Indies Giving Chase to Majors in Track Race

By AARON STERNFIELD

NEW YORK — Motion picture soundtracks, once virtually the private preserve of majors and labels with film company affiliations, are now being turned out in increasing numbers by pure independent labels with no network or film company connections.

The majors and affiliated labels are still getting the lion's share of the soundtrack business, but the independents, by wheeling, dealing, getting to foreign producers before the majors do and by pursuing aggressive policies, are cutting heavily into the market.

Making the biggest splash in the soundtrack business since the first of the year is not a major but Bobby Shad's Mainstream Records.

Mainstream Move


Shad feels that Mainstream was able to get its foothold in the soundtrack business partially because of the job the label did with "The Collector" and partially because the majors and other labels with film company affiliations are not making the most of their opportunities.

Mainstream built its soundtrack reputation with Columbia Pictures' "Collector," which opened the gates for other Columbia tracks.

Also, Shad points out that a major will distribute 30,000 to 40,000 of a track, sell only half and incur the displeasure of distributors who must return merchandise or get stuck with it.

A 10,000 Run

Shad will turn out an album, make a lot of noise and come out of the deal with a nice bit of business.

The YOUNG RASCALS are the hottest group in the country today with their current single, "Good Lovin'" (Atlantic 2323), zooming to the top. Their first LP, "The Young Rascals," is being released this week. It contains "Good Lovin'" and many more exciting new sides.

(Continued on page 10)

'Rocksteria' Grips New York as Clubs Sprout Up With Teen Acts

By MIKE GROSS

NEW YORK — Mayor John Lindsay refers to New York as a "Fun City" but to industryites in the music-record business New York is developing into a "Rock City." The Big Beat is booming all over town and never before have the rock 'n' roll groups been afforded so many nightclub outlets in which to showcase their wares whether it be live or on disk.

Summer TV's Give and Take

By CLAUDE HALL

NEW YORK — New shows feature the talent will determine the returns this summer on network TV. The shows include the "Kraft Summer Music Hall," the "Dean Martin Summer Show," and "Mickie Finn's" on NBC-TV. On CBS, "Hippodrome," "The John Gary Show" and "Continental Showcase." Only the taped teen shows, "Where the Action Is" and "American Bandstand," will be fresh on ABC, though neither is new. ABC has dropped "The Jerry Lewis Show." "Tonight" on NBC will continue to be live through the summer.

Miller Reruns

On NBC it'll be sing-a-long with reruns for Mitch Miller, reruns of his old series, and "Hullabaloo" will be on reruns. CBS' "Ed Sullivan Show" will

EMI of Canada Move Into Sub-Distrib Field Bared

TORONTO—During the past several months EMI (Canada), Ltd., has quietly moved into the sub-distributing field in Canada with the acquisition of three track jobbing operations and the opening of a new branch. Through a subsidiary company, Kensington Distributors, Ltd., has bought two Western firms, Western Rock Services of Vancouver and Record Distributors of Calgary & Edmonton, and on April 1 opened a branch of Kensington Distributors in Regina. EMI Canada has also bought Wace Sales of Toronto, which operates in Eastern Canada.

Kensington Distributors' president is A. L. Hardy, vice-president and general manager of Acme Novelties Ltd., vice-president and general manager of J. C. Crowley, formerly with American Music Corp., and prior to that with Handleman Co. of Canada: treasurer and controller is Ronald Plumb.

(Continued on page 10)

JAMES BROWN... INSTRUMENTALS

sell big on
“THE ‘A’ TEAM” Takes Over...
where “The Green Berets” left off!

SSGT BARRY SADLER
of The Green Berets

THE “A” TEAM
AN EMPTY GLASS

SSgt Barry Sadler’s new single
“The ‘A’ Team”
c/w “An Empty Glass”
#8804

Watch history repeat as this one moves right to the top of the charts.
Better stock it heavy!

RCA VICTOR
© The most trusted name in sound
**Pamper Branch Is Opened on Coast**

LOS ANGELES—Pamper Music is opening a West Coast office here. Joe Allison, programming consultant and head of Nashville Music, will head the branch.

Amidst the name of Pamper, Allison will be a partner with Mr. Big Growth

Allison said, "Pamper bought me out. Hal Smith needed somebody out here. Pamper paid me so much lately that it's misleading to call it just a country music publishing firm." Allison said he'd also needed the type of organization represented by the Pamper firm. The deal between Pamper and Allison does not include Allison's programming/consultant activities in the Allison-Nixon firm.

**Goldner Buys Out 2 Labels**

NEW YORK—George Goldner has bought the interest of Jerry Lieber and Mike Stoller in Red and Blue Records, two pop independent labels. Goldner is now sole owner of the labels.

The move was made to allow Lieber and Stoller to devote more time to film, Broadway shows and publishing and to work on film and Broadway shows more independently.

Under the previous arrangement, Lieber and Stoller, as an independent record production firm, moved masters to Red and Blue at their New York office and then to Phil Spector, who created the Blue records. Lieber and Stoller no longer will do any outside work.

According to Lieber, the Blue-Red operation was set up in order to produce the new content which Spector could offer for work and to use for other labels.

The office set-up will be unchanged, with Lieber and Stoller headquarters next door to the Red-Blue offices.

**Injunction Suit Vs. 2 N.Y. Mfrs.**

NEW YORK—National Record Library has filed an injunction suit against two New York manufacturers, playing cards, two pop independent labels. Goldner is now sole owner of the labels.

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750,000 in damages. National claims it entered into a movie-music deal with Jewish-owned company.

Konigs was charged in the suit as manufacturing and selling the recordings also outside the U.S.
COLLEGE CIRCUIT
By CLAUDE HALL

The annual Southern University Student Government Association Conference will be held May 5-7 at the Robert Meyer Hotel in Jacksonville, Fla. Nearly 1,000 delegates from over 90 Southeastern colleges and universities are expected to attend. Several entertainment agencies have been invited to participate.

Billboard campus correspondent Bob Podest Jr. recently dictated over 150 sentences to Alpert of Tijuana Brus fame on KREE-FM's "Campus Caravan" show. Podest is a student at San Jose State College in San Jose, the station is located in nearby Santa Clara, Calif. Mel Peterson was host of the show and alternated the interview with spinning Alpert's records. The 90-minute show features Stanford and Santa Clara universities, San Jose State, and the country's four junior colleges: San Jose City College, Football College, and West Valley College.

Sacramento State College in California has a problem that all college campus concert directors are familiar with. The ASCAP-Alpert of Tijuana Brus fame on KREE-FM's "Campus Caravan" show. Podest is a student at San Jose State College in San Jose, the station is located in nearby Santa Clara, Calif. Mel Peterson was host of the show and alternated the interview with spinning Alpert's records. The 90-minute show features Stanford and Santa Clara universities, San Jose State, and the country's four junior colleges: San Jose City College, Football College, and West Valley College.

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There are Jerry Vale fans...

And there are Jerry Vale fans.

Jerry's newest single will win them all.

“Less Than Tomorrow”

On COLUMBIA RECORDS
Rogers Drums Into The Columbia Fold

NEW YORK—Columbia Records has announced that it has signed a contract to drive into the musical instrument field last week with the purchase of Fender Musical Instruments Corp. The purchase price was not disclosed but it has been estimated by industry sources to be in the area of $13 million, and Electro Music, producer of Fender instruments, announced a new system with used system with electric or, for $36 million. Rogers Drums and Fender are based in Cleveland and Covington, Ohio, manufacturer of drums and also makes and distributes a variety of related equipment and accessories. Norman A. Adler, executive vice-president of Columbia, has designated Rogers Drums an operating division of Columbia and Fender Musical Instruments under the direction of Richard W. Siwerz, who was formerly general manager of the V. C. Snider division of Fender.

Henry Grossman, the president and the former principal owner of Fender, and Joseph Thompson, director of research and development, will continue their association with Rogers Drums as consultants. Ben Shure, the current president of sales, will continue in a sales management capacity.

The Many Worlds of WB's Sonny Burke

By ELIOT TIEGEL

BURBANK, Calif.—Sonny Burke lives in three worlds: recordings, motion pictures and television. Burke is president and general manager of the CBS operation at Warner Bros. Pictures, Burke hires composers for the company and he ordinaites the activity of the company with its recording arm.

For a man whose life as a record producer is dominated by the excitement of cutting Frank Sinatra, Bing Crosby and Count Basie, Burke's life nowadays is more complex than it used to be.

One of the record industry's best-known producers, Burke has had his job since Oct. 11, 1965, after being selected by the parent company to handle the music department. Victor Blau, of Music Publishers Holding Corp. (WB's publishing empire), had co-ordinated these activities and was free to concentrate on publishing business.

Like other film-music heads, Burke is supported by an army of composers, agents and representatives seeking to do as much as possible in the studio and in the field. Burke, who has a feeling for the song and dance numbers, as well as for the dramatic and light comedy films, says, "Frank Sinatra and the younger fellows feel more at home with a jazz-flavored score."

Burke is performing in this post, Burke has hired David Raskin to score "A Big Head for a Little Lady," Alex North for "Who's Afraid of Virginia Wolf?" and John Williams for "North by Northwest." In television, Burke has given the green light to Frank Fontaine in his new series, "Lava for "F Troop" and Vic Mizzy for "Hask," WB's three current telecasts.

Burke believes that a large screen film's music budget runs from $35,000 to $50,000, depending on the type of the film. Burke says that the more "eclectic" music needed for and dances numbers. This figure can run as high as $500,000 for a film like "Journey to the Center of the Earth."

But we try to fit the composer to the type of score we think the picture calls for. Some composers have a feeling for the dramatic, or light comedy films, Burke says. He has his own naming of what he calls the "Lavender" and "Cage of Bird." He says that although it has been toned down in the trappings of film, the score is still based on what he calls the "Charleston" style. He says that Frank Sinatra's producer has recently won a Grammy for his struggle in recording the LP of the album. "September of My Years," released on the BMG label, Burke says, and Count Basie at their Sunland, Las Vegas, engagement, which promises to be a strong seller, in Burke's opinion.

But the most significant of Burke's record dates are on a "project by project basis," he says. But after being a Reprise producer for three years and in a Decca ad for 14, he's had to completely forget the acetate world.

 Smash-Fontana's New Singles

CHICAGO—Smash-Fontana records are entering the pop field with two quarters, both by Bob Richardson. The single, "Runaways," by Laverne, Minn., a Philips of England, and Larry Williams, London, newly signed label. The single, "Runaways," and "Smash-Fontana on the Fontana label. "Runaways" and "Smash-Fontana on the separate hits and in the rhythm section of the pace needed to carry us our connections," label head Dave Sagan, "and this, the hottest sin-" label chief Charles Fuchs said, "and this, the hottest sin-" label chief Charles Fuchs said, "and this, the hottest sin-" according to the contract, Crewe will discover a quality of artists for UK and US. Crewe will continue his disc publishing, producing, and songwriting activities.

2 Added to State Probe on Frauds

NEW YORK—Attorneys John Clarke and Maxwell T. Cohen have been added to the record fraud probe. The federal investigation of New York Attorney General Louis L. Nizer's investigation of the Groves Record Company, an affiliate of New York General has conducted three hearings on fraud and deceptive practices in the record industry and has recommended two bills to the State Legislature.

FCC CHAIRMAN HENRY HENRY RENSHWIC

WASHINGTON—FCC chairman E. Henry William has an- nounced the content of resignation was submitted to the White House "very re-" and that he will announce his future plans when the resigna- tion is officially accepted. The FCC chairman said he had advanced planning in mind when he decided he wished to return to private life and asked that a successor be chosen.

Henry acknowledged that ac- tion was pending in several im- portant matters before the FCC, but "there will always be unfinished business." He said that he wanted this to be as simple as possible.

ICIC into Reel-to-Reel

NEW YORK—Larry Finley's International Tape Cartridge Corp., heretofore specializing in the manufacture of disk catalogs, will invade the reel-to-reel tape field. The first label under the "ITCC" name is open reel form will be Roulette.

Finley told Billboard that out of his 19国内外的 prize for "Most Outstanding Performance," the "Most Outstanding Reel-to-Reel" trophy, a "Journey to the Center of the Earth," and "The First Flight into the Moon," and "War of the Worlds.

Larry Utz, chief of Amy- Mala, Inc., also splits his time on the new series, which are like old-time radio shows, but have much greater scope for "The First Flight into the Moon," "The Journey to the Center of the Earth," and "War of the Worlds."

More than a window

WILLIAMSPORT, Pa.—The display window of the Melody Record Shop here is a "million-dollar set-up" for impulse sales. Mrs. Vada Lyons, store man- ager, said that seasonal and holi- day displays in the window bring in at least 10 per cent of the store's total business volume.

"We only have one window, and it isn't large," she said. "But we try to make it look good and change it every week. It's been very good for us. During Irish Week, we featured a series of different Irish records performed by the Living Strings, Dennie Darwell and Eddie Carboni. For the week, we featured a window display of "The Irish Rover.""

The turn over was very good."

Melody Shop's Window

The store, in business for 15 years, has always relied heavily on the window, she said. During Halloween, spooky records are featured, during Armistice Day, a lot of marches are displayed. With the advent of summer, the store unveils a whole window of children's records which "peeks things up for us." Near Williamsport, a town of 50,000, is Bob & Dean's Coral, a well-known store that perform on weekends during the summer. "We follow along with those stores, displaying records by the artists that are performing. They sell. It's a shame we have only one win- dow because we just can't do justice to everything. But it does go so well with holidays.

Ala. Jazzfest Honors Go To Florida 5-Hands Down

By PAUL ZAKARAS

MOBILE, Ala.—The Florida Five Quartet, scoring victories in all the categories it entered, has dominated the first Mobile Jazz Festival by winning eight of the 16 total awards.

The Florida group, one of 19 entrants at the festival, was awarded the ITCC for "Most Outstanding Performance," the "Three Hands Down Combo." The group's pianist, David Dasko, won has never been exposed to in prior recordings. "We follow along with those stores, displaying records by the artists that are performing. They sell. It's a shame we have only one win- dow because we just can't do justice to everything. But it does go so well with holidays.

MARTIN USES KGBS AS GUIDEPOST FOR NEW LP

LOS ANGELES—KGBS, the 50,000-watt Storer outlet which recently moved to 5000 and country music is one of the three Rock stations with inspiring the selection of songs for Dean Martin's next album. "Dean listens to KGBS," said his producer Jimmy Bowen, and he's the quality that he listens to for his album from the station." Martin listens to the station while he's driving, hears the songs and learns from them."

"The past two years the Martin-Bowen combination has created nine hit records. Bowen says the majority of Martin's disks have been country flavored since he began recording the vocalists. Among these, Ronnie Frazier has been the third side of the hit-making triangle.

Having taken Martin into the contemporary single market, Bowen sees himself with the creation of a "Town and Country" schedule. With the new McGhee, who has been with the group since its inception; Buddy Greco and Guy Mitchell, will be cut in the country vein since he has his hit with a folk-song feel. For Greco, a finger-snap vocalist formerly with Epic, Bowen will shoot for a contemporary single sound.
THE SPOTLIGHT is on DAVID singing THE COVERED MAN on MGM RECORDS. See and hear "THE COVERED MAN" tonight on The MERV GRIFFIN TV Show.
Ala. Jazzfest Honors Go To Florida 5—Hands Down

Bobby

City

Southern University, Sax"

Vee

Viva Florida

$20

BUCK OWENS, left, receives a special Billboard Award from Don

Capitol Going Outside More

HOLLYWOOD — Acknowledging the importance of independent

producers, Capitol is looking more to outside sources for

singel product.

Steve Douglas, recently named head of new pop single releases,

reports the label has purchased seven disks from freelance pro-

ducers. These include the Duncan Brothers’ “Things Go Better

With Love” from Atlas Artists Productions; “You’re a Drag,”

by the Runaroundons from Pete Bennett-Lou Cicchetti; “A Face

in the Crowd” by Matthew Moore from Dalton-Moore Pro-

ductions; “The Next Day” by Debra Burton from GI Gar-

field-Perry Bobkin Jr.; “Speak Her Name” and “Michelle” by

David and Jonathan from George Martin and “Time Won’t

Let Me” by the Outsiders from A.J. Nuccia.

Douglas is also working on tightening the number of pop

singles released each week. If the company eliminates one disk

a week, the number could be substantially cut at the end of the

year. This program does not in-

volve one or two country singles

issued with pop product. The

strength of each single will de-

termine whether it gets released,

Douglas said.

RAC Auto to Open Tape Town Outlet on L. I.

NEW YORK — Tape Town, considered to be the largest

tape CARridge retail outlet on the East Coast, was scheduled to

debut Saturday (9) at 215 Long Beach Road, Long Beach, L.I.

It was being opened by RAC Auto Tapes as a fran-

chise. Managers are Barney

Berger and Paul Israel. Celeb-

rities, a rock ’n’ roll band and

newspaperr unreles are slated to

be on hand.

Arthur Halberich, president of RAC Auto Tape, and Robert

Beiger, vice-president, stated that RAC plans to open numer-

ous franchise stores along the East Coast. The next one, he

indicated, will be scheduled to open in Boston in 60 days.

Tape Town and the other franchises will carry RAC Auto Tape and Craig per-

table stereo systems. They will sell 4-track and 8-track tape

cassettes.

Minor to Dot As Staff A&R Talent Scout

RANDY WOODE, MIKE MINOR.

HOLLYWOOD — Mike Mi-

nor, artist and producer, has

joined Dot Records as a staff

A&R talent scout, designed to

become the label’s contact with

independent producers, managers and artists.

Minor will maintain an open

door at Dot’s Sunset and Vine

headquarters. He was afforded

authority from President Randy Wood to negotiate directly for material he deems

important.

It was through Minor’s D&M

Productions that the label ac-

quired Barry Young’s smash

single, “One Has My Name.” Dot

will soon be releasing product by the Soul Survivors, a group

Minor found in Denver. Their

first single will be “Clitter and

Gold.”

Minor’s first purchase for Dot is “I Can’t Do It,” by the E

Males, a long-haired quietist from Salinas, Calif. The disk was

bought from Ed Cam-

era and Link D’Amario.

Minor was brought to the la-

bel several years ago as an artist, subsequently appeared on na-

tional TV and has acted on sev-

eral TV series.

New Musicor Line

NEW YORK — Musicor’s suc-

cessor will kick off a new kiddie

line this fall, with two Paul Tripp albums launching the project.

Tripp, who last fall did a “Birthday House” album for Musicor, will bow “The Train”

and “Bigly on a Bike” in Sep-

tember. The latter is the label’s

“Birthday House” TV on NBC.

Guillotine Debut

One of the new Musicor Records

has made its debut last week

with a single by the Hunchmen, a Salt Lake City rock group. Bruce Unck

heads the label.

APRIL 16, 1966, BILLBOARD

Ala. Jazzfest Honors Go To Florida 5—Hands Down

• Continued from page 6

of the “Most Outstanding Alto Sax” award.

Trudy Desmond, of Temple University, was selected as the best vocalist, and Ed Kalleff’s

Jazz Choir, of the University of Southern Mississippi, was chosen as the best vocal group.

Other winners included Rellie

nie Puckett, of the Texas Christian University Stage Band, “Most Outstanding Trumpet”; Al

Coutant, Milliken University Lab Band, “Most Outstanding Baritone Sax”; Ed Kalleff, of

Southern Mississippi, “Most Outstanding Organ,” and Bruce Cameron, of Bucknell Univer-

sity’s Bruce Cameron Quintet, “Most Outstanding Flugelhorn.”

