, traffic-stopping displays is the best way to overcome objections of storekeepers.

COMING EVENTS

March 7-12—Toy Manufacturers of the U.S.A., Toy Fair, Hotel New Yorker, New York.

April 22—National Bulk Vending Machine Distributors meeting, Sheraton-Chicago Hotel, Chicago, 10 a.m.

April 21-24—National Vendors Association Annual Convention and Trade Show, Sheraton-Chicago Hotel, Chicago.

Oct. 29-Nov. 1—National Automatic Merchandising Association Annual Convention, Washington, D.C.

BULK VENDING

The BEST IN VENDING

YOU COUNT MORE WITH OAK

compak 4 unit combines four bulk vending into one profit power unit. Secured by Ace lock — Single lock rapid service. Easy cabinet keying on service one or four machines with one simple operation. (Just turn the key).

Sells something to everyone. Your profit is our business.

HABY INDUSTRIES

202 North Michigan Stret

March 12, 1966, BILLBOARD
A Survey of City Vending Ordinances

Akron, Ohio
According to Mrs. Rose Raies, deputy clerk of city council, Akron has no regulations governing the operation of vending machines. For further information contact Mrs. Rose Raies, Deputy Clerk of Council, Akron, Ohio.

Dayton, Ohio
"We have no municipal ordinance regulating the operation of vending machines," Billing was informed by Mary Amato, assistant city clerk of the commission. For full information contact Mary Amato, Assistant City Clerk, City Commission, Dayton, Ohio.

Denver
Recent amendments to the municipal code now make it necessary for vending machine operators to obtain an annual license from the city manager of safety and excise. In addition to a $10 application fee, the license schedule is as follows:
- Penny machines: 20 machines or less, $20 annually; 21 machines or more, $50 annually.
- Nickel and dimes: 20 machines or less, $50 annually; 21 machines or more, $100 annually.
- (The basic fee computed on the number of vending machines is increased $20 for each employee of the vending firm.)

Detroit
The Detroit City Code requires that vending machine operators obtain annual licenses according to the following rates:
- Penny machines: 1-25 machines, $15; 26-75 machines, $20; 76-150 machines, $25;
- 151-300 machines, $30; 301-500 machines, $35; 501-750 machines, $50; 751-1000 machines, $70.
- Each additional 100 machines or fraction thereof, $10.

Packaged Food Machines
- Machines $6 and under, $10; 6 and above, $18; 7-10 machines, $25; 11-20 machines, $35; 21-40 machines, $55; 41-70 machines, $60; 71-100 machines, $100; 101-200 machines, $150; 201-500 machines, $200; each additional 100 machines or fraction thereof, $60.
- Each vending machine or booth of machines operated by the lessee shall display, in a conspicuous place on the machine, a suitable identification mark, a maximum size of 2 inches by 3 inches, stating the name and address of the operator.

For additional information contact W.D. Lebiedtke, City Clerk, Detroit, Mich.

Houston
An annual occupation tax of $5 per machine is levied on every vending machine. However, under a state amendment of 1964, the following machines are exempt from the tax:
- Gas meters, pay telephones, pay toilets, pay telephones, coin-operated vending machines, confection vending machines, beverage vending machines.

Vending News Digest

Women Smokers' Death Rate High

NEW YORK—Figures just released by the National Cancer Institute show that the death rate from lung cancer and other cancers among women smokers is twice that of nonsmokers.

Emphysema, cirrhosis of the liver, cirrhosis of the heart, pharynx, esophagus and pancreas are more prevalent among women smokers than with women who never smoked regularly.

Death rates among women smokers from all causes were considerably lower than those among men smokers, the study indicated.

Brennan Joins ARA Marketing

PHILADELPHIA — Kellet Aircraft Corp. president Don A. Brennan has joined Automatic Retailers of America, Inc., as a marketing executive. Brennan, who headed the aircraft firm's advertising in 1964, also served as its treasurer. He was a corporate executive in the Curtis Publishing Co. for 18 years, vice-president of the Curtis Publishing Co. of Greater Philadelphia in 1963-64.

O'Malley Honored

CHICAGO — The title of "Chicago's Sales-Marketing Executive of the Year" has been bestowed upon Compass Corp. president Patrick L. O'Malley by Merchandising Executives of Chicago. O'Malley was presented with a plaque on which it was inscribed: "Our

Kansas City, Mo.
The annual license fee for vending operators is computed as follows: $75 for the first $1,000 of annual gross receipts. The minimum fee is $15.

