FCC Payola Probe Team Starts Ball Rolling in L.A.

By ELLIOT TIEGEL

LOS ANGELES—The Federal Communications Commission began subpoenaing witness last week to appear at closed-door hearings starting yesterday (22) to alleged payola activities involving southern California broadcast-
First time in one release! Two singles by HENRY MANCINI, each from a new movie

"Arabesque" c/w "We've Loved Before (Yasmin's Theme)" #8856. Both sides are from his new album of music from the movie "Arabesque" LPM/LSP-3623

"The Swing March" c/w "In The Arms of Love" #8857. Both sides are from his upcoming album of movie music from "What Did You Do in the War, Daddy?" LPM/LSP-3648. One Mancini is great! Two are even better. Order now!

RCA VICTOR
The most trusted name in sound
**Waxings Ease Symphonies Strain**

**—But It’s Far From Sweet Music**

ST. LOUIS—An upswing in classical recordings should only partially assist most American symphonies in their quest for greater security, according to S. Edwards, president of the American Federation of Musicians. "We're not going to have a national orchestra," Edwards told the AFM's executive council. "There are too few symphony orchestras recording here," said Edwards, who manages the Philadelphia Orchestra and only two or three organizations, including Leopold Stokowski's Orchestra of New York, Philadelphia, Boston, Cleveland and Chicago, are cutting records with any regularity, Edwards added.

"The Philadelphia Orchestra, like Pittsburgh, which cuts four LP's annually for Command, have found recording contracts a factor in one respect: the musicians manage the equivalent of about three or four weeks extra pay from the record dates. For orchestras with seasons ranging from 20 to 30 weeks in length, this additional income can be a big assist in holding onto good musicians."

**Big 5 Makes Money**

The "Big Five" orchestras are making money from their recording. Edwards estimated. But even these established groups face rigorous competition from European orchestras not faced with high recording costs, he said.

"The record companies aren't willing to gamble a sizeable investment on symphonies," Edwards said. In its contract with Command, the Pittsburgh gets an advance from the record company to cover recording costs, royalties to the advance, if any, accrue to the orchestra. Therefore, symphonies like Pittsburgh's record permanent example of a particular performance. "We have managed a few sales of our records when we're on the road," Edwards said, "but they're not at a volume level."

Most of the smaller market orchestras shirk away from cutting their own disks because of terrific merchandising problems. "The retailing market is just chaotic, a veritable jungle," Edwards commented. The Louisville orchestra, however, has had good success with its First Edition Records, recorded by Columbia Masterworks. But these recordings are chiefly designed to spread the gospel of contemporary music, rather than being a direct vehicle for balancing the organization's books.

The increased number of classical LP's is helping to spur the involvement of record companies with symphonic music, Edwards agreed. But he questioned whether this could be translated into financial support for such organizations as his. "The majority of concertgoers in the large metropolitan areas probably aren't serious collectors of classical recordings. They'd much prefer to hear the concert in person, outside the metropolitan areas, however, it's a different story," he said.

**Beatles’ LP Makes Cap. Run for Cover**

NEW YORK — Salesmen of the various Capitol Records Distributing Corp. branches throughout the nation are reaping from a busy weekend—sweeping the latest Beatles album, "The Beatles Yesterday and Today." Some 750,000 albums which were pressed, packaged and shipped to the factory branches have been recalled for repackaging. Reason for the recall is a cover art—shown which features the Beatles in white smocks surrounded by what appears to be embalmed baby dolls and butcher shop cuts of meat.

According to reliable reports, some of these albums have reached dealers' shelves, although some have been received by reviewers and radio stations. Capitol has a new cover printed, showing four nearly identically dressed Beatles inside and draped around a trunk.

**Explanation**

Alan W. Livingston, president of Capitol Records, explained the cover recall:

"The cover art for the latest Beatles album in England was intended as 'pop art' satire. It was endorsed by public opinion in the United States that the cover design is subject to misinterpretation. For this reason, and to avoid any possible controversy, or undeserved harm to the Beatles' image or reputation, Capitol has chosen to withdraw the LP and substitute a more generally acceptable design."

Meanwhile, Capitol is making a painstaking effort to recall the covers to make sure they are destroyed. Reviewers are requested to return the cover to Capitol, and dealers who have received streamers are asked to hold them until a sales call.

99,000 in N. Y.

Some 50,000 albums were shipped to the New York area branch alone, and the salesmen spent Saturday (11) and Sunday (12) stripping the albums before shipping them back to the Scranton, Pa., pressing plant for repackaging. Capitol is going for a bundle on the deal. Figuring the album cover cost at 15 cents, 750,000

(Continued on page 6)

**Supreme Co., Pye in Deal**

**Mainstream Get 3 New Tracks**

NEW YORK — Mainstream Records has acquired three new albums out in 20th Century-Fox's "The Blue Max," the foreign movie, "The Shop on Main Street," and Columbia's "Walk, Don't Run." "The Blue Max," according to Billboard, "is a major score..." One song, "I Can't Help Myself," sung by the LeFevres, will have the rocksock. Quincy Jones did the score for "Walk, Don't Run," which stars Cary Grant and Samantha Eggar. "The Shop on Main Street" won the Oscar at best foreign film.

**Los Angeles — Supreme Recordings of Glendale, Calif., the Eye Records of London, and its religious product as the key English independent label enters the United States."**

Supreme's president Paul Micklethun is in London concluding arrangements with the Pye chief, Louis Benjamin. Micklethun will also take the opportunity to record in London the Lymann Singers, an American Baptist group and Ben and Allen. The affilition with Pye is a significant step for Supreme's desire to cut its distinctive Western religious labels, which has the distinction of recording albums regularly in England. Micklethun is scheduled to leave London June 26 and fly to Cleveland, Tenn., where he will meet the合肥 Supreme's West Coast office, the Press, which recently purchased two religious labels, Skyline and Sing Records. Supreme and the Pathway have a reciprocal distro deal, and both performers on these latter two labels are the Blue Ridge and Oak Ridge Boys. Alice and Speter Family, according to Supreme's Tom Lopez.

GEORGE R. MAREK, seated, vice-president and general manager of the RCA Victor Record Division, has been given the new Colgems label with Don Kirshner, who'll be Colgems' creative director.

**RCA KO's Tradition Bows Outside Label**

NEW YORK — RCA Victor has tied in with Columbia Pictures and Screen Gems on the formation of a new record label known as 20th Century-Fox Records, or Precedent move on Victor's part. This marks the first time RCA has gone beyond its disk company structure to establish a new entity.

Coming into the Colgems deal will be Don Kirshner, head of the Columbia Pictures-Screen Gems Television Music Division. He will serve as creative director. RCA's full-time label for Columbia-Screen-Gems to create and develop the new product and for RCA Victor to manufacture and merchandise that product.

It’s been reported that the Victor tie-up with Columbia was on a kick off with a disk by a new group, the Monkees. The group will star on a Screen Gems TV series which will premiere this fall. The disk's release is scheduled to precede the TV show's kick-off.

Kirshner indicated that he expects to draw from every area of his experience in the industry. Colgems is expected to be released on the Colgems label. In addition to TV, he says he'll do a television music of Soundtrack, and motion pictures, as well as working in a supplementary area for the teen market.

GEORGE R. MAREK, vice-president and general manager of the RCA Victor Record Division, expects the Colgems label to broaden the market base for the Victor distributors in the U.S. and throughout the world, particularly in the teen area. He also indicated that all of Victor's marketing and promotional facilities will back up all the Colgems releases.
Merc 'Warehouse Concept' Rolls

CHICAGO—Application of Merc's "one warehouse" concept has achieved in seven major markets and is now being tried in the end of June.

10 days were cleared for executive vice president Irving H. Steinberg, direct airfreight shipments are now being handled at key Boston, Philadelphia, Dallas, San Francisco, Cleveland, Miami and Detroit plants under an agreement with the executive of the Chicago warehousing firm.

Steinberg explained that if the board of directors approved, it would end the race between Mercury and TWA for lower fares between the West and the Midwest.

Cost Savings

Boards of directors in addition to the Chicago warehousing firm, through a "one-warehouse" concept, will result in much more savings than the same concept.

Jerry B. Roberts, president of the Chicago warehousing firm, said: "We have had many variables at work and in the end of June we will have achieved the concept." He added: "It is the best insurance for the continued growth of the market and airfreight industries and it also means good service for the consumer."

The view is the Cord of Bonton Communications, which specializes in the broadcasting of music and broadcast programs. The idea was later copied by the Navy.

The Chicago warehousing firm, being considered for the release of the "one-warehouse" concept, added: "A hybrid situation will likely exist in the future, according to Mr. Steinberg, "in which key accounts will be served directly by air and non-accounts by radio.""

**Executive**

Jack Hooke has been named president and general manager of the company's new division. The division manages many of the artists signed through Liberty Records Productions and Liberty Records, Inc.

**Turntable**

**Las Vegas**—The American Record Foundation of the Big Sound Band, Inc., is the title of an organization recently formed by the Las Vegas publicists man Charles Rayburn.

Rayburn claims he is convinced that the big sound band will return to replace hospital music. "It is because the sound bands enough long and are anxious that the young generation call down and listen to growth music, the danceable music," he said.

According to Rayburn, the new promotion and record into Las Vegas will seek nationwide partnership with chapters in communities.

**Jobete Sues Knox**

NEW YORK—The Jobete Music Co., Tamla-Motown publish- ers in Detroit, have filed suit against Kevin Knox Enterprises in Detroit. The Detroit firm charges that the singing group, the Jobetes, under the name of "The Four Tops" has infringed on its common law trademark.

The publishing firm began operation in 1959, according to the complaint, Tamla-Motown recording artists leased a share on Jobete material for their records.

Time savings over customary truck and rail costs were 300 per cent, he said.

Shippers began going out by air, he said, without hesitation. The procedure: go by phone directly to a computer in our company's Rich- mond plant; are processed by computer (which at the same time means several sales data) for filling; product is pack- aged, all data and loaded on trucks for a 40-mule day to Dayton, Ohio; merchandising is air- freighted to Dayton and to the dealer overnight.

Says Steinberg: "Costs have been reduced 25 per cent. This service is considered." He said that per- centage further cost savings would have occurred to date had not the Vietnam conflict tied up a key carrier. Currently, TWA and American are facing Mercury product.

\[Continued on page 10\]

**Phillips Offers Discount Plan**

CHICAGO—With the release of Philip's June album package the company is offering a 20 per cent dealer-incentive discount. On an album package of a high quality classical product is also offered. In a joint promotion with the publishers of Dusty Springfield, Nisa Simon, Luiz Bonfa, Guarneri, Del Rigo, the Concertgebouw Orchestra under Eugenio, Kurt Kreel, and the London Symphony Orches- tra under Charles Mackerras. A joint promotion effort and public- ity drive will support the release, according to Philips officials.

Big 3, Yardbirds Make Pub, Deal

NEW YORK—The Big 3 Music Corp. has signed a music representation agreement with British vocal group the Yardbirds. The group writes its own songs and the contract is with Russ Morgan, Clyde McCoo, and Dec- lent Lopez. National headquarters will be here.

'World' Track

 LOS ANGELES—MGM Pic- tures has released the LP of "Around the World Under the Sea," the Monuments Records, which will be a major bid for film musical properties. The songs are by Harry Salk, composer of the score for "Sinbad the Sailor," released through MCM Records and "Alice Through the Sea" goes into national play- dates through the month of June and July. Monster plans tie-in promotions with MGM Pictures.

The album has been released internationally. The purchase marks Monument's first score by Harry Salk. The group's previous film packages have in- cluded "The Tokyo Olympiad" from Toho Films, Japan, several Johnny Dankworth singles and an Italian National promotional set of "The Flight of the Phoenix."

**Dot, Viva in Financial Deal**

LOS ANGELES—Dot Rec- ords has announced that they have worked out a distribution deal whereby Viva works on a sliding percentage.

The new label is being operated by Snuff Garrett, Leon Russell, who is president, and Hal and Elsie Hackett, who are the chief executives of their respective companies.

The company is being operated with an international promotion effort and public- ity drive will support the release, according to Phillips officials.

**Now It's ABC, THAT IS**

NEW YORK—It's ABC Records, Channel 2's Paramount Recordings is charged with the station's "new look," using the logo of the TV network, and it must be said that the logo is becoming well known. The station used the logo for the first time in a promo piece.

The artists are: Vocalion, "Anita O'Day," "Carole King," "The New Faces of Music," "Artie Shaw," and "Bud Shank." The station is trying to make a "contemporary concept" that Viva's deal with Dot is not for a straight percentage. Product will feature the "new sound." Dot, Garrett has had an impressive array of chart singles principles with Liberty Records attractive.

Product will be in the top 40, with albums "a bit controversial" in concept, according to Garrett. Garrett will also be groomed for rack sales.
"On the basis of present evidence, Miss Norris could be one of the great popular performers of the next two decades."
—John S. Wilson, New York Times, June 10

We're not the only ones captivated by the name. It's on the tip of your tongue, too. If you're in the know. Big things have happened for Bobbe. She knocked 'em dead on the Ed Sullivan Show. She's wowing them at The Persian Room of the Plaza right now... and set for a return engagement in December.

A new single—
"Silently" c/w
"Let's Start All Over Again" 44481
A hit album—
Bobbe Norris
The Beginning

CL 44481 CS 44481 Stereo

Where Bobbe Norris is. Where the action is.
On COLUMBIA RECORDS®
Producer Venet Receives Plaque As Teacher in Watts Residence

LOS ANGELES—Pop music producer Nick Venet was invited by George Washington Carver Memorial Institute’s Award of Merit and Honor Fellowship for three years of volunteer work with the Watts area.

Venet, 28, has been assisting South Los Angeles area youngsters in gaining information and the resources to get an education through visiting Watts churches and halls and conducting auditions, answering questions and inviting youngsters to his open sessions.

He was surprised when the plaque arrived last week from the 20-year-old Washington, D.C., council and the National Education Association. The plaque given to Venet, a Cimmaron, Kansas, native, is a testimonial to bringing to the public’s attention the artistic value of Negro music, singers and musicians.

The plaque was presented to former U.N. Ralph Bunche, President John F. Kennedy and entertainers Duke Ellington, Sammy Davis and Cab Calloway.

Aids Deprived Kids

Venet explained that the late Sam Cooke got him involved in providing information to the deprived area youngsters. "Sam used to get letters and calls from kids, and if they were local, he’d give them a call. Sometimes we’d hop in the car and go to some areas I wasn’t familiar with."

Venet explained that he has auditioned semi-professional groups and has chatted with kids on the phone and had them to his Hollywood house to show them how the recording business works.

"The figure, Rene Hall, is credited by Venet with being the first to offer free assistance to Watts-area teenagers.

Venet calls the free information an "unaccredited course" in the music business. "I’ll tell them how to approach record companies."

"Venet is one of the staff of Capitol Records for two years (Bobby Darin and the Beach Boys were two of his acts). Venet is now a successful free-lance music and picture music consultant. He co-authored the music for the short "Skater Dater" which won the top American product category at the recent Cannes Film Festival. Venet’s never sought any publicity for his free dealings in musical social work and is amazed that the Carver Institute heard about his activities.

BOOK REVIEW

‘Phonograph’ a True Account Of Trade History in Making

NEW YORK—Roland Gel- lert’s “The Fabulous Phonog- raph” is a 688-page book about the phonograph and phonog- raphy in America. According to its reviewers, the book is engaging and informative and has achieved the status of a classic work shortly after its publication.

This engaging book is now available in a new and revised edition, which includes a supplemental chapter on 1953-1960.

This decade, of course, was a crucial one in the record industry, in the merchandising and marketing phase of the industry a revolution occurred. Record clubs, rack jobbers, discount stores—all radically changed the economics of the industry. On the engineering and creative side, tremendous advances occurred, culminating in the stereo record. All these developments, as Gel- lert points out, are opening the mass market for recorded music.

One of the most interesting aspects of the modern record industry is the place of the phonograph, so often the object of ridicule, as the inclusive appeal of the phonograph as a whole.

The revised edition of “The Fabulous Phonograph” should be must reading for people in and out of the industry who are interested in the record and phonograph business. Nowhere has the whole story been told so well and so fully. P.A.

Acuff-Rose ‘Rights’ Deals

NASHVILLE—Acuff-Rose Publications has concluded deals giving them exclusive world rights outside the U.S. and Canada to two cutagols. The agreements provide Acuff-Rose with copyrights in the pop, rock, gospel, spiritual and folk fields.

The deal, with Epic and Don Music, a BMI-affiliated company, was arranged by William Ackerman, who has been involved in the material.

STONE’S START TOUR IN HUB

NEW YORK — The Rolling Stones are currently on tour in the United States and will return to Europe this summer to begin a tour in the U.K.

NEW YORK — The Rolling Stones, who are currently on tour in the United States and will return to Europe this summer to begin a tour in the U.K., are currently playing in the U.S. and have just sold out a show in Boston.

BEATLES’ LP

"Today, the single from the album had been getting airplay on WMCA, and extensive radio promotion had been scheduled to bring it to $121,500. Added to that was the hope that the long-delayed album records back to the pressing plant where they were re-strung, and the figure could reach $200,000."

Guitarist’s LP

"Today, the single from the album had been getting airplay on WMCA, and extensive radio promotion had been scheduled to bring it to $121,500. Added to that was the hope that the long-delayed album records back to the pressing plant where they were re-strung, and the figure could reach $200,000."

SALUTE TO RITTERS An Industry Gala

LOS ANGELES—A social event to honor the 25th anniversary of Don and Mary Jo Ritter turned into a show business salute to the country artist last night.

Presentations of plaques, certificates and records were tendered the Capitol artist by a score of organizations and artists, provided by Carl Cotter’s band offering selections which thrilled Ritter’s long career in show business.

The occasion also marked Ritter’s move to Nashville and his 26 years with Capitol. R. B. Wills, executive vice president of the company, introduced Ritter “a credit to the profession and a credit to what America stands for.”

Here’s a column on the Beatles’ LP hit “Yesterday,” which sold past the 750,000 sales mark, reports Capitol, which is eying a 10th gold single for the British group. The sales were attained after a week on the market.

DAVE CLARK, center, is flanked by Len Levy, right, Epic Record vice-president and general manager, and Sol Robiniow, national sales manager for Capitol, at the Capitol Phonograph’s five-country tour of the U.S.

INTERSTATE RECORD MAKES SETTLEMENT WITH CREDITOR

NEW YORK — A creditors committee, with J. George Jay of Columbia Records, voted to accept 12.5 cents of the dollar for debts owed by Interstate Record Distributors and its subsidi- aries. The subsidiaries are Garden State Record Distributors, Sunshine State Record Distributors and Florida Record Distributors.

The vote taken Tuesday (14), was not unanimous. Walter T. Little of the New York Credit Men’s Adjustment Bureau explained that the decision must be approved by a majority of all creditors before it is binding. It was still up for a final decision.

The Interstate record indicated book assets of $1,471,373, estimated realization of $1,790,126, a smaller, more realistic figure, and liabilities of $1,970,426, which included all claims and priority claims of $604,533.

PUB SUBSIDIARY SET-UP

BY MONTFORT PRODUCTIONS

NEW YORK—Alan Jay Ler- ner’s Montfort Productions has set up a subsidiary compa- ny for record production, Montfort Music. Wally Schus- ter will be general manager of the Montfort subsidiary, and Squires, currently general manager of the operating company, will hold the same title for the music publishing operation.