The winners were awarded trophies and were promised ap-

pearances at several major jazz festivals. The Florida Jazz Quintet, according to festival of-

ficials, will appear at the New-

port Jazz Festival this summer.

The festival’s finals, held on Sunday (3), were broadcast

over the ABC radio network

and were picked up by the

Armed Forces Radio Network

and Radio Free Europe.

Judging the musical groups were Dan Morgenstern, New

York editor of Downbea-

t; composer-arranger Jerry Gray; John Hammond, director of talent

acquisition for Columbia Rec-

ords; Stanley Dance, jazz edi-

tor of the Saturday Review, and

The Reverend George Wixicus,

Chicago area educator and pio-

neer in the jazz field.

.mixer Ferm

Broadens Vista

HOLLYWOOD—Snuff Gar-

rett Productions is on an ex-

pansion drive. The independent

production firm headed by Gar-

rett and Leo Russell is looking to
develop disk artists, acquire

publishing catalogs and expand its own Viva Music label.

Recently bought were Les

Kaye and Glo-Mac Music. A

former staff producer at Liberty, Gar-

rett has retained his ties with

the label by asking Gary Lewis,

Bobby Vee and leading his 50

Guitars orchestra. The first disk

produced as an independent job

man was Gary Lewis’ “Diamond

Ring” smash.

Keep pace

in the music industry

with

BILLBOARD!

SUBSCRIBE NOW!

BOOKS

BOOKS

BILLBOARD!

SUBSCRIBE NOW!

BOOKS

BOOKS

BILLBOARD!

SUBSCRIBE NOW!
There's a "HULLABALOO" on DECCA RECORDS

LADA EDMUND JR.

HULLABALOO's Famed "Girl In The Cage"
Makes Her Exciting Singing Debut
With

I KNOW SOMETHING
As Introduced by LADA on the HULLABALOO TV Show
of April 4th on the NBC-TV Network

C/W

ONCE UPON A TIME

31937
Indies Giving Chase to Majors in Track Race

• Continued from page 1

piece of change. Also, ad men with the majors would rather spend their time on what they hope will be a hit single rather than a track album. They are heroes if the former makes it. If the track album breaks big, their role is minimized.

When Shad gets a track album he runs it with a big hit and FM radio exposure and, in the case of "Harper," coming out on its own with three singles from the track.

Right now, according to Shad, Mainstream has more tracks offered than it can use, and it's picking between 600, talk.


putting hard, this can be over-

come. He also pointed out that

many film-affiliated labels will turn down potentially good ma-

terial, and the independent store

ist adequate enough to recognize

the potential of this material may

acquire it and make a hit.

Another entry among the in-

dependent is Kapp, which last

months came out with the track of

"Promise Her Anything."

Roulette Records is releasing its

first soundtrack sometime this

month-"The Dirty Game," to coincide with U.S. release of the overseas-produced film star-

ring Money Bond and Robert

Ryan, Laurie Frederick Roberts in a scene with the band.

Since the first of the year MGM has led the film-affiliated

labels with four album releases, with three for United Artists.

However, UA has announced another eight major movie tracks for 1966 release, and another three expected to be announced shortly. RCA Victor, with four

soundtrack releases, is also high in the numbers game.

Compared with show albums, soundtrack albums have more variety to offer the independent label. First, there's no need to back the film production, whereas in

a musical the record label gambles considerable money in back-

ing the show.

Second, there's the wealth of soundtrack material. The Broad-

way show turns out a few dozen

musicals a season at most. Film

scores run in the hundreds, and the more successful ones are

seen by millions. A small frac-

tion of the nation's population

ever sees a Broadway musical.

And third, there's the rela-

tively low recording expense. Broadway show albums aren't

recorded at a regular performance.

And the recording session costs are heavy. There are no such costs involved in the track.

But most important, the inde-

pendents are hungry. And sound-

track offers a prime opportunity to satisfy that hunger.

Prom of Trinity College in Hartford, Conn. The 900-plus

students thought enough of his performance to buy several

copies of his "Greatest Hits" album on which the track was

recorded, after the show, said cor-

respondent Randolph M. Lee.

A specialty album called "The History of Rock 'n' Roll: The college

students heard it the day a show

brought a hundred requests for Chuck Berry.

George Slezak and the Cleveland Symphony performed Fe-

b. 11 at Villanova University, Vil-

ladom in concert with his former

correspondent Bill McCluskey. Krlas Music was sold out by the orchestra's album at the tune of the concert, but had one on order. Most Decca Rec-

ords had no albums in stock.

Correspondent Jim Smith can't recall a concert featur-

ing the Ramsey Lewis Trio and the Bitter End Singers at

the University of Pittsburgh. More than 2,500 thronged into the auditorium. Jim Merk at National City Bank said that sales after the concert of Ram-

sey Lewis Trio product was "fair to good," Freck Lackey at Bob's Discount Center reported having to restock an ample

supply of Ramsey Lewis Trio records.

Simon & Garfunkel and Peter, Paul & Mary are on tour now. Their closing date is at Penn State, University Park, Pa., said correspondent David S. Kents who reported a stock out. Result: Steve Fishkin at Song Shop said we were selling Simon & Garfunkel albums like mad before the concert, "and we have reordered and sold even more. All told, I guess we've sold Simon & Garfunkel albums sold about 20 albums." Gay Mountain at the Music said that Simon and Garfunkel albums were selling before the concert and "will sell about 20 albums after the performance."

The New Christy Minstrels, who had a 500,000+ crowd at the 2,200-

places Feb. 19 at McGill Uni-

versity, and Ed Shepheard's Shepheard's II was quite pleased with the concert results, saying it brought sales back to the group. re-

cordent John Knight that he will "investigate all the New Christy Minstrel's older albums and 12 to 15 of their newer albums."

Summer TV's Give and Take

• Continued from page 1

ren. "Hollywood Palace" and "The Lawrence Welk Show" will be ABC's. ren. "Hollywood Palace" is to record talent on NBC-TV this season. He'll do "The Chris-

Music Hall" 9-10 p.m. Mondays featuring John Davidson; the "Dancing Show" 10 p.m. to 10:30 p.m. Fridays by the comedy team of Rowan and Mantle; "Mickey Finn's Show" will be launched April 21 featuring both regulars and guest artists; it's a half-hour show. CBK's "Hippodrome" show is an original creation designed as a comedy-variety-circus series of acts for the "Red Skelton Hour." A record artist will be presented in each show. It will be tele-

pased from England. "The Johnnie Carson Show" 10-11 p.m. Wednesday starring Gary. Guests will include Eddy Ar-

nold, the King Sisters, Leslie Uggams, Vikki Carr, and Chad and Jeremy. "Continental Show-

the next day, June 11, 7:30-8:30 p.m. Sat-

Purdue. According to the summer replacement for the "Jackie Gleason Show" will fea-

ture such record artists as Pe-

ula Clark, French guitarist-stil-

listic groups, the "Maurice Pen-

twenties from West Germany, Fren-

American Dachshund," "Beauti-

Dylan World Tour

NEW YORK—Columbia Rec-

ords' Bob Dylan is on his first ever American concert tour. The tour, which begins in Hol-

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FLOYD and JERRY
with the COUNTERPOINTS

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PRESTA 45-1003 BREAKING EVERYWHERE!

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Chicago, Illinois
All South Dist.
New Orleans, Louisiana
Stan's Record Service
Shreveport, Louisiana

Beta Record Dist.
New York, New York
Davis Sales Co.
Denver, Colorado
Southern Record Dist.
Nashville, Tennessee
Big State Dist. Co.
Dallas, Texas
Concord Dist. Co.
Cleveland, Ohio
Dale Enter. Inc.
Boston, Mass.

C & C Dist. Co.
Seattle, Washington
Commercial Music Co.
Kansas City, Missouri
A-1 Record Dist.
Cincinnati, Ohio
Mangold Dist. Co.
Charlotte, N.C.
Tone Dist. Co.
Hialeah, Florida
Beckman Dist. Inc.
Milwaukee, Wisconsin
Allen Dist. Co., Inc.
Richmond, Virginia

Standard Dist. Co.
Pittsburgh, Penn.
All State New Jersey
Newark, New Jersey
Trinity Record Dist.
East Hartford, Conn.
Jather Dist. Corp.
Minneapolis, Minn.
Music Service Co.
Great Falls, Montana
Jather Dist. Corp.
Omaha, Nebraska

Music Craft Dist. of Hawaii
Honolulu, Hawaii
Arc Dist. Co.
Detroit, Michigan
Georgia Record Dist.
Atlanta, Georgia
Tri-State Dist.
Ft. Wayne, Indiana
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Schwartz Bros. Inc.
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TIPS

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Americas, both IS IT
ble competing titles
ing Company?

IS IT TRUE THAT... TOCC has the only original sound track cartridges, in both four and eight track, of FLY BATMAN, of Batman's DOCTOR ZHIVAGO, LAWRENCE OF ARABIA and ZORBA THE GREEK, of Broadway's MAN FROM LA MANCHA?

IS IT TRUE THAT... TOCC has the complete A & M line, including Herb Alpert and The Tijuana Brass on both four and eight track?

IS IT TRUE THAT... TOCC is now delivering the Kapp line, including Jack Jones and Roger Williams on four and eight track?

IS IT TRUE THAT... TOCC is supplying demo cartridges to Chrysler-Mopar: Seem, Beechuck and Company, and The Berkinke Manufacturing Company?

IS IT TRUE THAT... TOCC's eight track catalog now lists 240 titles from 30 record companies and 1,159 titles in four track from 83 record companies?

IS IT TRUE THAT... TOCC is selling its complete catalog automatically to appliance manufacturers and other OEM accounts without competing with them?

IS IT TRUE THAT... TOCC is in the playback unit field, but confines its activity solely to tape, thereby making its complete catalog available to appliance manufacturers and other OEM accounts without competing with them?

IS IT TRUE THAT... TOCC is Number 2 in the tape cartridge field... IS IT NOT? TOCC is Number 1; offering and delivering the widest possible selection of cartridges in the four and eight track systems.

IS IT TRUE THAT... TOCC sells only to OEM and Distributors?

IS IT TRUE? If you are included in the mentioned groups and interested in carrying the most widely accepted quality line of tape cartridges, contact... TOCC at 1909 Avenue of the Americas, New York City (30319); (Telephone: 212-581-1001) (TWX: 710-581-3488)

TAKE CARTRIDGE

French Move in CARtridge Guns

Future Seen As Promising

By MIKE HENNESSEY

PARIS-A big offensive to launch tape CARtridge guns on the French market will get under way here at the end of this month with the release of more than 100 tapes by Philips, Pathé-Marconi, Polydor and Barclay. This follows the news, given at a press conference this week, that Philips and Pathé-Marconi have pacted with the big electronic firms Radiotechnique, Schneider and Thomson-Houston, to standardize tape cartridges and playing equipment. Barclay, the first firm to announce its entry into the tape cartridge field here some months ago, will be using the Philips system.

The hope that universal standardization might be achieved in France is a vain one, however, because at least RCA here will use the Grundig-Telefunken system, currently competing with the Philips system in Germany, Holland and Switzerland.

Operates in U.S.

The Philips system is already in operation in the U.S. It involves a 4-inch by 3/4-inch cassette containing a two-track tape and giving approximately one hour of music. Later extra-length tapes will be available to give 90 minutes' playing time. The cassettes containing recorded material will sell for $6; virgin cassettes will retail at $4.

The cartridges will fit a variety of tape recorders to be put

Martin Carries Lear-8 Combo

CHICAGO-James H. Martin, veteran Chicago music distributor, told Billboard that he will be carrying the new Lear-Jet combination 8-track stereo CARtridge player and FM radio unit as soon as it is released this month.

Martin, who recently set up a one-stop operation to handle all labels of the 8-track cartridge

PHILIPS' TAPE CARTRIDGE unit is designed for separate use or in conjunction with the auto radio. The lever-operated tray slides out to take recorder and to facilitate changing of the cassette.

PROFILE

Liberty's Mendell: A Practical Idealist

HOLLYWOOD — A clear prospective of one business is a key axiom in Lee Mendell's concept of running Liberty Records' stereo tape division. Recently promoted general manager of the Tape CARtridge wing, Mendell is an "idealist with overtones of practicality," who is "the challenge of launching a new entertainment concept as analyzing where a company is going and how it gets there.

First off, Liberty has to establish its identity as a tape-line. Maintaining perspective involves zeroing in on a marketplace, and providing the best and most thorough distribution. The company will use its primary record distributors but is greatly aware of complementary distribution sources such as auto accessory stores and car dealers themselves.

Mendell's approach is to select distribution judiciously. He has been approached by distributors and has made no decision on granting the line to these sources.

The release of product is still some weeks away. Mendell is recommending to distributors that they analyze their markets to discover untapped areas for tape sales. This necessitates hiring special tape salesmen and distributors have contacted major chains and private airports. He pointed out:

The new car dealer is losing a great opportunity by not becoming a retail outlet for car tapes. (Continued on page 55)

Merc. Bows A CARtridge Portable Unit

CHICAGO — A three-pound cartridged-tape unit which recently hit the road, it back was introduced last week by the home entertainment product division of Mercury Records.

The portable unit, listing for less than $90, is powered by five "C" batteries and will play for 60 and 90-minute long 4-track tapes encased in tiny reel-to-reel cartridges.

An optional feature of the unit, called the Recordomatic, is an AC adapter enabling the system to be plugged into any standard AC outlet, simultaneously recharging the batteries.

Perry Winokur, national sales manager of Mercury home entertainment products, announced a dealer promotion based around the new unit. With every 20 Recordomatics purchased, a dealer will receive free a de luxe record-player, a tape deck for the Recordomatic, the AG 4126, which lists at $495, together with merchandising displays and accessories.

Mercury's president Irving Green said that the opening of a library for the new-sized system will be announced shortly. Blank tape (60 minute) cartridges for the unit are expected to retail for $3.

NEW TAPE CARTRIDGE CARRYING CASE

by AMBERG

Tape cartridges for automobiles are a hot new accessory item. You will find more -plus realize a handsome extra profit from the Ampak carrying case when you stock this special consumer convenience.

For only $2.95 (suggested retail price), Ampak's carrying case will keep his dust free and protected... wherever he goes.

Size: next, compact — 9 x 5 x 6 — case holds 10 cartridges of any standard brand. Attractive, top quality vinyl covered binders. Choice of red, blue, green, black and gray. Sturdy, clear plastic handle and polished brass clasp and hinges.

SPECIAL DESIGN or private brand cases produced to your specification. Estimate or samples on request. Write or call 815-933-3351.

TAPE CARTRIDGE Case for Automobilia

TAPE CARTRIDGE Case for Automobilia

Amfle

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APRIL 16, 1968, BILLBOARD
New RCA Stereo 8 Cartridge Tapes for April

More Than 250 Tapes Now Available

Country Hits Parade
RCA Victor

John Gary All-Time Favorite Songs
RCA Victor

MADAM BUTTERFLY
MARTY GOLD

LIGHT CLASSICS
DON GIOVANNI
MUSIC AMERICA LOVES BEST
RCA Victor

LAURENCE OLIVIER
OTHELLO

8-Track Stereo Tape Developed & Introduced by RCA Victor—the System of the Future Available Today!

- Automatic play-up to 80 minutes!
- Selectivity—switch instantaneously to any of four programs
- Factory-Sealed Cartridge Case
- Choice of the World's Greatest Artists

RCA STEREO CARTRIDGE TAPES

Enjoy the Music You Want...When You Want It...Wherever You Go!
ATLANTIA, SWISS FIRM, TO INTRODUCE ITS OWN UNITS

LOIS ANGELES — Atlantic Electronics will introduce its own stereo tape CARtridge units. The firm has contracted with the late Isaac Stern to perform the first serial for distribution of Atlantic's own unit. Atlantic's line will be available in fall 1965.

The contract will be included in the Atlantic Superx system, which is now being marketed in the U.S.

The units will be sold through dealers and distributors, and the company expects to have a national network of dealers by the end of the year.

The units will be available in two models: a compact unit for home use and a larger unit for professional use.

The compact unit will be priced at $100 and the larger unit at $200.

The company plans to offer a complete line of accessories, including speakers, amplifiers, and turntables.

The CARtridge units will be manufactured by Atlantic's own plant in New York City.

The company has already started production and expects to have the units ready for distribution by the end of the year.

MTD ROLLING IN HIGH GEAR ON ITS 8-TRACK EQUIPMENT

LOIS ANGELES — Magnetic Tape Duplicators is completing the final alignment of its 8-track duplicating equipment, preparing it for entry into this market in the near future.

The company has already completed the alignment of its 8-track duplicating equipment, and is currently hiring a staff of 30 persons to load the CARtridges.

The company is duplicating real-to-real tapes for a score of labels, including Capitol, Columbia, Reprise, and Dot.

WHewell estimates that, with one duplicator and 10 slaves, he should be able to turn out 5,000 8-track cartridges a day. The question is whether the loading equipment will keep up with the output.

CARtridge to Make Debut At Milan Fair

MILAN — A new automatic transistorized CARtridge recording machine was introduced by an Italian-French manufacturing group at the Milan Fair April 14 to 25 for its first public showing.

The specially enclosed tapes will be capable of running from 30 minutes to two hours depending on the length of the tape. All tapes will be guaranteed for 50,000 uses, equivalent to 14 years of regular usage. It should be possible to store all tapes at a temperature of not more than 100°.

The CARtridge is a simple, low-cost machine which can be easily operated by anyone. It has been designed for use in the home and small offices.

The CARtridge is designed to record and play back audio and video signals. It can be used for music, speeches, lectures, and other presentations.

The CARtridge has been designed to be completely automatic, requiring only a single button to be pressed for operation.

The CARtridge's compactness and ease of use make it ideal for home, office, and studio use.

The CARtridge's small size and low cost make it accessible to a wide audience, allowing more people to enjoy high-quality audio and video content.
THE PLATTERS ARE BACK WITH A NEW HIT!

I LOVE YOU 1000 TIMES

PRODUCED BY LUTHER DIXON

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MUSICOR 1166

TWO MORE BREAKING BIG!

GÉNE PITNEY  "BACKSTAGE"  and  "BLUE COLOR"

TEDDY AND THE PANDAS  "ONCE UPON A TIME"

MUSICOR 1176

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**TOP SELLERS IN TOP MARKETS**

This chart is based upon territorial sales of the Top 40 single records as reported to retail stores in 13 key markets.