For further information contact O. W. Amett, Revenue Officer, Finance Dept., Division of Revenue, Second City, Kansas City, Mo. 64106.

Los Angeles
The city ordinance applying to vending machine licensing requires as follows:

"For every person engaged in the business of operating, maintaining or letting the use of any coin-operated vending machine for the dispensing of goods, wares, merchandise or other tangible property within the city of Los Angeles, the tax shall be $16 per year for each additional $1,000 of gross receipts, plus $60 per year for each additional $10,000 of gross receipts or fraction thereof for the first $5,000 or less of gross receipts, plus $60 per year for each additional $10,000 of gross receipts or fraction thereof for the process of $50,000."

Stump vending machines are exempted from these provisions.

For additional information contact John F. Morris, Chief Tax and Permit Representative, Office of the Clerk, Tax and Permit Division, Room 1, City Hall, Los Angeles, Calif. 90012.

Meet "Mr. Egghead"

"The Newest Cruise for 5¢ and 10¢ Capsule Vending"

Display cards furnished. Samples upon request.

$12.50 CAPSULED VENDING

PLASTIC CHARACTERS, INC.
BOX 203, LEONSIER, MASS.

New Victor 77

GUM & CAPSULE VENDORS

FLOWER SALES STIMULATOR IN ANY LOCATION

Beautify your store with Flowers and Fruits... Constantly Changing, Immediate Commissions. Send for complete information.

Available in V-1, V-2, and V-3 models.
1. V-1 model produces up to 1500 Machine Hours in 30 days. Specifications: Height 12\1\2, Width 8\1\2, Depth 12\1\2 inches. Telescoping Display Cylinder; 220 volt 1.5 amp., 110 volt 2.5 amp., 110 volt 3.5 amp.

PRICE $39.00 each with shipment free

WRITE, WIRE OR PHONE
BITTNER & SON 514-E First St., St. Joseph, Mo.
"It's 30 in KCMO"

New Victor 77

GUM & CAPSULE VENDORS

A REAL SALES STIMULATOR IN ANY LOCATION

Beautiful eye catching display. Changes with every new order. Immediate commissions. Send for complete details.

Available in V-1, V-2, and V-3 models. V-1 model produces up to 1500 Machine Hours in 30 days. Specifications: Height 12\1\2, Width 8\1\2, Depth 12\1\2 inches. Telescoping Display Cylinder; 220 volt 1.5 amp., 110 volt 2.5 amp., 110 volt 3.5 amp.

PRICE $39.00 each with shipment free

WRITE, WIRE OR PHONE
GRAFF VENDING SUPPLY CO., INC.
3550 N. State Road 35, INDIANAPOLIS, Ind.

Northwestern

Model 60 Bulk-Pak
Will not skip or jam because of specially designed wheel and housing. Holds 1,000 individually wrapped FLEER'S DUBBLE TAB GUM, the most popular in bubble gum. Wholesale, retail, premiums and premium redemption.

Baltimore, BIRMINGHAM
VENDING COMPANY
6208 Arkansas Ave., Kansas City, Mo.

Say You Saw It in Billboard

March 12, 1966, BILLBOARD
RE-ELECT MAXWELL

B RAY BRACK

SIOUX FALLS, S. D.—In a unanimous vote at its meeting here Feb. 28, the Music and Vending Association of South Dakota became the ninth officially recognized State trade organization to endorse the Music Operators of America's 2-cent-per-song juke box record royalty proposal.

Only six active music operator trade associations functioning on a State-wide basis have yet to vote on the MOA proposal, which was presented to the Judiciary Committees of the U. S. House and Senate following the close of the last session of Congress.

The South Dakota group, some 60 per cent of whose members represented at the meeting here last week, moved to endorse the national association's proposal after hearing MOA executive vice-president Fred Grander declare: "We made the proposal because we had no choice. Congressional committee members indicated that we'd best come up with an idea of our own to back up the provisions of the Copyright Law now being worked on. We'll certainly be reviewing our performance fee exemption and could impose regulation, we are certainly open minded with.

The association also re-elected incumbent president Darl Maxwell of Pierre, retaining all other officers and directors as well. Returned as vice-president was Mac Hasfeld of Sioux Falls, host of the meeting here. Earl Porter of Mitchell was re-elected for the 12th consecutive year as secretary-treasurer. Directors retained were Ronald Mandel of Huron, Dean Schroeder of Aberdeen, Herman Warns of Salem and John Trucano of Deadwood.