Schuster, who came to Mont- fort Productions last year after a hitch as professional manager of Screen Gems Music, indicated that Montfort Music would set up a complete staff in the U.S. and in Europe in an attempt to sign songwriters for exclusive rights to their mate-

ISSUE SEASON'S PIANO, THANKS TO ASCAP

WASHINGTON—The Amer- ican Society of Composers, Authors & Publishers has announced that the United States Senate a piano last week to John Philip R. Stanley Adams made the pres- entation at a luncheon hosted by Sen. Eugene C. C. Jordan, D. (D., N. C.), in the Senate Confer- ence Room, the Capitol, to the straws of many music trade associations, including the latest prize winners. The ASCAP presi- dent was warmly praised by Senator Jor- dan for his accomplishments in both musical and administrative.

Senator Jordan, who is chairman of the Senate Committee on Rules and Administration, is in charge of all gifts to the Senate. Famous singers and pianists vis- iting the Capitol have in the past had to remain silent because of lack of a piano—a situation ASCAP just had to remedy.

MONTOWN ACTS FOR OVERSEAS

DETROIT — Motown Recor- d Corp. is expanding its pro- gram of overseas promotions under the direction of Mrs. Esther Edwards, vice-president in charge of promotions, who is responsible for the department. Already scheduled is a tour of Japan in September, followed by the Summits. The group has also been invited to appear in Germany. Other tours abroad by Motown artists are expected to be announced soon.

ABC Gets ‘Home’

NEW YORK—ABC Records has acquired the master of “Come On Home,” by Alice Deardorff on Petrolis Records. Don Costa Productions handled nego- tiations for the country music single.

BEETLES’ DISK HOT

HOLLYWOOD—The Beatles’ “Paperback Writer” has sold past the 750,000 sales mark, reports Capitol, which is eying a 10th gold single for the British group. The sales were attained after a week on the market.

Copyrighted material

JUNE 25, 1966, BILLBOARD
In the big Frankie Laine tradition, a belting new ballad of our fighting men in Viet Nam: JOHNNY WILLOW b/w What Do You Know

5658
Col.’s Davis Keys Plan to Creator

• Continued from page 1

elements as sales, advertising, market research and financial so that they don’t operate in a

vacuum.

Along the diversification lines, Davis feels that Columbia’s dis-

tribution set-up is capable of ex-

panding by taking on additional products that are related, in some way, to the record busi-

ness, such as musical instru-

ments, publications, and any new concepts that may be de-

veloped in this fast-moving technological age.

This is just part of the crea-

tive thinking that Davis will ask of his staffs. He admits that there are bound to be new ideas and new programs that come a-cropper but the impor-

tant thing, he insists, is that we keep coming up with new ideas for the necessary testing. “We’ve got to guard against complacency,” he says, “and emphasize innovation.” In Davis’ view this covers such broad areas as new artists, new advertising and new marketing techniques. Columbia is now working on new uses for advertising which will be de-

signed to give its artists and product maximum exposure. Also, other forms of advertising usage and merchandising meth-

ods are now being studied.

Over the years, says Davis, Columbia has held a premium image quality and at the same time has been a dynamic and innovating company, and we plan to continue along those lines. "In pursuing ways to ex-

pand our commercial horizons," Davis adds, "we will not sacri-

fice the cultural projects that the company has been associ-

ated with through the years, and we will continue to seek out new opportunities for records to fill the cultural void."

Davis also hopes to get his operation so that it keeps abreast of trends and stays on top of the musical world. He cites the company’s efforts in the teen-

age field during the past year as an example of the company’s feel for the so-called contemporary sound. With Bob Dylan as its spark plug, Columbia has bolstered its push into the teen-

age market with such acts as Paul Revere and the Raiders, Simon and Garfunkel, the Byrds and the comparatively new group, the Cyrcle, which is quickly building first records “Red Rubber Ball.”

Davis also points out that the label will continue the concen-

trated efforts in the “good mu-

sic,” Broadway, and country, world, classical and jazz fields that have brought the label to a top position in the industry.

In addition to the Columbia label, the world’s largest record company and general manager of CBS Records, has the Epic, Har

wood, Commodore, Coral and Sav-

nage lines, the Columbia Legacy Col-

lections, Columbia Special Pro-

ductions, Columbia Special Products, and Masterwork Au-

dio labels. Davis is also working on the future and has already set up an audio engineering forum for records to fill the cultural void.

Davis hopes the Epic label will become the strongest inde-

pendent label in the business and expects to give it any kind of help it needs to achieve that end. The beginnings of Epic’s new label would hold almost nonstop with the signing of Donna

Van. The British singer is joined now by a number of established strong sellers as the initial release to the new Epic label and the Yardbirds. The recent opening of a house office for Epic is a good indication of the company’s ef-

fort to assure a first-rate status.

Even though sales of the Masterwork Acousticon ra-

dios, phonographs, stereo system components and tape recorders, have been strong, Columbia has decided to cut back in the few years of its existence because the primary markets for these products are being looked to make it a still more meaningful part of the line. As a result, Special Products Division, which handles such products as Recording, Tape and Incentive Sales and Audio Visual programs, is also in the process of a cutback. As far as the tape CATridge field is concerned, Davis feels that it’s much too early to assess its potential and that many segments of the industry will not be advised to be cautious in their approach rather than take a chance. The CATridge has been successful in a few applications of the CATridge and continues to improve in the DAT(6) sales convention on July 20. The company reports that the tape CATtridge field has not yet been set.

The 10-2000 line is one component of the CATtridge line, which is sold as a kit and contains the record player plus all accessories. In addition, Columbia is making plans for the production and sale of a four-speed, automatic turntable. The company also plans to make a CATtridge which will be in a package and sold at a lower price than the 10-2000 line.

In the fall, Columbia plans to introduce a new line of tape recorders in the $125 to $250 range. The new line will be sold under the name of "Columbia Special Products," and will be distributed through the company’s existing network of dealers.

The introduction of the new line of tape recorders is part of Columbia’s overall strategy to expand its presence in the consumer electronics market. The company believes that the new line will help to increase its market share and position it as a leader in the industry.

Columbia is also preparing to introduce a new line of stereo speakers, which will be sold exclusively through audio specialty stores. The speakers will be available in a range of prices to suit different budget levels.

In addition, Columbia is planning to release a new line of compact disc players, which will be sold through mass market retailers and department stores. The compact disc players will be priced to compete with similar products from other manufacturers, and are expected to be well-received by the public.

Columbia is committed to expanding its product offerings and reaching new markets in order to continue its growth and success in the consumer electronics industry.
1. BOOTS
2. HOW DOES THAT GRAB YOU, DARLING?

NOW—A BIG THIRD IN A ROW FOR NANCY!

"FRIDAY'S CHILD"

#0491
reprise
to replace Rick Blackburn as
representative in Chicago. Blackburn
joins Epic as regional man, working
out of Cincinnati.

Did Roy named Western sales
manager for Aura Sonic Corp. He
will handle sales and promotion
for Aura Sonic 4 and K-Track
CAtridges, operating from Los
Angeles. Roy was formerly with
Liberty Records. Gene Price
named manager of the newly cre-
ated radio-TV commercials depart-
ment at Smuff Garrett Productions.
Price was formerly a DJ on
KEWB, Oakland. The company’s
previous radio commercial assign-
mints have featured Gary Lewis
and the Everly Brothers.

** **

MBD Productions, owned by
songwriters Robert and Richard
Sharman and personal manager
Mike Connor, have added two ex-
tecutives to their independent re-
cording company: Melinda Recchi as
production assistant, and Darwen
Fields, who’ll be in charge of pro-
motion.

Larry Bakke has resigned his
post as promotion director of
Scora Records, Minneapolis-based
independent firm. He is planning
to head his own organization and
will be doing national and regional
independent sales and promotion
working out of Minneapolis. Pre-
vious to his assignment with Scora,
Bakke was with Van Jay Records
for three years as Midwest and
national sales promotion man.

Richard Sherman named Eastern
sales manager for Warner Bros.
Records effective June 27. He was
formerly Eastern District Manager’s
recently formed tape CAtridge de-
partment. Sherman now works in
New York City and handle WR,
Reprise and Loma sales in 11 mar-
kets. Dealers Spin With CAttridge

** Continued from page 1

tridges only at certain locations.
This reflects the newness of
the industry, and the dealers
uncertainty over the market’s di-
rection at present.

Of those dealers now stock-
ning and selling tape cartridges
some 44 per cent sell the play-
back units, and more than 22
per cent intend to stock them.
Some 20 per cent of the record
outlets not stocking the car-
tridges said they definitely plan
to carry them, while another
70 per cent are considering do-
ing so.

Based only on those dealers
now selling cartridges, approxi-
mately 60 per cent sell the
8-track type only; 38 per cent
sell both 8 and 4-track, and
4.7 per cent stock the 4-track
exclusively. Reports from Cal-
ifornia indicate that at certain
locations the 4-track outsells the
8-track 20 to 1. Usually, how-
ever, these locations have been
in the cartridge market now
for more than two years.

Familiarity seems to breed
business. Some 78 per cent of
the dealers indicated an aware-
ness and knowledge of the new
industry; 7 per cent were
vaguely acquainted with it. Of
those who answered “yes” to the
familiarity question, almost
per cent now stock and sell
cartridges.

Salesmen, distributors
supply the largest
source of information. To
make up some 30 per cent of
total. Twenty-seven per
cent the record store named
as their single information
source, and about 17 per
cent cited RCA Victor, sales
men and distributors. The co-
hined percentage of all other
sources totaled 26.

The Survey Service will con-
clude the tape cartridge size
for Billboard’s Record Mark
Research division. New
questionnaires are now in the
field. The survey is being ex-
 tended to cover dealer handling
stereo tape cartridge units in
the home.

-Continued from page 4

In Los Angeles Mike Borchetta
has replaced Rudy Butterfield as
Philips, Smoeh and Fontana repre-
sentative. Butterfield moves to
RCA Victor and Borchetta comes
from Victor. From All-State
Distributing comes Tony Valace.

DEALERS SPIN WITH CARTRIDGE

** Continued from page 1

tridges only at certain locations.
This reflects the newness of
the industry, and the dealers
uncertainty over the market’s di-
rection at present.

Of those dealers now stock-
ning and selling tape cartridges
some 44 per cent sell the play-
back units, and more than 22
per cent intend to stock them.
Some 20 per cent of the record
outlets not stocking the car-
tridges said they definitely plan
to carry them, while another
70 per cent are considering do-
ing so.

Based only on those dealers
now selling cartridges, approxi-
mately 60 per cent sell the
8-track type only; 38 per cent
sell both 8 and 4-track, and
4.7 per cent stock the 4-track
exclusively. Reports from Cal-
ifornia indicate that at certain
locations the 4-track outsells the
8-track 20 to 1. Usually, how-
ever, these locations have been
in the cartridge market now
for more than two years.

Familiarity seems to breed
business. Some 78 per cent of
the dealers indicated an aware-
ness and knowledge of the new
industry; 7 per cent were
vaguely acquainted with it. Of
those who answered “yes” to the
Don't Touch Me
Jeannie Seely

The Seely Style is another reason why Monument is artistry.
LOS ANGELES — A miniature 4-track tape CARtridge player, capable of fitting into a car's glove compartment, is being offered by Music Pe of California, exclusive U.S. importer-distributor of Universal Japanese equipment.

The miniplayer will retail for $89.50 less speakers. The unit measures 4½ inches wide by 5½ inches long and has a chrome body. "We are shipping the unit on Monday," stated Music Pe's president Murray Epstein, a former servicing machine executive, who formed the six-month-old company with Jerry Moss, a former radio-TV-electronics repairman.

The company's first cartridge player is a 4-track retailer for $79.50, with speakers $10 additional. A compatible 4-and 8-track player will be available for U.S. sale within 45 days. Epstein also revealed he would be importing two home units, a console player with AM-FM radio and a player with AM- FM multiplex. Prices on these two models will be set within the month.

Fran 1st Product

The firm's unusual name for a cartridge equipment house is derived from the first product Epstein sold: a radio housed in a 4-track storage unit.

Music Pe is selling its Universal line to such auto outlets as Novak's, Zane's, Western Auto in addition to independent dealers. The White Front discount chain also handles the product.

"The West Coast territories are California and Texas, according to Epstein, who in 20 years has dealt with Sears (Continued on page 14)

"NOW WE'RE COMPATIBLE"

Jay Electronics introduces the first single unit capable of handling the Fidelas 600, 600 and 1200 type car- tridges as well as Lear type cartridges. Jay Electronics, with 11 years' experience in the field, has the technical know-how that makes leadership, we can show you how to convert the unlimited potential of stereo tape cartridge equipment into hard cash.

We have a vast stereo and memorial library for home, auto and background music.

We have high-speed duplicating facilities for record companies as well as for production of ma- terial for commercial accounts. A lim- ited amount of duplicating time is still available.

"I'm 4 track!"

"I'm 8 track!"

Jay Electronics, Inc.
52 Bethpage Road Hicksville, L.I., N.Y. 516 8518
inquire today

IF YOU WANT PROPER TAPE CARTRIDGE AND PLAYER DISTRIBUTION CALL:

TRINITY RECORD DIST. CORP.
577 PARK AVE., FIRST FLOOR, EAST HARTFORD, CONN.
303 289-4340
ED. DILLAMO, Sales Mgr.

COVERING CONNECTICUT, WESTERN MASSACHUSETTS, RHODE ISLAND, ALBANY, NEW YORK

WE CARRY
1-Have 4 Sateen Saling Tape
2-Sell to 500 Record Outlets
3-Represent Over 50 Labels on Tape New
4-Have Car & Home Tape Unit (Muntz-Audio Stereo)
5-Have 4 & 8 Track Tapes in Stock for immediate delivery
6-Are Selling Outlets such as: Car Dealers, Appliance Stores, Stereo Shops, Jewelry Stores, Camera Shops, Auto Waxes, Seat Cover Shops, etc.

CALL NOW FOR THE MOST AGGRESSIVE CARTRIDGE TAPE AND PLAYER DISTRIBUTOR IN THE EAST

ELECTROLA DEAL GIVING PHILIPS LEAD IN BONN

COLOGNE — Competition in the German CARtridge race has sharpened with the announcement by Philips that it has reached agreements with Electrola for the use of its repertory in the Philips cartridge player.

EMI's addition to the Philips' cartridge player program through Electrola, its German subsidiary, puts Philips at the front of the race in Germany. Philips now has agreements with Philips Tone, its record affiliate, Deutsche Grammophon and Grammophon's pop arm Poly- dor; Metronome, and EMI-Electrola.

The Philips' cartridge player system has also been adopted by Lancome-Ops, Brauns-Schub-Lorenz, Bosch, and Brown Bover.

Rivals to the Philips system are Grundig's DC International system and Sabah's Sabanomobil. Grundig developed its system in partnership with Telefunken, Blaukom's and other dis- tritional cartridge players.

Telefunken's subsidiary, Telecor, provides the music repertory for the DC International players. Sabah's Sabanomobil is supplied with cartridges from the music repertory of Arista-Burodic and Sabah's own music library.

Philips and Grundig-Telefunken have designed their players for both home and auto travel use. Both systems permit recording as well as cartridge playback. Sabah's Sabanomobil, by contrast, was designed solely for cartridge playback. It was the first auto cartridge player to appear.

(Continued from page 1)

Talon Puts Home Units to the Test

The first units from Talon's new line are $79.95 and $124.95, respectively.

General manager Warren Knotts declined to disclose the lot of the investment in the new line. He did say, however, that Talon is moving ahead with pilot prod- uction, indicating that the company is committed to full-scale produc- tion. Although Warren says he expects the company to make a return on its investment, he also says, "The product is still being tested in the lab, against photographic standards.

Warren said the units may be distributed at the Chicago Music Show.

Talon's distribution set-up re- mains untested. Warren said the unit will probably be handled by large distributors. Two of its own distribution systems, used by Talon Zipper Co., the main division, are under consideration. Talon distributes its cartridges directly through 40,000 retail outlets through regional offices which sell to manufacturers.

Talon first became interested in the cartridge industry last summer when he saw Bill Llar demonstrate it at Wichita, Kan.

"MARTEL'S 8 CARTRIDGE 8-TRACK"

NEW YORK — SIB, the auto- motive division of Mogul, today introduced the 8-track tape player to the auto industry with a playback unit. The machine, known as the ST 808, plugs into the cigarette lighter receptacle of any car, boat or plane. The unit, which will display Talon's Chicago Music show in July, will be distributed by Martel, which manufactures the Uber line of tape recorders.

AUTOMATIC RADIO's new 8-track CARtridge playback, TapeDeck III. The four-speaker unit is equipped with a theft-proof locking device.

Automatic Radio Adds 8-Track CARtridge Unit

MELROSE, Mass. — Automatic Radio Mfg. Co., has added an 8-track tape CARtridge player. The company, which also markets ITCC tapes through its own distribu- tors, previously manufactured only the 4-track type units.

The playback machine, known as TapeDesk III, operates from a 12-volt negative ground system in a car, boat or plane. An optional 110-volt a.c. power pack converts the unit for home use.

One feature of the TapeDesk III is its lock-and-key theft- proof mounting bracket. By turning a key, the unit may be removed from its mounting for use elsewhere.

Novak Helms Sets Up as Col. Gears for 1st Release

NEW YORK — In line with the first release of Columbia's 8-track tape CARtridge for automobile and home use which will be announced this month, Esquire's national sales convention was held in Las Vegas on July 20. George Novak has been appointed to head Columbia's newly ex- panded tape products operation.

In addition to his work with tape cartridges, Novak will report to Frank Lyons, vice-president and general manager of Columbia Record Sales, and will have widespread responsibilities embracing the marketing of all tape products, both car- tridge and reel-to-reel and supplying tape accessories.

Novak will work in close as- sociation with the Columbia re- cords field sales organization in the merchandising, promotion and advertising of Columbia tape products and accessories. Novak will also recommend sales and promotion programs and marketing and distribution policies. He will keep apprised of technical advancements and developments in the industry by constantly surveying the market place.

JUNE 25, 1966, BILLBOARD
INTERNATIONAL HIT MAKER
FRANK IFIELD
HAS A NEW WORLD-WIDE HIT
NO ONE WILL EVER KNOW

"IF I'M SAVING ALL MY LOVE (FOR YOU)"
HICKORY 1397

WATCH FOR THE NBC COLOR SPECTACULAR, “THE LONDON PALLADIUM SHOW,” FEATURING FRANK IFIELD, JUNE 30 — 8:30-9:30 EDT.
Pioneer Gives
Licenses to 8

TOKYO - Nozumu Matsunoto, president of Pioneer Electronics, revealed that eight Japanese audio equipment manufacturers are now licensed by Pioneer to manufacture playback machines in Japan. In an exclusive interview, Matsunoto said his company will make a 8-track recorder, issued in Japan only, is similar to the Tele-Pro in the United States. Pioneer's policy is to license only reputable Japanese companies. Several firms are presently working on a compatible 4-track playback machine, with the unit designed to accept either type cartridge in a single slot.

Stereo cartridge playback equipment manufactured by Pioneer is sold in the U.S. by Craig-Panorama under the name "Craig-Pioneer." The company is currently developing a compatible, all-in one home unit which will be available soon.

Matsunoto is chairman of the Japan Audio & Stereo Council and a member of the Japanese unit of the American Audio Engineering Society (AES).