**(TW) THIS WEEK  (LW) LAST WEEK**

### ATLANTA
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **GOLDEN MELODY** - Imperial 46160
7. **MARTIN BROTHERS** - Imperial 46103
8. **THE GREAT SKEETERS** - Imperial 46160
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### BALTIMORE
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### BOSTON
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### MIAMI
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### NEW YORK
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### PHILADELPHA
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160

### PITTSBURGH
1. **BANKS, ORONTO** - Imperial 46103
2. **DUTCH WESTENDS** - Swiss 182
3. **SECRET AGENT MAN** - Black Sea, Imperial 46159
4. **LIVING LEE** - Black Sea, Imperial 46103
5. **THE GREAT SKEETERS** - Imperial 46160
6. **MARTIN BROTHERS** - Imperial 46160
7. **GOLDEN MELODY** - Imperial 46160
8. **MARTIN BROTHERS** - Imperial 46103
9. **THE GREAT SKEETERS** - Imperial 46160
10. **HARRY JAMES** - Imperial 46160
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<td>DARTHEAM—Linda's Special, Kama Sutra 208</td>
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<td>BANG BANG—Cher, Imperial 60160</td>
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<td>SECRET AGENT MAN—Johnny Burnette, Imperial 64130</td>
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<td>LITTLE LIE—Love &amp; The Tornadoes, Capitol 2073</td>
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<td>GOOD LEEV—Young Rascals, Atlantic 2231</td>
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<td>BOUNDEOUND—Johnnie &amp; Carl, Columbia 5013</td>
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<td>LITTLE MISS RICHIE—Gary Lewis &amp; The Playboys, Capitol 2050</td>
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<td>I'LL LOVE YOU FOREVER—Teddy &amp; World War, Capitol 2080</td>
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<td>AMARILLO—Wandy, Capitol 1624</td>
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<td>BARGAIN PLEDGE—B. J. Thomas, Capitol 3205</td>
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<td>I'M GONNA GIVE YOU LOVE—Gary Lewis &amp; The Playboys, Capitol 2050</td>
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<td>I'LL TAKE GOOD CARE OF YOU—The Garnet Men, Imperial 6450</td>
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<td>I'LL BE HOME FOR CHRISTMAS—Lunch, Capitol 2080</td>
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**Darling Baby**

The Sound of Young America

**The Elgins**

V.I.P. 25029

APRIL 16, 1966, BILLBOARD
TOP 20 Spots—Predicted to reach the top 20 of the Hot 100 Chart


Bob Lind—Remember the Rain (Prod. by Jack Nitzsche) (Meric Music, BMI) —Lind's poetic lyric ballad has the poignancy of his "Elusive Butterfly" and should quickly equal its success at the top of the chart. Flip: "Truly Julie's Blues" (Meric Music, BMI). World Pacific 77822

Nancy Sinatra—How Does That Grab You (Prod. by Al Hibbler) (Music, ASCAP) —Should be the second straight No. 1 disk for Miss Sinatra. This hip Lee Hazlewood composition and production is in the same vein as "These Boots Are Made for Walkin'." Flip: "The Last of the Secret Agents" (Famous, ASCAP). Reprise 4061

TOP 60 Spots—Predicted to reach the top 60 of the HOT 100 Chart

The Marvelettes—You're The One (Prod. by Wm. Robinson) (Johete, BMI) —The girls have another hit to follow "Don't Mess With Bill." Solid vocal on easy rhythm rocker from the pen of Wm. Robinson. Flip: (Information not available). Tamla 54321


Frankie Valli—You're Ready Now (Prod. by Bob Crewe Prod.) (Season Four, BMI) —A strong Valli vocal on a solid production and Crewe-Caudine tune will fast replace his "You're Gonna Hurt Yourself." (Season Four, BMI). Smash 2037

Dino, Bessy & Billy—Tie Me Down (Prod. by Lee Hazlewood) (Screen Gems, BMI) —The young trio has a sure-fire top-of-the-chart disk with this rocking' David Gates tune with solid instrumental production support. Flip: "It's Just the Way You Are" (Screen Gems, BMI). Reprise 4062

Lee Dorsey—Neighbor's Daughter (Prod. by Tousaint & Selmon) (Marsala, BMI) —Hot follow-up to his "Get Out of My Life Woman" is this blues-orientied rocker with easy shuffle-beat rhythm, sure to hit both pop and R&B charts. Flip: "Confusion" (Marsala, BMI). Amy 952

Horst Jankowski—Black Forest Holiday (MRC, BMI) —Jankowski returns to the Black Forest with another clever, catchy instrumental. Could equal his "Walk in the Black Forest." Flip: "Elmer's Tune" (Mills, ASCAP). Mercury 7252

Bob Vinton—Dum-De-Da ( Prod. by Bob Morgan) (Al Gallico, BMI) —Up-country oriented lyric from Kilgore and Singleton should quickly equal its last outing, "Tears." Flip: "Firefly Clarinet" (Mills, ASCAP). Epic 10014

CHART Spots—Predicted to reach the HOT 100 Chart

The Ray Charles Singers—My World. CONNORD 4825
The Five Empires—Hey Lone (Central Music, ASCAP). FREIGHT 9100
Eddie Hudson—Adie's My Name (Eddie, BMI). PARKWAY 951
The Ivy League—She's Off Go Away (Southern, ASCAP). CARAS 569
P. J. Proby—My Prayer (Skeen, ASCAP). LIBERTY 50358
The World of Duke Ellington—It's Too Late To Change (Duke, BMI). PARLOphon 528
O'Jays—I'll Never Forget You (Earlhart, BMI). IMPERIAL 6612

MATT MORTEN—I Love Free (Capitol, BMI). CAPITOL 5633
MAYE—Love Me (Decca, BMI). DECCA 5084
KEITH EDDY—Don't You Know (Tudor, BMI). TUDOR 111
JOHN GARD—You Don't Know Me (Al & Andy, BMI). RCA VICTOR 18966
JEFFY HUGHES—(It's a Long) Way Home (Marty, BMI). D-1000
Linda Thompson—What You'd Do (Albatross, BMI). HICKORY 1201
MIDIAN MILLER—You'll Be Known (Alice, RCA). RCA VICTOR 1580

COUNTRY SPOTLIGHTS

Johnny Wright—Nicks, Quarters and Lines (Mills-Ross-Champion, BMI) —To replace his hit country single "Hello Vietnam." Wright treats this Bill Phillips weeper to a warm, emotional reading. Miss Wells lends vocal support in the background. Flip: "I Love You For All The Heartaches" (Kitty Wells, BMI). Deca 31927

Hank Snow—The Count Down (Prod. by Chet Atkins) (Hanks, Music, BMI) —With his "We Cried A Mile" slipping down the country chart comes this up-tempo Snow ballad sure to pop market fast. Flip: "Isle of Sicily" (Silver Star, BMI). RCA Victor 8908

Jan Howard—Evil On Your Mind (Wilderness, BMI) —Another Howard production with clever lyric and fine vocal performance by Miss Howard. Big juke box potential for this top-of-the-chart contender. Flip: "Crying for Love" (Wilderness, BMI). Deca 31933

Geri Lynn—Forget Me (The Next Time Around) (Prod. by Law & Icone) (Cedarwood, BMI) —"Cramer" piano and steel guitar back the fine vocal work on this lyric ballad bemoaning a hopeless love affair. Flip: "My Lips Will Never Lie" (World, BMI). (What My Eyes May Show) (Seashell, BMI). Columbus 43574

Jan Howard—Evil On Your Mind (Wilderness, BMI) —Another Howard production with clever lyric and fine vocal performance by Miss Howard. Big juke box potential for this top-of-the-chart contender. Flip: "Crying for Love" (Wilderness, BMI). Deca 31933

Chart Spots—Predicted to reach the TOP SELLING RHYTHM & BLUES SINGLES Chart

Johnny Cash—Ring Of Fire (Columbia, CMI). COLUMBIA 4099
Barry Manilow—Kathy—Sing A Song (Sahakian, BMI). COLUMBIA 4099
Curtis Carter—I've Heard The Wind Blow Before (Fingerlake, BMI). RCA VICTOR 876
Sinnamon—To Be A Week (Central Sings, BMI). TOWER 257
Don Summers—You're Right (Kasen, BMI). ASHLET 171
Terry Torbeck—She Learns Something New Every Day (Rivco, BMI). IL 265

R&B SPOTLIGHTS

Top 10 Spots—Predicted to reach the top 10 of the R&B SINGLES Chart

Harry Starr—Step Into My World (Prod. by J & B Prod.) (Forst, BMI) —Exciting vocal by Starr on the "J & B" sound. Starr makes this a dual-threat disk for r&b and soul market. Flip: "Another Time, Another Place" (Forst, BMI). End 1129

Chart Spots—Predicted to reach the HOT 100 Chart
Come on Let's Go

the McCoys

Bang 522

A Feldman, Goldstein, Gottehrer Production

Bert Berns says...
This one will really break-up the charts

on top in '66 with.....
Meet Mrs. Miller.

You've been teased enough.

This is Mrs. Elva Miller, our newest vocal find, with her distinguished and well-mannered sound.

Mrs. Miller is a singer, a whistler, and a hummer. She is also a founder of the Foothill Drama and Choral Society, located near her Claremont, California home.

Mrs. Miller is not one to live in the past. Today's music is her music. Classics-to-be, such as "Downtown," "A Hard Day's Night," "These Boots Are Made For Walkin'," and "Let's Hang On" are inimitably rendered by Mrs. Miller in her new album. Thus, we believe, they now belong to the ages.

By that token, we at Capitol proudly introduce a new talent and a superlative musical document: "Mrs. Miller's Greatest Hits."
THE RIGHTEOUS BROTHERS
SOUL & INSPIRATION

SELLING LIKE THE SINGLE!
INITIAL ORDER 257,350...AND STILL POURING IN!

An ALBUM so big it was chosen to launch the new Blue Verve 5000 series!
Deejays at WREC, 'Knowledge Grads'

MEMPHIS — The personal appearance of the WREC's Knowledge Grads has had an influence upon sales of albums here, to be fairly knowledgeable about the music it plays. Air personalities are hired on the strength of their Knowledge Grads, said program director Fred Cook. "We also have a great respect for other people who've knowledgeable about music. So

STAPP'S SPEECH SPURS SWITCHES

CHICAGO — Jack Stapp, president of Tree Music publishing company and Dial Records, gave such a convincing speech here Monday (28) about company musical talent that two stations immediately switched formats. The stations were WJLM in Willoughby, Ohio, six miles from Cleveland, and WAQI, Atlanta. WJLM is owned by General Campbell and is president and general manager of both outlets. Campbell said Stapp's speech on the power of country music formats at small stations at the Mark Century seminar was so effective he was changing both stations to country music April 11.

WMPS Takes Care of Its Own

MEMPHIS — The WMPS artists have been the name of WMPS. The station is an 18,000 watt powerhouse in the WMPS market and the stations have been forced to use local talent in the market and WMPS, a Hot 100 outlet, has been in a position in displaying the ore to the world. "Wood chubby," by Sam the Sham and the Shmooz, a local group—was aired by the station when it was still on tape, said program director Hal Smith.

Normally, the station has a fairly tight playlist, but, in the case of local artists, this goes out the window. "If the sound is fairly good, we give their record exposure," Smith said. "But many of our local artists always do well in this area — automatic hits — people buy their records like mad." During the past year, such discs as C.C. Catch, the Gentry, Sun the Sham, Charles Rich, Junior Lee Lewis, Ace Cannon, Willie Mitchell and Donald Bryant, took over the air, and Smith said sales were phenomenal on sales of singles records, according to the latest Radio Research Survey of the market. (See RR chart.)

MUSIC PLANNING, as we've reported, will be a new study group of good local artists that last summer the station held a MAD (Memphis Artists Day). For 18 hours, the station spun nothing but the records of its local artists. Smith said he may repeat the event. Meanwhile, WMPS is the home of Sun Records and RKO Records and MEMPHIS is noted for recording first, among others, Elvis Presley and Johnny Cash. Presley still maintains a home there. WMPS, as No. 1 influence on singles sales, had 56 per cent of the votes of record dealers, distributors, one-stops, and national and local record company executives. Last year the station ranked second behind WHBQ.
First sign of Spring...  
...a great LP release from Liberty!

FILET OF SOUL • Jan & Dean • LST-7441/LRP-3441

HAWAII GOES A GO-GO • Martin Denny • LST-7445/LRP-3445

The JOHNNY MANN Singers • LST-7447/LRP-3447

BOBBY VEE • LST-7448/LRP-3448

VOLUME TWO • THE SOUND OF HER MAJESTY'S ROYAL MARINES • LST-7442/LRP-3449

LIBERTY... sounds great for '66!
SAN FRANCISCO—Pete Taylor, program director and operations manager of KFOG-FM Stereo, predicted that a stereo single record would be available for radio stations within a year.

"Listeners have invested a tremendous amount of money in equipment and they have every right to hear his records in stereo just like an AM listener," said Taylor. "Stereo radio is growing into a monster. KFOG-FM is doing great. At first, FM radio was sold to advertisers on the basis of being a quality medium because FM just didn't have the ratings. Now stereo stations are getting the ratings. As listeners are increasing, the product is going to have to be better—thus the stereo single to aid programming.

KFOG-FM placed third in influencing album sales in the San Francisco market per a March 26 Radio Response Ratings survey. Many record promoters feel it's an extremely valuable exposure medium for albums. "We're an Easy Listening format operation, but not frantic," said Taylor. The 24-hour station will break from its format, for example, a record artist (Continued on page 29)

Johnny Canton has been promoted to music director at WXYZ, Cleveland, to handle his day-to-day duties. Neale (Moon) Mullins has been promoted to manager, KKCN, the powerhouse country music station in Kansas City, Mo., for additional responsibilities.

** **

SCOTT REGEN, aire personality at WKNR, Detroit, chats with Martha, of Martha and the Vandellas, as she prepares for her 7:10 p.m. nightlined Simon and Garfunkel show. Other guests have included The Band and the Isley Brothers.

** **

Dave Mecklenburg, formerly of KYNO, has been promoted to program director for KOI, Seattle, and replaces Hal Hatfield. Also new with KOI are Dick Burke, station manager and Bob Watson, program director. At KDIN, Denver, Jim O'Brien, former PD, KLIF, Dallas, is now holding down a noon to 3 p.m. slot and Jim Heath, who recently sold his air studio, Keown Media, handles the all-night period.

Time for specials. The April 2 issue contained some trend, wrap-up type stories: the story on country music left both San Diego, Calif., and KKCN, Kansas City, Kan., both of whom are tremendous powers in the country music field. WWK in Wheeling, W. Va., contributes a Jan. 14 show to show that while country WWVA is strong in the morning, WKKW regains top positions in the morning hours. Next, George Armstrong of WHB, Kansas City, Mo., telephone to commend the station with the all its a hot 100 format. Incidentally, brought up to date the Gavin Programming Conference that the station has conducted again. Ken Burkhardt of WRV, Greenville, pointed to Cincinnati and Kentucky as prime examples.

KBTR, Denver, has added two more hours of local newscasts—formerly WAMA in Chicago, and Bud Ballon, formerly of WDBO, Tampa, to the line-up. Dick Boyer has joined the air for machine that will be formerly WSPD, Toledo. Jack Planker has been elected vice-president of Republic Broadcasting Co. The station's newstrand name is "News and Weather Co..

Don Schrack has been appointed marketing director of WRU, Wicker Park, in its woo- dward operating at Oshkosh, Wisconsin. Schrack said he will be responsible for the Hot 100 singles desperately to WPXO, Lincoln City, Ore.

Radio stations who like sheet music copies of "The Ballad of Davy Crockett" may by the MCA Music, Inc., 507 Madison Ave., New York, N.Y. 10022. New material. The station is now hosting an RBX radio program on WNOJ, Niles, Ohio.

Dave Rabton, formerly with WLS, Chicago, and WQCM, Miami, is now with WRU, Cincinnati. He is vice-president and general manager of the Roy H. Park Broadcasting of Virginia, Inc., and WOCD-FM in Richmond, Va., which currently serves Kings Dominion and helped KKKN of Kansas City set up a "Child You Believe" contest to boost the new Kerry Nagy record "Children, You Believe." Fans who have a fantastic story of a child that the record inspires can show a saddle-billed gal lardine that shoots 742 people. You may have a child they believe you got a copy of the record?
All-Request Radio Is Asking for Higher Ratings on West Coast

Barrett was free in discussing how his station operated its request operation; Larry Graniss of KWIZ was tight lipped. KRLA tabulated phone calls every three hours and worked out its playlist on a popularity basis. Morning requests were for "obvious," any song out more than one month; in the evening listeners asked for current chart singles. Based on the USC analysis, KRLA used the promo spot. "KRLA adds the music ingredient—you to its programming." The station used eight part-timers and four staff members to handle phones and tabulate requests on the weekend.

KCOH Show Highlights Record Talent

KCOH, Houston 1350 outlet, celebrated the coming of spring recently with a spectacular show at the Coliseum...a show seen by 7,851. Program Director Casey Cunningham termed it as a fantastically successful promotion of not only the station and its air personalities, who served as emcees, but of the pictures. The heroes here demonstrate some of the musical action.

Stations by Format

1950s, 1960s Station

Daxtome, Music format: Pro-Standard (1950). Special programs: Christmas from College Basketball. Lee Cook is director of Camden news dept. Special equipment: Mobile unit. Camden, news at 55 past the 6th, headlines on the half hr. 1:15, network news at noon. New records are selected for airplay by committee of station personnel. Special promotions: Field recording, personal appearance on M.F. Golf game. M. Cook, Exec. press. Terry Bill: Send 4 copies of 45's and 3 copies of LP's to Mr. Bill, Chipita Plaza Hotel, 373 S. Main, Memphis, Tenn. 38101. Phone: (901) 724-1641. WRBC, 17,000 watts. CBS affiliate. On the air 24 hrs. a day. Owned by Camel Broadcasting Service. Music format: Pro-Standard (1950). Special programming: "Zero Hour" with Fred Cook and John Powell, talk show with guests, sing. etc. 1:15-2:00 p.m. M.F. "Garden Tips," on Radio Three interval specials on plants, 9-11 a.m. Sat. "Memphis Public Affairs Forum," on WCBM, 1:15-2:00 p.m. M.F. "Children's Hour," on WIS. 8:00-9:00 p.m. M.F. "This Is Your Night," on WDTN, 9:15-10:00 p.m. M.F. "Memphis Dusk," on WBT, 10:00-11:00 p.m. M.F.

KCOH 5,000 watts. ABC affiliate.

RADIO-TV PROGRAMMING

KCOH Show Highlights Record Talent

KCOH, Houston 1350 outlet, celebrated the coming of spring recently with a spectacular show at the Coliseum...a show seen by 7,851. Program Director Casey Cunningham termed it as a fantastically successful promotion of not only the station and its air personalities, who served as emcees, but of the pictures. The heroes here demonstrate some of the musical action.

zip code SPEEDS YOUR PARCELS

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

APRIL 16, 1966, BILLBOARD
The artist is VIC DANA
The song is I LOVE YOU DROPS
The fact is IT'S A SMASH!
Deutsche Vogue in Vogue Abroad

By ANDRE DE VKEY

LONDON—J.J. Finstralwer, managing director of one of Germany’s younger and more vigorous record companies, Deutsche Vogue, reports business up by 119 percent in 1966, and for the year, has already exceeded its total for 1965. The company’s artist Udo Jurgens won the German “Reichsmusikpreis” for the best record of the year. It is essentially a behind-the-scenes man who works from an office in Munich, but in the business, his attitude and ability to get along with and understand young and enthusiastic personnel, has resulted in a bumper year for 1965 for the German company of Vogue International Industries of West Berlin in France—the other major affiliate, of which Jean Ceau is the head. Another Vogue company is located in Brussels. Last year’s progress was being carried on into the first quarter of 1966. Vogue, which has year moved into a new office in Munich, outside Cologne, has doubled its pressing capacity and extended their office block. The baby of the company, the recently formed Belmondo-Story Co., has celebrated its first No. 1 hit in the U.S. with “My Love” and is currently negotiating with Criterion Music for “Boots.” Jurgens, who has been with Vogue, and the Radio Luxembourg Golden Lion award for his management of the songs he sold in 1965 with his best-seller, “Siebsten Jahre Brautlos Haar” (Seven Years of Blindness), Petula Clark also won this award. Vogue was also the company that sold “Jenny Lea” leased by Vogue in Germany which led the German hit parade for nine weeks. British artist Chris Andrew held No. 1 for Vogue also for two months with “Yesterday Man,” for which the artist will receive a golden record. Andrew’s “To Whom It Concerns”—his latest release—is currently at No. 3. Deutsche Vogue quickly released “Boots” in English by Amanda Lear and have also notched up successes with Sandie Shaw, Frank Carroll, the Ventures, Pat Boone and the Overlanders. On L.P., Billy Vaughn is a consistent seller with his singles “Karen” (Vogue), “I Fly” (M.C.E.), “Tabitha” and “Bird, Gene Norman and Pallete.” J. J. Finstralwer and his international director Lawrence Yaskiell will visit the U.S. April 18 to 25 and May. They will be in New York April 25-29, and in L.A. May 1-5, to confer with licenses and publishing affiliates.