Other major actions of the South Dakota association at its meeting here included:

• Approval of a motion that the vending division of the State association become an official affiliated State Council of the National Automatic Merchandising Association. Word of the action along with meeting transcript are being forwarded to NAMA headquarters in Chicago. Acceptance of the South Dakota vending division as an NAMA Council affiliate is expected in short order.

• Discussion of the background music competition by the Minnesota Mining and Manufacturing music system. The 3M units are appearing in certain areas of this State.

• A report by association executive secretary John Trucano on the recently successfully effort at passage of an unfair trade bill relating to coin, the State Legislature. The 15-page bill, also supported by the State cigarette wholesalers association, provided for its enactment:
  1. Regulation of who in the State can obtain the $125 cigarette wholesaling license.
  2. A wholesaling markup of 4 per cent.
  3. A minimum retail price of $2.91 per carton; 30 cents per pack.

Going forward, the South Dakota machine trade association will be meeting here in the first nine months of 1965 soared over the 1964 nine-month period. The figure for the preceding year was $40,660 compared with $22,632. Thus the dollar volume, compared with $22,632. Thus the dollar volume, compared with a

Washington — Figures released by the U. S. Department of Commerce indicate that exports of U. S.-made juke boxes and games to key Latin-American countries slumped slightly during the first nine months of 1965 as compared with the preceding year.

New coin machine shipments to six major countries totaled $909,847 during the 1965 period; $1,332,150 during the 1964 period.

Phonographs shipped to those countries during the 1965 period totaled $316,879, a considerable increase over the 1964 dollar volume: $373,628 for the period.

Game dollar volume slipped from $606,278 during the first nine months of 1964 in the six countries to $392,968 during the nine-month period in 1965.

The figures for the six key countries are as follows:

America-Made Juke boxes worth $47,258 were imported by this country during the first nine months of 1965. The figure for the comparable period the preceding year was $54,174.

Amusement games (coin-operated) imported by Mexico from the U. S. during 1965 hit $12,908 in dollar volume, down from $25,248 during the first nine months of 1964.

Panama

Panamanian imports of juke boxes from the U. S. during the January-September 1965 period hit $27,632 in dollar volume, compared with $15,578 for the same number of months the previous year.

In games, Panama imported $7,832 from the U. S. during the first nine months of 1965 compared with $20,115 for the corresponding period of 1964.

March 12, 1966, BILLBOARD
Operators Like Capitol’s Name LPs; Anticipate April Release

By BRUCE WEBER

LOS ANGELES—Most coin machine operators here have given Capitol Records a vote of confidence for its Little LP product after only two months of distribution.

Although many operators feel it is premature to say “year-ny” to the Capitol Little LP project, many also feel consumer and operator acceptance will matter if it gives a chance, although it may take several more months of testing and more product distribution by Capitol.

That was the case. Today, operators on the West Coast are giving the Little LP a good trial and are waiting to see what Capitol’s second release date of additional material, scheduled for April.

According to most operators, Capitol is meeting the prerequisites of the Little LP market—good product, "name" artists, proven material, good merchandising. By following these pre-requirements, the operators feel Capitol will nudge other record manufacturers into the Little LP market. They too feel good merchandising is the first step in increased business for the record manufacturers and the coin machine industry.

Cautions

Charles Kosky, of Playtime Amusement Co., Long Beach, gives the Capitol Little LP a favorable nod, but wants to see Capitol release packages more frequently. Current plans, however, call for Capitol to release Little LP’s quarterly, rather than monthly. Gorkoff, who called Capitol’s move into the field cautious, said release dates will depend on the reaction of the operator and the jube box listener.

Extensive surveys were made prior to Capitol’s entry into the market and Gorkoff said, the surveys will continue to be used to measure the future market potential of the Little LP.

Kosky said he is pleased that Capitol is using "name" artists and that the artists are singing established songs. "If a person invests 50 cents to hear a Little LP, he or she wants to recognize the artist and spending the money to combine favorite artists with certain material, and if the selection is taken from popular records of current regular LP’s, so much the better for the consumer and the operator."
NEW EQUIPMENT

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Ingram, deputy for

March 12, 1966, BILLBOARD
Phono. Equip. Profits Rise

By ANDRE DE VEKEY

LONDON — Phonographic Equipment, Ltd., co-operated equipment distributors in this country, recently announced pre-tax profits of $1,084 million for the six-month period just passed.

This represents an increase over the comparable period a year earlier, which sum amounted to $360,120.

An interim dividend of 35 per cent has been declared, compared to 16 per cent the previous year.