**CARtridge Label Bows**

LOS ANGELES — Freeway Records, a new label, is experimenting with releasing product first in tape Cartridge form before packaging the music in albums. Freeway is initially being promoted as a West Coast "cool" jazz label, explained president Norm Goodwin. First set on the roster is the Freeway Quartet, whose first endeavors have been recorded for Auto Stereo.

Freeway will provide Auto Stereo with one cartridge a month, said Goodwin, acknowledging the undercurrent of "folk jazz" enthusiasm. The first cartridge's first recordings are titled "Freedom Days" and "Chicks and Chickens" and "The Wind." The group has been appearing in concerts at several regional junior colleges. Its first single product is "Shadow of Your Smile." Members of the group include Hank DeMello, Ivan Cry, Jack Lynch and Joe Richardson. The label is artist and distributor hunting.

**Soundex to Introduce A Home Recorder-Player**

BROCKTON, Mass.—An 8-track tape CARtridge recorder-player, claimed to be the first primarily designed for home use, will be introduced by the Soundex Radio Corp., at the NAMM Show in Chicago. Soundex will also produce blank 8-track cartridges. A microphone will be optional equipment. The recorder-recorder both records and plays back program material on the Lear 8-track cartridge.

William B. Sandler, president of Soundex, said the firm also will introduce several other related products this year, including cartridge recorder-players with FM Multiplex.

The present Soundex line includes the Stereo 8 CARtridge player with 24-watt amplifier and four speakers at a suggested list price of $139.95. Additional models include the $250.00 home player unit which plugs into existing amplifiers and speakers at a suggested list price of $79.95. Soundex said the new recorder-players should be ready for fall delivery.

Soundex has arranged for its more-than-1000 warranty stations in the U.S. States to install and service the car units. The firm claims a 10-minute install time. Sample units of the Stereo 8 and home players should be available to dealers by the end of June.

**Muntz Policy**

Continued from page 12

There is this minor controversy within the cartridge industry over the best method of duplication, and Muntz uses an unorthodox method, how does the company get liberal-minded engineers? One engineer who sees the process will эксплode the concept, Fralic replies. Many of the firm's engineers were formerly in quality control or had experience with tape recorders or amplifiers.

It has nine staff engineers. The turnover is slow, Fralic points out, because they enjoy the excitement of being on the frontiers of a new industry. The key to hiring technical people, in Fralic's opinion, is to simply find people without any preconceived notions about cartridge duplication.
It's CHRISTMAS in June! and July! and August! and September! and all the months to come with

JULIUS LA ROSA

WE NEED A LITTLE CHRISTMAS

From the new Broadway smash “MAME”—the hit so HOT it just can’t wait till winter!

Only 180 best-selling days left till Christmas. Stock up now!

*Published by E.H. Morris
CHART \n
POP SPOTLIGHTS \n
TOP 20 \n\nTHE MAMA’S & PAPA’S—I SAW HER AGAIN (Prod. by Lou Adler) (Writers: Phillips-Doherty) (Tamla-Motown, BMI)—This follow-up to their #1 Monday, 'Monday' smash is this lyric rhythm rocker, sure to hit the chart with impact. \n\nBOB DYLAN—I WANT YOU (Prod. by Bob Johnston) (Writer: Dylan) (Dwight, ASCAP)—Unique, easy-to-lyric beat with a rocking dance-beat backing should quickly replace his hit, "Rainy Day Woman Nos. 12 and 35." \n\nHERB ALPERT & THE TIJUANA BRASS—THE WORK SONG (Writers: Adderley-Brass, UMP) —Another smash hit single for the group in this up-tempo, trumpet treatment of the catchy tune penned by Nat Adderley and Oscar Brown Jr. \n\nA&M 805 \n
TOP 60 \n\nELVIS PRESLEY—LOVE LETTERS (Writers: Heyman-Young) (Famous, ASCAP) —COME WHAT MAY (Writers: Tablebeau) (Polygram)—Presley re- \n\nELVIS PRESLEY—LOVE LETTERS (Writers: Heyman-Young) (Famous, ASCAP) —COME WHAT MAY (Writers: Tablebeau) (Polygram)—Presley re- \n\nELVIS PRESLEY—LOVE LETTERS (Writers: Heyman-Young) (Famous, ASCAP) —COME WHAT MAY (Writers: Tablebeau) (Polygram)—Presley re- \n\nELVIS PRESLEY—LOVE LETTERS (Writers: Heyman-Young) (Famous, ASCAP) —COME WHAT MAY (Writers: Tablebeau) (Polygram)—Presley re- \n\nELVIS PRESLEY—LOVE LETTERS (Writers: Heyman-Young) (Famous, ASCAP) —COME WHAT MAY (Writers: Tablebeau) (Polygram)—Presley re-
SINGLED OUT TO BE A HIT

Brenda Lee

SINGS

"AIN'T GONNA CRY NO MORE"

DECCA RECORDS
31970
College Circuit

ARTIST(S), Label: SCHOOL (Correspondent): DATE: ATTENDANCE: REVIEW: DEALER REACTION:

FREDY CANNON Mervyn Bos. (Agat Productions): Murray State, Murfrees, Ky.: May 31: 1,000: Real good show; his hits went over very well.

JAMES BROWN Nebraska: May 10: 1,319: "It's a Man's Man's Man's World" was big hit of the night.

JAMESS, Ashley's: Columbia Toppers: Staff/Missy: May 14: Not reported: Didn't play what they were noted for; key songs were done well, others poorly.

BROTHELS FOUR Columbia: Slocum: May 15: 7,400: "House of the Rising Sun" and "Hound Dog" on range of material held attention throughout show.


DUST BOWERS (Assoc.): Virginia: May 7: 750: "Take Five" and "Anything Goes" were big tunes of the night.

EAGLE TRIO Detroit: May 22: 4,500: Good show.

SILK CLAY PACKAGE BC: Boxley, Inc.: May 6: 6,200: Recital was extremely popular with high school audience of all ages.

MODERN JAZZ QUARTET Illinois State University: May 8: 3,000: Every song of both performances was outstanding. "Take Five" went over great.

MOUNT DORA TRIO (University Prof.): Kawanishi, N. J.: April 29: 513: "Mr. Tambourine Man" and "Lyrics Bird" were hits of the night. Act was varied enough to retain complete interest.

FERRANTE & TEicher United Artists: March, Inc.: (Bud Goldstein): May 2: 2,350: $500: "Yesterday" big song of the night, but they balanced their show with classical music, Broadway tunes and their own arrangements.


LOUIS ARMSTRONG Memphis: March, Inc.: April 13: 9,300: "Snells, Dollar" had five memorable moments: current player show with comedy routines.

CHIEFPES (Mrs. Morin): Fairfax, Va.: May 21: 300: Talented group did extremely well on "A Well Respected Man."

ANDREW (Miss. Warner): University of Illinois: May 14: 5,500: Excellent performance; great show.

Billboard Top 40

EASY LISTENING

These are best selling middle-of-the-road singles compiled from national retail sales and radio station air play listed in rank order.

1 1 1 STRANGERS IN THE NIGHT Frank Sinatra, Warner Bros. 46903
2 3 10 THE IMPOSSIBLE DREAM Joe Dassin, Epic 49044
3 2 2 THE MORE I SEE YOU Elvis Presley, RCA 3401
4 4 9 COME RUNNING BACK Ben Eaton, London 757
5 7 12 MAME Doris Day, Columbia 4226
6 12 21 STRANGER ON THE HEAT The Artwoods, London 851
7 11 9 COO COO COO COO Paul Anka, Capitol 2557
8 13 11 IF I WALKED INTO MY LIFE Bobby Vinton, Mercury 727
9 11 18 THE LAST WORD IN LONELINESS I Me & My, United Artists 868
10 16 21 LARA'S THEME Ludovico Einaudi, RCA Victor 757
11 5 10 LOVE WITH ALL OF YOUR HEART Guy Mitchell, Columbia 287
12 8 9 THE SONG THAT NEVER ENDS Roger Miller, Monument 744
13 14 7 I'M COMIN' HOME SUDY Frank Ifield, Capitol 4290
14 23 30 IN THIS DAY AND AGE Skee-Lo, Columbia 46476
15 17 15 LESS THAN THREE ROYAL BLUES, AM 227
16 20 26 I LOVE YOU DROPS, RCA Victor 447
17 22 34 ONE-THREE-TWO-THREE Steve Grimes, Liberty 265
18 21 25 HOW CAN I TELL HER IT'S OVER Billy Vaughn, Polydor 987
19 20 27 I LOVE YOU DROPS, RCA Victor 447
20 24 35 STACCOACH TO CHEVETTE Doctor D, Phillips 471
21 25 20 DON'T HAVE TO SAY YOU LOVE ME Jerry Vanderpuy, Epic 3008
22 27 21 HAPPY SUMM'R DAYS Bobby Vinton, Mercury 727
23 25 29 YOU'RE GONNA HEAR FROM ME Trini Lopez, Liberty 604
24 26 32 BLACK FLOREY HOLIDAY The Spinners, Motown 101
25 28 34 I'M COMIN' HOME SUDY Frank Ifield, Capitol 4290
26 30 39 DON'T TOUCH ME, Harry Belafonte, Atlantic 4697
27 32 38 DAYDREAMER Henry Mancini, Capitol 500
28 34 34 SUMMER LOVE Paul Anka, Capitol 4290
29 36 40 IF I FELL, Ben E. King, Columbia 2557
30 38 40 THE WORK SONG Harry Stewart, Columbia 2557
31 40 39 MOTHERS AND DAUGHTERS The Turtles, Liberty 4697
32 39 40 I'LL BE GONE Frank Ifield, Capitol 4290
33 37 40 YOU'VE GOTTEN POSSIBILITIES, Lynn Randell, Capitol 4290
34 40 39 LA RAMBA Bill Haley & The Comets, Decca 2557
35 41 39 TRUMPET PICKIN', Harry Belafonte, Decca 2557
36 40 39 YOU CAN'T ROLLER SKATE IN A BOUNDLESS MIND Bobby Braddock, Liberty 4697
37 38 40 MISTY Judy Collins, Folkways 400
38 39 40 JUNE 25, 1966, BILLBOARD

18
Blonde on Blonde including the hit, "Rainy Day Women #12 & 35," where the action is.

On COLUMBIA RECORDS

"I Want You" new smash single from his deluxe two-record set...
NOW EXCLUSIVELY ON

cameo
evie sands

picture
me
gone

CAMEO 413

From the motion picture "STEP OUT OF YOUR MIND"
Produced by CHIP TAYLOR and AL GORGONI
Arranged by AL GORGONI

COLUMBIA RECORDS ARTISTS Jerry Vale and the duo of Chad and Jeremy on tour of Boston radio stations. Above, Vale guests with WHDH air personality Allen Dary, right. Below, Chad Stuart, left, and Jeremy Cahn are shown with WMEK air personality Anne Ginsburg, Sal Ingemis, field promotion manager for Columbia Records, guided the tour.

NEW YORK—Girls may be the answer for radio stations who're wondering what to do with their FM facilities. Feeling that a different format on stereo FM might affect WNEW's image, general manager Harvey Glascoc decided to keep the same Easy Listening programming as featured on AM, but use FM for female personas.

"One of the secrets in successful programming is to do something your competition is not doing," I felt there was a void in female-to-female approach in FM. WNEW, however, is not appealing just to women listeners, but "to a broad base of audience very much in accord and compatible with our AM sound...the 20-30 age group. I don't look upon it as a competition, but as a new avenue for the listeners we aim at..." another programming service offered by WNEW.

Other stations have tried the female personality approach, with outstanding success. Many more the route. WSDM/FM Stereo in Chicago "will gross as much this year as a lot of AM stations," said station manager Mickey Shorr. Shorr believes so strongly in the all-girl setup that he's started a consultation service for stations interested in the female personality approach.

A Pathfinder

One of the pathfinders in all-girl station is WPRL Memphis, a station launched about 11 years ago by Sam Phillips, the man who discovered and recorded such artists as Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins. Phillips reportedly started WHER with girls for his wife. "...it's in the black and white shoes of the most successful radio stations in Charlette," one Easy Listening executive said.

Another station that had been all-girl for eight or nine years until recently was KNIT in Austin, Tex. But KNIT had been a Hot 100 format station; it changed a few months ago to make deejays with a Hot 100 format.

C-approaches for separation of AM-FM programming in markets over 100,000 population, more and more stations are faced with an FM programming problem. It's fairly well established that FM stations which continue to hang on the starch of their AM counterparts usually don't do as well as the FM stations that are treated as a separate station entirely.

WNEW-FM will have a completely separate studio from John Dale, station manager. He'll report to Harvey Glascoc, to the sales staff.

(Continued on page 28)

MCKinNON'S Code Places KSON In the Country Winner's Circle

By CLAUDE HALL

SAN DIEGO—There's only one way to become involved with a country music format in radio—all the way. This is the theory of R. E. McKinnon, president and general manager of KSON here, who became a "winner" through "talk of the industry" promotion campaign and a serious devotion to the field.

Country music is like a fraternity...from the listeners to the performers to the record companies. That's what's so great about it. But when I get involved in something, I get into it all the way," McKinnon said.

Besides being on the board of directors of the California Broadcasters Association, McKinnon devotes a large part of his time to the Country Music Association, which aims at promoting the entire field of country music.

"In country music radio, you can't do it just for the money. You have to get involved, it has to become a part of the industry," he said. When McKinnon took over the station about four and a half years ago, it was losing money. A survey of the market showed that 61 per cent of the people who moved to California had originated in country areas of the nation and 81 per cent of those had settled in southern California.

West Country

So KSON went country music. "It was an instant success in ratings and in a couple of months we turned it into a financial success. But the great thing is you don't have to sell your ratings to an advertiser...you have something else working for you; one of the most loyal groups of fans in the world. Most of the listeners who like country music don't care for other types of music.

Country music stations, too, are looking for new angles and sideline ventures, such as live concerts and remote broadcasts. All these [Continued on page 28]

KANSAS CITY, Mo. — The third year in a row, KMB has captured Billboard's Radio Response Rating crown as the major radio station in the market influence on album sales. The Easy Listening format operation received the votes of 45 per cent of the record dealers, distributors, one-stop operators, and local and national record company executives for influencing sales of albums, indicating not only a vast young-adult and adult audience, but the ability to influence them to purchase product.

Mark Foster, KMB air personality, received 53 per cent of the votes as the major personality influencing album sales; second was Dave Robinson, also a KMB personality, with 29 per cent.

An "LP of the Week" feature each week on KMB makes a point of drawing new albums, said program director Jon Holiday. Proof of the station's success at helping the album become a best seller is that "even the label is at a loss on the chart; four are million-selling albums.

KMB, following the usual Easy Listening format, also plays the jock hits, but often breaking them first in the market. This is the history of such records as "Day for Decision," by Johnny Sea, "I Love You," by Dusty Springfield and "Do Re Mi," by Herb Alpert, "Holiday said. "It's a program of discovering new things musically in good taste. I have a list of 40 singles and any one of these tunes could get played on to new stations three or four times during a day. New singles get played once or twice or "replay" a day," Holiday says, and the station's records.
WQXR Is Making AM Format Switch

NEW YORK — WQXR, the pioneer in classical music programming here, is changing its AM format. The FM facility will continue to program classical music in stereo.

The format change, a drastic one considering the valuable image the station has built on AM, comes on the heels of the impressive separation of 25 percent programming as ordered by the FCC. But it marks a reversal in that most stations which have been simulating like WQXR, are shifting formats on FM. WQXR, however, has almost the same size audience on FM (one of the largest here) as it has on AM.

The AM station should continue simulating part of the day. Otherwise, it will program semi-classical and good music.

The good music programming will consist of certain block airings in periods of up to an hour of a band or an arranger or a performer.

Change of the AM format should take place in September or October. Stuart Triff is in charge of AM station. The AM operation was supplementing a good music library last week.

Guy Harris, former of Westinghouse Broadcasting, has joined Avco Broadcasting as director of radio program development. Avco stations include WLW, Cincinnati; WWDC, Washington; and WSOH, San Antonio. Record artist James Brown dropped in on the Willie (Moon Doctor) Racine show on WQOK, last week and helped great the broadcast business. The show is broadcast from the window of Maggie’s Quality Music Store. Brown and Racine, in part of the moment, offered to give free records to people who come into the store carrying a toothbrush. Within minutes the street was jammed with people bringing their toothbrushes.

** * *

Bill Atihan, formerly with KTSU San Antonio, is an AM station. He was changing his format.

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<thead>
<tr>
<th>Radio Station</th>
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<td>Winston-Salem</td>
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<tr>
<td>WDRC</td>
<td>Hartford</td>
<td>&quot;Pick Hit&quot;</td>
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<tr>
<td>BILL GAVIN</td>
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<td>&quot;Sleeper of the Week&quot;</td>
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**CHECKER**

**SEARCHING FOR MY LOVE**

(Robert Moore)

BOBBY MOORE &

THE RHYTHM ACES

MFG. BY CHESS PRODUCING CORP., CHICAGO

WWW.AMERICANRADIOHISTORY.COM
"WHO DO YOU THINK YOU ARE"

One Listen... An instant hit by

"THE SHINDOGS"

Stars of T.V.'s "Shindig" Now... on records!

Available thru your local Dot dealer #V.601

VIVA RECORDS, INC., HOLLYWOOD, CALIF. • DIST. NAT’LLY BY DOT RECORDS, INC.
"MY WAY OF LIFE"
A new hit written and performed by:
"SONNY CURTIS"
writer of
"I FOUGHT THE LAW AND THE LAW WON"
"A FOOL NEVER LEARNS" "WALK RIGHT BACK"

Available thru your local Dot dealer #V.602

VIVA RECORDS, INC., HOLLYWOOD, CALIF. • DIST. NAT'LLY BY DOT RECORDS, INC.
ACTION SINGLES!

Bill Amos
HE WON'T BITE ME TWICE
2108

Ace Cannon
MOCKING BIRD ROCK
2107

Bill Black’s Combo
HEY, GOOD LOOKIN’
2106

3 LP WINNERS FOR HI’s SUMMER PROGRAM!

**BILL BLACK'S COMBO PLAYS ALLTIMERS**

Hey, Good Lookin'  Bonquet of Roses  Under Your Spell Again  Mountain of Love  Together Again  Anytime  Your Cheating Heart  I Walk the Line  Love's Gonna Live Here  Half As Much  I'm So Lonesome  Act Naturally

**HIT'S WHAT'S HAPPENIN'**

bad eye  wooly bully  634-5709  java  the “in” crowd  blueberry hill  honky tonk  hot cha  shadow of your smile  what now my love

**SWEET & TUFF**

ACE CANNON

LOVE,  ONE WAY OR ANOTHER  TINY TIM  TIDELAND SONGS  YOU LOVE ME MORE  ONE WAY OR ANOTHER  FAN'S DREAM  TIDELAND SONGS  TIDELAND SONGS

*Hi LP program through July 15th. See your distributor for special terms.
KSON in Country Winner's Circle

* Continued from page 21*

KSON does four country music spectaculars a year, all of which have been successful. In order to keep from being too predictable, the station chooses not to let the smallest opportunity go past without promotion. Besides a recent billboard poster drive, McKinnon printed up a brochure promoting the station's "35 reasons why KSON is America's Greatest Country Music Station." The brochure showed pictures of 35 billboard signs. He mailed brochures to nearly every advertising agency in the nation, plus many country music stations to give them ideas to promote their own stations.