Toshiba Records Surge Bucking The Business Decline in Japan

Tokyo — At the recent branch managers’ conference, Toshiba Records (EMI) reviewed its business for the latter half of 1965 to March 31, 1966, and also discussed promotional plans for 1967. During the term ending March 31, 1966, Japan’s general business dip, a great number of Japanese popular songs has been added, to the total unexpectation of the label’s executives. These include: Takyu Jo’s “Love Me Deep,” which has sold well over 7,000,000. The song “Drinking Song,” by Koito Matsumo, “The Full Moon in Hokkaido,” by Hachiro Iizawa; “My Sweet Wish,” by Isawa Bito; “San An Beach,” by the Ranchers. Although exact figures are not yet available, the sales of Japanese pops have increased by two million copies per annum this year, as well as the same term last year. The total record sales Japanese and overseas have soared up to 2.92 billion yen ($11,111,111) greatly surpassing the original quota of 2.5 billion yen ($9,444,444). Regarding international records, the Ventures’ "Caravan," "Davy Jones," "Ole," "Cruel Sea," "The Ballad," "Help," and "We Can Work It Out," Claude Clark's "The Red Lanterns," "Danny's Theme," the Animals' "Don't Let Me Be Misunderstood," "Soul cupboard," "Dynamite." Numerous echings by Honolulu bands, such as the Beach Boys have registered remarkable sales and are still going strong.

No Dip Indicated

The total of Japanese records sold against internationals is 29 percent per annum, as a result of the preceding six-month period was Japanese 20 per cent versus internationals, 80 per cent. This does not, however, mean any dip in international sales, since the sales have shown up spectacular results. Classical accounts for 11 to 12 per cent, and pop

British TV Series Lures American Headline Acts

LONDON — Nancy Sinatra, Johnny Mathis, Eddy Arnold, the Every Boys and Trini Lopez have been among American top-notch headliners heading to Britain for film inserts in the TV series “Hippodrome.”

Hippodrome is being made by Rediffusion-T.V. for U.S. transmission on the CBS network through the summer, starting July 5. British viewers will see it in the fall but a starting date has not yet been fixed.

Nancy Sinatra will tape her parts for the series on April 25 and 26—the same days Eddy Arnold and comedian Woody Allen. She arrives on April 24 and returns to the U.S. four days later without undertaking any other appearances.

For national distribution for the show on April 18 and 19; the Every Boys on May 1-3; and Johnny Mathis on May 30-31. British acts known to be booked are Lenny Welch and the groups include Lulu (April 18 and 19) and Paul and Barry Ryan (25 and 26).

Eddy Arnold, whose current hit "Make the World Go Away" has now sold 250,000 copies in Britain, will be back in London again on May 29 for a week to undertake TV appearances. Arnold’s next record here will be "I'm Foxing You," penned by another RCA Victor songwriter, Henry Powers, whose date has not yet been fixed.

Finnegan Man on Move

OSLO—Larry Finnegan, 27, American-born singer now living in Stockholm, visited here this week to promote his new record, "Good Morning, Year," on RCA Victor’s parent label.

Earlier this year Finnegan set up his own indie record company, Savan-American, and has already paced Scandinavia’s most popular vocal quartet, the Sven-Ingers, on his label. Sven-Ingers sings in their own family rock ‘n’ roll style; their first issue on the new label is "Bardomshemmet Kristina Fran Vilhelmina." They were on Philips before. Now Philips also has issued "Bardomshemmet" and "Jenta a ja." The current Sven-Ingers Philips hit, "Sag line nes," is presently third on the Norwegian Hit Parade.

Finnegan’s records will be distributed in Scandinavia by EMI companies here, and in Norway by Carl M. Iversen.

He sings in the country style and is also a successful songwriter, working as an EMI staff writer in both the import and manufacturing areas. RJS is a new Canadian representatives of Art-Phyl Creations, Inc. of Newark, N.J., importing Art-Phyl record racks and stands into Canada for independent distribution. RJS is also setting up manufacture of its own line of record racks, labeled "House of Stones," and is entering the market with a wire rack in a new design similar to that of a browser box. The rack will be offered both as a premium offer and at retail. Distribution to record dealers, etc., will be through a major record company, which department and distribution will be serviced by independent hardware and houseware jockeys.

April 16, 1966, BILLBOARD
IT'S A BIRD! IT'S A PLANE! IT'S A HIT!

"Superman' is fun...it is easily the best musical so far this season...it would be enjoyable in any season."
—Stanley Kauffmann, New York Times

The Sound of Superman. On COLUMBIA RECORDS®
INTERNATIONAL NEWS REPORTS

**Philips on 7-Month Hot Streak**

By CHRIS HUCHINS

LONDON — Philips Records has taken a surprising leap in Britain in the past seven months. Though it started 1965 in a poor way and faced even worse prospects with the loss, in the middle of the year, of the CBS catalog, the company took on a surprising spurt from September to December when they achieved more than 50 per cent of the year's sales. In fact, according to a claim by Philips' managing director Leslie Gould, Philips and Pye were the only two companies in Britain which showed increased sales figures in the year.

And this year Philips' sales are 45 per cent up. The company began 1966 with a No. 1 singles hit, "Keep on Running," which sold 500,000 copies by the Spencer Davis group. This was closely followed in the hit parade by the 4 Seasons' "Let's Hang On!" and the Walker Brothers' "My Ship Is Coming In." The Walkers have since achieved an even greater hit with another Philips chart topper, "The Sun Ain't Gonna Shine Any More" — the No. 1 record at the same time another Philips release, Bob Lind's "Elastic Butterfly," was No. 3.

Four other singles — by Roger Miller, the Pretty Things, Joan Baez and the Mindbenders — gave Philips a total of seven positions in the Top 30 at one stage. In mid-January, Gould announced that his sales figures were already 20 per cent over those of January 1965, and he correctly predicted the month would finish at least 50 per cent over.

**Big Selling LPs**

The company also has big-selling albums by Dusty Springfield, the Walker Brothers, the Spencer Davis group and Joan Baez. The Dusty Springfield LP issued six months ago has sold more than 60,000 and looks like it'll reach easily the 100,000 target set for its first year of release — a big achievement for a girl singer in Britain, particularly as Dusty has been selling records as a solo artist for almost three years.

So, obviously, Philips has not felt a draft by losing CBS. Gould put this down to the pressure now placed on the label's own talent. "We spent about $800,000 in 1964 and 1965 on recording, advertising and promoting our British artists, but the push has only been felt since we lost the CBS catalog.

"However, I think that a major factor is that in March of last year we began 100 per cent direct distribution. We were the first British record company to do it and the fact that both EMI and Decca are following our lead is surely an indication of the success of this move.

**Push in One Area**

"It helps us because we can push records in a particular area, whereas when we sold records to a wholesaler we had no idea where he was selling them, we now know in which towns we are selling which records from day to day. For example, the current Mindbenders' hit was doing extremely well in northern cities so we concentrated all our promotion in the South.

"We are able to follow our product right through to the consumer now which is very important. Also, as most of the distribution lay in the hands of our competitors it could hardly have been otherwise."

**Big Battle Seen**

With EMI and Decca due to follow Philips' lead in the 100 per cent direct distribution this year, Gould predicted "Quite a distribution battle in the British industry. But he dismissed the idea of cutthroat tactics.

"We are selling music and if one of us doesn't have what the public wants then it won't sell if we reduce the price of an LP to $1 or even 50 cents. I don't intend re-issuing our albums at a low price as one of our competitors has done. I have heard it said of their $2 albums that they know the value of their product. We certainly cannot make a Dusty Springfield LP and sell it at that price.

"I cannot see the price of records coming down back. The cost price of the relevant label has gone up 10 per cent in the last two years. Whereas we had 42 hour weeks, our staffs now

Rollins Out; Coleman Stars

SAN REMO — Ornette Coleman's appearance on the first evening of the 11th Jazz Festival at the Casino proved to be the top attraction. Sonny Rollins, who had top billing for the second evening, failed to arrive without explanation.

The Coleman trio included David Izenozuko on the bass and Charlie Moffett on the drums. They easily topped the Oscar Peterson Trio (with Sam Jones, bass, and Louis Hayes, drums) on the same program. The initial groupings also included the French group of Jeff Gilson, with Nathan Davis at the sax among five other French musicians.

Closing program, without Rollins, included two Italian groups, those of Franco D'Andrea and Guido Mannaardi, the Steve Lacy Quartet and saxophonist Booker Ervin. An Italian sax player, Enrico Rava, whom Lacy recently picked up in London, provided one of the highlights of the program. The Mannaardi group included two Swedes to add to the international note of the festival.

(Continued on page 36)
Dear Aunt Myrtle:

They love Chris Montez like a son down at Herbie's place on Sunset Strip. Well, he's so damn decent, you know; so very agreeable and just a nice young guy.

A&M doesn't sign people they don't like. That's why A&M is a sort of family label, as well as being rich and all that. So here's Chris Montez, like anyone's favorite child, grinning and polite and shy, making hit records as well as being nice.

Some kids have all the luck . . .

I first saw the boy on a Beatle tour in Europe, about three hundred years ago and he was good even then. Then I heard this melodious girl's voice singing a pretty song named "Call Me" and I thought the jockey said "Miss Montez" and I said to myself—like you do when you're alone—"I didn't know she was still around," not having seen her since those old movies with Jon Hall.

Of course, it turns out to be Chris Montez, and we all know he's a male. Also, "Call Me" was a hit and that's a help.

Chris Montez is a very good performer. He has charm, a great sense of music and he started early enough to learn the trade in the middle years of rock 'n' roll when he, in line with everyone else, was recording numbers like: "She's My Rocking Baby."

Now with many tours, several hits, (remember "Let's Dance," million seller and British silver disc winner?) a London Palladium appearance and substantial songwriting experience behind him, he has made a very delightful album for these light, bright evenings.

We hope you like it.

P.S. Please find photo enclosed of . . .

Mr. Chris Montez

P.P.S. His new single release is

The More I See You

b/w

YOU, I LOVE YOU

A&M 796

Derek Taylor

www.americanradiohistory.com
AMSTERDAM

Ten days after the wedding of Crownprincess Beatrix to Claus van Amsberg, Philippe could receive a highlights recording of this historic day. The record includes a comedy sketch by Dutch cafe owner Paul van Vliet, leader of cabaret group Pappaj. The group made its first LP for Philips, released this week at The Hague.

American-Dutch vocal entertainer Ronnie Tober, who was raised in Albany, N.J., and who returned to Holland in 1964, is succeeding with his first album on Philips, entitled "The Ronnie Tober Show." The popular Dutch Swing College Band, Holland's perennial jazz band, made a single of two songs from the "Mary Poppins" musical, "Supercali..." and "A Spoonful of Sugar" on Philips. In Mercury's Littlelight jazz series, the highly praised Roland Klusk album, "Rip, Rip and Panic," was released by Phonogram. The album features Ervin Jones drums. Also on U.S. Mercury, Phonogram put the album of comedy team Mike Nichols and Elaine May on the market. The Lannic France Co., which released a fortieth anniversary first in its recording of the popular jazz singer Shirley "Georgia" and b-w, the Dutch version of "Ce Soir Je l'Attends," will release more singles on its Reelax label, with Canadian Ronnie Fraser, Dutch-Spanish Katinka and two Dutch beat groups.

A highlights in the classical repertoire of Columbia and HMV, is the selection, "Emotive Ad Muses," LP series featuring big artists and orchestras such as the Philadelphia Orchestra, the Berliner Philharmonic, Vannioli di Roma, Andrea Vandermeulen, Colin Davis, Simon Rattle, Leonard Cooper, Igor Markevich and many others. Capital expanded its "Greatest" series with six LPs containing the best recordings of such big singers as Francesco Sinatza, Jonna Jones, T. Emre Ford and the Andrew Sisters. Sales of Atlantic artists such as Otis Redding and Wilson Pickney are moving upwards. The 45th style of the latter artist is catching on strongly, especially with his "83-1758" single. Stateide has high hopes for Norma Tanyme's "Walkin My Cat Named Dog," which hit the stands last week. CBS local releases in the popular LP field continue to sell well. The Killums Hawaiian album, "Farewell Hawaii," and the Down Town Jazzband's "Dixieland Festival" on stores will be released within a short time.

BAS HAGEMAN

CHICAGO

WSDM, the world's greatest FM station, is offering local record promotion men the services of the Dollar Lemon, psychiatric director. Jerry Gregors is producing George Paul is directing the latest WKBP-TV musical special called "Kissed By The Man On The Moon." MGM's "The Killums Hawaiian Album" LP is receiving high praise in Chicago. RCA Victor scored a big hit with Georges Brassens' album of which rarely find one of his albums in a record store in his home town, Western Spring, Ill. In France, an award winning pianist Bill Evans ("Concerto Pour Mon Ami") who opens at the London House on the 19th, has received a special memorial to the shuttering New York Metropolitan Opera House. Arto Gireath's release, "Oscar Levante," is now on many home record stores. Also on Verne's "Jaye Andrea"" singing music "Till Dawn," on WBBM, is celebrating its one-year anniversary on the 14th. On the 25th, RCA's "Introducing the New Moon" is released. Mercury's "Dawn Song" is now on the market. RCA's "Old Joe" and "Eve N' The Moon" is now on the market. Decca's "High Society" is now on the market. Mercury's "High Society" is now on the market. He Who Can't Sing Is a Fool, a label handling dance bands, will have its new LP early this week.

Musk Show.

HAMBURG

The Star Club label is introducing a new LP "Teenage Hits" and "The Zodiac. The Fontana label offers "Teenage Hits" with the "Blizzards." Douglas Records, Schlagzeugproduktionen, Hanover, has taken over from the Elite label, the West Germany's new special. German received 15,000 fans in the five weeks since its first "Teenage Hits" from east Germany is "Ernst Renders." And Vicky is still a schoolgirl with homework to do, Daniel, another of Germany's top hit singles now in the process of cutting their first couple of hits. The labels, "Teenage Hits," for CBS, are now on chart. Vicky has only exploded a bombshell for her fans; for Daniel, music is just hobby, and his heart is set on studying medicine and becoming a doctor. Polydor has a slick of top teen talent now in the process of cutting their first couple of hits for the "Teenage Hits." Decca's "Vogue" is new to the markets and RCA's "Old Joe" is now on the market. RCA's "Old Joe" and "Eve N' The Moon" is now on the market. Mercury's "High Society" is now on the market. He Who Can't Sing Is a Fool, a label handling dance bands, will have its new LP early this week. RCA has signed ex-Gil Bill Ramsey and his band was due at the end of the month but has already been scrapped due to a singer career, being "In My Kate Maj."

ALFRED ANDERSON

LOS ANGELES

Arvin Records has picked up its roster by signing the Cascades, an L.A. vocal group headed by Andy Dixita; former Liberty star man and Cascades manager, who has been out of work for a five year period. The roster is now being strengthened with the signing of the Davey Lee Trio, and the Hide-Aways, an instrumentals outfit which has a group consisting of three of the same singer, 5 and 2 months ago, signed to the label. Another independent producer, Larry Page, who is currently working on a special release for his Page One Records imprint, has announced that he provides three singles a month for release on Fontana and is free to sign new artists for other territories. Philips handed a five year option (5) for Philadelphia bandleader Oscar Peterson, Dee Dee Warwick and Greg Lake of Emerson, Lake & Palmer.

CHRIS HUTCHINS

INTERNATIONAL BUYER'S GUIDE of the music-record industry

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- INDEPENDENT RECORD PRODUCERS (Please list label credits)

- MUSIC PUBLISHERS (Please list licensing affiliation)

- SPECIAL MUSIC JOBbers

- RECORD DEALER ACCESSORIES & SUPPLY

- RECORDS RETAILERS, WHOLESALE & MAIL ORDER

- IMPORTERS & EXPORTERS (Please list hand selected labels)

- EXPORTERS & IMPORTERS (Please list hand selected labels)

- MUSICIOIISTS ORGANIZATIONS

- TRADE ASSOCIATIONS

- PHOTOGRAPHIC MANUFACTURERS

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APRIL 16, 1966, BILLBOARD

www.americanradiohistory.com
WATCH for “The John Gary Show” starting June 15 on network TV

LISTEN to John’s Latest Single “Don’t Let the Music Play” c/w “You Don’t Know Me” #8806.

His own TV show plus his recent guest appearances with Danny Kaye will create sales for you.

RCA VICTOR
® The most trusted name in sound
**LEADING IN RECORDS**

Coming out fast in publishing in NORWAY

**NOR-DISC A/S**

Oslo, 3

---

**Philips on Long Hot Streak**

Continued from page 33

Two ago has pushed up recording expenses tremendously.

Gould emphasized that the British industry had no factory pressing problems as long as the arrangement between all the major companies to help each other exists. If we have the three records it means that someone else has not, so they have facilities standing by idle unless they order for our pressing. In the early part of 1961 we presented many thousands of records for EMI, but they have also done the same for us.

He said that he pleased with his American product with arul and appeared his 4 Seasons, and on albums Jerry Lee, who's collection provided big-selling rec-

ords with the product of Les Swingle Singers (France), Horst Frank (German), Swim Swing College Band (Holland) and Nana Mouskouri (Greece).

Specializing in jazz, folk and Irish and Scottish music the Fontana label continues to grow in strength: "We have jazz coming out of our ears," Gould said.

With the almost brilliant prospects of 1966, the company organized a major push on classical records under a campaign titled "Philips 66." This catalog in 66 albums of major works chosen by the critics to enhance the quality of their performance and recording.

Mike Philips' Wing budget line have proved particularly promising in the last six months.

---

**2 Teen-Agers Protest Radio Ban of Tunes**

DUBLIN — Two teen-agers picnicked Radio Eireann's studio in a protest against the station's decision to ban the popular songs in the sponsored programs. The reason given by R. E. is that they have "too many songs of our own planning and they wish to avoid duplication by sponsors.

The teen-agers carried picnickers reading "Let the Songs of Our Heroes Live" and "Ban Bombs, Not Ballads" and described the ban as "a disgrace." They added that although they did not represent any organized group, they hoped to gain support.

One of the discs immediately affected is "Freedom Song" (CBS), written by Tommy Makem, and recorded by himself and the Clancy Brothers.

---

Far West" was the winning song in the annual children's song contest at Bolinas, Calif., this year. The institute has put out its own LP this year, while another has been issued independently with the children's chorus used in competition. Price is selling Shire's being introduced in Italian by RCA here. With the Italian program of Italy, one in April, another in August, although Italian artist-U.S. star, he has spent his life in Belgium where his father worked.
Johnny Bennett sings, and Avant Garde records. An exciting new album, *WHEN YOU WALK INTO THE ROOM*... and when you do, the room is filled with the swinging sounds of Johnny singing *LOVELY*, from the MGM film "The Singing Nun". We feel that *LOVELY* is destined to be a hit and have recorded it on a single (B/w *Prisoner of Love*). The single is available now and the album will be released soon—don't miss this new kind of excitement.