Company chairman Max Fine told shareholders that they should not anticipate an increase at the same rate for the second half of the fiscal year. He said that during the past six months strong sales were in part caused by anticipation of the amendment to the Betting and Gaming Act. (This took effect in November, 1965.)

Bart Sponsors Service Classes

SAN FRANCISCO — Warner is starting its second year of sponsorship of monthly evening classes held at the repair shop in San Francisco for servicemen employed by operators. The success of the program in 1966 has encouraged a repeat. The servicemen are brought in without charge to the operators to receive instruction on servicing various Warner automatic projectors.

In addition, the company is embarking upon a series of traveling service schools. The first of these, held in January in Marysville, brought out about 10 servicemen, so that additional schools will be held in various centers too far from San Francisco to be convenient for the operators. The Marysville school was held at the Keinert Music Co.

Instructor for both the regional schools and those held in San Francisco is Leonard Hicks, field engineer for Warner. Schools are sponsored by branch manager Bart Bartholome.

Benelux Distributor in Antwerp Cycle Promo

Seeburg and Seeben collaborated in offering a 40,000-franc prize ($3000) for one of the races. Because of this, Seebur was permitted to display its equipment and fly banners in the Sports dome. The promotional idea was credited to Seeben sales manager E. Michel.

DISCOTHÈQUE RECORDS

The following single records have been selected by the Billboard Review Panel and are recommended to operators for discothèque programming.

HOT 100

<table>
<thead>
<tr>
<th>TITLE</th>
<th>TYPE OF DANCE</th>
<th>ARTIST</th>
<th>LABEL</th>
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<tr>
<td>THESE BOOTS ARE MADE FOR WALKIN'</td>
<td>Fug</td>
<td>Nancy Sinatra</td>
<td>Reprise 0432</td>
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<td>LISTEN PEOPLE</td>
<td>Fug</td>
<td>Herman's Hermits</td>
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<td>NOWHERE MAN</td>
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<td>Bobby Fuller 4 &amp; the 12-Men</td>
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<td>Fug</td>
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<td>634-S289</td>
<td>Fug</td>
<td>Wolf Pickett</td>
<td>Atlantic 2320</td>
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<td>Fug</td>
<td>Bobby Goldsboro</td>
<td>United Artists 989</td>
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<td>Fug</td>
<td>Marvin Gaye</td>
<td>Tamla 54129</td>
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<td>ONE MORE HEARTACHE</td>
<td>Fug</td>
<td>Marvin Gaye</td>
<td>Tamla 54129</td>
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<tr>
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<td>Fug</td>
<td>Ike &amp; Tina Turner</td>
<td>Liberty 54129</td>
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<tr>
<td>GET READY</td>
<td>Fug</td>
<td>Ike &amp; Tina Turner</td>
<td>Liberty 54129</td>
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<tr>
<td>MASHED POTATOES</td>
<td>Fug</td>
<td>The Kraybuckles</td>
<td>Castle 2510</td>
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<tr>
<td>AIN'T THAT A GROOVE</td>
<td>Fug</td>
<td>The Kraybuckles</td>
<td>Castle 2510</td>
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<td>Fug</td>
<td>Mitch Ryder &amp; the Raiders</td>
<td>New Voice 508</td>
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<td>Yardbirds</td>
<td>Epic 9891</td>
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<td>Fug</td>
<td>Shadows of Knight</td>
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<td>Fug</td>
<td>Al &amp; M 792</td>
<td>The Turtles</td>
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<td>Fug</td>
<td>Herb Alpert &amp; the Tijuana Brass</td>
<td>A &amp; M 792</td>
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<td>Fug</td>
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<td>Columbia 43506</td>
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<tr>
<td>ONE TRACK MIND</td>
<td>Fug</td>
<td>The Rockbearders</td>
<td>Challenge 59316</td>
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Rock-Ola Mfg. Closes the 'Training Gap'

CHICAGO — "An average service call costs an operator $12. "Furthermore, all the time that his machine isn’t operating he is losing money, and perhaps even customers." "And, in a dime and quarter business, the operator can scarcely afford to lose anything," declared George Hincker, Rock-Ola Manufacturing Corp. advertising and sales promotion manager.

Aware of the operator's dilemma in finding and training crack servicemen to improve preventive maintenance patterns and cut down downtime, Rock-Ola recently produced a full-length color training film designed to upgrade the capabilities of the serviceman and reduce the number and duration of service calls.

A Film

Described as "first in the juke box industry," the film shows in detail the complete operation of the company's photograph models, providing a comprehensive picture of what and how the units work.