Interestingly enough, the studio did not have any complements to show why a major airline advertised on KSON, how

the station does its live country music shows, and more than two dozen other examples. Broadcast executives were also asked to add to the mailing list. One mailer used a "handicapped" woman to Madison Avenue advertising executives, but they're used almost like a calling card when McKinnon begins to talk to New York agencies.

List in Demand

Another McKinnon item that is eagerly demanded is the station's playlist. The KSON way of doing things is so successful that eight other country music stations have asked permission to use it. KSON was one of the pathfinders of the new "modern country music" format now in use in nearly every market in the nation. McKinnon didn't believe in the country music fans could be talked down to, so when KSON went to country it did so with Top 40 type deejays. "The basic job of the deejay is to sell music—music that will sell but that to sell the product of an advertiser and do it in an entertaining and refreshing way."

The station doesn't do traffic programmed bulk programming because McKinnon feels listeners tune to KSON for a reason: to get country music.

The foundation of the program is an integration of the top 50 tunes on the station's playlist with, once an hour, a faith tune, a pick, a couple of country music classics (most 10 or 15 minutes long) for an occasional "The Great American Deejay's Faith Tune" (songs that have been on the top 50 for the last three months) along with the station's signature song, a "theme," also every other or every third tune is from the top 50. By this method, the station plays 15 to 16 records an hour.

More than anything else, it takes teamwork to build a successful programming format. From the traffic department to the salesmen to the deejays, I've got a group of hard workers. A broadcaster is only as good as his staff.

Through his station and personal work in the CMA, McKinnon has come to love country music. His latest project: playing guitar.

RADIO-TV PROGRAMMING

Vox Jox

* Continued from page 22*

list, which was printed and distributed to 80 record stores and dealers in the area... "Billy Joel is the new million-dollar man..." Thomas on Hickory Records, Billboard's Hits of the Week.

Chart this week at No. 16 and the label is trying to make into a hit, director of WOTF in San Francisco, who is new as personalities at WWTC in Milwaukee. St. Paul are Jim Mendham and Al Mitchell. McKinnon changes from WING in Tampa and Mitchell comes from WOKL in Jacksonville, Fla.

New officers of the Southern California Broadcasters Association are chairman Ben Hoberman of KABC, Los Angeles, Ed Stevens of KFAC, secretary John B. Moss of KSLA, and treasurer of KIEV, Don Ross, former director of WXW and KXJH in Los Angeles, has moved to KFMB, San Diego... Bill Watson, formerly of KOVR, Los Angeles, is now the director of new programming at KNX, Los Angeles. He has been assigned to new programming, is now director of programming of KNX, Los Angeles. He has been

Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay... Jay Murr, former air personality at WQAM, Miami, and now serves as the new mid-morning personality at WXR, Boston. Tom Kempson, former deejay at WQAM, is now program director of WSNM, Cincinnati, Ohio. He is also a deejay...

WNEW Looks to Female To Carry the (FM) Mail

* Continued from page 21*

WNEW, the station which prominently featured taped introductions to records taped in advance by its high-profile personality, was closed down by management. But Glasscock said, "To be perfectly frank I didn't find that taped tape service was in keeping with the WNEW tradition. I think it's doing it as well as we can. The old system merely allowed us to get on the air sooner than we would have been able to if we had had it now.

WNEW's FM has been budgeted at more than $100,000 a year. "Hopefully, we'll be in the red at the first of our second year," Glasscock said. "Stereo is right now a big ticket item, maybe more so than a record. But the stations which sell at a cheaper price last. But our all-girl operation will be the first new venture in New York radio that I can remember, especially all five.

Annan Rosenberg has been named music director. Dale has interviewed 200 women for the position of air personality and, so far, selected four or the four are expected to be on the air at the end of July, and operate in stereo 14 hours a day, seven days a week.

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Dale, the FM station manager, said that all of the women had been chosen on the substance of their personality, "straight speaking, appealing just to women or just to men." The girls began a training program last week.

SALES UP 307%

The Davis Broadcasting Company has purchased another station. The company is expanding and needs talent people. Program Director, Sales Manager, Production Manager, Production Assistant, or write Bill Weiser for full particulars.

KWIZ 105 East 5th St., Santa Ana, Calif. Phone: (714) 547-0961

SITUATION WANTED

### Top Selling R&B Singles

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Label</th>
<th>No.</th>
<th>Week</th>
<th>Chart Position</th>
<th>Chart Position</th>
<th>Chart Position</th>
</tr>
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<tbody>
<tr>
<td><em>Ain't Too Proud To Beg</em></td>
<td>Temptations</td>
<td>5</td>
<td>25</td>
<td>3</td>
<td>15</td>
<td>15</td>
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<tr>
<td><em>Baby I Love You</em></td>
<td>Gordy</td>
<td>8125</td>
<td>10</td>
<td>8125</td>
<td>10</td>
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<td><em>Gotta Tryin' On</em></td>
<td>Joe Tex</td>
<td>2093</td>
<td>8</td>
<td>2093</td>
<td>8</td>
<td></td>
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<tr>
<td><em>My Soul</em></td>
<td>Steve Tokyo</td>
<td>2015</td>
<td>4</td>
<td>2015</td>
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Billboard SPECIAL SURVEY for Week Ending 6/25/66

### Berns Moves Into R&B With Shout, a New Label

**NEW YORK—** Bert Berns, who heads the independent Bang Records, has joined a rhythm and blues label. It will be known as Shout Records.

Berts is debuting the Shout line with a single by Donald Height titled “Talk About Grapevine.” Also signed to Shout, with single releases due soon, are Bobby Harris and Roy C. Later recently has a hot seller in England with “Shoot-

### TOP SELLING R&B LPs

<table>
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<tr>
<td><em>Dancin' in the Street</em></td>
<td>Latin</td>
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**Another Hit From Carnival**

**“Can I”**

**THE MANHATTANS**

CRAB IN

**Breaking Nationally**

**“LITTLE MISS SENSE”**

by...

**“LONELY GIRL”**

by...

**THE LOUVETTES**

C-128

**CARNIVAL RECORD CORP.**

350 RANCHO AVENUE

NEWARK, N.J.

(201) 365-2191

**SORRY!**

We Should Have Included our Telephone Number in our “TRIVIA” album ad last week...

(201) WY 8-1181

Ask for Jerry Geller

FRISKY RECORDS

### MUSIC INDUSTRY EXECUTIVE

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Granada TV in Record Field

Operational Revamping Splits EMI Into 3 Groups

By DON WEDGE

LONDON — EMI Records’ complete reorganization has split the firm into three autonomous product groups—run by general managers—and six supporting service divisions.

The plan, worked out by EMI Records’ top executive, Geoffrey Bridges, brings all class-

ical product under Leonard Norrie (marketing) and Peter Prince (promotion). Mike Regan is assigned artist liaison.

Paramor’s group includes pro-

ductive "Arias," Capital and other sub-

divisions, and two British inde-

pendent labels, Madonna and Denis Preston, who both work very closely with EMI. Roy

Featherstone (marketing) and Jack Florey (promotion) are Paramor’s key executives. Roy

Squires continues as manager. Capital and EMI subsidiaries, Capital B, RUP, LPs, etc., will be handled by an agency to be responsible for artist liaison.

Full Staffs

Both general managers will have full exploitation staffs that will be compatible with the new broadcasters’ attention. Coor-

dination of promotional effort in such areas as press advertising and the firm’s own Radio Lux-

embourg, which is a function of Colin Hadley in R. W.’s Marketing services division. Hadley is also re-

sponsible for all prerecorded tape activity. The division also includes contracts, reperto-

ire planning and outward licensing to the U. S. Ian Middleton is specifically responsible for the last-named function.

A new international trading division has been set up under A. Mackenzie Smith, formerly export manager. The depart-

ment now additionally handles export advertising, but other-

wise remains virtually as before.

Seeking radical organizational changes in the huge EMI Exec-

utive, the firm is looking for speed, efficiency and productivity.

“We are determined to be quicker moving and harder hitting than any competitor,” he explained.

The changed pattern, partic-

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U.S. Entertainment Poverty Hits Gl's, Artist Asserts

Most of the booking agents abroad claim they can't afford American acts ... don't afford their transportation overseas. The result is they must look to England for talent. She said ... that only a few ... usually aren't allowed to perform ... While there's an enormous number of clubs at U.S. military bases in France, Germany and Italy, American artists are also handicapped by a 15 per cent cut to represent 50 per cent of the usual 10 per cent agency fee.

Miss Bryant has written the President in her drive to get a better deal for American entertainers for U.S. soldiers overseas.

Mann to Merc.-Philips

LONDON—Manfred Mann, hot British group, had left EMI for Philips. The move came in a joint deal with Mercury-Philips combine. The Mann group had just had a large hit with their recording of "Pretty Flamingo." Licensed to United Artists, the single was chosen a Pop Spotlight (Billboard, June 11). The deal was set up jointly by Philips Records managing director Leslie Gould and Mercury President Irving Green. Publisher Gerry Bron, the Mann group's agent, recently to settle details with Green. The day after the deal was completed, the group began recording in Philips studios. Independent producer Shel Talmy has been retained for the first time with the group. Lead singer, did not take part. He has been considering solo. It is understood the Philips deal makes provision for this.

The Sontag-Trans-Canada • Continued from page 34

independent distribution in other area, and the next step will be the sales plans. The U.S. Preliminary discussions have already been held and a couple of major U.S. companies also have indicated interest. Rickner forecasts release of from 12 to 20 singles in European in the first year, kicking off the Fernand Gignac, one of the best selling French-Canadian singers.

FROM THE MUSIC CAPITALS OF THE WORLD

AMSTERDAM

Violinist Henk Suermons was heard at the Amsterdam Concert Hall June 26. Shortly before the concert was introduced, the press was preheated to hearing the world's foremost baritone, Johannes Kroll. The contract on the press package for the concert was not only a great hit, but also a great threat to the Amsterdam Concert Hall.

The concert was recorded with the Royal Concertgebouw Orchestra conducted by Andre Campra. The recording resulted from the merger of Fontana and Page One Records. The song was written by Chip Taylor, who also wrote "I Can't Let You Go" for the Hollies. "These Are the Days of Our Lives" was written by the Phonogram company, the song being recorded byt the Jankowski Singers from Germany. A film was released the same year, "What the LIttle Foxes." The soundtrack was written by John Barry.

Austria Jazz Competition Reaches New High Note

VIENNA — Probably prece- ental in terms of jazz history here, this year's international competition for modern jazz here was supported by high business and government officials. Among the patrons were Dr. Bruno Kreisky, Foreign Mini- ster; Dr. Theodor Pfitz-Perec- cius, Minister of Education; Bruno Marx, Mayor of Vienna, and Dr. Josef Neubauer, director-general of the Central Sparkasse (Saving Bank).

Many diplomats, including the U.S. and Soviet ambassadors, also lent their names. Among the competition judges were Kurt Schuman- ley, J. J. Johnson, Art Farmer and Ron Carter. Chairman was Billboards' Warsaw correspondent, Roman Waschko.
BOBBY VEE'S 'LOOK AT ME GIRL'
#55877
IS A HIT.
ASK ANYONE IN MIAMI, CLEVELAND, DETROIT, PITTSBURGH AND PHOENIX, WHERE IT'S BREAKING BIG.

LIBERTY...sounds great for '66!
FROM THE MUSIC CAPITALS OF THE WORLD

HAMBURG

The German record industry plans a big "Grand Gala du Disque" show in Berlin this June. It will be held Sept. 2 during the German Phonograph Trade Exhibition. Negotiations are going on among participants as to how the concert will be carried by the German TV network. SABA also plans to tie up with ABC in the U.S. for a concert that will be transmitted worldwide. ABC's representative, Herbert Brant, has said, "The concert will be held in the Colosseum in Rome and will feature artists from many countries." The music industry in Germany is excited about the prospect of this international event.

Las Vegas

Bandleader Russ Morgan is celebrating his first year playing at the Sands Hotel in Las Vegas. He has enjoyed great success in the hotel showroom, and his popularity has led to a number of requests for appearances at the Sands. Russ Morgan is known for his high-energy performances and is a favorite among the audiences. The Sands Hotel continues to attract top talent, and Russ Morgan is proud to be part of this prestigious lineup.

London

Making arrangements for the recording of the album "decrypts" for the Herb Alpert/Tijuana Brass Band, and producer Peter Green, are Arnold and Bill Efron, president and general manager of Capitol Records. To promote the single "Hey Jude," Capitol is taking the band on a 12-city tour of Europe before the album is released in August. The album, which contains one number with jazz vibes, is being recorded in Hollywood, where Eric Burdon means. An added attraction for the tour is Paul McCartney, Los Angeles, producing five LPs for Capitol and the Hoes, and discussed releasing more from his catalog with the British firm. Associated Records, London, will release this project as a salient exchange for fans.

New York City

Pye in a New York, whilst here and Paris, celebrated his 25th year as a "look in and listen" trip. First quarter of the year reached $16.5 million worth of business, an increase of 15% over the same period in 1962. The group was successful in placing many of its new acts on the charts, and continued to build its reputation as a leading music company.

Los Angeles

Don Graley and the Greaves have re-signed with the Thunderbird's theatre-house because the manager and the owner of the theatre are both in favor of the Graces. Manager Mike Casey canceled the appearance of the TV show after that two of his band members were injured in a fight. The group was supposed to replace a group that fell through, and this exit June 21. Don Graley, a regular performer on the TV show "My Three Sons." Pye also represents Kari and blues dick jockey Bill Sampson who has formed a record-promotion team that is working in the city.

Singles

On July 5, The Beatles return to Shea Stadium, New York, for their second appearance June 26, and featuring the same bill as the first. The group will be accompanied by the Rolling Stones and the Kinks. This concert is part of their "A Hard Day's Night" tour, which has been very successful.

GERMAN RUSCITO

E.B. Marks Music has picked up the score to the Academy Award-winning Czech film, "The Shop on Main Street." Main Street is the second film in the series, "The Shop of the Century," which began with "The Shop on Main Street." The score was written by Montreal-based composer, Maurice J. Chouinard. E.B. Marks Music represents and distributes music to over 300 theaters worldwide through their subsidiary, Golden Gate.

The company is excited about this new addition to their repertoire, and the potential it brings for reaching a wider audience. Maurice J. Chouinard is a highly respected composer, known for his innovative and melodic compositions. The film "The Shop on Main Street" is a heartwarming story of a small town, and Chouinard's score perfectly captures the essence of the film.

The deal with E.B. Marks Music is just one of many opportunities that the composer has been presented with in recent years. He has been in demand for his work in film and television, and the collaboration with E.B. Marks Music is a testament to his talent and dedication. The company is looking forward to working with Chouinard on future projects and exploring new avenues for his music.
Congratulations Larry~

TAIKO

Is On The March!

NOW.. with a 4-Track Stereo Playback Unit. Soon with a NEW 4-Track Unit.

Also coming.. an 8-Track Unit.
(Larry, we’ll be seeing you soon!)

Distributor areas open in the U.S.A. and Canada
Largest Private Label Suppliers in the Business (Competitively Priced)

For inquiries on private label contact Dept. "D"
of America
1516 1/2 Stagg St.
Van Nuys, Calif.
Telephones (213) 787-5420/873-5840
FUTURE OF THE TAPE CARTRIDGE INDUSTRY

By Larry Finley (President, International Tape Cartridge Corp.)

With ITCC's production planning calling for a minimum of 750,000 cartridges per month starting in September, it's evident that ITCC, with its parent firm Dextra Corporation, has great confidence in the future of the industry.

The tremendous proliferation of music available, indications at this point call for what ITCC considers to be a greater consumer demand than will ever be available. The company's projections are based on the fact that their tape catalog does not present just one record label but a combination of 60. These 60 labels could represent as much as 50 percent of the total market for cartridges.

This vast catalog, plus the fact that the ITCC production facilities are and will continue to be the largest in the business, puts ITCC in a most enviable position.

ITCC feels that just as 1965 was the year of color TV, this is the year of the stereo tape cartridge system.

The success of the concept has been proved by the Ford Motor Car Co., as well as the Chrysler-Mopar Division, Sears and Roebuck, Ortronics, among other firms who are creating the market for ITCC cartridges.

In addition to Ford and Chrysler, General Motors has announced that their stereo tape system will be available in 1967 models.

The Lear Jet-stereo corporation is delivering thousands of automobile systems, as well as home systems, with a distributor network which daily increases the demand for ITCC cartridges.

In addition to these companies, Automatic Radio of Boston have announced their new 4-track unit with a continuing increase in sales of their 4-track units.

Taiko Corporation of Los Angeles, as well as Craig, have announced new home models, as well as new automotive models.

It is a matter of public information that Philco have introduced their new home unit, as well as Capitol Records who are making their home unit available by their distributors.

In the home entertainment field such giants as Motorola, Philco, RCA, and Packard Bell have announced home sets to be available this fall.

Several other giants of the home entertainment industry have not disclosed their plans, but it is widely known that practically every manufacturer of stereo record players will have home units, as well as automotive units available for Christmas delivery.

Borg-Warner and Tennco Corporation are already on the market with their sets and certainly not be overlooked is TelePro with an automobile and home unit. These are in addition to the tremendous sales impact of Muntz, Trans-World and dozens of importers.

A significant factor in the field will be Livingston Audio Products which is introducing a compatible 4 and 8-track playback.

If one were to figure that the average amount of tapes per unit would be as low as 20 cartridges for every set sold, the cartridge duplicators and distributors will not be able to satisfy a fraction of the public.

THE START OF ITCC

On September 1, 1964, Larry Finley foresaw the great potential of the stereo tape cartridge field. Immediately after resigning from MGM Records, where he was General Director of Sales, Finley formed a New York corporation called Finley Industries, Inc. The purpose was to secure licenses from various record companies which would permit him to duplicate and distribute continuous loop cartridge tapes.

With limited finances, Finley proceeded to make deposits with various record companies for long-term exclusive leases. At the same time, he endeavored to find financing for the production and establishment of a firm, not only to duplicate but to distribute and sell these cartridge tapes.

Financing was no easy problem as everyone's opinion at that time was that the stereo tape cartridge business was at least 10 years off.

In May of 1965 Finley had many available record contracts but no production or sales facilities. At that time, he met Frank Brennan and Daryl Scholten, who had a firm called Tape Handling in Fairfield, New Jersey. The firm's finances were very limited at that time, to engage in the tape operation which Finley thought would be needed.

Because of Finley's financial status, Tape Handling was unable to go into production; in fact, they were seriously considering dissolving the thought of producing tape cartridges and confining their activities to the successful phase of the business, which was the production of reel-to-reel tapes.

Finley came to Tape Handling alive in the cartridge field. Finley brought a number of dollars of dollars each month just to keep them interested in engaging in this new activity.

Finley makes it a point to keep at least 100 bankers, investment houses and record companies, attempting to induce them to back him in what he thought would eventually be a revolutionary, new industry.

On May 15, Finley was introduced to H. Earl Smalley, Chairman of the Board of Dextra Corporation, a publicly held company in Miami, Florida. Smalley, in addition to being Chairman of Dextra, had various other interests and Smalley immediately saw the possibility of this new concept.

On May 15, 1965, Finley formed International Tape Cartridge Corporation and on June 4, 1965, transferred all of the stock of ITCC to Dextra Corporation for various other considerations. The financing Finley secured from Dextra enabled him to acquire new contracts and enter into production with Tape Handling, producing the first 4-track cartridges which were sold. During the months of June, July and August, Finley's entire office staff was housed in an office with 400 square feet of space, making preparations for the first releases which were scheduled for September 1.

(Continued on page ITCC-28)

INTERNATIONAL TAPE CARTRIDGE CORP.