AVANT GARDE RECORDS INC.
250 WEST 57TH STREET • NEW YORK, N.Y. 10019
THE STANDELLS

HAVE A

STONE SMASH

DIRTY WATER
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label &amp; Co.</th>
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<tbody>
<tr>
<td>1</td>
<td>BALLADS OF THE GREEN BERYLLS</td>
<td>Stu. Byrds, Columbia CL 3256 (40)</td>
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<td>2</td>
<td>WHIPPED CREAM &amp; OTHER DELIGHTS</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>3</td>
<td>THE JOURNEYMAN'S SONG</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>SOUTH OF THE BORDER</td>
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<td>5</td>
<td>THE BEST OF THE ANIMALS</td>
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<td>6</td>
<td>SPANISH EYES</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>7</td>
<td>JUST LIKE YOU</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>8</td>
<td>THE DAVE CLARK FIVES</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>9</td>
<td>RUBBER SOUL OF ME</td>
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<td>MY NAME IS BARBRA, TWO</td>
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<td>11</td>
<td>THE LONELY BULL</td>
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<td>HANG ON RAMSEY</td>
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<td>SEPTEMBER BLACKEN YEARS</td>
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<td>14</td>
<td>THE BEST OF HERMAN'S HERMITS</td>
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<td>THE MIRACLES GOING TO A GO-Go</td>
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<td>TEMPTIN'-TEMPATIONS</td>
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<td>17</td>
<td>MY WORLD</td>
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<td>18</td>
<td>ROGER MILLER/GOLDEN HITS</td>
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<td>19</td>
<td>SUPREME'S LIVE AT THE COPA</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>20</td>
<td>THE 4 SEASONS COLD VAULT OF HITS</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>21</td>
<td>THAT WAS THEN, THIS IS NOW</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>22</td>
<td>ANDY WILLIAMS' NEWEST HITS</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>23</td>
<td>BACK TO BACK</td>
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<td>DECEMBER'S CHILDREN</td>
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<td>HELP</td>
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<td>THE IN CROWD</td>
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<td>27</td>
<td>MARY POPPINS</td>
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<td>MY FAIR LADY</td>
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<td>TURN! TURN! TURN!</td>
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<td>30</td>
<td>A MAN AND HIS MUSIC</td>
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<td>31</td>
<td>THUNDERBALL</td>
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<td>ZOBA THE GENIUS</td>
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<td>MUSHERMAN</td>
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<td>MANTOVANI MAGIC</td>
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<td>36</td>
<td>WHERE THE ACTION IS!</td>
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<td>37</td>
<td>IT'S MAGIC</td>
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<td>38</td>
<td>THEY'RE PLAYING OUR SONG</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>39</td>
<td>OUT OF OUR HEADS</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>40</td>
<td>FROM BROADWAY WITH LOVE</td>
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<td>41</td>
<td>CRYING TIME</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>42</td>
<td>SEE WHAT TOMORROW BRINGS</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>43</td>
<td>WHY IS THERE AIR?</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>44</td>
<td>MY CHERIE</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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<td>45</td>
<td>HOUSTON</td>
<td>Byrds, Columbia CL 3256 (40)</td>
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Compiled from national retail sales and radio stations display by the Music Popularity Dept. of Record Market Research, Billboard.
Spring is the time when a record fan's fancy turns to thoughts of new Epic albums!
ALBUM REVIEWS (continued)

BREAKOUT ALBUMS

* NATIONAL BREAKOUTS

BIG HITS (HIGH TIDE AND GREEN GRASS) . . .

Rolling Stones, London NPL (M): NPS-1 (5)

An excellent performance, well recorded, with its sale aided by humorously attractive packaging and price.

NEW ACTION LP's

These new albums, not yet on Billboard's Top LP's Chart.

The world's top talent artist, and are doing business.

THE SONNY SIDE OF CHER . . .

Imperial LP 13021 (M); LP 13921 (S)

LOW PRICE CLASSICAL SPOTLIGHT

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.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Bill-
board's Review Panel, and its sales potential is rated
within its category of music. Full reviews are presented for Spotlight Picks or Special Merit to the eight most promising albums. LP's are listed under their respective categories.

SINGING NUN

Soundtrack, RCA 18-7175 (M): 514-7175 (S)

LOOK OUT FOR THE CHEETER . . .

Bob Krikin & The In-Men, Musicland USA LP 3000 (S); LP 3000 (S)

THE SMOTHERS BROTHERS PLAY IT STRAIGHT . . .

Exclusively Original--Television Soundtrack Album "BATSMAH" . . .

LOW PRICE CLASSICAL SPOTLIGHT

SPECIAL MERIT PickS

MOZART QUINTERs

The Giller String Quartet (Pizzicato), Evergreen SRV-194 (M), SRV-1945 (S)

The gitter of the Mozart Quinlats is given the nod, center in the center, with the Mozart Giller Quinlats. All music is square, and the proper place to the works of Mozart, the quartets of the quartets, and the symphonies of the symphonies. The quartets are perfect, and the symphonies are complete. Both are a must.

LOW PRICE CLASSICAL SPOTLIGHT

A MOZART DIVERTIMENTe

Pre Arto Orchestra of London (Master-
marks). Evergreen SRV-186 (M) 1865S (S)

Some of Mozart's lighter works have been for ever ignored. The "Divertissement" contains a finely selected portion of Mozart's music. This is a unique and interesting little album. The Pre Arto Orchestra of London is first-rate.

LOW PRICE POP SPOTLIGHT

MADONNA /THE GREATEST DANCE BANDS

Harmony HS 12724 (M): HS 11724 (S)

Mary Lou Elagat's top English recording has been taken from that for the last few months. The rhythm is well, and the music is good. The band is well, and the music is good. The band is perfect.

LOW PRICE POP POP SPOTLIGHT

FOR Fun

Beatles, London NPL (M): NPS-1 (5)

An excellent performance, well recorded, with its sale aided by humorously attractive packaging and price.

HAROLD SING POSTHUMUS

Conquers Harold Aronson is a veteran with a voice that's quite unique. The album is a beautiful combination of songs that could prove a strong seller for dealers.

COUNTRY SPECIAL MERIT

MOTHER MATTHEW CARTE--A LIVING LEGEND

Columbia CL 2475 (M): CS 9275 (S)

This is a complete product that Mother Matthew Carter has served up in album form. It's a smooth, well-projected album, and the music is good. The band is perfect.

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
Four-Star Albums

The four-star rating is awarded to new albums with sufficient commercial potential in their respective categories to merit being sought out by music enthusiasts and rack collectors handling that category.

Comedy

The Adventures of Batman & Robin

Alien & Road, Mercury SIG 3157 (5)

SOMETHING WITH STRINGS

TOMMY DORSEY A MAN AND HIS TROMBONE

Culver & His Orchestra, Culpas 498 (4) Culpas 498 (8)

Enduring Songs

WINDS ON VELVET

Ellie Lawrence & His Orchestra, Survey 1018 (5)

Low Price Popular

LOVE'S AROUND

Mozart Quartet, Four Members of the London Quarterly, Survey 9137 (5)

Country

The Country Gentleman

Lullaby, RBL 1758 (5)

Low Price Country

Ray Price Collector's Choice

Harmony, H. 1127 (5) H. 1117 (10)

Classical

Bach: Violin and Piano Sonatas Complete (447-473)

David Oistrakh, Felix Bloch-Thomas, SIG 3406 (5) SIG 3406 (9)

PROKOFIEV: STONE FLOWER

Orchestre de la Salle Rembert, London CAS 4189 (5) CAS 4189 (10)

MOZART: QUINTETS; THE HUNT; THE DISCONSOLATE

Netherlands Chamber Quartet, Decca DL 2272 (5) DL 2318 (8)

Wind Instruments of the Baroque Period

Jamey Aebersold, watch M. 9027 (5) M. 9027 (10)

Court Concert

Chamber Orchestra of the Brodsky, watch M. 9023 (5) M. 9023 (8)

The Jazz Beat

Continued from page 20

Jones is scoring "Waltz, Don't Run" for Sue Miller. Peggy Lee is doing "Snowbird" for the title role. Lalo Schifrin is scoring Columbia's "The Midnight Cowboy." Andre Previn is writing music for "Anyone Can Win." and Neil Hefti is scoring "The Hour of the Devil." Both are UA releases.

Mrs. Eddie Anderson of Water- lous, Inc., has assigned her jazz collection's records which she wants to sell prior to a retirement trip with her husband's friend address is 1000 Independence Avenue, Waterlous, La. 50732.

Santa Claus is也就是说 "Happening at Billboard" in Long Beach, N. Y., incorporated jazz at its Fri- day evening service, April 8, one of the first symphonies on the de- livery to blend jazz with a Hebrew ceremony. Rabbi Bernard Klafkin and Cantor Richard Botton worked on the program which featured a professional combo and choir.

Pacific Jazz Records has in- luded double-jacket packaging on all it's JCP releases by the Jazz Crusaders, Gil Fuller-James Moody & Gerry Mulligan. Larry Young finalized the sound. Other jazz artists are already working on extra book for lavish packaging are Lonnie and Imperial.

Brandon to Release "Stravinsky" Portrait

NEW YORK—Brandon Films will release "Stravinsky," a 55-minute informal film portrait of the dean of modern composers. The film will be available to non-theatrical educational and community film users. Included in the film is the maestro recording his "Symphony of Psalms" with the CBC Symphony Orchestra and the Festival Singers in Massey Hall, Toronto. The filming of the re- cording session was made with the co-operation and assistance of Columbia Records.
NEW YORK—Outlets for classical records in the metropolitan area vary in use of special promotions to get results, a survey shows.

Dealers depend mainly on their stocks which range from the highly specialized to the complete catalog.

Sam Goody’s uses a premium of 25 and 30 cents on specific disks and sets for its fighters to help promote sales. Goody’s boosts the complete Schwartz catalog and as Goody says, “Who else has the space?”

The idea of classical sales in the discount record chain are helped by the special sales rotated among different labels.

Goody’s requires its patrons to present its newspaper advertisements for sale benefits.

E. J. Korvet’s, its mass retailer, carries and promotes a full classical line as a community service, David Rothfield, division sales manager, notes.

Promotions include scheduled April 23 appearances at the Fifth Avenue branch by Frances Corell and Birgit Nilsson of Angel.

Display Shows

A regular feature is a record display of the week’s pick at the Metropolitan Opera. Opera costumes have been displayed in the windows.

The classical line is featured at all 41 branches. Rothfield points out there are students in every community who are interested in classical music.

The chain frequently holds obscure works to “get off the ground” through special sales.

Rothfield says the chain feels so strongly about stimulating classical sales it often invites people to try out certain records by permitting return with full refund.

A weekly Sunday night WOR classical radio show helps all dealers and pushes classical linear as a community service, such as college orchestras, says Rothfield.

Live music concert shows are planned for the Douglas, L. I. and New York center, another example of the firm’s efforts to become more a part of community life.

At the Empire State Building branch of the Fifth Avenue Card Shop, the only store in the chain still selling records. David Cohen says special promotions are pegged on concerts, concerts, celebrations, concert series and just about everything else that will stimulate sales.

However, he finds classical music can’t be “pushed like jazz. The store visitors to the many out-of-towners who visit the landmark.

Cites Instinct

Ben Karol of King Karol dealers describes special promotions. “It’s difficult to promote classical records. The repertory is too big, the prices are too high. What they want before they get to the store. Inventory determines inventory. Something should be done to stimulate interest in classical music.”

Harry Josephy of Metro says the store specializes in new records, without special promotions.

Record Hunter, says Curt Schott, uses newspaper advertising and its mail order publication.

An addition to the Fifth Avenue store for budget records is “a vital part of the plan,” according to J. R. Higgins.

A large mail order list helps show the store has room to move in the city, such as student disk.

The store also ties in record sales with its large dealer in regional record stores.

Eugene Brigatti of Liberty finds “any exposure of an artist” (Continued on page 9).

New York—Monitor Records has launched a budget line. It will be known as Monitor Collectors Series and will go out at the suggested retail price of $1.98.

The Collectors Series comprises almost 100 LP’s, the early releases of which will contain performances by Richter, Gilels, David & Igor Oistrakh, Rostropovich, Kogan, as well as musical selections off the beaten path such as the Gillo's "Concert for Voice and Orchestra," Shostakovich’s song cycle From Jewish Folk Poetry" and "Concerto for Four Horns," by Schnittke.

In releases in the Monitor Collector Series will include performances by pianist, Lili Kranich, Anton Kuerti, Walter Hattori, Nadia Reisenberg and Sophie Makowsky-Stefan, among other Stav and Stroppovich; countess Rostropovich; and others. Holling and the College Musical Players are conducted by Donatte.

All releases will be shrink-wrapped for better handling.

Got & See With a Smash

NEW YORK—Probably the greatest lineup of classical recording talent ever assembled under one roof is slated to perform at all three closing night sessions (16) performances at the Metropolitan Opera. The top-priced seat will be $200.

Performing on the closing show are world-famous stars Renata Tebaldi, Birgit Nilsson, Leontyne Price, Anna Moffo, Eileen Farrell, Richard Tucker, Jan Peerce, David Reilly, Lonnie linguistic Cesare Sieppo and Jerome Hines.

Other veteran artists listed are Boris Goldovsky, Jozef Szomal, Dorothy Kirsten, Regina Resnik, Blanche Theben, Jean Madina, and Eleanor Steber.

Eleven conductors are scheduled for the program, including the Royal Philharmonic under Sir Colin Mathew, Stokowski, Eric Leinsdorf and C. B. Kodahl.

Also on tap will be George Pretre, Zdenek Helfet, Francesco Maestri, Frangolino-Pinto Cleva and Silvio Varviso.

All of the singers have appeared often at the house, except Monserratt Caballe, whose hit RCA Victor disk points up her popularity. Only previous Met performance was her debut at the world premiere of Verdi’s Overtures. Rounding out the list of 58 singers are such performers as Gabor von Tacz, Regine Crespin, Rosalind Elias, Jon Viékler, Sandra Koeys, James McCracken, Donata Fiorelli, Fernando Corina and Giorgio Tozzi.

Among the 18 record labels represented on the program are RCA Victor, London, Columbia, Angel, Capitol, Decca, Deutsche Grammophon, Vox, Vanguard, and United Artists.

Monitor Bows

Budget Line; to Retail at $1.98

NEW YORK—Monitor Records has launched a budget line. It will be known as Monitor Collectors Series and will go out at the suggested retail price of $1.98.

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All releases will be shrink-wrapped for better handling.
John Browning: John Browning has played to packed houses in the United States and throughout the entire world. This universal acceptance is sure to give his debut album wide consumer appeal, especially as there are few available recordings of the "Diabelli Variations." Helping you sell this album are the critics who have described John Browning as "golden boy in a golden age of pianists"—Life; "a great pianist...a real musician"—New York Herald Tribune; "a born virtuoso"—New York Times. Consumer advertising will appear in Saturday Review and The New Yorker. A Dynagroove recording sure to enjoy big sales.
Col. Salutes 30th Yr. Of Serkin U.S. Debut

NEW YORK— Columbia Records is celebrating the 30th anniversary of Rudolf Serkin's American debut by designating April as "Rudolf Serkin Month." In that debut, Serkin performed Piano Concerto Nos. 4 by Beethoven and 26 by Mozart with the New York Philharmonic conducted by Arturo Toscanini. New recordings of both works are included among the April releases.

In the Serkin salute for April are two specially priced multiple-record sets: "Beethoven: The Five Piano Concertos and the Choral Fantasy," a four-record set, and "Mozart: Piano Concertos," which contain three LPs. The Beethoven set features Serkin in collaboration with the Philadelphia Orchestra conducted by Eugene Ormandy. This set is priced to dealers for slightly more than a three-LP package. The three-record set, in which Serkin is accompanied by the Philadelphia Orchestra conducted by Ormandy, will sell to dealers at a slightly higher price than a two-record set. Many dealers are expected to pass this along to customers by offering full credit. Ford Fund May Give the Philly '2 for 1' Grant

PHILADELPHIA—The Philadelphia Orchestra has an opportunity to receive a $1 million grant from the Ford Foundation, contingent on raising a two-for-one matching $4 million in five years.

Announcement of the Ford Foundation grants will be made in June, said G. Waston Ball, president of the Philadelphia Orchestra Association. "We have no assurance of a Ford grant, but we are hopeful it will come," Ball said.

Balls, addressing 300 workers at the lunchroom opening the Orchestra's annual fundraising campaign, noted that the $6 million could not cover the $4 million in operations expenses, but would have to be added to the endowment to offset the income supports lost last year. The combined men's and women's salaries raised $235,000 toward the deficit fund.

PIANIST ARTHUR RUBINSTEIN, right, demonstrates a point to Vice-President Hubert H. Humphrey at a reception in the Diplomatic Suite of the State Department in Washington. The Vice-President was host for the reception honoring the National Symphony Orchestra and Rubinstein who was in Washington as soloist with the orchestra. Howard Mitchell is music director of the orchestra.

RUDOLPH SERKIN
CBS Intl. Names Price

NEW YORK—Early Price has joined CBS Records International as manager of classical ad. Price will be responsible to Harvey Schen, vice-president and general manager of CBS International. He will recommend classical recordings produced by Columbia Records to subsidiary and licensee companies, and he will also recommend classical repertoire produced by subsidiary companies for use on CBS's Columbia Epic Records. In addition, he will assist in maintaining artist relations for CBS Records International.

Mazael Hailed in Role of Conductor

AMSTERDAM—Lori Mazael, young conductor of the Berlin RSO (the former RIAS Orchestra), is being acclaimed by reviewers here as the most promising contemporary conductor in Europe. Mazael was signed by Philips Phono graphic to conduct its brand new Bach's Orchestra, the Brandenburg Concerto and the Double Concerto. Mazael and the RSO recorded the three works with Teresa Storl, Randall (Bach Concerto), and Lucan Amara, who played the second, for Angel, Columbia and RCA Victor, and Justin Diaz, who appeared in the first. Mazael Conducts an Overture to "The Devil's Whistle." The biggest economic boost in the orchestra's nearly 50 years.

NEW DETROIT PACT BOOSTS SEASON BY 60%

DETROIT—A new three-year contract will give the Detroit Symphony Orchestra an increase of 60 percent in its basic season length to 48 weeks of concerts, for the first two years only, from the previous record of 30. This amounts to an increased budget of over $20,000 a year, compared to $12,500 in the past. The city government spent $28,000 toward the deficit fund.

Debut in Detroit

With the Cincy

CINCINNATI—Debut Ellington will get his first public appearance with the Cincinnati Symphony Orchestra on April 16. Ellington has appeared in Cincinnati many times with his orchestra, most recently at the 1964 Ohio Valley Jazz Festival. This time, however, he'll appear only with his trio (Sam Woodrow, drums, and John Lenn, bass) as he guest-conducts the Cincinnati Symphony from the piano in a program devoted entirely to Ellington's works.

The Cincinnati's symphonic suite—"The Golden Slumber and the Green Apple" and "New World A-Comin'," will be featured. The remainder of the program will consist of Ellington standards arranged for full symphony orchestra.

APRIL 16, 1966, BILLBOARD
CHECK IT!

Your Competition Does - Every Week
**WQIK Boosts Power to 50,000**

JACKSONVILLE, Fla. — WQIK Radio, Jacksonville's only full-time country music station, has been authenticated by the FCC to increase power from 5,000 to 50,000 watts. The station's FM station will go to 100,000 watts, making it America's most powerful country music combination. Owner, Jesse Rowland, owner and manager of Rowland Broadcasting Co.