"Many servicemen who see the film tell us that it enables them for the first time to completely understand the full operating cycle of our phonographs," Hincker said. "This increases their ability to trace the little things that go wrong. As a result, they handle service calls quicker and better."

The Gap

The motive behind the Rock-Ola film project, Hincker said, was simple. "We felt there was a need to improve training communications with juke box mechanics throughout the country. As a manufacturer, we believed we should do everything possible to fill the training gap at the operator level."

Rock-Ola had gained some film-making experience through the production of a 12-minute color film on its cigarette machines in 1964. Results, said Hincker, "were terrific."

The new training film, 34 minutes long, has 27 minutes devoted to mechanics plus a short sketch of the corporation. The film was produced by Ushijima Films, Inc., of Park Ridge, III.

From the film, 46 scenes were lifted and incorporated as black-and-white photographs in pocket-size training manuals. Copy was added to identify and describe in detail the operations shown in each of the pictures. Also, 23-page flip charts showing schematic diagrams were also prepared from similar film illustrations.

Flip Chart

"Integrated into an over-all training package," Hincker said, "the film, manual and flip chart make an excellent and flexible educational training tool."

Rock-Ola produced its color training film in both 16mm. and 8mm. sizes to take advantage of two types of field training situations. One is the distributor service school, where the 16mm. film is projected on a screen. Some 100 of these schools are held annually.

The second type of situation is the call by distributors or field salesmen. (Continued on page 92)

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Horse Shoe Feature to make the 8 Ball and High Score.
Making — "8 Ball" gives player extra ball.

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AVAILABLE FOR IMMEDIATE DELIVERY THROUGH YOUR WILLIAMS DISTRIBUTOR

March 12, 1966, BILLBOARD
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The Valley® 2 1/4" MAGNETIC CUE BALL

New Cue Ball shown and compared to regulation billiard ball and oversized cue ball, used on other coin operated pool tables. All 16 balls now same size.

NEW PLAYERS • NEW GAME INTEREST • GREATER PROFITS

After 4 years of research and actual field testing, Valley® has perfected the regulation 2 1/4" Magnetic Cue Ball (Patent Pending) . . . the same size and weight used for professional billiards . . . Now furnished on Valley® coin-operated tables!

Here's why Valley® Magnetic Cue Ball will add profits for you!

- The home and professional player will now play coin-operated pool without the larger size cue ball affecting their game.
- Magnetic Cue Ball will not become trapped as it separates itself from other balls.
- Regulation size and weight assures player more accuracy.

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Valley manufacturing & sales company

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International Coin Machine Directory
Advertising Deadline: April 12
Plan now to have your firm's ad in the only exclusive directory serving the Coin Machine Industry. Guaranteed circulation: 10,000 copies.
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CHICAGO
100 W. Randolph
312 CE 5-9818

HOLLYWOOD
213 2-2560

March 12, 1966, BILLBOARD
S.D. Endorses MOA Royalty

- Continued from page 85

International Corp. of Cincinnati, Ohio, as an associate member of the State association.
- Presentation of the "Football" amusement game concept to the association. (See separate story in this issue.)

The speech by Granger here was one of several he has made to trade groups during recent weeks clarifying the industry position on the Copyright Revision Act.

"The emphasis I want to make," Granger said, "is that the MOA proposal provides for a statutory limit to the amount of royalty we'll pay. The ceiling is written right into the law.

"He declared: "For the first time, the industry is not on the defensive. We've taken the initiative." And this action, Granger said, has won complements from key parties in Washington.

In his recent presentations of the MOA royalty proposal, Granger has offered a three-pronged explanation of the situation: "The present situation", "The legislative process" and "The MOA proposal."

During the meeting here Trueman, who is state chairman in the MOA membership drive, entertained five new member firms.

The Music and Vending Association of South Dakota, which has functioned actively for 21 years, is one of the oldest trade associations in the country. The group will hold its next meeting in Watertown on June 12-13 at the Plateau Motel.

COINMEN IN THE NEWS

LOS ANGELES

Jim Williams of Santa Monica and William Carson of Watts purchased several pool tables at the C.A. Robinson Co. to donate to Teen-Clinic in the Santa Monica and the Watts area. Both say it might help curb juvenile problems by taking youths off the streets.

At Bernstein planning his vacation early this year, Shopping at C.A. Robinson were John Hanks of Santa Ana, Los Benet of Long Beach, Nori Owen of San Diego and Herman Zappone of San Bernar-

Loma. Operators visiting the Paul Laymon Co. included Al Cireno of Santa Monica, James Conner of San Diego, Art Mayer of La Habra, Tom Hendrickson of Arcadia and Sue Compagnia, Ed Young and Larry Sprague, all of FISCHER.