Executive Staff

LARRY FINLEY, President: (See profile, this issue.)

JACK LEWIS, Assistant to President: Lewis, who holds a BBA in Business Management from the City College of New York's Baruch School of Business, came to ITCC when it was formed with several years' experience in publishing, accounting, and music business.

JOSEPH J. KLEIN, Director of Operations: A CPA, Klein spent six years with a national public accounting firm prior to joining ITCC. Before that, he was affiliated with Lever Bros. A producer of Columbia Records' Engineering facility, Klein is also known as an assistant secretary and assistant treasurer.

LAWRENCE MIRKEN, Secretary-Treasurer: Mr. Mirken spent 39 years of experience including legal and business aspects of music, entertainment, and motion picture film industry, specializing in all facets of financial operations for the music industry and related areas.

ERNEST S. MILLER, Director of Marketing: Millman is in charge of sales promotion and marketing research at ITCC. He formerly worked as a consultant for Union Carbide, Columbia, Distributor, and the RCA Corp. of America, where he had a masters degree in business administration.

LAWRENCE CAPONE, National Sales Manager, Mintz

Distributor Sales Division veterans of 13 years in record business, has background in music publishing, production, ad, sales. He is in charge of sales in music-record industry accounts.

DON JORDAN, Production Manager: With 21 years' experience in the record industry in sales, merchandising, and manufacturing, Jordan is currently at ITCC as the most comprehensive catalog in the tape cartridge industry. He was formerly with Columbia Records Distributors, New York, and has been associated with RCA Victor, Coral, Columbia, and other retailers.

HARRETT LEIDMAN, Manager of Copyright & Library Relations: Mr. Leidman is responsible for maintaining all catalog records and for the maintenance of records on tape cartridge companies, as well as music publishers.

BILLIE BODOR, Manager of Customer Relations: Miss Bodor was formerly head of the sales department of an upper record company for many years before joining ITCC. A native of Texas, she graduated from the McMinn Girls School in New Orleans, and worked for an airline company before getting into the record business.

OTHER ITCC STAFF MEMBERS INCLUDE: Marsha Talmage, Controller & American Treasurer; Bill Finley, Director of Order Department; Stuart DuBois, CPA, Credit Manager.
Dot RECORDS PROUDLY PRESENTS THE GREATEST TALENT ON TAPE!

Here is the current catalogue of Dot Records albums now available on 8-track stereo cartridge tape from ITCC.

Dot Records albums, featuring The Greatest Talent On Records, are also produced on 4-Track stereo cartridge and reel-to-reel tape. For information, contact your Dot Records representative.
THE LENNON SISTERS
Dominique ........................................ 15-25557

LIBERACE
Mr. Showmanship! ......................... 15-25547

WARREN LOUENING
Golden Trumpet Classics .................. 15-25662

JOHNNY MADDOX
Ragtime Piano 1917-18 .................... 15-25108
Ragtime By Request ...................... 15-25633

TONY MARTIN
His Greatest Hits ......................... 15-25360

THE MILLS BROTHERS
MMMM ... The Mills Brothers .......... 15-25103
The Mills Brothers Great Hits ........ 15-25157
The Mills Brothers Great Hits Vol. 2... 15-25308
Yellow Bird ................................. 15-25338
San Antonio Rose ......................... 15-25363
The Mills Brothers Sing Vol. 2 ......... 15-26646
10 Years Of Hits 1954-1964 ............ 15-25652
These Are The Mills Brothers ......... 15-25699

VAUGHN MONROE
His Greatest Hits .......................... 15-25431

EDDIE PEABODY
The Man With The Banjo ................. 15-110-S

LOUIS PRIMA & KEELEY SMITH
Louis & Keely ................................ 15-25210
Wonderland By Night .................... 15-25362

JIMMIE RODGERS
Jimmie Rodgers In Folk Concert ....... 15-25496
Honeycomb & Kisses Sweeter ......... 15-25525
Than Wine .................................. 15-25545
Deep Purple .................................. 15-25644
Nashville Sound ......................... 15-25667
Country Music—1966 .................... 15-25710

THE ROYAL TAHITIANS
Soft Sounds From The South Seas ....... 15-25411

ARTHUR SMITH
Something Old, Something New, Something Borrowed And Something Blue .... 15-25707

THE SURFARIS
Wipe Out .................................... 15-25535

BILLY VAUGHN
The Golden Instrumentals ............... 15-25016
Sail Along Silv'ry Moon .................. 15-25100
La Paloma .................................. 15-25140
Christmas Carols ......................... 15-25148

Blue Hawaii .................................. 15-25165
Golden Saxophone ......................... 15-25205
Theme From A Summer Place ............ 15-25276
Great Golden Hits ......................... 15-25288
Look For A Star ............................ 15-25322
Theme From The Sundowners ............ 15-25349
Berlin Melody .............................. 15-25396
Chapel By The Sea ......................... 15-25424
A Swingin' Safari ......................... 15-25458
1962's Greatest Hits ..................... 15-25497
Number 1 Hits .............................. 15-25540
Blue Velvet & 1963's Great Hits ....... 15-25559
Another Hit Album ......................... 15-25593
Pearly Shells .............................. 15-25605
12 Golden Hits From Latin America ... 15-25625
Mexican Pearls ............................ 15-25628
Moon Over Naples ......................... 15-25654
Michelle .................................... 15-25679
Great Country Hits ....................... 15-25698

LAWRENCE WELK
Mr. Music Maker ......................... 15-25164
Dance With Lawrence Welk ............. 15-25224
Champagne Music ......................... 15-25342
Calcutta .................................... 15-25359
Yellow Bird .................................. 15-25369
Silent Night ............................... 15-25397
Moon River .................................. 15-25412
Lawrence Welk Sing-A-Long Party .... 15-25432
Baby Elephant Walk ....................... 15-25457
Waltz Time .................................. 15-25499
1963's Early Hits ......................... 15-25510
Scarlett O'Hara ......................... 15-25528
Wonderful! Wonderful! ................. 15-25552
Early Hits of 1964 ....................... 15-25572
The Golden Millions ..................... 15-25611
My First Of 1965 ......................... 15-25616
Apples & Bananas ....................... 15-25629
The Happy Wanderer ..................... 15-25653
Today's Great Hits ....................... 15-25663
Lawrence Welk & Johnny Hodges .... 15-25682
Champagne On Broadway ................. 15-25688

MARGARET WHITING
Margaret Whiting's Great Hits ......... 15-25176

GEORGE WRIGHT
The Wright Touch .......................... 15-28447
A George Wright Concert ............... 15-25503

BARRY YOUNG
One Has My Name .......................... 15-25672

STEVE ALLEN
Steve Allen Plays Bossa Nova Jazz .... 15-25480
Gravy Waltz ............................... 15-25515
Rhythm & Blues (with Terry Gibbs) ... 15-25683

THE ANDREWS SISTERS
The Andrews Sisters Greatest Hits ...... 15-25406

ELMER BERNSTEIN
The Ten Commandments (Original Movie Sound Track) .......... 15-25054-D

PAT BOONE
Pat's Great Hits ........................... 15-25071
Star Dust ................................. 15-25118
Tenderly ................................. 15-25180
Pat's Great Hits Vol. 2 .................. 15-25261
Moody River ............................... 15-25384
I'll See You In My Dreams ............. 15-25399
The Touch Of Your Lips ................. 15-25466
My 10th Anniversary with Dot Records .. 15-25560

KARL BOXER
Karl Boxer Comes Out Swinging ......... 15-25640

JERRY BURKE
Greatest Organ Hits ..................... 15-25450

THE CHANTAYS
Pipeline .................................... 15-25516

THE COMPETITORS
Hit Parade And Strip ..................... 15-25452

DICK CONTINO
Dick Contino Plays & Sings The Hits .... 15-25639

THE FIREBALLS
Campusology ............................... 15-25709

EDDIE FISHER
Eddie Fisher Today ....................... 15-25631

MYRON FLOREN
Polka's ..................................... 15-25302
Great Accordion Hits .................... 15-25583

JIMMY GILMER
Sugar Shack .................................. 15-25545

JOHNNY GUARNIERI
Piano Dimensions ......................... 15-25647

BONNIE GUITAR
Two Worlds .................................. 15-25694

JACK HALLORAN SINGERS
Little Drummer Boy ....................... 15-25233

PETE KING
Hymns Everlasting ....................... 15-25704
The Last Of The Secret Agents (Original Movie Sound Track) .............. 15-25714

KRITCHEMAR & HIS VIOLIN
In A Dm Cafe ................................ 15-25025

THE GREATEST TALENT ON RECORDS AND TAPE!
PROFILE: LARRY FINLEY

LARRY FINLEY

National defense and store traffic were both served during World War II metals drive promotion staged by Finley Credit Jewelers.

From 1953-1960 Larry Finley directed The Los Angeles Examiner's Christmas Benefit Show. He's seen above with two of the 1960 Show's top attractions.

Larry Finley, 53, has crammed into a single lifetime the colorful careers of a dozen men.

The man who today heads the International Tape Cartridge Corp. and in one year has guided it into becoming a major factor in the new cartridge industry, has held the limelight many times before with his exploits in various fields.

As owner of a jewelry store in Burbank, Calif., during World War II his promotional sales techniques drew nationwide attention, including a full-page report in Life magazine.

As owner of San Diego's Mission Beach Ballroom in San Diego, Calif., he filed an antitrust action against Music Corp. of America, claiming he was being hyped up with name bands for the benefit of a competitor—and won the court's nod.

As founder-president of a fifth radio network, Progressive Broadcasting System, he built a chain of stations in six states.

As a movie producer of "The Bushwhackers," he brought Dorothy Malone out of her Texas retirement to share billing in the film with John Ireland, Wayne Morris, Lon Chaney Jr. and Lawrence Tierney.

As a disk jockey on Hollywood's Station KFWB, "Larry Finley Time" (10 p.m.-4 a.m.) enjoyed the biggest nighttime rating and was given an additional daytime schedule (12:45-3:30 p.m.) to give "The Voice With A Smile" (as he was billed) 32½ hours air time per week.

As owner of a late-hour Sunset Strip restaurant, located next door to the then-celebrity-studded Macombo, Larry Finley's M.O.P. (My Own Place) became the favorite hangout for the top names in show business.

As a TV personality, he served as master of ceremonies of "Strictly Informal" on KNXT, the CBS-owned station in Hollywood, and handled TV celebrity interviews in telecasts of movie premieres.

These are but a few highlights in the varied career of the indefatigable Finley. Of course, he has been involved in less spectacular ventures. Each, however, is tackled with boundless energy, imagination, and with a showman's eye toward gaining maximum exposure for his project. Finley himself is not a flamboyant individual but he is well versed in the showman's art of selling, whether it be a product or a concept.

Lawrence Finkelstein was born May 4, 1913, in Syracuse, N.Y. He attended high school there, and enrolled at Syracuse University. His college career was short-lived.

"I was bounced out after three months," he recalls. "I staged a one-man demonstration to protest the school's ban on cars on campus by driving a car up the steps of Crouse College. Some 50 youngsters were going to join me, but when none of them showed up, I did it myself."

He fainted at a band at night, and "changed my name so that it could fit on the marquee." During the day, he worked in a jewelry store as a salesman.

It was the same store where he had worked while in high school.

"I started working at the age of 12," he recalls. "I worked at Markon Brothers in Syracuse. I was so small, I could climb into the store window and help dress it. Most of the time, I'd stand on a box behind the counter and take in repairs. After closing time, I sold papers, and would then go over to the Regent Theater to sell popcorn. In a way, I held down three jobs in those days. Later, I turned band leader and jewelry salesman."

In 1939, Finley came to Los Angeles on a vacation, liked it and decided to stay. He opened a credit jewelry store in Burbank with $5,000 of borrowed money. In January 1943, he sold Finley's Credit Jewelers for $250,000 when his draft classification was changed from 4F to 1A. The operation had grown, with branches in Hollywood and at the Lockheed factory.

He remembers those days fondly, andcredits this period with having spurred him into owning his own ballroom. "We used to have store promotions which featured street dances using Freddy Martin and His Orchestra. Later, I took over the Casino Gardens Ballroom in Santa Monica to stage free dances each month for our customers."

It was during this period that Finley had staged his promotion which got him national publicity. There was a wartime shortage of alarm clocks, particularly in Burbank, home base of Lockheed's..."
congratulations!

My, how you've grown in one short year!

Metro Record Distributors
547 West 52nd Street
New York, New York 10019
NOW!

AUDIO FIDELITY RECORDS

EXCLUSIVELY ON

ITCC

Subsidiary of Dextra Corporation

8 TRACK STEREO TAPE CARTRIDGES

Audio Fidelity has been proud to have
ITCC duplicating and distributing our catalog
on 4 track tape cartridges

See ITCC for Audio Fidelity product on both 4 and 8 track stereo tape cartridges.
Enjoy your favorite 8 track stereo tape selections in music hall realism. You'll appreciate your favorite music, undisturbed by commercials, static or fade out. Orrtronics Stereo players and tapes faithfully present the choicest of entertainment, hour after hour, without interruption. This most compact of all stereo players can be handily and quickly installed in all makes of cars. It's truly a sound choice.

**SPEAKERS**

There is a choice of two types of high fidelity speaker kits.

**INSTA-MOUNT** speakers are for flush mounting. Upholstery need not be removed for installation and the speakers are waterproof.

**STEREO TWINS** speakers can be quickly surface mounted without marring the installation area and can be located wherever desired.

Orrtronics, Inc.
P.O. Box 864, Toledo, Ohio 43601
ITCC—A STUDY IN GROWTH

Within one year ITCC has emerged as a major factor in the tape CARtridge industry. The firm's growth is outlined in the facts and figures contained in the following statement by its president, Larry Fish.

"When ITCC started its shipments in August of 1965, total billings for the month were $5,679. The following month of September resulted in the billing of $15,600.

"This billing has increased each month so that seven months later, in April, the ITCC billings for that month were slightly under $500,000.

"In the first two months billings were not, because of a lack of business, as over $1,000,000 in sales were secured during the first 30 days of the operation of the company, but due to the fact that the new ITCC production facilities could not keep pace with its sales.

CArtidge Marketing: 'It’s a Razor and Blade Business'

By JEROME PILLOSDORF

(ITCC Director of Marketing)

Every product has its logical prospects.

With a company like ITCC, by definition, our prospects are limited to owners of tape CArtidge players. The sale of tape cartridges is analogous to the sale of razors and razor blades. While there is initial business to be had in the sales of cartridge players themselves, the big business for the retailer will be in pre-recorded cartridge tapes. We estimate from our own survey and our sales records that each new purchaser of a tape player will buy, within the next year, approximately 20 tape cartridges.

We will endeavor to keep our position of leadership in the industry by continually adding to our catalog to maintain high production output, providing exciting packaging and point-of-sale material, and such other marketing tools as may be appropriate.

We are fortunate that the tape cartridge players are being promoted and sold by some of the best merchandising organizations in the world—the auto companies, with the original equipment as a primary factor. Additionally, by the end of the year there will be approximately 20 significant companies who will be marketing units designed for home use and the automobile market.

Having, as we do, the most extensive libraries in both 4 and 8-track cartridges, we at ITCC are equipped and prepared to provide high quality cartridges for all of the important units currently available, and for the major new units yet to appear on the market.

The music we record on tape cartridges comes from the record albums of more than 60 major labels. For the most part, the prospective purchaser has only to see that the music he has enjoyed on records is now available in tape cartridge form to be motivated to buy. This contributes to the continued demand of an album on tape cartridge long after that record album has been on the market. People who have enjoyed record albums at home will naturally want their favorites available for mobile use.

While we earlier indicated that we are dependent on the sale of players, we also contribute substantially to the sale of record albums by making a wide selection of recordings available in cartridge form. Also, owners of in-car stereo, in order to make full use of the tapes, will be motivated to purchase home cartridge units, thus, further broadening the overall market.

ITCC to Issue 'Bible' Soundtrack

ITCC will soon issue the only available tape CARtridge version of the original soundtrack to the "The Bible," the Dino De Laurentis production, directed by John Houston, and released by 20th Century-Fox Films. The score is by Toshiro Mayuzumi.

ITCC emerges as the sole owner of cartridge rights to the soundtrack under terms of its exclusive contract with 20th Fox Records, the disc subsidiary of the picture company.

ITCC leans heavily on original soundtrack fare. From its experience in the industry, ITCC sales indicate very strong acceptance of soundtrack cartridges.


All original soundtrack and cast albums are available in ITCC's cartridges in all configurations.

A Million Miles of Tape in 1966

ITCC figures to use slightly over one million miles of tape in its standard 4 and 8-track tape CARtridges this year, which means good business for Audio Devices, sole supplier of this raw tape to the firm. The figure does not include tape for Ortronics' 8-track, also handled by ITCC. Audio Devices also figures to profit in two other ways, as the owners of 20 per cent of ITCC stock and through its wholly owned subsidiary, Stereo Devices, which manufactures and supervises duplication for the major cartridge firm.

W. T. Hack, president of Audio Devices, called the association with Stereeco also profitable because of "cross-fertilization of technology" for the two firms by enabling Audio Devices the duplicator wants. Audio, a long-time manufacturer of magnetic tape, also produces its own 4 and 8-track cartridges.

Audio Devices is on the cartridge industry's standardization committee and also has been active in attempts to standardize duplication. Hack feels the industry's future is in both 4 and 8-track, but thinks the introduction of compatible players would solve the conflict between the two systems.

For now, Audio Devices can prove how important the cartridge field has been to it through Audio's healthy financial reports with finances greatly enhanced through the association with ITCC.

ITCC Boasts Industry's Largest Catalog

By Don Diamond

(ITCC Production Manager)

At the time of publication, ITCC's catalog lists 60 different record labels, 36 of which are under exclusive contract to ITCC. All of these labels are available in the three configurations of 4-track, 8-track, and the Standard 4-track and the Ortronics 8-track.

The labels exclusively tied to ITCC include 20th Fox, Mainstream, Colpix, Roulette, Vee Jay and Jubilee.

A weekly production meeting is held, headed by Don Diamond, who is in charge of production for ITCC. At that time all of the new releases from the 60 record companies are carefully screened.

The meeting is held each Monday morning when the latest issue of Billboard with its Top LP's chart is available. As soon as one of our contracted labels has an LP hitting the Billboard chart, this album is rushed into immediate release in CARtridge form.

In addition, advance releases by record companies are discussed and, based upon the music business knowledge of our staff, new cartridge releases are timed with the simultaneous release of the album by the record company. This assures the ITCC distributors and dealers as well as the record companies under contract to ITCC that the stereo tape cartridge consumer will receive the latest releases.

NEW PACKAGE TO BE UNVEILED

Before selecting the final design, the packaging in the industry was reviewed, and leading industrial designers were consulted, according to Pillersdorf. The plastic material to be used was desired to have the clarity and long shelf life, he said. Adhesion systems were tested to insure compatibility with the labels and plastic. Tests to determine the durability of the packaging in shipping were conducted to assure the protective qualities of the new package, he said.

"With the design and dye costs already budgeted, we will offer our new package to other tape cartridge suppliers at an attractive price," Pillersdorf said.
We're doing more with cartridges than anybody in the tape business. But any cartridge we make is only as good as the lubricated tape it loops. After 30 years of producing high-performance recording media for studios, duplicators and music lovers, you'd think we'd know how to make a durable Mylar-based tape that virtually eliminates oxide and lubricant rub-off. You'd be right. Write for details to Audio Devices, Inc., 235 E. 42nd St., N.Y. 10017.