**McBride and Groom Form Talent Agency**

DALLAS—Claude McBride, owner of Deepcreek Music and Brookhurst Records, has joined with Dewey Groom, owner of Longhorn Records, to form McBride & Groom Talent for booking talent. The new firm will operate from Longhorn Records, 2631 Fonvielle Drive. The agency has already booked dates and tours for artists Anita McBride, Vern Stovall, Steve Stubbins and Panther Hall.

**KCLR Increases Wattage to 5,000**

LUBBOCK, Tex. — Station KCLR here has increased its wattage from 1,000 to 5,000 and now covers the Lubbock, Amarillo and Eastern New Mexico areas with CEDAR and religious music.

Program Director Chuck Martin asks to be put on mailing lists for CEDAR and gospel music product. "We could also use station id's from well-known artists, plugging their releases," says Martin.

**THE COUNTRY MUSIC ASSOCIATION Literally Stole the Show at the 44th Annual Convention of Broadcasters**

Wednesday night, for Warner Bros. Records, sings a country tune in modern upbeat tempo to prove to more than 2,000 radio men that country music is not only tasteful and appealing, but big city in style.
Johnny Darrell
"Johnny Lose It All"
(United Artist 5008)

Jim Nesbitt
"She Didn't Come Home"
(Chart 1320)

Published by One of Music City's Fastest-Growing Combines

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806 16th Ave., So. Nashville, Tenn.

Hear Claude King's Latest Smash
"Catch a Little Raindrop"

On Columbia Records #4-43510
From His New Columbia Album:
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Exclusive Management
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812 16th Ave. S.
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Phone
AC 615-244-2283
A STAR-SPANGLED HIT!

STONEWALL JACKSON'S

"THE MINUTE MEN"

Columbia #43552

Here Are A FEW Places It's Hitting!

WJZ — WJJD — WGBS — WPLO — WEXL
WNYR — WKBX — KAWA — WSLS — WFMX
WCNW — WKBX — WMKF — WENO — Kyal
WNOX — KISN — WLS — WALT — WLOF

Bill Gavin Says: "FAST GAINER!"

Another Hit by

HARLAN HOWARD
Wilderness Music, Inc.
Publishing Co. Inc.
Nashville, Tenn.

D J Copies — Write Bob Neal Agency.

COLUMBIA RECORDS

COLUMBIA 2

Here are a few places it's hitting!

WJZ — WPLO — WEXL
WNYR — WSLS — WFMX
WCNW — WENO — Kyal
WNOX — WLS — WALT — WLOF

Bill Gavin Says: "FAST GAINER!"

Another Hit by

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6 Films Planned
For Dollar-Trevor

NEW YORK—Dick Heard, who now operates his own artist management firm, said he is negotiating a contract with a film company to star country music artist Johnny Dollar and Van Trevors in six movies.

"They'll be hard-hitting Westerns," he says Heard, "with some good country tunes to add to the excitement."

Clement Signs
Glaser Brothers

NASHVILLE—Jack Clement, independent producer, composer and publisher, has signed the Glaser Brothers with an arrangement to release them on MGM. The Glasers were formerly on Decca for five years. Clement produces the Stone- man Family sessions for MGM.

Toshiba Bucks Business Decline

In the past six months, though it includes dog days, has been set at 30 billion yen ($8,333,333). As for new methods of promotion, seminars for about 1,000 record shop proprietors and employees will be held in 16 cities across the country, Toshiba store signboards will be installed, free work suits will be given employees, with the Toshiba insignia embroidered, framed portraits of international artists will be distributed, advertising via radio and TV will be carried out.

Special Releases
The Ventures are now performing throughout Japan for the third time. Herbert von Karajan is expected shortly with the Berlin Philharmonic Orches-tra. Special releases of their stereo albums have hit the market, and the selections will be offered for audition to the public at record concerts to be given in key cities.

The disk firm is, at the same time, mapping out sales contests between branch offices, special training for salesmen, dispatching staff members to overseas countries for business study and survey, and intends to streamline production and office systems. In addition, exclusive recording studios will be completed by autumn to facilitate any urgent recordings.

Since Morio Koso, chairman, took over Toshiba a couple of years ago, the firm's business has shown marked improvement. He is assisted by Chichi-cho Kitahara, executive managing director, who is a veteran in the record industry. Toshiba paid the first and second dividends at 10 per cent per annum in its 10-year history last year, and stockholders should have another share of themelon in the next business term.
**NEW ALBUM RELEASES**

- **ANGEL**
  - ELSA: *The Dream of Edenbridge—Baroque* Orch. & Chorus (Barbier). B 3460, SB 3461.
  - KERSTI HALLQUIST: *Soprano Anthology*. C 2476, SB 2476.

- **ARCHIVE**

- **ARIZONA**
  - MR. ACEALTER RULES IN PHX. SB 991, SB 1181.
  - MORE CLASSICS-Musical Life of the Jewish Compass. J 1336, SEMI-CITY.

- **ATLANTIC**

- **BAYCITY**
  - HANS CRANDONER—A New. C 1316.

- **BALBOA**
  - ROY IN THE POKER. C 3004.

- **BLUE NOTE**

- **CAPITOL**
  - FRANKIE LIONE: *In My Room* in the Keys. C 3746, SB 3747.

- **COLUMBIA**
  - BERTIEVER: *Concerto No. 1 Bagatelles*. C 5121, SB 5121.
  - BERTIEVER: *Concerto No. 1—Philadelphia*. C 5122, SB 5122.

- **DEG**
  - GREGORIAN CHANT: *O Fortis*. C 5125, SB 5125.

- **DISNEYLAND**
  - VARIOUS ARTISTS—Thumper's Great Race; B 4019, B 4019.

- **DONALDSON**

- **Fiesta**

- **GROOVAPHA**

- **HARMONY**

- **IMPERIAL**
  - BERNIE KALB: *Juke Box Headlines*. C 5129, C 5130.

- **JENNY**

- **LONDON**
  - ROLLING STONES—Big Hits High Tide and Green Grass; B 4023, C 5131.

- **MERCURY**

- **MOONLIGHT**
  - THE BEST OF THE RIGHTEOUS BROTHERS—C 5132, SB 5132.

- **MUSIC GUILD**
  - THE CAMERONIAN QUARTET—Barber: *Connecticut*. Q 123, Q 123.

- **NATIONAL BREAKOUTS**
  - No National Breakouts This Week

- **SHADY**
  - DON'T YOU KNOW... Keith Everette, Tempting 118 (Teddy Mark, BMG) (Chicago)

- **SOUNDS OF ATLANTA**
  - BONNIE THOMPSON—When I Fly Away; C 5133, C 5134.

- **SUNSET**
  - My Life—Jerry Lewis—Mercury; MGS 327, C 5135.

- **COOL JERK**
  - Cappie, Kevin 1574 (McLaughlin, BMG) (Detroit)
  - GOOD, GOOD LOVIN'...
  - Kisses, Reprise 0436 (Screen Gems-Columbia, BMG) (San Francisco)

- **ONCE UPON A TIME**
  - Teddy and the Pardus, Maxi 1728 (Tupelo-Pudding, BMG) (Boston)

- **SUTHERN SASS**
  - I'M SATISFIED...
  - Chris Clay, One-Dee-Doo, Mercury; MGS 323, BMG (Amos)

- **BLUE COLOR**
  - Ceece Pittney, Maxi 1729 (Marks, BMG) (Baltimore)

- **LAURA LEE**
  - Wayne Newton, Capitol 4513 (Quadrant, BMG) (Busken)

- **KILLER WAYS**
  - Cappie, Kevin 1585 (McLaughlin, BMG) (Detroit)

- **DECA**
  - BARRY MAHOGUE & BARRY KANE—*Star* (Puckett)

- **SHADY**
  - My Life—Jerry Lewis—Mercury; MGS 327, C 5135.

- **SUNSET**
  - My Life—Jerry Lewis—Mercury; MGS 327, C 5135.
TALENT

Triumph a 'Surprise' to Shea

By RAY BRACK

WESTERN SPRINGS, III.—Having received two NARAS achievement award nominations in the correct album category, George Beverly Shea was surprised by his 1965 Grammy for best gospel recording.

"Frankly," said the RCA Victor artist in a surprisephone call to Smith to win.

Known to many as "America's Beloved Gospel Singer," Shea won a Grammy Award with his 24th album "Southland Favorites," which he recorded with the Anita Kerr Singers.

"And please let it be known that I give Anita Kerr a lot of credit for the recognition this album has received," Shea said.

Early in his career as a recording artist, Shea, following professional advice, hired a publicist. "But I saw immediately that this was a bad idea." During concerts, an unsigned gospel soloist with Dr. Billy Graham in the evangelist's crusades, Shea discovered that his major city's major cities, Shea has yet to plug an album from the platform.

form. He improvises when reference is made to the product advertised and in certain well-known "gospel" quartets.

"When I cut an album it is with the hope that the music and words will offer many things to all types of people," Shea said. He is particularly concerned that his music have practices of others, and I'm pleased to find that it has.

RCA's Paul Barkenhower, now vice-president and general manager of RCA's "discovered" Shea at a massive religious youth rally at Convention Hall in Philadelphia. Shea had accepted an invitation to a concert the following month, but later to the charts with "This Is O! House" to appear as a new record.

Shea was placed under contract Steve Sholes. His first release, "Finn, 1951, "Brooklin," which recorded with Hugo Winterhalter, is major probability a future in the Victor religious catalog.

Whether the Grammy award was influential is not really important, but Vister after a long string of annuals, has just signed Shea to his first five-year contract. Hell do another album of the same quality, the group's last album, slated for October release.

Lot New at Newport Fest

NEW YORK—There will be several innovations at the Newport Folk Festival this year. In addition to the annual Group on Campus, the group also received several innovations for winning the Or Play-By Jazz Poll and the Downbeat Readers' Poll as the No. 1 Juke Combo in the country.

Although the curators' seasons are not as progressive as those of a Charlie Mingus or John Coltrane, their music appeals to a variety of musical tastes which accounts for their unfailing popularity.

WERD
c

Darín Touches All Bases in Home Run

NEW YORK—Robbie Darin apparently held to the view that you can't go home again. He's back swinging on the Atlantic label after a three-year hitch with Capitol, and he's back on the Copachapan's night club grounds after a three-year stay on the Coast with an act that's packed with entertainment. He's not too bad, he's done it before. His last appearance in a night club in New York City was his first appearance in a night club in New York City.

Everything works in his favor and he remains constantly winning. Darin is probably the most popular of the trade, "Mack the Knife" or his latest Atlantic release, "Matine." The hit song is likely to be a Broadway-bound Jerry Herman musical.

Darin takes a respite from his song repertoire with an accurate and unerring sense of style. Hecarbon James Cagney, Cary Grant, Marilyn Monroe, Bette Davis, Robert Mitchum and W. C. Fields. It's a show-stopping bit of virtuosity with arpeggios, vocal effects to the limits but even this doesn't detract from the show's general looseness, point performance.

That Darin has taken pains in the preparation of his Copa return is evident from the start. He enlists a full orchestra with 29 musicians, and he has selected a repertoire of choicest and most rhapsodic that highlights his dynamic abilities.

In a letter to the record company, an unknown puts it this way: "I've been a big fan of Darin for a long time, but I've never been able to see him live. I've always wanted to see him live, but I've never been able to see him live. Now, with this new album, I'm sure he'll be at the top of his game again, and I'll be there to see him live!"

MUSK GROOVE

Eldridge's Jazz Groove Groovey

NEW YORK—There's still a market for live jazz in midtown Manhattan, Elroy Eldridge, who ranks among the top in the jazz trade, has been bringing near-capacity houses at the Emle West, and the bistro's policy of trying out new jazz names seems to be making it.

Eldridge, whose records on MGM have recorded as a soloist on Riverside have been solid sellers in the jazz field, came on strong during Saturday night (2) with variations of "Easter Bonnet," "Take the A Train," and "I Can't Get Started With You."

It's jazz in the old tradition. Eldridge's style hasn't changed much since his days with the Satin Shades and if the Saturday night performance is any criterion, no change is called for.

The other three in the combo hopped back Eldridge in this style, featuring Earle Ross Tompkins on piano.

AARON STERNFIELD

Damo Brubecque Quartet Is Like a Burst of Fresh Air

NEW YORK — A capacity crowd jammed Philharmonic Hall Wednesday night (6) to hear the Damo Brubecque Quartet. In his 15th year with the quartet, Brubecque sounds as fresh and inventive on the keyboard as he did when he initiated the group. With Joe Morello (drums), Eugene Wright (bass), and Paul Desmond (alto sax), Brubecque has a thoroughly professional and imaginative combo.

Opening the set with "Swayne's" which the group performed in a recent Columbia album, "A Living Bird," the group established an easy-going rapport with the audience as Desmond's clean and melodic alto phrases led the way.

The quartet pleased the fans by playing familiar Brubecque melodies, including "Tangerine" and "Take Five." The group unveiled several songs from their new Columbia LP, and a selection from a religious jazz work. Brubecque is writing for a church performance with adult and children's choirs and a folk group.

Skitch Henderson, musical director of TV's "Tonight" show, presented the group with Bill-board's Award as the No. 1 Juke Combo on Campus. The group also received the Or Play-By Jazz Poll and the Downbeat Readers' Poll as the No. 1 Juke Combo in the country.

Although the curators' seasons are not as progressive as those of a Charlie Mingus or John Coltrane, their music appeals to a variety of musical tastes which accounts for their unfailing popularity.

JONES—Production; No

NEW YORK — Making his first TV special, Rapp recording star Jack Jones successfully overcame his fear of television and his former superb production format by using less and less dependence on the addition of his own talents. In the words of Roger Conlon, the man who arranged the program, "Jack Jones on the Move" on April 5. When Jones proved a hit, Conlon proved that he is one of the best in the business today.

He performed "Who Will Buy," "Feelin' Good," "This Is All I Ask" and "I'm Glad There Is You." With exce- plan,900 with stoppages, press, and guests, and lacking in re- cording, Don Owens, presented a full map.

Guests Joanne Sommers, Molly Beè, Shani Wallis, Milton Berle and Tony Bennett were not given the opportunity to project their individual talents. They were caught up in format of "Tonight," and as a result the performances suffer in every situation. The excep- tion of Jack's song, "Big Band with Berle," the highlight of the hour program was the walling of voices of Bennett and Jones during their duet, "The Moment of Truth." These elements, combined with Ben- nett's dramatic reading of "Last Night When We Were Young," made the hour enjoyable and entertaining. Future Jones spe- cials would come off better with more of his rich voice and less emphasis on the production.

DON OVENS

UGGAMS WILL HONOR WRITERS

NEW YORK—Leslie Uggams, Atlantic Records artist, who opens at the Copachapan on April 14, will honor 40 of America's top songwriters at a special dinner this evening at the Copachapan on April 17. Miss Uggams is utilizing the dinner party to kick off two projects: a Hall of Fame for Songwriters and a U. S. postage stamp commemorating songwriters.
Carol Channing Autographs

Records in Chicago Store

By EARL PAIGE

Editor's Note: Harmonicas, along with several other types of easy-to-handle accessories are being used by some dealers and supported by several record manufacturers in an attempt to diversification-profit trend at the dealer level of the record industry. This is the result of several articles on acceptance and profitability of harmonica dealers in selected areas of the country.

ST. LOUIS—Eugene Kornblum, manager of the St. Louis Music Supply Co., told Billboard that the strong indication of the harmonica's renewed popularity is the increasing demand for an in-store testing device for the instrument.

Kornblum, whose company, distributes Hohner products in 24 Midwest States, explained that harmonicas, unlike other wind instruments with removable mouthpieces, cannot be played on record store display equipment for reasons of public health.

"In the past," said Kornblum, "we had old-style blues but it hasn't hurt sales either.

One Brand

Dealers in the St. Louis area agree that Hohner dominates the harmonica field today, but many of them say that they stock other brands also. Glenn Miller plays harmonica in Keokuk, Ia., said he carries a Japanese brand. Tombo, made in Japan, is also carried by Gakki, Seinskuco, and a Germanman-made harmonica by Graf & Co.

Irvin Satanovsky of Northland Music Center in St. Louis also stock several brands including the Krall model, but like other area dealers asserts that Hohner is his top seller at the present time. Satanovsky says that the new interest in harmonicas has caused many former horn mouth harp users to return to the store and ask for the old stand-by, the harmonica, Money says "which brought us $2.50. They look at me and mumble to themselves, 'I'll get to use these 50 cents for when I was first learning.'"

Male Buyers

Most harmonica buyers are men, dealers report. The girls, who are among the horn's sharpest as much as the boys, are discouraged from playing by family objections and smears of smeared lipstick. But there are understandable and specious reasons for the fact that girls rarely take up the harmonica.

Virtually every music dealer (who also carries records) in the St. Louis area is now carrying harmonicas. The dealers, many who have been selling records but not musical instruments have been slow about jumping aboard the harmonica bandwagon.

The entry of musical merchandising by companies traditionally involved in records and record accessories, as exemplified by Decca's recent introduction of records is finding more and more record dealers interested in the musical instrument. At the interchange of records and musical instrument companies dealers are expected to stock harmonicas on the same level of such indicia, perhaps, is Capitol's recent program of supplying dealers with blank labels. A member of that group of record dealers who have found harmonicas to be an easy sale and painless sale is Harold Wise of Southside Music Co. In St. Louis, Wise said that he is selling through harmonicas, Wise complains. "I'm sure if other dealers would just start carrying them and displaying them properly they'd find out just how hot they are."

CHICAGO—Carol Channing, star of stage musical hit "Hello Dolly," entered the record department of the Main Street Book Store on "I Love Lucy" picnic tour for the second week in a row last Saturday (April 1) and began autographing copies of several recent album recordings for Fans Record Co. releases.

Sherry Senn, manager of the shop's record department, watched his customers flock to Ms. Channing's booth. "Just another example of the special services we small dealers are able to offer," Ms. Senn said.

Senn, who has been with the store for six years, told Billboard that he really does stress the importance of satisfied customers. "Generally, we don't discuss," he said, "but we do mention occasional sales which distributors and manufacturers allow." Asked whether he was disappointed when he had no records in connection with her appearance, Senn said, "No. In fact, we all have records as the girl is autographing for $5.95 and we are asking the list price for them. They have a sign-in and one of them, 'Lorelei's Diary,' is a $9.95 record. It's not a rare time. It is an Easter story—the original version upon which 'Gentlemen Prefer blondes' was based.

Special Orders

"We sell many specialty items like this," he said. "I will take a copy for the girl, and even though we do not have them in the store, we have a very large portion of our business consists of special order items. One of the girls is the only one of whom we are famous for is our complete collection of 'sound' recordings was based.

"Dealergs often get orders for items that are special order items. We don't carry very many products outside of records. We do have a little bit of the folk music, we have a lot of different types of records put out by Oak Publications which is so popular today. There are few accessories unlike needles and clothes. We still have listening booths and these are appreciated by our customers. The customers don't touch the records, however. The players are behind the counters and the clerk lets them listen to any record."

Senn said he displays empty albums in browser boxes and keeps the records themselves on shelves behind the counter. "This system is being used by many dealers here, and it seems to be the most efficient way of in-store merchandising."

Dealers Only

Senn said he buys his records from distributors only. "We get very good service from Chicago distributors, overnight dealers and mail order dealers. We do not have the volume to be able to cut into my profit margin," he said. Asked about the profitability of his department, Senn said that "it could mean profits. It's sort of a turn proposition. The books carry us through certain periods of the year and the records carry us through others."

"We only make money, as used to know it," he said, "has been destroyed. Price cutting has reduced the prices of records. It is the idea of a record store to give the customer something to go to in search of some product or service, something that he can take away with him."

RCA Victor

EDITOR'S NOTE: Following is RCA Victor's 1966 spring line.