Executives visiting Strave Distributing included Ed Blanken- beckler, Seaview regional vice-president; Britt Britton, Seaview field engineer; phones photograph division; and Bud Larr, sales manager for the American Coin-Operated Sewing Co., conducting the competition at the 200 pool table operations.

Joe Muren, of Mike Muren, Inc., New York, visiting Advance Bumper Sales & Vending Co., operating without W.R. Hoppin and Leo Simon for a few days.

Both bothered by the fly bug, Operators shopping at the Paul Laymon Co. included Fred Anderson of Bakersfield, Mark Lipton of North Hollywood, Mike Lauten of Montebello, John Ketcher of Long Beach, Art Mayer of La Habra, C.B. Ellison of Lancaster, Howard Smith of Temple City, Bill Vessel of San Marcus.

March 12, 1966, BILLBOARD
South Dakotans Scoring With Three-Ball Play

SIOUX FALLS, S. D.—Members of the Music & Vending Association of South Dakota, meeting here last week, discussed the pros and cons of three-ball flipper-game play.

A number of the State's operators reported extensive swings to three-ball play with good results. A sampling of comment follows:

Elmer Cummings, Brookings: "We switched to all three-ball play a year ago and are very happy. The benefit is evident during peak play periods. We did not switch suddenly, but whenever a new game came out—or whenever a game went into the shop—we put it on location set for three-ball play. The players are happy because they are winning more free games."

Darlow Maxwell, Pierre (association president): "I am amazed. I have made a big switch to three-ball play and this seems to be a good way of stimulating customers. And the take has gone up."

"One thing the players like about three-ball play is he finds it more challenging. Either he's going to win the argument with the game or he's going to have to make the switch, for he can't sit idle for months on end."

Earl Porter (association secretary-treasurer): "Three-ball play is especially good for two-player and four-player games."

Cummings: "People are geared to live faster these days, and they want the game to play faster."

Maxwell: "This has nothing much to do with three-ball play, but I've noticed in some of the smaller towns where we operate that when one of the kids gets drafted, there is a big drop in the take."

Trimount-Chi. Coin

Continued from page 84

England operators look forward to an acceleration in company sales as a result.

He pointed out that the industry's biggest obstacle to increased business is the tremendous lack of trained service personnel. But he feels the situation will improve.

The year 1965 has placed operators in a better financial position than in any year in the history of the industry, Carsa said. He looks to 1966 as the greatest credit extension year in the last five and believes the industry will see its greatest advances through the combination of full employment and better equipment.

L.A. Exports Off

Continued from page 85

graphs during the first nine months of 1965. Game figures and comparable 1964 figures are not available.

Shipments of new juke boxes to Argentina during the first nine months of 1965 hit $22,608 in value. Game values during the same period were $19,290. Figures for 1964 are not available.

Civil strife may have had some effect on imports of coin machines to the Dominican Republic. Commerce Department figures show no imports of jube boxes or games during the first nine months of 1965. Juke boxes imported from the U.S. during the first nine months of 1964 hit $25,242 in value.

Closes Training Gap

Continued from page 89

engineers on operators, where the film is shown in the form of two 8mm. cartridges on a portable, rear-screen projector. This past winter Wilson was frequently left at the operator's shops and asked by his service representatives to train his own service men. He did get his time out in the field, pushing his new service, could not be reached for details, but these will be supplied for a later issue of "Bally."
You PITCH...You're in the ACTION!

with

CHICAGO COIN'S
TWO-PLAYER TV
BASEBALL

HOME RUN RAMPS
• 2 RAMPS LOFT BALL FOR
  UPPER TIER SCORING
• EXTRA RUNS IF ALL 3
  BLEACHERS ARE HIT

REALISTIC! CHICAGO COIN'S
PITCHER CONTROL
Now one player controls the pitch when second player is at bat...
• CURVE
• STRAIGHT BALL
• SLIDER

CANCEL-"OUT" FEATURE
WHEN 6 C-A-N-C-E-L
TARGETS ARE HIT, 1 OUT
IS AUTOMATICALLY CANCELLED

• 7 HIT AND RUN TARGETS
• 1, 3 or 5 HOME RUNS ARE SCORED WHEN
  CORRESPONDING BUTTON IS LIT AND
  HOME RUN TARGET IS HIT
• EXTRA RUNS ARE SCORED WHEN STAR
  IS LIT AND HOME RUN TARGET IS HIT
• A MISSED TARGET REGISTERS 1 OUT

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ST. LOUIS

The Local Metropolitan Automatic Merchandising Council elected officers during a big vending confab on the first floor of the Quaker Bldg. at the Lodge of the Four Seasons recently where special guest speaker Mr. John Isotala of NASMA helped launch a state-wide association of vending machine operators.