Congratulations, ITCC, on your First Anniversary...

www.americanradiohistory.com
WE ARE PROUD TO HAVE BEEN APPOINTED THE ITCC 8 TRACK TAPE CARTRIDGE DISTRIBUTOR FOR THE STATE OF ALABAMA

AND TO HAVE TAKEN PART IN THE HISTORIC PRESENTATION OF THE FIRST GOLD TAPE CARTRIDGE AWARDED TO HERB ALPERT AT THE MUNICIPAL AUDITORIUM, BIRMINGHAM, ALABAMA

From left to right:
Larry Finley, president of ITCC, presenting the first Gold Tape Cartridge Award to Herb Alpert, A & M Records, whose "What Now My Love" cartridge passed the $300,000 sales mark.
Also pictured Larry D. Striplin, Jr., president of Nelson-Brantley Glass Company, and William L. Lewis, Jr., manager of retail operations.

NELSON-BRANTLEY GLASS CO., INC.
2213 6th Avenue So., Birmingham, Alabama 35203 Phone 328-4310

Congratulations to Larry Finley and all at ITCC on your First Anniversary

FRED NERENBERG
V & N COMPUTING AND
STATISTICAL SERVICES, INC.
(Complete Accounting, Data Processing & Inventory Service for the Record and Tape Industries)
41 East 42nd Street
New York, N. Y. 10017
(212) 867-2326

We're stuck on I.T.C.C.
(and we think they're sweet on us, too)

if you need repertoire
LABELS
for your CARtridges...

• FOR ALL CARTRIDGES — 4 AND 8 TRACK
• PRESSURE-SENSITIVE
• UP TO 4 COLORS ON VARIETY OF MATERIALS
• AUTOMATIC APPLICATORS
• "HIT" FEATURE LABELS FOR RECORD PROMOTION

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ITCC-12
JUNE 25, 1966, BILLBOARD
CONGRATULATIONS, ITCC!

We're proud that our Stereo 8 cartridges have contributed to your success.

Lear Jet Stereo 8 *

The original 8-track cartridge player for auto and home.

The finest, most profitable tape cartridge system you can handle.

Auto—The most complete line of 8-track automatic tape players on the market. The only line to offer a wide selection of models including integrated AM or FM Radio with FM Multiplex—solid state. Easy installation with 2 or 4 speakers. The line that set the standard for the major auto manufacturers.

Home—Plugs into existing home stereo equipment and plays the same Stereo 8 tape cartridges. It's the most completely automatic, continuous stereo music system ever devised for the home. So simple to operate, even a child can do it. Stereo 8 is the tape cartridge system endorsed by over 40 leading record companies.

Lear Jet Stereo 8 Model ASFM-830-H (Tape Player with FM Radio)
Lear Jet Stereo 8 Model HSA-900 (Home Tape Player Attachment)

BE SURE TO VISIT US AT THE MUSIC SHOW. SEE THE FULL LEAR JET STEREO 8 LINE, INCLUDING EXCITING NEW PRODUCTS, AT BOOTH NOS. 101 AND 102, EAST HALL

LEARN JET CORPORATION—STEREO DIVISION

ACT NOW! Contact us for the name of your Lear Jet Stereo 8 Distributor. 13131 Lyndon Avenue • Detroit, Michigan 48227 • Telephone (313) 272-0730
ATTN.: ILLINOIS DEALERS
EXCELLENT PROFITS AVAILABLE IN EXPLODING TAPE MARKET

the world’s largest producer of 4 and 8 track stereo tape cartridges . . .

Three basic cartridge configurations:
Lear Stereo 8-track
Ortronics 8-track
& the standard 4-track

CAR-TAPES, INC. salutes ITCC, the world’s largest producer of 8-track stereo tape cartridges, upon their 1st anniversary.

INTERESTED IN A DEALERSHIP IN ILLINOIS?

Use coupon, or call (312) 842-6515

CAR-TAPES, INC.,
2017 S. Michigan Ave., Chicago, Illinois 60616
Please rush details telling me how I can become a dealer for the ITCC line of 4 & 8-track stereo tape cartridges.

NAME__________________________
ADDRESS________________________
CITY, STATE, ZIP__________________
PHONE__________________________
(Signature)

Congratulations, I.T.C.C.,
and best wishes for your continued success.

SHENK ELECTRONIC and STEREO TAPE DISTRIBUTORS, Inc.
218 FOURTH ST., TRENTON, N. J. (609) 882-1660
MIKE WYATT Sales Manager

DISTRIBUTORS OF I.T.C.C.
STEREO TAPE CARTRIDGES
FOR CENTRAL NEW JERSEY
AND NORTHERN PENNSYLVANIA

CONGRATULATIONS, Larry,
From Your First 8-Track Distributor

Over 200 Artists
40 Top Labels
Tomorrow's New Releases

The KING OF THE ROAD
8-TRACK STEREO FOR ANY CAR

Brings THE QUEEN OF THE HOME

Converts any home stereo phonograph to a modern Stereo 8 tape player for better sound and easier use.

Distributed in Michigan exclusively by
Radio Electronic Supply Co.

Rissi Electronic Supply Co.
14405 Wyoming Ave., Detroit, Mich.
JUNE 25, 1966, BILLBOARD
More than 250 newspapers throughout the country picked up the Associated Press news feature by AP Entertainment Writer, Bob Thomas, based on Billboard's 40-page report on The Tape CARtridge Industry (published March 5).

The combined circulations of these papers brought the burgeoning new auto-stereo industry to the attention of some 10 million consumers...plus millions more in home and office pass-along readership.
Hence of Texas Tape Cartridge Corp., Fort Worth, has approximately 15,000 square feet of space devoted to the warehousing of over 125,000 cartridges of the ITCC catalog.

At right, George Slaughter, president of Texas Tape Co., the ITCC warehouse, sales and billing facility for Texas, Louisiana and Oklahoma, supervising the placement of ITCC cartridges in the warehouse.

‘Finley Helped Market Tremendously’: Wally

Harold Wally of Wally’s Stereo Tape City, New York City’s largest retail chain of tape CARtridges and players, cites Larry Finley, president of ITCC, as having ‘helped the cartridge market tremendously’ by getting the consumer to the store. Wally, whose outlet stocks a 10,000-cartridge library, explained that ITCC came out with new, current releases as soon as possible, and carried timely releases of all types from rock’n’roll to classical. Wally’s sells 4 and 8-track cartridges from the major duplicators.

The retailer predicted the industry would go both 4 and 8, although 4-track is in the lead now. This means, he said, that he will have to continue to stock a double inventory of cartridge titles. He said that compilable albums will probably be the eventual answer.

Technically, he said, 4-track is the superior system, but added that there were marketing advantages to 8, ‘We have to go with the industry.’ He called 8-track ‘more sophisticated.’

Wally explained that his father, Harry Wally, had started in the auto radio business 45 years ago and expanded to car heaters and air conditioners. He sold the latter two phases of the business recently to concentrate on cartridges and cartridge players.

Among celebrated customers of Wally’s have been Sammy Davis Jr., Beatrice Lillie, Peter Nero, Sarah Vaughan and Bobby Vinton. Wally also installed players in the campaign trucks of Mayor John Lindsay and in the car of William Buckley, his Conservative Party opponent in last year’s New York mayoral election.

Because of the steady increase in cartridge player installations, Wally’s is looking for larger quarters for its family business, which is still operated by the elder Wally and his five sons. Harold Wally felt this confidence in the industry’s future was warranted by the rapid strides now being made as sales steadily rise.

New ITCC Home to Showcase All Available Playbacks

ITCC has completed negotiations to move its general offices to the new ITCC Building located on Fifth Avenue between 52nd and 53rd streets in New York City. The firm expects to be in its new quarters by Aug. 1.

ITCC will initially occupy 8,500 square feet of space, with plans for acquisition of additional space as it’s needed. The administrative, sales, production, bookkeeping and billing will be housed under one roof.

In addition, there will be a large showroom which will display every available automotive and home tape playback unit on the market, according to ITCC president, Larry Finley. The showroom will be open to the public so that it can see and compare all the various systems and sets.

Finley stated that he feels “this will make the ITCC Building the stereo cartridge center of America.” Finley also stressed that ITCC is not in the business of selling units and that its sole function is to supply distributors with stereo tape cartridges in all configurations.

All manufacturers will be invited to display their sets as well as to supply literature so that the house who will be assigned to the showroom will be able to give a fair and unbiased demonstration of all types of units.

California Auto Radio Reports ‘Fantastic Success’

A great booster for ITCC-duplicated product is California Auto Radio, operating at the automotive parts department of chain stores.

‘Believe it or not, we’ve had fantastic success with every piece of music Larry Finley’s given us,’ said the company’s president, Bob Maniaci. ‘The reason? Maybe it’s our enthusiasm. Maybe we’re ordering correctly.’

Whatever the reason, California Auto Radio has struck paydirt as an ITCC distributor. Tape CARtridges have given the seven-year-old company the greatest product to hit the automotive sound field ever,” Maniaci said. ‘I believed that stereo would never catch on,’ the distributor said. ‘We had been selling a car record player by ARC, and now that they’re making cartridge players, it’s opened our eyes to the potential of this industry.”

A conservative guess by Maniaci is that he places between $20,000 to $25,000 in orders with ITCC each month. ‘Larry’s got more going for him than anybody—his ability to promote, secure new labels and move quickly.’

California Auto Radio covers the State of Calif.

(Continued on page ITCC-21)

Finley’s Foresight and Industry Hailed by Malamud

Jules Malamud, executive secretary of the National Association of Record Merchandisers, commended ITCC’s Larry Finley for foresight in recognizing the potential of the CARtridge industry, and for his contribution to the growth of the field. Said Malamud:

Larry Finley is without a doubt one of the foremost names in the tape cartridge industry. His foresight in seeing the great possibilities of the tape cartridge, his industriousness and determination in bringing the tape cartridge to the attention of the record industry, and his leadership in effecting widespread distribution of the product, are to be commended by every member of the industry.

While others were reluctant to act, and adopted a wait-and-see attitude, he realized the tremendous potential in the field, and envisioned the opportunities which tape cartridges offer the record manufacturer, wholesaler, and retailer, as well as artists, music publishers, and writers.

“His company was the first representative of the tape cartridge industry to become a member of NARM, and with his aid, we are now proud to number the most important names in the industry on our membership rolls.”

Glass Firm to Distribute ITCC Line

The Nelson-Brantley Glass Co., a firm distributing automobile glass for Ford and Chrysler in Birmingham, Ala., has signed an exclusive agreement with ITCC to distribute the ITCC 4 and 8-track CARtridge lines in Alabama. Nelson-Brantley, who has been distributing and retailing playback units for some six months, has five branches in the state.

According to Larry Striplin, president, the company entered the cartridge market because of its natural association with the automobile industry, Nelson-Brantley, who will stock the complete line of the ITCC 4 and 8-track cartridges, also will market the cartridges in its own stores.

Lou Capone Named

ITCC has split its sales division into two separate units. The Music Distributor Sales Division will deal specifically with the record industry and its outlets, while the other branch’s primary concern will be automotive parts distributors and electronics field.

In conjunction with the separation, ITCC has appointed Louis Capone as national sales manager of the Music Distributor Sales Division. Capone, a veteran of 18 years in the record industry, will report directly to Jerome Piltersdorf, director of marketing.

His experience covers the areas of production, sales, development and ad. Capone is credited with discovering Vic Damone, Tony Bennett and Alan Dale.

JUNE 25, 1966, BILLBOARD
Why 12 Candles on ITCC's First Anniversary?

...because we've grown 12 years in just 12 months!

In one short year International Tape Cartridge Corporation has become the world's leading source of four and eight-track stereo tape cartridges. ITCC cartridges account for more than 50% of those now being sold.

This achievement could never have come about without the right labels, the right selections, the right distributors, and the right dealers. ITCC also extends its gratitude to Billboard for its outstanding work in pioneering the promotion of the entire tape cartridge industry.

Sincere thanks from ITCC!
International Tape Cartridge Corporation, the world’s largest source of four and eight-track stereo tape cartridges, has the most extensive line of product currently available for the industry. It is in effect, a manufacturing “one-stop” because it is a single source of over 60 famous record labels.

ITCC offers the three basic cartridge configurations: Lear Stereo 8—eight track; Orrtronics—eight track; and the standard four track. On top of that you can choose from more than 1,800 current and standard best sellers . . . featuring over 300 favorite artists.
the opportunity is now

Get into the sales picture and take advantage of the

multi-million dollar consumer promotion

now under way by the giants of the automotive industry as well as the major producers of home entertainment units.

See us in Chicago July 10-14 at the NAMM Show
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INTERNATIONAL TAPE CARTRIDGE CORPORATION
HAS THE PRODUCT AND THE SALES AIDS . . .

Featuring a variety of racks, signs, window streamers, consumer brochures, catalogs, & 8" x 10" glossies to help you cash in on the most talked about development in the music-record industry in more than a decade . . . STEREO TAPE CARTRIDGES!

Get the details . . . fill in and mail the coupon TODAY!

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1290 Avenue of the Americas, New York, N. Y.

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☐ As an established distributor I am interested in details concerning the ITCC line of 4 & 8-track stereo tape cartridges.

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☐ OTHER

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JUNE 25, 1966, BILLBOARD

ITCC’s Growth Pacing Industry: Lear’s Jim Gall

With Lear Jet working on its second million tape cartridge order for ITCC, Lear’s Director of Marketing for the Stereo Division, Jim Gall, cited ITCC’s growth as pacing the entire cartridge industry.

Gall looked back on the days when ITCC president, Larry Finley, was hesitant about placing a large order for the 8-track cartridge. With an uncertain market, Finley did, however, buy a large quantity in order to take advantage of a more favorable price rate. Some nine months later, sales to Finley had exceeded 1,000,000, according to Gall.

ITCC and Lear Jet have worked closely from the start. Gall said that his company, pioneer of the 8-track continuous loop cartridge, needed a wide selection of recorded material, and that ITCC needed a wider distribution setup. The result, of course, was a healthy boost for both.

“We are just as proud of the growth experienced by Larry Finley as we are in our Stereo 8 units. And this growth is indicative of the entire industry,” he said. Major distributors today handle the complete ITCC line.

ITCC was among the first companies to fully endorse the Stereo 8. The system was developed by Bill Lear after seeing the 4-track equipment. Intrigued with car stereo, Lear sought to develop a process which would contain enough trackage for a double album. The Stereo 8 cartridge as developed can play up to 80 minutes of continuous music.

Gall said the company anticipates manufacturing 100,000 cartridges per day for the industry as the car stereo market grows. He predicted some 30 million 8-track cartridges to be produced by the end of the year.

‘West Coast Is ITCC’s Boom Country’: Junge

ITCC’s voice in the West is Clarence Junge, a former AutoStereo executive, who has championed the Larry Finley operated duplicating company since Dec. 1, 1965.

The company’s Western sales outlet had formerly been under the umbrella of Universal Associates, which also represents the Taiko line of CARidget players. But due to the press of expanding business, Junge separated ITCC from Taiko and now operates the duplicating firm’s sales office apart from anything else.

The sky appears to be the limit for ITCC product, Junge said proudly. “We’re billing an average of $200,000 a month in West Coast business,” Junge said in his Westwood Boulevard office.

When ITCC firmly establishes a West Coast duplicating facility sometime this summer, Junge believes the “volume can easily be $500,000 a month.” Business is predominantly 4-track, although the company is “filling a lot of pipelines with 8-track material.”

Sixty per cent of ITCC’s Western sales are in the 4-track configuration. It’s easy to sell cartridge tapes in this part of the country, Junge explained, because the medium has had so much exposure. Junge estimated that there are about 75,000 stores with 8-track players in the West alone. Four-track is moving right off the shelf, he said.

Junge said his firm sets up distributors who then set up their dealers in a pipeline operation. Ford has produced about 75,000 cases with 8-track players, according to Junge, who says 45 per cent of these autos are in the West.

Los Angeles is ITCC’s strongest Western market. The State of Texas is second, and San Francisco rounds out the top three sales areas, Junge said.

“In April we sold $250,000 in Texas alone,” Junge said, “when we set up George Slaughter of Texas Tape.”

What are ITCC’s major Coast accounts? In Los Angeles: Privilege Distributor, United Tape, Record Service and Taiko Corp., in San Francisco: Western Tape and Collector; in Oakland, Pick-A-Tune; in Washington, Sea Port Tape Outlet, and in Seattle, Stan Jeff.

Junge’s concept is “to sell, sell distributors.” When you get an order, you direct it to the nearest distributor, he explained.

The toughest problem facing the Coast office is “filling orders.” Junge admitted with a shrug, this problem theoretically will be eliminated once a duplicating facility in California is acquired. In some cases, Junge is running a month behind in providing product.

The association with Finley has been greatly rewarding for the Western representative, he said. ITCC product is prominently sold throughout the area, and the company has a solid footing in the market place. It is enthusiastic about its early success, and eager to meet the challenge of tomorrow’s demands.

Duplicating for Orrtronics System

For Orrtronics an association with ITCC has meant two things, the availability of the extensive ITCC music catalog and a contract for duplicating this catalog in the Orrtronics 8-track horizontal tape cartridge. Joseph Meidt, sales manager for Orrtronics, a subsidiary of Champion Sparkplugs, explained that originally ITCC handled duplication, but, when the merchandise could not be duplicated fast enough, ITCC contracted for Orrtronics to duplicate titles in cartridges with the Orrtronics horizontal configuration. Duplication is handled under ITCC’s supervision.

While formerly the product was shipped to ITCC for distribution, now the finished pieces are warehoused by Orrtronics with ITCC provided a daily record of production. Shipping to Orrtronics and ITCC dealers is done from the Orrtronics warehouse. Orrtronics has opened sales offices in Atlanta and Toledo and plans offices for New York City and Los Angeles. These offices will handle district sales, warehousing, and will be training centers for salesmen and dealers.

Meidt complimented ITCC for a marked improvement in masters, both in type and quality of music. With a new catalog of about 200 ITCC titles set for distribution, Meidt explained that about eight of these titles are released a week for Orrtronics duplication. The majority of available Orrtronics 8-track tapes are ITCC selections.

Orrtronics, which has manufactured mainly car play only, is in a full release of an AC home unit for the Christmas market. Distributed nationwide, Orrtronics customers include W. T. Grant, White Trucks, Sears, Roebuck and Allied Radio. Two other national chains also are marketing Orrtronics players under their own labels.

Meidt noted that sales of Orrtronics products had increased so much recently that the spring and summer figures should top Christmas and the first five months of this year. Where the company was moving from 50 to 75 units a day, the figure now is about 200 a day. The goal is 750 a day by the end of the summer season, Meidt said, and that is the firm’s only limiting factor. The business rise also means a rise in the productivity of the two-year-old Orrtronics-ITCC relationship.

California Auto Radio Reports Fantastic Success

(Continued from page ITCC-19)

Caloifornia Auto has been selling cartridge equipment and tapes for three years, working exclusively through chain store auto departments. By using this line of marketing, Maniaci acknowledged that a problem exists in working with nonmusical sales help.

The toughest problem is explaining to auto parts salesmen who personally enjoys classical music that he should buy rock 'n roll. Maniaci said that the record dealers are the logical place for cartridges because their personnel are far more aware of the music they sell.

However, the auto parts salesman enjoys talking about music. In the long run, nonetheless, cartridges on the chain-store level will wind up in the record department, Maniaci believes.