NEW PRODUCTS

The following new products were selected to Billboard because of the special interest they show in the retail record business. They are worth consideration by retailers since they are written by Audio/Video Editor, Bill Albert, 185 West Randolph, Chicago 1, Ill.

AM/FM pocket radio. Vernier tuning, ferrite rod AM and telescopic monopole FM antennas, eight transistors, has "penguin feet" and nine-volt battery. Wrist strap, two-tone plastic case. Retail price $19.95.

Sonic Fabulosa. Designed to simulate natural sound in the micro-phonics field. Unit has a sonic microphone with pre-assembled microphone pre-amp. Tunable from 100 to 200 microns, frequency range 250,000 cycles per second. Price $29.95.


Scanning

The News

Sheet music may be making a comeback. Vaughn's Music Center of Denver, Colo., in advertising the grand opening of its suburban Cherry Creek store, is giving away free a full size sheet music part of its record department.

Salt Lake City dealers who carry musical instruments are uniting in a joint dealer effort to prevent "deals" between music teachers and large music merchandisers. Small stores claim that they are forced to turn away education business to large stores. Teachers say the kids "aren't anywhere near as significant as the record dealer." The Electronics Industries Association will have a "talent show" called "Sights and Sounds" January in San Francisco. The show is a survey of radio and phonograph[from] this year. Radio sales increased by 20 percent while phonograph sales climbed 14 percent.

William F. McNamara, manager of Wurlitzer's Indianapolis store, (Continued on page 55)
Metro of Calif. on CARwagon

Continued from page 14

trial converter, allowing its use outside the auto; the 1207 ($199.95), which may be hung below the dashboard, and the 1204 home set ($109.95 sans speakers).

Slotnick said he has prototypes of a Japanese-made 4 and 8-track player, but is hesitant to release it now because of reported problems with the latter system.

Metro will shortly make available a combination cartridge player, AM-FM radio, battery powered at $179.95. The unit has 24 transistors, its own speakers and an electrical adapter for home use.

Sales outlets sought by Metro include radio-TV stores, car tape player installers and record shops, with record shops just starting to sell the players.

James H. Martin

line is the exclusive Lear distributor in the Chicago area, North Central Illinois and Northwestern Indiana.

Martin said he currently has both the Lear automobile cartridge player and the Lear home player available for immediate delivery.

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You won't be for long. We designed and built our new guitars with the kind of fine craftsmanship you've come to expect from Baldwin instruments. Full rich tone, lively versatility and playing ease.

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Cty________State________Zip________

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<td>25¢ a word, Minimum $5. First line all caps.</td>
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**DISPLAY CLASSIFIED AD**

1 inch: $20. 2 inches: $35. Each additional inch: $15. Box rate around $7.

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All ads must be received 11 days prior to date of issue.

**INTERNATIONAL EXCHANGE**

**PHILIPS TRAINS SIGHTS ON UK**

continued from page 12

their debut here, selling at $76, and the introduction of the cassette line of Carries music is expected to boost recorder sales enormously. In Germany, sales went up by five times after the cases were introduced there. A car with a tape deck mounted on a complete recorder was exhibited at the Fair early in 1965 where an average of 800 to 1,000 units are being sold monthly.

**Backed by Others**

Philips, which is 18 months ahead of European rivals, has found support for their cartridge systems from some other recorder manufacturers, and as elsewhere in the world, a one-system policy is being adopted. At least six Japanese firms, two German, one Austrian and two British recorder makers (Elizabethan and Danette), will be using the Philips system so that their cassettes can be used. This is the two-cartridge system, smaller than the rear, reel to reel and with a tape speed of 170 feet per minute. A rival system from Grundig using a slightly different system has a tape speed of 2.1 ips.

Craig, distributed in the U.K. by Philips Electronics Ltd., reports growing sales to the auto market but currently they have to import their entire tape-cassette audio music tape product. SABA (Veri- tas) in Germany and Philips have cassettes. A competing system, is also reported to be using a different system, but at this point that report the marketing plans are still not available. However, these are free to be seen at the International Audio Fair in London April 14-17, and the Philips instruments will be displayed at the Radio Show in London next August-September. Philips feels that the Ameri- can market is the type of loading is the future, but may have to set their sights on the smaller two-hole cassette, for use in a machine which the only recording and playback apparatus, not merely a tape-recorder. The compat- tible stereo signals on two cassettes are recorded and played back on a dual-track system instead of a single-track system.

**Future Seen as Promising**

continued from page 12

on the market. The Philips mod- els demonstrated at the press con- ference were priced from $100 and 25 percent of the tape can also operate from a mains electricity supply and can be supplied with a micro- processor. The tapes can be made for a car as well for use in a tape-recorder. A similar system appears to be gaining popularity in Japan.

George Meyersten-Majest, president director general of the Societe Philips, told the conference that tape cards had become a tremendous success in the U.S. and he was confident there was a big future for them on the French market, although it would be slow to start with.

Pierre Riez, director gen- eral of the Philips-Marcon, said that cartridges would not operate in competition with discs but would be compatible to them. They were intended for people who wanted to see the scope for hearing music, either at home or in a car.

The system has taken three years to develop and the reason for the delay in getting cartridges on the French market was that the various companies represented at the conference had studied all available systems before making a final decision.

It was thought that the cassette tape recorders would constitute a threat to the tape recorder market in general, predominantly the tape-cassette manufacturers and the associated tape manufacturers. The first issue of cassettes will include music by the Swit- ter-Singers, Claude Francois, Georges Brassens (Philip), Is- abelle Aubert, Erroll Garner (Pianor) Adamo and Gilbert Becaud (Pathé-Marcon).

On the day of the press confer- ence, Barclay took a full-page advertisement in a French na- tional weekly to announce the immediate release of 20 car- dites featuring French artists like Charles Aznavour, Jacques Brel, Dalida and Hugues Aufray and 10 cartridges on Atlantic. The Philips cartridges were imported from the U.S. (including Ray Charles, the MO) Nat Adderley, Sonny and Cher and Bobby Darin. Barclay also shortly plans to promote products for France's leading cartridge manufacturers (Oberon) and for France's leading cartridge manufacturers. (The tape-recorded record is coming from France). A check on other disk companies this week revealed that Verve, ERS and Bell Air have no immediate plans to enter the cartridge field.
Brehmer Acquires the Atlas

CLEVELAND—Atlas Manufacturing & Sales Corp., presi-
dent, Frank B. Osak, announced here last week the sale of the
company's vending machine pro-
duction facilities to a new firm
headed by John O. Brehmer.

Brehmer, a well-known figure in
the bulk vending association, is a member of the board of di-
rectors of the National Vendors
Association. A native of Co-
lumbus, Brehmer will set up the
new company, the Atlas Master
Vending Machine Co., in his
home town.

The purchase involved all
manufacturing machinery, dies
and tools for the manufacture of
the Atlas Master vending equipment line, Osak an-
nounced.

Brehmer announced that
Charles R. Walpert, a graduate
design engineer, will assume the
post of general manager for the
new firm. The company will be
located at 1096 East Livingston
Avenue in Columbus.

The new company will move
plastic machinery to Columbus
and will honor all unfilled or-
ders for machines and parts, Brehmer said.

The reason for Atlas Manu-
facturing's sale of its vending
machine production wing to
Brehmer's company, Osak re-
ported, was the need for Atlas to meet heavy commitments
in job work for the automotive and
appliance industries. It had be-
come difficult to maintain prop-
er production of vending ma-
chines, he said. Osak's firm will
continue its job work in other
areas.

Brehmer, who heads the firm
(Continued on page 58)
Henal Novelties Buys Funtime Line

By HERR WOOD

NEW YORK—Henry Schor, secretary of Henal Novelties and Premiums, Inc., has announced the purchase of the complete line of charms from Funtime Charm Co. of St. Louis. Funtime's stock went up for sale when the company's president, Lyle Becker, decided to concentrate his interests in other areas.

Henal has acquired the molds for the novelties which he is readying for production at the firm's Maspeth, L. I., plant. There are more than 50 different designs in the stock, all penny-mix charm items. Schor feels that "due to this new line, we can now compete with any existing manufacturer in price, service and selection." We already have the lowest priced capsules on the market," Schor said.

Henal has been manufacturing its own brand of vending products since June 1965. Prior to that time, the Brooklyn-based firm produced items for other firms. The company is concentrating on the vending business, although it still contracts for premium product work.

Schor, along with Henal's president, Al Friedlander, plans to display the new line with the firm's own products including the Bat Shadow, Bat Ring, Pop-It Ring and two polyethylene products; hand puppets and famous scenes at the National Vendors Association Annual Convention and Trade Show in Chicago. Henal will be located at Booth 130 at the Sheraton-Chicago Hotel.

New products that will be unveiled at Henal's booth include the capsule-vended polyethylene rings that are produced in four color designs of well-known cartoon characters. Schor will also be showing Henal's series of famous scenes which are color-printed on polyethylene sheets that will adhere to glass, or that can be glued on a white paper background like a picture. The series includes scenes of the Eiffel Tower and Statue of Liberty.

Other items on display at the Henal booth will be their Matzken Finks, Addams Family and Batmobile Ring novelties.

Buckeye Vendors, as well, said that is operating a number of Atlas machines in the past he has found them quite satisfactory. "The Atlas machine did not capture the share of the market that its quality justifies in our opinion," Brehmer said, "and we hope that by stocking sufficient machines and parts we will be able to give quick service to customers and to move the Atlas market penetration."

There will be a delay of about three to four weeks before manufacturing is begun at the new site, and we will have ample supply of parts on hand to serve our customers.

Financial details of the transaction were not disclosed, but a statement was made that the terms extending over a period of 10 years were reportedly involved.

NEW PRODUCTS

This form is designed for the convenience of bulk operators.

Exhibit Supply
HOBO CARDS. "Hobo, the Fun Time Trainer" cards for both men and women, have just been released by the vending trade. Eight cards for each sex, says the Bum to the ladies, for example: "You were born under a smoldering sign, which indicates that at one time you were a hot number. And to the men..."

Cramer Gum
BAT GUM. The craze has hit ball gum. A gum is offered in 110-count, 250-count colored bubble gum, which is 25-cent. Two-color display cards available.

Karl Guggenheim
BATMAN ACTION RINGS. These are the officially licensed (via National Periodical Publications, Inc.) Flicker rings for bulk vending. For time vending there are 12 different Flicker pictures. Free displays with buy of 256.

Henal Novelties
BAT SHADOWS. Adhere to car windows, glass on walls, flexible gum. Each item is a 240-count display. Available on two or two items in capsules. BAT RING. Gows in the dark, it is a soft, bulb-type ring. Special prices in bulk.

Brehmer's Atlas

Continued from page 57
'Twins' Toss Big Birmingham Party

HARRY HURVICH, host at recent 35th anniversary celebration of Birmingham Vending Co., (brother Max was ill), dances with Jane Mason of Leaf Brands, Chicago. Harry and Max are known throughout the industry as the "Gold Dust Twins."

MR. AND MRS. HARRY HURVICH take turn on the floor during 35th anniversary celebration of Birmingham Vending, which attracted a veritable who's who in the coin machine industry.

GENERAL MANAGER Al Toranto and his wife celebrate happy event in the lives of boss brothers Hurvich by taking a spin on the dance floor.

LONG-TIME CUSTOMERS such as Abe Kaplan, Kelly Vending Co., Birmingham, showed up at Birmingham Vending's gala to wish the "Gold Dust Twins" well.

FAMILY PORTRAIT of the Al Toranto family is taken by Billboard photographer. Toranto has served as the Hurvich Bros. general manager for several years.

KIDS HAD FUN during the 35th anniversary open house of Birmingham Vending Co. by playing the games distributed by the firm. Several Midway Manufacturing Co. products are pictured.

MANUFACTURER REPRESENTATIVES on hand included (from left) Ray Bremer, Northwestern Corp., Morris, Ill.; Fred Loewus, Karl Guggenheim, Inc., New York; Jane Mason, Leaf Brands, Chicago; Glen Stevens, Fiver Gum, Philadelphia and Bill Hamilton, Northwestern Corp. Margaret Kelly of the Penny King Co., Pittsburg, was present but not in photo.

OFFICIAL FAMILY of Birmingham Vending Co. (with the exception of Horle Lobell, Leaf Brands, Chicago, second from left) includes (from left) Mrs. Max Hurvich, Mr. and Mrs. Al Toranto, Mrs. Harry Hurvich, and unidentified Birmingham employee and Harry Hurvich.

AMONG GUESTS of Max and Harry Hurvich at recent celebration in Birmingham were Mr. and Mrs. Lester LeBlanc, Mac's Vending Service, Baton Rouge, La. LeBlanc operates bulk and stamp vendors.

PEEPING at glittering table-full of door prizes are two of the children which endeared the anniversary party.

FRED LOEWUS, Karl Guggen- heim, gets a lesson in peg pool on a Fischer table from an unidentified young lady. Fischer is one of the many coin equipment lines distributed by Birmingham Vending.

DOOR PRIZES. donated by manufacturers and suppliers, were won by many guests. Here Mr. and Mrs. Bert Wilks, area milk operators, accept a prize from Birmingham's attractive hostess.

Important Memo

N.V.A. CONVENTION ISSUE

Dated: April 23

Distributed: Monday, April 18
(Ad Deadline: Wednesday, April 13)

FREE distribution of this issue at the N.V.A. Convention, Sheraton-Chicago Hotel, Chicago, Illinois, April 21-24.

REACH OPERATORS IN THIS EDITORIAL PACKED ISSUE which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

Only in Billboard can advertisers reach (at low cost) the operators in attendance as well as those operators unable to attend the convention.

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APRIL 16, 1966, BILLBOARD
COIN MACHINE news

Excessive Commissions Biggest '65 Complaint

Big Programming Problems Also Plague Music Operator

By RAY RACK

(First of three articles)

CHICAGO — The American juke box operator was unhappy for a number of reasons during 1965, and the nearly universal policy of splitting machine grosses 50-50 with the location irked him most.

His second biggest irritation had to do with record programming problems—a hopeful indication that the average operator is becoming more programming-conscious.

These facts on whatugged music operators most during the past year were turned up in Billboard's 11th annual survey of the coin machine industry, full results of which will appear in Billboard's International Coin Machine Directory. (This special

More Next Week

Next week Billboard will report operator answers to the question: "What is your biggest problem today in operating amusement games?" Look for a flock of lively answers.

The Juke Box Operator's Biggest Headaches in 1965

LOS ANGELES — Satisfied with operator response to the first Little LP release in January of this year, Records Distributing Corp. (today) re-launched a second group of 11 juke box albums.

For the first pattern of a Little LP release, Capitol has selected material from hit albums by big-name acts. The juke box disk bears the same titles as the original LPs.

The new juke box release is highlighted by a Beach Boys album, "The Beach Boys Today." Other titles and artists in the release: "My Favorite Things," Tennessee Ernie Ford; "Dinah," Dean Martin; "Rumblin' Rose," Nat King Cole; "Painted Trianed," Rosemary Clooney; "Stormy Monday," Lou Rawls; "This Is Sinatra," Frank Sinatra; "From Broadway With Love," Nancy Wilson; "The Songs of Music City, USA," Patti Hus-

Chairman Operators answering the questionnaire were not asked to identify themselves, of course.

Reeves to Top Nebraska Assn. Post

GRAND ISLAND, Neb.—The Coin-Operated Industries of Nebraska, the State-wide coin machine trade association, elected Norfolk businessman Ralph Reeves president at a meeting here April 2-3.

Reeves immediately announced plans to carry on a program of membership and service expansion.

"Particulars of my program will go out to members soon," Reeves said.

MOA 1966 Convention Committees Are Named

CHICAGO—The 1966 convention and trade show of the Music Operators of America to be held here Oct. 28-30 will be organized and overseen by 12 committees announced last week.

Make-up of each committee was decided at the MOA mid-year board meeting in Washington, D.C. Committees chaired by a convention planning is under the direction of convention co-chairmen Len Kestenbaum, Fla., and Frank Fabiano, Buchan, Mich. Both are MOA vice-presidents.

The 1966 convention, the 16th annual meeting, will be sponsored by MOA, will be staged at the Pick-Congress Hotel here. The event will climax the association's current drive for new members and is expected to see the campaign's goal of 250 newly affiliated firms exceeded with room to spare.

MOA officials—chairman Louis Casola, president John Wallace and executive vice-president Fred Granger specifically have estimated that 2,000 or more delegations will journey to the Windy City for the 1966 show. The fact that the National Automatic Merchandising Association's convention and trade show opens on the last day of the MOA gathering is an added incentive to aid in boosting attendance this year at both conventions.

Chicago Group Endorses MOA's Royalty Proposal

CHICAGO—The Associated Buyers Club of Chicago, at its meeting here March 15 unanimously passed a resolution endorsing the Music Operators of America 2-cent royalty proposal.

The club is an association of juke box operators. The MOA royalty proposal, made late last year to the Judiciary Committee of the U.S. House and Senate, represents a concrete attempt by the industry's national trade association to resolve one of the thorniest problems confronting Congress in its task of rewriting the U.S. copyright law.

For over a half century, under the existing copyright law, the U.S. juke box operator has enjoyed an exemption from performance royalty payment on copyrighted recorded music.

Taking the initiative, the MOA has offered to pay 2 cents per side for copyrighted recorded recorded music on juke boxes, the industry refuses to channel this money to the creators of musical works by means of collection agencies such as the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music, Inc. (BMI), and scores of other smaller agencies.

The vote by ABC here is the 10th official trade association endorsement of the MOA proposal.

Notification of the ABC vote was made to MOA executive vice-president Fred Granger in a letter from ABC official Larry Corp.

ABC officers are Wayne Heisch, A&I Entertainers, president; Ken Them, Western Automatic Music, Inc., vice-president; Charles Lindfors, General Secretary-treasurer, and Leon Mohit, assistant treasurer.
Seeburg "Electra" is big in location appeal.

It's more than just what an operator wants in a phonograph. It's also everything locations want. They really can be proud of that great Seeburg standing there. And confident. Sure of an incomparable performance that will justify faith in the Seeburg name. Sure that the patrons will appreciate they are getting the best. Bigger location appeal than that you can't find.

Terrific in stereo quality.
Powerful in patron allure.
Unequaled in quality & value.
Long-lived in top earning power.
Everything you want in a phonograph.

The Seeburg Sales Corporation, International Headquarters, Chicago 60622
Capitol Pleased With LP Sales
- Continued from page 60

and their complaints, therefore, were unusually candid. One important commission, for example, operators were refreshingly self-critical.

One wrote: "We operators are so hungry that we will allow the location to dictate the commission rate."

Another: "Competition among us operators with regard to commissions is bordering on insanity."

And another operator said: "Although the nation's commission policies are my biggest problem, they cannot be changed because of the practices of my competition."

Still another observation: "My competitors are distorting my commission rates and I'm incurring the result of a mess."

Billboard research reveals that during 1965 commissions dropped 42.9 percent of the average market commission for the same game. Greatly responsible for this high percentage is the nearly universal practice of splitting the jingle box gross with the location. There are signs of improvement in the situation, however. During 1966, 4.7 percent of the nation's music operators had obtained more favorable commission policies—splitting 60 percent of the gross. But by the end of 1965, 11.8 percent of the nation's operators had obtained 60-40 gross splits or even better commission arrangements on more games.

In the general area of record program reporting, the National Association of Radio Merchants has selected several specific and strong complaints.

One said: "I find it terribly difficult to obtain the right records and original masters of lesser. This is complicated by the fact that I'm constantly receiving question-free advice from my sources."