Mr. Isotala was on a tour of Illinois for local organization, Walter Van Meter, president; Peter Van Wyk of St. Louis, vice-president; Robert A. Landshaus and Robert A. Landshaus with their son, John, who is a student at Missouri University. The Landshaus, representing Advance District, where Charles Kupel just announced the expansion of the Rowe-A-C Limited sales department by welcoming in Pete Estrager as special assistant. Rowe-A-C field engineers Ralph Phillips and Carol Riehl assisted a vending a conducting a vending school at the branch recently.

Wurlitzer field engineer Karl Johnson busy here in a recent week-long series of school held at G&S Music, East St. Louis, at Schaffter Music up in Alton, Ill.; and at Victory Amusements in Collinsville, Ill.; Coin-see Dottie Sears offered the glitzy views that the George Schneider of G&S Music just had.

Urban Industries In Larger Plant

LOUISVILLE—President Nat Bailer of Urban Industries, Inc., reports that the firm has moved to larger quarters here.

"The move was necessitated by the growing demand for our coin-operated movie theaters," Bailer said.

The new building is situated in an industrial area near major expressways and the Louisville airport.

also attending the vending confab were Mr. and Mrs. Dan R. Landshaus and their son, John.

Meeting in South Dakota

LEGISLATIVE SECRETARY JOHN TRUCANO of the Music & Vending Association of South Dakota makes report during the organization's meeting last week in Sioux Falls.

NEW MEMBER of the South Dakota association, Tom Leckey (left) of Madison, takes notes during business meeting. Bill Newcomb is at right.

FOOTBALL IS THE TOPIC of Joe Neville, Patterson International, Inc., Cincinnati. South Dakota association president Darlow Maxwell and secretary-treasurer Earl Porter are seated at right. Operator Tony Ratford is at left.

INDUSTRY VETERANS Ken Glenn (left), of St. Paul, and Irv Lindenhof, of North Dakota, examine text of new cigarette fair-trade law passed recently by the South Dakota Legislature.

A visit from the stock—a boy! Blackie Williams, Entlel, Ill.; Ron Gagnon, Gretna, Nebr.; Glenn Vell, Lincoln, Ill.; Bill Littleton, Oglala, S.D.; Jess Bower, Dead City, Ill.; and Bob Young from South Dakota were all recent Brand Distributer visitors. Joe McCormick at Musical Sales says a flock of operators have been keeping the Rock-Ola gang busy lately. From the Illinois side, El Coward and Jim Balandtin, Collierville, John Shilton, Central; Wallace Dunkle, Hert; Jim Yates, Wood River; Speed McGannon, Taylorville; T. Groves, Harrisburg; Ray Tommazzu, Taylorville; and from the Missouri side, Hoyt Meyer and Lytle Goff, DuPage, Don Edders and Dick Kessen, Festus. Bill Hultenbeck, Cape Girardeau; Marvin Buesher, Washington; and Joe Norman, Jefferson City.

Central Distributors' truck-load distribution warehouse fronting on Olive St. was a busy place recently with scores of ops in town for winter buying needs—Art Anderson, Wakeeney, Mo.; Eddie Crain, BelLEVille, Ill.; Vic Remer, Collinsville, Ill.; Russ South, Columbus; Mo.; E. S. (Buddy) Harris, Centerville, Ill.; Art Bal- dantine, West Plains, Mo.; and P. A. Knepper, Carthage, Mo., all in at Central recently.

More and more operators are going to dine play on pin-games, according to Marvin Mitchell over at Morris Novelty. "And more operators are going in three-ball play, too;" the veteran Gottlieb distributor noted. EARL FARGE

LOS ANGELES

Leomdryr Hicks, field service engineer with Wurlitzer, will conduct several school in the Los Angeles area next week. . . . Kath- leen Feltz, secretary at the Wurlitzer office, because Mrs. Martin in wedding ceremonies. George Murasko, Simon Distributing, reports the export business is picking up steam. As proof he reveals Simon is working on export shipments to the Far East and to the European market.