His firm sells to such key chain accounts as White Frost, Unimart, Pep Boys, Lucky Auto, Saveco, Serve-Mart and Discofair, among others.
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OVER 10,000 STEREO TAPE CARTRIDGES IN STOCK
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ITCC-22

JUNE 25, 1966, BILLBOARD
NEED AN 8-TRACK, 1/4" TAPE DUPLICATING SYSTEM?
JUST ASK US!

Ever since the first 8-track, 1/4" Tape Duplication System using a 1" master was delivered to ITCC by Lang Electronics last November, the audio tape world has not been the same. Remarkable products such as the Lear Jet 8-track stereo tape players have been introduced into the automobile and now Delco is getting on the 8-track bandwagon. Muntau is contemplating manufacturing 8-track stereo tape players for home use and other major manufacturers are promising 8-track players for boats, trailers, office and, of course, the tremendous home market.

Lang Electronics is proud to have played a vital part in this tape player revolution by having originated and developed the first 8-track, 1/4" Tape Duplication System using a 1" master. Today there are a total of eight tape duplication plants in operation...all using Lang Electronics equipment. And additional orders for Lang 8-track Tape Duplicating Systems have been placed by forward thinking tape duplicating companies who are getting the jump on the rapidly growing tape cartridge market.

The Lang Tape Duplicating System is built around the standard Ampex 300 tape plate. Controlled from a single source and, starting with 2-track 1/4" master tapes, four 2-track playback machines feed into an 8-track mastering recorder. The resulting 8-track master is then used on the duplicator. The solid-state electronics, master, bias amplifier and controls are installed in a single housing with the master playback deck.

We here at Lang Electronics are confident that we have achieved the ultimate recorder for the recording industry. The 8-track 1/4" tape copies are of superb quality, contributing immeasurably to the tremendous success the Lear Jet 8-track stereo cartridge players are enjoying.

If you're planning to get in on the ground floor now of the rapidly mushrooming cartridge tape industry contact us today!

FOR COMPLETE DETAILS AND NEW LANG CATALOG, WRITE
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ATTEN.: Dealers,
EXCELLENT PROFITS AVAILABLE
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J. H. Martin (Music Distributors) salutes ITCC the world's largest producers of 8-track stereo tape cartridges upon their 1st Anniversary.

INTERESTED IN A DEALERSHIP?
Use coupon or call (312) VI 2-4440

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Name: ___________________________
Address: _________________________
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WE ARE THE DISTRIBUTOR OF THE MOST COMPLETE LINE OF 4 TRACK TAPE CARTRIDGES OF ITCC.

WE ALSO DISTRIBUTE 8 TRACK COMPLETE INSTALLATION FACILITIES FOR CARTRIDGE TAPE PLAYERS

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Phone (202) 965-3366

JUNE 25, 1966, BILLBOARD
Metro Distributing of New York plans to expand its tape CARtridge offerings to Chicago and Los Angeles. This is based upon its steadily increasing business in the New York-Newark area. The disk distributor for Finley, president of ITCC, and Mulcahy, which carries only ITCC 4 and 8-track product, is a wholly owned subsidiary of MGM Records.

Irv Simler, director of branch operations for Metro, explained that it was distributing cartridges to a growing number of locations with about 125 outlets here currently being supplied. Simler, noting that Metro has been in business with ITCC for only six months, said the 125 figure represented about one-third of the Metro record outlets and was on the upswing.

About 15 to 20 outlets are nonrecord stores, such as photography, jewelry and appliance shops. To keep up with demand, Metro plans to test market in its store in the lower M.G.M. house playback unit, which will be manufactured by Talen Zipper Co. of Pittsburgh, but has not announced its definite plans on that store.

Simler thinks 8-track is the future of the cartridge field, noting that where sales originally were overwhelmingly 4-track, they now were 4-1:8-track. The business was increasing, he said, not only because of more widespread player sales, but because people were storing their tape libraries. He said that his firm's tie with ITCC, however, makes Metro fully prepared to service the expanding market.
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Detroit's Radio Electronics Among ITCC's First Distributions

ITCC tape CARtridgess form the major portion of the tape stock of Detroit's Radio Electronics Supply, distributor of dealers and CARtridges to about 300 retailers in Michigan. Mt. Sisson, Radio Electronics manager, believes his firm was the first CARtridge 8-track customer.

Sisson thought ITCC did a "good job in coming out with the kind of music people ask for...a good job of selecting." As an example, he cited the "Dr. Zhivago" filmtrack on MGM, which was released in short order by ITCC.

Radio Electronics, which was formed last October, originally carried some 4-track cartridges in addition to its 8-track; it now only handles 8-track, which Sisson feels is the industry's future. He said the number of retail outlets was "pretty well up nicely." His firm supplies record shops, auto supply stores, television dealers, cartridge specialists and other retailers.

The distributor carries more than 300 titles with ITCC's largest source of supply. Sisson found the industry was growing rapidly. "We are happy to be in it."

The Packaging Side of the Business

Approximately a year ago, Craig Braun, sales manager of Linear Products, was asked by Larry Finley, president of ITCC, to design, manufacture and supply album and repertoire labels for its 4 and 8-track stereo tape CARtridgess. Since then, Linear has been ITCC's major label supplier and today possesses a label representing more than 1,500 titles sold by ITCC.

Among the top artists labeled by Linear are Johnny Mathis, Ella Fitzgerald, Connie Francis, Jack Jones, Ray Charles, Roger Miller, Freddy and the Dreamers, Jerry and the Pacemakers, Louis Armstrong, Lawrence Welk, Harry James, Woody Herman and the Righteous Brothers.

Recently, Linear designed a special gold foil label for ITCC's first gold cartridge award, presented by Finley last month to Herb Alpert and the Tijuana Brass for their best-selling cartridge, "What Now My Love?" the first ever to reach sales of $250,000.

Linear, a major manufacturer, designer and converter of multicolor pressure sensitive labels, specializes in labels and tapes used for product identification and promotion of products at point of sale. The firm is concentrating on research of special adhesive materials, and automated applying equipment, machinery and production tooling. Linear's most recent innovation is the formation of the Pricers, a standard for 1-cartridge tape cartridges.

Radio Electronics, which is represented by Joe Janieson of Midland, is a wholesaler of Audio Devices, was formed exclusively to handle the ITCC duplication and warehousing.

Janieson saw healthy business prospects for both systems. Sales are increasing in the 8-track system as well as 4-track. He thought the entry of General Motors into the 8-track car player field in

Stereo Devices Reports 500% Increase

Stereo Devices of Fairfield, N. J., which warehouses and supervises duplication of 4 and 8-track tape CARtridgess for ITCC, has realized a better than 500 per cent increase in business since its first month of operations last December, according to its president, Joe Janieson. The firm, a wholly owned subsidiary of Audio Devices, was formed exclusively to handle the ITCC duplication and warehousing.

Janieson sees healthy business prospects for both systems. Sales are increasing in the 8-track system as well as 4-track. He thought the entry of General Motors into the 8-track car player field in

Industry Emerged Full Grown: Harry Fox

The Harry Fox office, agent and trustee for the music publishers, is looking to the tape CARtridegde industry as a growing source of royalty moneys. The tape manufacturers, says the Fox office, are aware of the royalty requirements and have set up the necessary accounting apparatus to meet them properly.

The Fox office points out that unlike the record industry, the tape cartridge industry has emerged almost full grown, and major companies like Larry

CARtridgess Boon to Playback Maker

Because of the dealers' unfamiliarity with the tape CARtridge market and the lack of standardization that does exist, Automatic Radio engages in that it calls a complete merchandising program. This was the purpose of Automatic Radio's $1 million deal with ITCC earlier this year.

Dave Nager, sales manager of the Consumer Products Division, says the dealer doesn't have marketing information available to him; he doesn't know what way the market is going (to 4 or 8-track); and he cannot deal with many different companies at once. Nager believes that the dealer learns on the equipment manufacturer to guide him and says it is the responsibility of manufacturer to render a complete service to the dealer—not to leave him hanging in midair.

Automatic Radio provides its dealers with a merchandising program which leads to maximum efficiency and profits. "What good is selling the razor if you don't carry the blades" Nager asks. By making the cartridges available through the same distribution, Automatic Radio supplies all the material necessary. The customer doesn't have to shop elsewhere for the cartridges after they've purchased the playback unit. Also it makes the unit a more desirable purchase.

Aside from acting in a one-stop manner, Automatic Radio marketing department has compiled a survey flow sheet to study any market closely. The company sells through its own distributors to 5,000 different outlets across the country, many of which are chain operations.

Automatic Radio has been shipping continuous loop cartridge playback units for about 10 months.
IN STOCK FOR IMMEDIATE DELIVERY

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DOMESTIC & EXPORT

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Midwest's largest distributor of stereo tape systems and albums.

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Buddy Massaro/Sales Manager

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ASSOCIATED DISTRIBUTORS, INDIANAPOLIS, IS YOUR HEADQUARTERS FOR THE DYNAMIC TAPE MARKET.

- Distributors for the world's largest producers of 4 and 8-track stereo tape cartridges.
- Headquarters for all of your needs in 4-track and 8-track cartridges and players, both auto and home.
- Variety of service and sales plans available to fit your individual retailing needs.
- Complete training and business counseling services.

IF IT CONCERNS TAPE, IT CONCERNS US.

Associated Distributors salutes ITCC, the world's largest producer of stereo tape cartridges upon their 1st anniversary.

Call or write Mr. Lynne Jenks, manager, tape cartridge product.

ASSOCIATED DISTRIBUTOR, INC.
210 S. Meridian St.
Indianapolis, Ind. 46225
Phone: (317) 634-2591
The Start of ITCC
(Continued from page ITCC-3)

The business projection of ITCC at the inception was most conservative.

Finley's goal was to sell and deliver $35,000 each month for the first six months with an escalation to as high as $70,000 a month at the end of the second six-month period.

During the first month of selling, Finley booked over $1,600,000 in orders and with the limited production facilities offered by Tape Handling conditions became chaotic.

A lot of new things had to be done and, recognizing the need for a considerable amount of expansion, not only for production but for the acquisition of new libraries, Smalley and Finley entered into an arrangement with Audio Devices. The latter was sold 20% of stock of ITCC, in consideration for Audio's formation of a subsidiary company called Stereo Devices which would act as the manufacturing arm for ITCC.

Immediately upon entering this new arrangement, production facilities were expanded to handle the daily growing rate of sales enjoyed by ITCC.

At about the same time the arrangements were made with Audio Devices and its subsidiary Stereo Devices, Finley entered into the 8-track field and was the second firm in the country to secure a purchase order with Lear Jet Stereo for 1,000,000 8-track cartridges.

This 1,000,000 8-track cartridges deal together with a contract for 2,250,000 cartridges with Tele-Pro for their 4-track cartridge immediately made ITCC the greatest factor in the tape cartridge field.

In December, ITCC moved its quarters from the 400 square feet where eleven employees were housed, to 25,000 square feet in the Sperry Rand building. Sixty days after this move, the 25,000 feet were inadequate and an additional 2,000 feet were secured in the Henry Hudson Hotel. Today the bookkeeping and order departments are housed.

At this time leases are being drawn for a Fifth Avenue location in a building that will be known as the International Tape Cartridge Corporation Building, so that the entire operation can be combined under one roof. (See other story.)

Through the efforts of William Hack, President of Audio Devices, and Joe Jamieson, President of Stereo Devices, ITCC product is now being produced in six facilities.

Production of cartridges is being done at the Tape Handling factory in Fairfield, New Jersey, as well as factories in New York City, Omaha, Toledo, Detroit, and Stamford.

The eleven record labels that Finley originally started with have now grown to 60 labels with additional labels being added each month.

ITCC is the only firm offering its production in the three important configurations, the Lear Stereo 8, the Standard 4-track and the Ortronics 8-track.

Over $1,000,000 has been expanded by Stereo Devices to secure the finest equipment possible to handle the tremendous amount of production needed and ITCC customers are assured of the very finest in quality with a steady continuous flow of merchandise.
Here and Now... Completely Compatible 8 Track - 4 Track Tape Cartridge Players

Audiosphere DUAL GALAXY 874

With These Outstanding Features:

- Plays both 8 and 4-track cartridges
- Completely automatic track advance, cartridge type sensor, actuation, program reset, on-off
- Electronic switching of fixed head allows perfect tape tracking
- Truest fidelity with highest quality audio output
- You need only a single unit to play either 8 or 4

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1275 BLOOMFIELD AVENUE, FAIRFIELD, N.J. 07006
TEL: (201) 226-8300
CALECTRON

Well, Larry, ... it's been quite a year! We're happy that we shared with you some of the excitement, enthusiasm, and imagination that was generated.

It goes without saying that we wish you much luck and, etc. But we'll say it anyway.

Much luck and et cetera.

Calectron
33 Gough Street
San Francisco, California

---

Congratulations

INTERNATIONAL TAPE CARTRIDGE CORPORATION

Subsidiary of Dextra Corporation

... on your successful first year!

ADVANCED STEREO SYSTEMS, INC.
-SINCE 1962-

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FORT WORTH, TEXAS 76107
PHONE 817-332-9205

Serving dealers with overnight delivery from the largest selection of ITCC labels and titles in the Southwest.

A LEAR JET STEREO 8 PRODUCTS DISTRIBUTOR

---

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... also distributors of LEAR JET STEREO 8 TAPE PLAYERS

STEEJAY, INC.
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HEMCO LINES
LEAR JET STEREO 8

Contact:
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Western Tape Division
1461 Park Ave., Emeryville, Calif. 94608
(415) 654-0773

JUNE 25, 1966, BILLBOARD
THANKS
I.T.C.C.
FOR AWARDING
THE GOLD CARTRIDGE
TO
HERB ALPERT
&
THE TIJUANA BRASS
FOR
"WHAT NOW MY LOVE"
If you are a regular reader of BILLBOARD you are familiar with our "Tape Cartridge Tips" column which appears each week. With our column, we are endeavoring to keep our readers informed of the latest news in all phases of the tape cartridge industry. Because of the "Layout" of this special ITCC 1st Anniversary section, this week's column is spread over enlarged next week, our readers will find the column in its regular space in the "Tape Cartridge" section.

Although the ITCC anniversary section is solely devoted to this company, to the record companies who have licensed ITCC, to its suppliers, distributors and friends, we would like to use this means of giving recognition to those who have helped to make the "Stereo Tape Cartridge Story" most exciting and important innovation in the music business since the introduction of the LP.

Our "Thank-you's" are not given in order of their importance as everyone concerned has more than entitled him to share in the progress of this business. We are extremely grateful to Bill Haas of Audio Devices, whose factory is turning out millions of feet of tape to keep ITCC and other duplicators supplied with what we consider to be the very best of tape. To Joe Jameson of Stereo Devices, who supplies ITCC's production at its many facilities and whose confidence in this industry will have us delivering 750,000 cartridges per month by July 1st. To (Bill) Mulvihill and the whole gang at Telephones for supplying us with enough 4-track cartridges so that we can produce over 1,000 titles and the world's most complete 4-track cartridge line. To Jim Gall of Lear Jet Stereo for his faith in ITCC in supplying us with the Lear-Stereo cartridge in sufficient quantities to assure that we are now well into orders for our second million. To Bill Lear for his tremendous drive in making the Stereo-8 concept a success—so much so that the Lear configuration has been adopted by Ford, Chrysler, General Motors, Buick, Warner, Tennco, Decca and many of the major home entertainment manufacturers, such as Philco, Motorola, Packard Bell and RCA. These major home entertainment manufacturers have already announced the availability of home-cartridge stereo units this fall, and we know of six more giants of the home entertainment industry which will soon announce their entry into the field.

To Keith Wilson of Champion Spark Plug, whose guidance of the Electrosonics Corporation has started to make them a real factor in this field. To RCA Victor for recognition of the stereo tape cartridge potential which, together with Motorola and Ford, first brought the Stereo-8 story to the public through mass media advertising. To Dave Nager and the Houseman of Automatic Recordscapes Inc., who have been the music industry's great benefactor. To Joe Zamek of Transatlantic, Bob Craig of Craig Electronics, Dave and Shelly Freeman of J.B. Charles Fox of MFRA Electronics, to Trans-world, Livingston Associates and the dozens of importers and manufacturers whose constant flow of news continues to create a mass market for ITCC cartridges. To Earl Muzzy, who pioneered the entire stereo tape concept and whose constant drive, backed up his confidence in the business, made him to the first to bring this industry to the eyes of the public.

Another special thank-you to the owners of the 61 record labels who have licensed ITCC to duplicate and distribute their product. To the A & R heads of these companies whose knowledge of the record business makes it possible for ITCC to constantly have from 35 to 40 album cartridges in the Top 150 in BILLBOARD's listings and whose knowledge of the business does more than help ITCC maintain its leadership in the industry. We also thank Al Bennett of Liberty, Leonard Schneider of Decca, S.M. Masi of United Artists, Alan Livingston of Capitol, and Bill Gallagher of Columbia for getting on the bandwagon in pouring RCA and ourselves and making their libraries available through their own pattern of distribution.

To the almost 100 ITCC distributors who are making our 61 labels available to dealers in their markets. To George Slaughton and his associate at Texas Tape Cartridge Corporation, Fort Worth, for establishing the first wholesale and billing facility to serve ITCC distributors in Texas, Oklahoma and Louisiana. To Suresh Malhotra of HPM for his help in telling the tape cartridge story to the HPM membership. To BILLBOARD's Hal Cook, Lee Zeto, Bob Riedinger, Deets Hylton, Elliot Tegel and all of their associates for making their publication first to bring the tape cartridge story to the attention of the entertainment industry. Their efforts have made BILLBOARD the "bible" of the entertainment industry and without this publication the tape cartridge story would not be known to the majority of those in this music field.

Last but certainly not least, our grateful appreciation to H. Earl Smalley, Chairman of the Board, and Joseph S. Sobol, Executive Vice President of Decca Corporation—our parent company, for their confidence and financial backing which permitted ITCC to enjoy 12 years of growth in just 12 months.

In reading this article, it sounds like George Jessel giving thank-you's at a dedication or "Bar Mitzvah." George always apologizes in case he left someone out.

We don't like to copy Jessel, but we, too, want to apologize should we have omitted anyone. We are most grateful to everyone connected with our company and its growth.

June 25, 1966

Dear Larry,

Putting honest emotions into words is a most difficult task when one man has so much genuine affection for another businessman.

We have thoroughly enjoyed the privilege of representing I.T.C.C.

We sincerely wish continued success to you and your people.

Warmest regards,

Norman F. Goodwin
President

ITCC MUNTZ AURA SONIC

ANOTHER Gopher FIRST!

 Want to lock your "Tape Display Case, and index your tapes too? Here is a NEW DIVIDER CARD to go with the new cabinet. Remember - If it's a divider card - Gopher Products always has it first.

AND, you might try us for a DISPLAY CASE too.

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ITCC-32

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BY LARRY FINLEY

www.americanradiohistory.com
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In one aggressive year you have become the world's leading supplier of music in both 4 and 8 track stereo tape cartridges

from

TEXAS TAPE CARTRIDGE CORPORATION
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serving Southwestern Distributors from an inventory of 125,000 4 and 8 track tapes of over 50 major recording labels — overnight delivery.

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I.T.C.C.

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I.T.C.C
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NEVADA

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LARRY

from
United Tape Corporation

The largest pre-recorded Tape distributor in Southern Calif. — We carry all labels—reel to reel, 4 track cartridge, 8 track cartridge. We offer rack service (including fixtures, inventory control, and special order service).