Another said: "The market is glutted with too many pop records by too many new and transmission. Some might find this type illegal for some segments of the business—but it certainly isn't a problem to the jingle box operator."

And another: "Hit tunes simply do not have the staying power they used to have. Our own head idea is fed by the fact that we must buy many more new records than former.

Yet another: "I can't find enough stereo singles that are appropriate to the market."

Another: "The record industry is producing too much junk."

And: "Many defective 45 r.p.m. records are being manufactured. A large number of songs, along with others, are questionable as to the music or the performance."

When these things were being kicked around by operators in 1965, it is signals that the industry—through its national trade association—formed a special committee to improve the music, whereby such complaints may reach key record men. The Music Operators of America committee, headed by California's G. W. Kleeman, has taken the matter into its hands to tackle all manner of jingle box programming problems. The existence of the committee committee has already stimulated the manufacture of Little LP's in response to apparent operator demand.

Music operator comments about the extensive practice of offering loans or bonuses to locations were among the strongest.

One businessman said: "The practice of the biggest在于 bonuses to new owners of locations is absurd. This is frequent.

Another: "I feel this is unfair competition."

And: "Advancing money to location owners with interest charged is both unethical and dangerous in our industry. It should be phased out."

And: "Bonus giving is a bad practice."

Every year a common operator gruop focuses on the increasing cost of locations, as well. The most complaints were the fourth most expensive of the year.

They went like this:

Rising Costs

As a result, equipment, parts, license fees and general overhead expenses are too high. What we need is a way to make. After all, a jingle box will only last a year.

Also said: "During a month, we have collected several specific and strong complaints.

One: "I have to pay the bill, and if you must pay, we will pay.

Another: "The price of new equipment, when you consider the depreciation, is a matter of major concern. Leasing is a matter of much importance.

Another: "New equipment is just simply paying too much."

Desperate

Where the most-talked-about problem of 1966 was that a year was the shortage of qualified service men. There was no shortage of qualified service men. The shortage was that there was no shortage of qualified service men. The shortage was that there was no shortage of qualified service men. The shortage was that there was no shortage of qualified service men.

Another: "I'm having a helix time finding good mechanics."

And: "Let me tell you, there is a terrific need for good mechanics."

"I Object"

Other problems during 1965 were the frequent
- continued from page 60

ning a teen-oriented package machine in Atlanta.

Capitol's next Little LP release, Gortokin said, will be in the summer.

Consensus

Capitol's entry into the Little LP field was proven to be a significant degree by developments at last year's Music Operators of America convention in Chicago.

"We made our decision during the show," Gortokin said. "After discovering a consensus that there has been an inconsistency of product as compared to the number of LP jingle boxes on location.

In the following year, Capitol Records also announced stepped-up Little LP release schedules. By the end of 1965, Little LPs were being made available to jingle box operators as of Monday (11).

Belgian Show

BRUSSELS -- The Palace du Centenaire here will be the site of a vending trade show scheduled for Sept. 18-21.

The exhibit will feature most major European and American manufacturers who are active in the vending trade, including a number of new companies that have recently entered this market.

Another attraction will be the display of the latest vending machines and equipment, which will include everything from punchboards, pinball machines, coin-operated games, to the latest in coin-operated vending machines.

The show will also feature a number of seminars and workshops, which will focus on the latest trends in the vending industry, as well as the latest technology in vending machines and equipment.

The industry has seen a surge in the number of new companies entering the field, as well as an increase in the number of new products being introduced. This has led to an increase in the demand for vending machines and equipment, as well as an increase in the variety of products being offered.

The show will be a great opportunity for vending industry professionals to see the latest in vending machines and equipment, as well as to network with other professionals in the industry.
Iranians Want Music

TEHRAN—Here's how eager many Iranian Jews are to hear music. At the recent birthday party of an Iranian Jewish gentleman, they sat down to sing the American folk song "Happy Birthday," accompanied by a group of Greek guitars and cymbals. The original version of the song was performed in Persian, with English words. The audience was perfectly happy to listen to the music and sing along. The celebration was quite festive and the guests enjoyed themselves thoroughly.

Prominent importer of music equipment is Gourouen Abrahamian, an operator in several large Iranian Jewish enterprises. Abrahamian purchased a packet of photographs to Rock-Ola phonographs and advertising and sales promotion manager George Hocter showing several locations in which Rock-Ola equipment is operating.

Louie's

"I am a firm believer in Rock-Ola and a staunch believer in your equipment," Abrahamian wrote. "The enclosed photographs I took at a time there were no customers in the locals because most Iranians are not fond of having pictures taken by someone they don't know."

Some of Abrahamian's top locations are the newly opened Golden Bowl in Shiraz, where wall boxes have been installed in the dining room and cafeteria; the Golden Bowl Bar in Teheran, a branch of the Shiraz Restaurant; and the Safari Bar, a famous spot known to foreigners as Leeser's Bar: the Riviera on Sherman Road here in Tehran and the Serenita on Sherman Road here in Tehran, where one of the most modern and popular spots in town.

"May I ask you to have some copies of the trade magazine in which this article appears?" Abrahamian wrote, "for my customers would like to see the pictures of their bars."

Spindel Introduces First National Insurance Plan

CHICAGO — Spindel Insurance Agency, Inc. has announced an "all-risk marine" form of insurance coverage available for coin-operated phonographs. Available through the G M & V Corp., a division of Spindel Insurance Agency, Inc., the threelfold plan is available with $25, $50 and $100 deductibles. Flood insurance is included in the $25 deductible plan.

The new insurance policy is available to both distributors and operators, Spindel said. Spindel is located at 8551 South Stony Island Avenue here.
BOOK REVIEW

Coin-Music Evolution Traced in New Book

NEW YORK—The history of coin-operated pianos and orchestrions is the subject of a new book by O. David Bowers. In the book, "Put Another Nickel In," Bowers traces the early development of the music machines, with particular emphasis on the years 1898 to 1920, "the period of real commercial exploitation of the market for coin-operated pianos." Large segments of the book are devoted to the history of companies that have continued to grow in the coin machine industry, from the early player pianos to modern stereo jube boxes. Wurlitzer, Seeburg and Rock-Ola are all featured in the book, with full illustrations of these equipment and the commercial locations in which they were placed.

The book contains over 500 illustrations, original catalog pictures and advertisements. Published by Vestal Press, the book was released this week. Available from the publisher for $15 postpaid, the book can be obtained by directing orders to The Vestal Press, Dept. NR, 3533 Stratford Drive, Vestal, N. Y. 13850.

HERR WOOD

Cigaret Vend Price Held
In Louisville

LOUISVILLE—While over-the-counter prices here have gone up to 4 to 5 cents per can in the wake of recent wholesale cigarette price increases, vendors are holding on to a 30-cent pack price.

Operators report the penny-pushing expense dilemma is holding them back.

Price fluctuation among the six major U. S. cigarette manufacturers began about three weeks ago. All initially announced wholesale price increases of 40 cents a thousand (4/5 of a cent per pack). R. J. Reynolds later cancelled its increase altogether and the other firms halved their increases.

NEW EQUIPMENT

Gottlieb—Central Park Single Player

Introduced this week by D. Gottlieb & Co. of Chicago, a single-player flipper game called Central Park. The game has seven features which the company is quite high on: (1) 10 bull's-eye targets which advance the value of yellow and green center targets (2) hitting targets numbered one to five value of the yellow target and targets six to 10 advance green target (3) advancing either target five times scores special and then the target itself scores a special when hit (4) four pop bumpers light in pairs for fast action and high score (5) additional advances also score special (6) a comical, animated organ grinder's monkey strikes a bell in the lightbox for every 100 points scored (7) 10 million spot bull's-eye target groups.

Dyneball Co.—Billiard Lights

Newly available from the Dyneball Co. Skokie, Ill., is a billiard table light suitable for coin-operated installations. Engineered for optimum reflected illumination. Sets brass or satin aluminum in modern styling. Use three bulbs up to 150 watts or floodlights. No. 2489-3 is 36 inches long, suspends 12 inches from ceiling. No. 2489-4 has 2/4-inch shorter shade and uses 100-watt bulbs.

World Wide
Holds School

CHICAGO — World Wide Distributors here held another in its series of bi-weekly photograph service schools here last week (6). Hosted by distributor executive Harold Schwartz, the school was conducted by Mike Shohat, Seeburg Corp. field engineer. Instruction on the Seeburg Electra phonograph covered mechanism control system, general trouble shooting, simulated service calls and preventive maintenance.

Attending were James Cook and Robert Schiller, Twin Oaks Music, Aurora, Ill.; Tom Perez, Roma Music; Gary Stevens, Twin Music; Harold Freuden, Music by Kent, and Sol Mann, FABA Swingside Music, all of Chicago.

The next school in the series will be held April 20.

Billboard's Fourth Annual
Coin Machine Directory

Billboard's Fourth Annual Coin Machine Directory Advertising Deadline: April 12 Distributed May 7, 1966

Place now to have your firm's ad in the only exclusive directory serving the Coin Machine Industry.

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APRIL 16, 1966, BILLBOARD

Click here to add your own comments.
Operating Company Honor Roll—A One-Per-Day Enlistment Rate!

AURORA, I1.—The 50 operating company men who joined the Music Operators of America during the past 30 days must be considered as a remarkable sign that the new bag-full of new member services...

A good share of the new members recruited so far in MOA's big 1966 campaign have been wooed by firms located in Jack Bass' District Six Membership territory: Illinois, Indiana, Ohio, Michigan and Wisconsin. District Chairman Bill Post of Valley Music Co. here is shooting for 50 new MOA members from Illinois...

If Post and the eight other district chairmen continue bringing in members at the present rate, the ranks of the national trade association will have swelled by 300.

District six MOA member firms based on a trend to bring their competitors into the national association are as follows:

Illinois

A. H. Spindel & Sons, Inc., Arlington Heights; Valley Music Co., Aurora; Taylor Sales Co., Belleville; Gilbert Music Co., Bloomington; Fulton Music Co., Canton; A. A. Swingtime Music Co., Chicago; Landberg Music Co., Cherry Valley; Charles B. Deihl, Chicago; Spindel Insurance Agency, Chicago; Ace Music Service Co., Chicago; Atias Music Co., Chicago; Automatic Music Co., Champaign; Brown's Amusement Co., Chicago; Clever Music Co., Chicago; Dial Amusement Co., Chicago; Distributing Corp., Illinois; Chicago; Elliott Music Co., Inc., Chicago; Empire Distributing, Inc., Chicago.

Johannes Amusements, Chicago; King King and King, Chicago; Lee-Nordic Music, Inc., Chicago; McCloud Music Co., Chicago; Spindel Bros. Music Co., Chicago; Melody Music Corp., Chicago; Merit Industries, Chicago; J. Nosdor & Son Corp., Chicago; Oakdale Sales, Chicago; Phonograph Service Corp., Chicago; Pioneer Automatic Music Co., Chicago; Orville L. Stifer, Chicago; South Central Novelty Co., Chicago; Star Music Co., Chicago; Western Automatic Music Co., Inc., Chicago; World Wide Distributors, Chicago; Miles Sales & Service, Danville.


Indiana

Miami Music Co.; Osceola Novelty Co.; Cromwell; Edmund W. Bokota, East Chicago; Midwest Automatic Music, East Chicago; Variety Music Co., East Chicago.

Allen Music & Vending Co., Fort Wayne; Jack Elder Sales, Fort Wayne; Victor H. Oster, Gary; P. C. Dill & Sons, Mishawaka; Gary's Music, Mishawaka; M & M Music Co., Munster; Entertainment Service, Peru; Evans Sales & Service, South Bend; Ford Music Co., South Bend; Mac's Music Co., Inc., South Bend; Laden Vending Co., South Bend.

Ohio

Bell Music Co., Inc., Akron; Castle Music Co., Akron; S & M Music Co., Akron; Lorain Novelty Co., Amherst; Catty Music Co., Bucyrus; FCH Music, Inc., Canton; A & M Enterprises, Cincinnati; Pioneer Vending, Inc., Cincinnati; Royal Distributing, Inc., Cincinnati; Space-Vending, Inc., Cincinnati; Cleveland Coin Machine Exchange, Cleveland.

Michigan


Cigarette Service Co., Appleton; Frank & Hugh Sawyer, Beaver Dam; C. S. Pierce Music Co., Brodhead; Brockmeier Sales Co., Green Bay; Durand Sales Co., Green Bay; Evans Music, Green Bay; Elmer Schmidt, Hilbert; Lakeside Music Co., Kenosha; Sam's Amusement Co., Kenosha; Stanfield Novelty Co., LaCrosse; Central Novelty Co., Lake Geneva; Modern Specialty Co., Madison; Radoff Music Co., Madison; Harrington Dist. Co., Milwaukee; Mitchell Novelty Company, Milwaukee; P & P Distributing Co., Milwaukee; Pioneer Sales and Service, Inc., Milwaukee; United Incorporated, Milwaukee; Jacobs Novelty Co., Stevens Point; Bulger Music Sales, Watertown; Wright's Music Store, Wauwatosa; Red's Novelty, West Allis, and Rapids Coin Machine Sales, Wisconsin Rapids.
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-6.30-7.30 I Your local film society leaders.

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MOA 1966 Convention
Committees Are Named

MAO 1966 Convention
Committees Are Named

-Continued from page 60-

noticeably increased over the past two years. Prominent in-
dustry figures give much credit to this for aggressive new 
leadership by association elected off-
cr..nic and executive staff officer Fred Grammer.

One goal set for the 1966 MOA show is improvement of the 
means through which record 
company representatives are able to contact operating company personnel involved in 
the juke box programming. MOA 
officer Bill Cannon, Haddonfield, N.J., who heads the association's 
standing committee on Record Company 
Convention and Programming, is actively seek-
ing suggestions toward achieving improvement in this area.

Committees elected by the 
MOA board for the 1966 con-
vention are as follows:

Committee on Conferences, Les Montclair, Poerua, Ill. (chair-
man); A. L. Price, Minneapolis, 
Kan.; John Truscato, Davidwood, S.D.; Howard Ellis, 
Omaha; Russell Mawdsley, Hol-
yoke, Mass.; Maynard Hopkins,

Reeves Tops Neb. Assn.

by outgoing president, Richard 
Taylor of Lincoln, 

"As far as State business pro-
blems are concerned," reported 
Elis, "things are pretty quiet right 
now. Yet we recognize the next few years will be a strong 
asociation."

No State business 
topic was discussed at 
great length in the meeting, he said.

A report on the national 
copyright question and the recent 
meeting of the MOA board in 
Washington was made by na-
tional association sergeant at 
arms Ted Nichols of Fremont.

Nichols also urged COIN 
members who are not now mem-
bers of MOA to join post-haste. 
Nichols is chairman of the dis-

The drive for new COIN 
members, those attending the 
meeting here agreed that each 
will sign up a new firm into the 
association prior to the next 
meeting in June or pay double 
membership fee next year.

The June meeting will be held 
in Omaha.

Other highlights of the 
meeting included the opening of the 
local horse-racing season and a 
special phonograph training 
school sponsored by H. Z. Vendi-
ng of Omaha.

The school was quite well 
received," Elis said. Each 
distributor will be invited to 
conduct a training school at the 
next association meeting.

Runyon Schedules Phonograph School

NEW YORK—Art Seglin, 
field service engineer for 
Rowe-Marietta manufacturing, 
will conduct a service class at 
Runyon Schedules, Springfield, N.J., office 
Thursday, April 28.

Seglin, who has many years of 
practical field experience in 
collect-operated phonographs, 
will be instructing the class on the 
operation of the new AMI 
Band Stand Phonograph, Model 
O. The meeting will begin at 
7 p.m., and refreshments 
will be served following the class.

Gallion, Ohio; William An-
derson, Logan, Utah; 
Bennett Committee, Howard 
Erickson, Omaha (chairman); 
A. L. Price, Minneapolis, 
Kan.; William Anderson, Logan, W. Va.; 
William Pott, Aurora, Ill.; 
Royce Green, Jr., Andrew's, C. O.; and 
Maynard Hopkins, Gallion, Ohio.

Registration Committee, Har-
rela Wingate, Hanpough, Kan. (chair-
man); C. G. Sills, Oakland, 
California; Les Montooth, 
Poerua, Ill.; Nick Carter, Los 
Angeles; Jerome Jacomet, West 
Allis, Wis.; John L. Masters 
Jr., Kansas City, Mo.; 
Russell Mawdsley, Holyoke, 
Mass.; M. L. Holland, Roanoke, Va.; 
Robert Jones, Watertown, Mass., 
and Hal Shinn, Gaffney, S. C.

Membership Committee, Jack 
Bess, Richmond, Va. (chair-
man); Ted Nichols, Fremont, 
Ohio; Tem Greco, Glens, 
N. Y.; C. C. Bishop, Raleigh, 
N. C.; Wallace Wit, chairman, 
Fla.; K. A. O'Connor, Rich-
mond, Va.; Dick Steinberg, 
Newburgh, N. Y.; Robert 
Milwaukee, H. M. Tonnell, 
Appleton, Wis.; John Fling, Kansas 
City, Mo.

Exhibit Committee, Harry 
Sniezek, Chicago, Ill. (chair-
man); John Wallace, Oak 
Hill, W. Va.; Carl Pavek, White 
Plains, N. Y.; Art Johnson, 
Covis, N. M.; Charles 
Benjamins, Kansas City, Mo., 
and Leon Taksen, Harrisonburg, Pa.

Finance Committee, William 
Cannon, Haddonfield, N. J. (chair-
aman); Al Denver, Brook-
lyn, N. Y.; James Tolusano, 
Chicago, Ill., and Peter 
Geritz, Denver.

Public Relations. Henry Levy, 
Oakland, Calif. (chairman); 
Jack Jeffreys, Osceola, Fla.

Forum Committee, John Tru-
cano, St. Louis, Mo. (chair-
man); Mrs. Millic McCarthy, 
Huntsville, Ala., and Robert 
Nims, New Orleans.

Convention Committee, A. S. 
Pierce, Mt. Airy, N. C. (chair-
man); Max Hurvich, Birming-
ham, Ala.; Ralph Ridgeway, 
Springfield, Ohio.; George 
Shank, Wabasha, Oahi, Hawaii; 
Bert S. Betti Jr., North Bergen, 
N. J.; L. B. Smiley, Cas- 
shower; F. E. White, H. A. Franz, Houston, Tex.; 
Charles M. Akron, Ohio; 
W. N. "Pete" Ostritzek, Pitts-
burgh, Pa.

Reception Committee, Lou 
R. Caughrick, Rockford, Ill. (chair-
man); George A. Miller, Oak-
land, Calif., and Lawrence F. 
Jensch, Charlotte, N. C.

Door Prize Committee, Paul 
Brown, Kenosha, Ont., Canada (chair-
man); K. L. Carlin, Lexington, Ky.; 
Moses Proffit, Chicago; Sam Weisman, Balti-
more, and H. T. Fabiano, 
Buchanan, Mich.

Evaluation Committee, James 
Hutzel, Marionburg, W. Va. (chair-
man); Fred Ayers, Greens-
boro, N. C.; Lou Glass, Madis-
son, Wis., and H. C. Keets Jr., 
Florence, S. C.

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**TUDOR LANE**
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**POP SPOTLIGHT**

**BIG SPENDER**
Peggy Lee, Capitol T 2475 (M); ST 3175 (S)

**IN OUR IMAGE**
Evelyn Brooker, Warner Bros. W 1620 (M); WS 1620 (S)

**ALONE IN MY ROOM**
Verdelle Smith, Capitol T 2476 (M); ST 3176 (S)

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