Murasko says business is excep- tional, especially in pool table sales with Joe Merel and Art Spencer doing max work. Bill Newcomb, Jim Garner purchasing some home equipment for the Coin Machine Service Co.; Marvin Miller, general manager of Coin Machine Service, says the All Tech automatic pool table is still being well received by local operators.

H. O. Chapman, representative with the Kings Distributing Co., back at his desk after taking an attack of pneumonia. . . .

Jack Yates working in the parts department at Wurlitzer. Marvin Miller reports Coin Machine Service will enlarge its parts department with the addition of 300 square feet. Annil Addy, credit manager at Wurlitzer in New York, on the Coast. . . . Clarence Bartley of Downey died (Jan. 11) of a heart attack. . . . Clayton Ballard, manager of Wurlitzer's Los Angeles branch, announced his daughter's, Beth, 21, will visit Will- iam T. Hoffmann in June. Miss Hoffmann was student from the University of California, Santa Barbara.

George Murasko, also of Simon, locked the virus by spending the weekend in the hot springs. . . .

Carl Williams named shop man- ager at Coin Machine Service. . . .

Holloman & Loeb, Inc., a sub- sidiary of Coin Machine Service, just completed construction of the 22-story Mini-Hotel in Las Vegas. . . .

Phil Robinson, retired co-chairman and former regional manager for Chicago Coin, enjoyed a reunion with Hank Trenick, of the C. A. Bell Co., last week. . . .

TOM LECKNEY of San Francisco visiting Charlie Robinson. . . .

BRUCE WEBER
March 12, 1966, BILLBOARD.

COINMEN IN THE NEWS

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...because the farther you are from the guy who can fix it, the more important it is to have a phonograph that doesn't need fixin'! That's why!

Rock-Ola phonographs are downright ornery when it comes to resisting attention. That's why operators put them out in the boondocks. Keeps travel down and profit up. Rock-Ola phonographs are engineered to be on their own with simple mechanisms that seldom need attention...components like our famous Mech-O-Matic Intermix and the Rock-Ola Revolving Record Magazine. That's why we encourage operators to put them in Waxahachie or Anchorage or Slippery Rock...they know how to take care of themselves. Smart operators keep a lot of Rock-Ola phonographs close by, too, for even more profit. ...why don't you?

*That's in TEXAS, Podner...
The Backed: Sherman and Teddy Randeeo, the Latin-styled arrangement portent chart entry. Skitch Henderson should make this aciays.

With their hit single, "Woman," allad il
eÉallad
il
With tune and itself beautifully to the big board's achievement albums. Pop, wide and Woman," lends her the solid arrangements of Skitch Henderson. Music From Columbia. The Columbia material of great dynamic songs. Featuring their big band hits, "Call Me," and the Yiddish ballad, "Seven Roof," "Sunrise, Sunset." and the Beatles hits and "Beachwood hits including "Please, Mr. Postman," and "Attacking World," "Another Man's Woman." The album is perfect for programing and will readily hit the sales charts.


POP SPOTLIGHT: "The Truth About The Beatles," Atlantic 2124 (M). This album, subtitled "Revealing the Story," is a definitive look at the Fab Four's legend - from the hits to the back stages, from the songs to the machinery behind them. With its collection of rare and obscure material, this album is a must for Beatles fans everywhere.

CLASSICAL SPOTLIGHT: "Shostakovich: Symphony No. 5," Andre Previn, RCA Victor LPM 1256 (M), LLSP 2044 (S). Shostakovich's fifth symphony is a tour de force of modernist orchestration and counterpoint. Previn's passionate interpretation captures the drama and intensity of this masterwork, making it a performance to remember.

POP SPOTLIGHT: "It's Too Late," Bobbi Goldboro, United Artists UAL 5468 (M), UAAS 5468 (S). From the opening "It's Too Late," the title song and Goldboro's new hit, is the album. "Just Don't Love Me Anymore," the album's closing performed and a classic of soft-pop. With her sexy voice and charm, Goldboro sings these four Beatles hits and then some.

POP SPOTLIGHT: "This Is The Week," Ray Charles, Columbia CL 1928 (M), CS 10713 (S). The success of the De Colomber-barberey Fields Brothers, "This Is The Week," is a testament to the power of De Colomber-barberey Fields' were at their peak. But the album's real treasure is Ray Charles' performances. From the opening "It's Too Late," the album is a tour de force of soul and rhythm and blues. Charles' passionate interpretations of "When I Fall In Love," "I'm In Love," and "Take It Easy" show his masterful command of the material. This is a must-listen album for any fan of soul or rhythm and blues.

ALBUM REVIEWS