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2525 W. 9th St., Los Angeles, Calif. 90006
Phone: 386-1821
Frank Donovan, Manager
**ROULETTE**

is happy to be a part of

the ITCC family

Subsidiary of Decca Corporation

---

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**4 & 8 TRACK STEREO TAPE CARTRIDGES OF ROULETTE ALBUMS OF ITCC EXCLUSIVELY:**

#### 4 TRACK
- Pearl Bailey Sings for Adults Only 22-25016
- All About Good Little Girls and Bad Little Boys, Pearl Bailey 22-25195
- Strike Up the Band, Bennett/Basie 22-25231
- A Portrait of Mr. T, Jack Teagarden 22-25243
- The Magic World of Italy, Lou Monte/Al Calota/The DiMara Sisters 22-25257
- The World of The Barry Sisters 22-25258
- The Risque World of Pearl Bailey 22-25259
- The World of Dinah Washington 22-25260
- Italian Songs, The DiMara Sisters 22-25265
- Dinah Washington 22-25269
- Songs by Academy Award Winner-James Van Heusen, Pearl Bailey 22-25271
- My Fair Lady Goes Latin, Tito Puente 22-25276
- By Jupiter and Girl Crazy, Cain & Kral 22-25278
- They Call Us Au Go-Go Singers 22-25280
- Cascading Voices, Hugo & Luigi Chorus 22-25283
- The Best of Dinah Washington 22-25289

#### 8 TRACK
- Memories Ad Lib, Basie and Williams 22-52021
- Count Basie/Sarah Vaughan 22-52061
- The Best of Basie 22-52081
- Back to Basie and the Blues 22-52093
- The Great Reunion of Armstrong and Ellington 22-52103
- Sarah Sings Soulfully 22-52116
- Big Band Scene 65, Basie & Ferguson 22-52117

---

**COMING SOON! ROULETTE'S COMPLETE ALBUM CATALOG ON ITCC TAPE CARTRIDGES**

Contact your Roulette or ITCC Distributor

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What has sugar and tomato juice to do with the tape cartridge industry?

Nothing . . .

. . . they happen to be products of Buckeye Sugars, Inc., a subsidiary of Dextra Corporation. However, Buckeye Sugars is proud of another member of the Dextra family that has plenty to do with the booming tape cartridge industry. In one short year International Tape Cartridge Corporation has become the world’s leading producer of four and eight-track stereo tape cartridges. Congratulations, ITCC, on this outstanding achievement . . . Buckeye Sugars wishes to propose a toast (tomato juice, of course) . . . best wishes and continued success to a family member!
*Denotes local origin

ARGENTINA

1. CANCION DE LA BANDERA
2. MALAMBO
3. VIENTO DE LA NOCHE
4. LA CASA DEL MUNDO
5. LA PLAYA
6. LA CABAÑA
7. EL HOMBRE DE LAS APARICIONES
8. EL VIENTO
9. LA LLAMA
10. LA DOLCE VITA

AUSTRALIA

1. CARDINALS - "Ride On"
2. BARRY GIBB - "Love Me" (remixed version)
3. LEO SAYER - "Worlds Apart"
4. THE KEEPS - "Late Night" (remixed version)
5. MIKE RANGER - "Wake Up"
6. RICHIE HALL - "This Is My Life"
7. JAGGER - "Heart Full Of Stone"
8. DANNY REED - "Shake"
9. THE CYPRIOTS - "Saturday Night"
10. BONNIE KELLY - "Someone To Watch Over Me"

BRITAIN

1. GARY OLIVER & THE SEVENTH SONS - "Yesterday"
2. THE PYRAMIDS - "I'm A Rocker"
3. THE KINKS - "You Are My Sunshine"
4. THE PROCLAIMERS - "I'm Gonna Be (500 Miles)"
5. THE JAM - "start"
6. THE CLASH - "London Calling"
7. THE WHO - "My Generation"
8. THE KINKS - "You Are My Sunshine"
9. THE ROLLING STONES - "Satisfaction"
10. THE BEATLES - "Let It Be"

HOLLAND

1. DE VOORSPRAAK - "Ik Ben Mijnself"
2. DE KSS - "I Am A Man"
3. DE KSS - "I Am A Woman"
4. DE VOORSPRAAK - "Ik Ben Mijnself"
5. DE KSS - "I Am A Man"
6. DE KSS - "I Am A Woman"
7. DE VOORSPRAAK - "Ik Ben Mijnself"
8. DE KSS - "I Am A Man"
9. DE KSS - "I Am A Woman"
10. DE VOORSPRAAK - "Ik Ben Mijnself"

MEXICO

1. VICTOR MANUEL - "Amor"
2. VICTOR MANUEL - "Amor"
3. VICTOR MANUEL - "Amor"
4. VICTOR MANUEL - "Amor"
5. VICTOR MANUEL - "Amor"
6. VICTOR MANUEL - "Amor"
7. VICTOR MANUEL - "Amor"
8. VICTOR MANUEL - "Amor"
9. VICTOR MANUEL - "Amor"
10. VICTOR MANUEL - "Amor"

SOUTH AFRICA

1. HENDRY - "Heaven Knows"
2. HENDRY - "Heaven Knows"
3. HENDRY - "Heaven Knows"
4. HENDRY - "Heaven Knows"
5. HENDRY - "Heaven Knows"
6. HENDRY - "Heaven Knows"
7. HENDRY - "Heaven Knows"
8. HENDRY - "Heaven Knows"
9. HENDRY - "Heaven Knows"
10. HENDRY - "Heaven Knows"

SWEDEN

1. ABBA - "Waterfall"
2. ABBA - "Waterfall"
3. ABBA - "Waterfall"
4. ABBA - "Waterfall"
5. ABBA - "Waterfall"
6. ABBA - "Waterfall"
7. ABBA - "Waterfall"
8. ABBA - "Waterfall"
9. ABBA - "Waterfall"
10. ABBA - "Waterfall"

FROM THE MUSIC CAPITALS OF THE WORLD

* Continued from page 38

PARIS

1. PETIT - "Mexican High"
2. PETIT - "Mexican High"
3. PETIT - "Mexican High"
4. PETIT - "Mexican High"
5. PETIT - "Mexican High"
6. PETIT - "Mexican High"
7. PETIT - "Mexican High"
8. PETIT - "Mexican High"
9. PETIT - "Mexican High"
10. PETIT - "Mexican High"

RIO DE JANEIRO

1. CARLOS PAUSA - "A Night In Rio"
2. CARLOS PAUSA - "A Night In Rio"
3. CARLOS PAUSA - "A Night In Rio"
4. CARLOS PAUSA - "A Night In Rio"
5. CARLOS PAUSA - "A Night In Rio"
6. CARLOS PAUSA - "A Night In Rio"
7. CARLOS PAUSA - "A Night In Rio"
8. CARLOS PAUSA - "A Night In Rio"
9. CARLOS PAUSA - "A Night In Rio"
10. CARLOS PAUSA - "A Night In Rio"

* Denotes local origin
ALBUM REVIEWS (continued)

THE BUNCH
Various Artists. RCA Victor LPN 3561 (M); LP 3561 (S)
Winner, winner, one of the most popular singing family groups in the world, this "Bunch" in the country music market. They offer a fine package of sacred material, classics, and original songs which should please their devoted fans.

THE BUNCH

UNCLE DAVE MACON
Decoy DL 4760 (M); DL 47640 (S)
This package is actually a must for serious collectors. uncle Dave Macon was a country music legend and his music and his live performances are considered to be some of the best in the genre. This album contains early recordings and scholarly notes by Ralph W. Morse.

UNCLE DAVE MACON

MOSTLY FOR YOUR ENTERTAINMENT
OFFBEAT: GAITE PARISIENNE
Boston Pops Orh. (Fielder), RCA Victor YTC 1012 (M); YTC 1012 (S)
This delightful, efficient recording of offbeat music is sure to please, especially since it's available at a budget price. Sounds great, numbers sparkle and dance with gayly.

OFFBEAT: GAITE PARISIENNE

SPECIAL MERIT PICKS
SPOTLIGHT 3579
SPECIAL MERIT PICKS
SPOTLIGHT 3580
SPECIAL MERIT PICKS
SPOTLIGHT 3581
SPECIAL MERIT PICKS

TENURE DEDICATEE STICKS

HISTORY REPEATS ITSELF
HISTORY REPEATS ITSELF
HISTORY REPEATS ITSELF
HISTORY REPEATS ITSELF
HISTORY REPEATS ITSELF

Buddy Sherzer, Decca DL 4796 (M); DL 47980 (S)
Buddy Sherzer is making musical history by recording and releasing albums in the most unusual and original way. This allows him to "fine-tune" the products he offers, with this album being no exception. It is a celebration of his musical creativity.

Buddy Sherzer

FOUR-STAR ALBUMS

THE BEST OF THE BROWNS
RCA Victor LPN 3561 (M); LP 3561 (S)
Without doubt, one of the most popular singing family groups in the world, this "Bunch" in the country music market. They offer a fine package of sacred material, classics, and original songs which should please their devoted fans.

THE BEST OF THE BROWNS

THE REST OF THE BROWNS
RCA Victor LPN 3561 (M); LP 3561 (S)
Without doubt, one of the most popular singing family groups in the world, this "Bunch" in the country music market. They offer a fine package of sacred material, classics, and original songs which should please their devoted fans.

THE REST OF THE BROWNS

SACRED SPOTLIGHT
MY ALTAR
Jemima Verin, Decca DL 4763 (M); DL 47640 (S)
A fine package of sacred material; desire is the crux and sacred soul should regard this album as an utmost manifestation. The recordings are full of spiritual quality, included are "Will the Circle Be Unbroken," "My Altar," and "One More Valley."

MY ALTAR

BREAKOUT ALBUMS

NO NATIONAL BREAKOUTS

MAMAE
Original Cast, Columbia LSL 6600 (M); LLS 2000 (S)
The more new albums, not on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

MAMAE

THE MORE I SEE YOU/CALL ME
Chris Marcha, A&M LP 17115 (M); SP 4115 (S)

THE MORE I SEE YOU/CALL ME

STOP THE WORLD I WANT TO GET OFF...
Soundtrack, Warner Bros. 0164 (M); B5 1644 (S)

STOP THE WORLD I WANT TO GET OFF...

RHAPSODY
Ahmad Jamal, Crest LP 764 (M); SL 764 (S)

RHAPSODY

MORE MUSIC FROM THE MAN FROM U.N.C.L.E.
Maurice Jarre, RCA Victor LPM 3574 (M); LPM 3574 (S)

MORE MUSIC FROM THE MAN FROM U.N.C.L.E.

PHIL OCHS IN CONCERT
Emiko EST 310 (M); EM 7310 (S)

PHIL OCHS IN CONCERT

DAVE BRUBECK'S GREATEST HITS
Columbia CL 2484 (M); CS 9284 (S)

DAVE BRUBECK'S GREATEST HITS

BACKSTAGE (I'M ALONE)
Gene Pitney, MCA 2095 (M); MS 3005 (S)

BACKSTAGE (I'M ALONE)

LOW PRICE CLASSICAL
SPECIAL MERIT PICKS
LOW PRICE CLASSICAL
SPECIAL MERIT PICKS
LOW PRICE CLASSICAL
SPECIAL MERIT PICKS
LOW PRICE CLASSICAL
SPECIAL MERIT PICKS

ITALIAN OPERA PRELUDES AND INTERMEZZOS
Orec of the Bolshoi Municipal Theater (Stokol). RCA Victor YTC 11717 (M); YTC 11717 (S)
While this album is not for the serious classical connoisseur, it will enjoy wide appeal to buyers whose appetite is specific music and interesting artists.

ITALIAN OPERA PRELUDES AND INTERMEZZOS

JOHN COLTRANE PLAYS FOR LOVERS
Prestige 7148 (A)

JOHN COLTRANE PLAYS FOR LOVERS

POPULAR
THE ELLISIVE BOB LIND
Verve Follows LP 3085 (M); PFS 3085 (S)

THE ELLISIVE BOB LIND

WHEN A WOMAN LOVES A MAN
Kerry Lester, Tower T 929 (M); ST 929 (S)

WHEN A WOMAN LOVES A MAN

MY GUITAR
George Van Him. Capitol T 2533 (M); ST 2533 (S)

MY GUITAR

COUNTRY REVIEW POLICY

ALBUM REVIEW PANEL
Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is noted within its category of music. Full reviews are presented for Spotlights or Special Merit Picks, and all other LP's are listed under their respective categories.

ALBUM REVIEW PANEL

MOZART: THE TWO CONCERTOS FOR FLUTE AND ORCHESTRA
Ralph Dubbert/Metropolitan Chamber Orch. (Boshell). Angel 36339 (M); S 36339 (S)

MOZART: THE TWO CONCERTOS FOR FLUTE AND ORCHESTRA

SOLDIERS PLAY DEBUTY/NONEGIER/IVES/WEBERN
Joseph Segal, Violin Ray Bogos, Piano Mercury ML 53304 (M); DL 9442 (S)

SOLDIERS PLAY DEBUTY/NONEGIER/IVES/WEBERN

(Continued on page 44)

JUNE 25, | 1966 | BILLBOARD
SCHOOL'S OUT!

NEW IMPROVED FULL DIMENSIONAL STEREO

YESTERDAY - OR ROBERT
I'M ONLY SLEEPING - AND YOUR BIRD CAN SING
WE CAN WORK IT OUT - DAY TRIPPER
NOWHERE MAN - WHAT GOES ON?
DRIVE MY CAR - IF I NEEDED SOMEONE
ACT NATURALLY

The Beatles
Yesterday
And Today

GET READY!

Remember how "HELLO!" helped last summer?
Here's more hot-weather relief - 11 great
BEATLES hits - 5 of them brand-new!

(S) T 2553

Copyrighted material
New Action Single!

GOOD TIMES

by

The FIVE AMERICANS®

HBR 483

B/W

The LOSING GAME

A & R • ION ABNOR
An Abnak Music Production
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THE FIVE AMERICANS
Great New LP
Mono 8503
Stereo 9503

HANNA-BARBERA RECORDS

THE FIVE AMERICANS
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HANNA-BARBERA RECORDS

HANNA-BARBERA RECORDS

HANNA-BARBERA RECORDS
**ALBUM REVIEWS**

*Continued from page 40*

**CLASSICAL**

**VERDI: NIGUDETTO (127" LP).** Various Artists; Quadrad LPX 1291-35 (M)...

**HAYDN: "REDWOOD" QUARTETS (127" LP).** Various Artists; Quadrad LPX 1287-5 (M)...

**LAGERBRO GABRIELI CONDUCTS**

Orch. of the Budapest Philharmonic Society; Quadrad LPX 1264 (M)...

**LOW PRICE CLASSICAL**

J. S. BACH: BRANDENBURG CONCERTOS (12" LP). Chamber Orch. of the Four (Holland). Discount HB 3006 (M); RB 7006 (M)...

**RICHARD STRAUSS: SYMPHONIA DOMESTICA**

Chamber Symphony Orch. (Malr); RCA Victrola YIC 1164 (M); YIC 1164 (S)...

**POLKA**

OCTOPUSFEST FAVORITES (S) LIND and the Jolly Swiss Boys. Casa R 2061 (M)....

A SESSION WITH SY LIEB AND THE JOLLY SWISS BOYS Casa R 2061 (M)....

**FOLK**

A POLKA TOWN Albie Stayer; Casa R 2048 (S)....

**THREE-STAR ALBUMS**

The three-star rating indicates moderate listening potential within each music category.

**POPULAR**

THE MATT HOUSE OLEL AMBASS Card A 668 (G)....

**COUNTRY**

MOUNTAIN BALLADS & OLD KYRMS Aubie Snow & E. Earl Johnson. Decca DL 7170 (G); DTB 7036 (G)....

**A SESSION WITH THE GOOSE ISLAND KARENS**

Casa R 1111 (M)....

**THE CHIFFONS**

**NEWEST SMASH ALBUM**

PERSONAL MANAGER ERNIE MARTINELLI

NOW

**SWEET TALKIN’ GIRL**

**THE CHIFFONS**

OUT OF THIS WORLD - MY BOYFRIEND’S BACK - NOBODY KNOWS THUMBS DOWN - SEE YOU IN SEPTEMBER - DOWN, DOWN, DOWN

**BREAKOUT SINGLES**

ON THE GOOD SHIP LOLLIPOP...

**Wander Who, Philips 40500 (Motelown, ASCAP) (New York)**

IT'S A MAN'S-WOMAN'S WORLD...

**Imo Thomas, Imperial 61787 (Najun, BMI) (Pittsburgh)**

TAR AND CEMENT...

**Yvone Smith, Copal 5832 (Koil, ASCAP) (Philadelphia)**

I'VE GOT TO GON ON WITHOUT YOU...

**Yvon Dykes, Mala 510 (Am, BMI) (Pittsburgh)**

IT'S YOU ALONE...

**Walters, United Artists 50036 (Hunt, BMI) (San Francisco)**

SOCK IT TO 'EM, J. B....

**Benjamin, Epte 501 (Vendrun, BMI) (Pittsburgh)**

**RACE WITH THE WIND**

The Nitty, Mercury 22997 (ARC, BMI) (Chicago-detroit)

**Pitt, Minny On Campus**

NEW YORK—The Pittsburgh Symphony (Command) and the Minneapolis Symphony (Mercury) will perform during next season’s Golden Center Concerts at Queens College. William Stiebel will conduct the Pittsburgh in one of the four fall concerts, while Stanford Szwaczewski will lead the Minneapolis in a spring concert.

Other artists for the fall series will be violinist Christian Ferras, soprano Eileen Farrell, and the Martha Graham Dance Company. Fort Worth, June 28, First Assembly of God Church, El Paso, Tex.; June 29, First Assembly of God Church, Killette, Tex.; July 5, Memorial Stadium, Tuscaloosa, Ala.; July 11, Memorial Stadium, Dallas; July 26, Boulevard Assembly of God Church, Los Angeles area.

.. party. Also appearing in the spring series will be the Robert Shaw Chorale and Orchestra (RCA Victor), bass-baritone Cesare Siepe (London), and pianist Susan Starr. Tickets are being sold on a subscription basis for all eight concerts as well as for each four-concert series. A low-price four-concert chamber music series also is listed. The performer ensembles will be the Copenhagen Quartet, Hungarian Quartet (Vox, Turnabout), Beaux Arts Trio, and Fine Arts Quartet (Concert-Disc). Soprano Adelle Addison and tenor Charles Fresteller will appear with the New York Chamber solist (Decca) in a special non-subscription concert on Feb. 25.
"WALK AWAY" IS A RUNAWAY!

Hot Sales Action in Detroit and Houston

monument is artistry
CLASSICAL MUSIC

Teens’ Snub of Classical Disks Causes Dip at City’s Fringe Shops

By FRED KIRBY

NEW YORK — Lack of interest in classical music is the main reason given by dealers in out-lying parts of the city for a general drop in classical record sales, according to a Billboard survey of 15 stores in Nassau and Suffolk counties.

Classical Record Managers report that a majority of their classical inventory because of a sharp drop in business in recent years.

Standards comprise the bulk of what classical action there is. All stores reported classical business special order for customers.

Frank Hobie of the Bronx Ambrose Radio and Record Store, 1505 Merrick Rd., says their classical inventory because of a sharp drop in business in recent years.

Irving Ambrose of Ambrose Radio explained he had cut his inventory because of a drop in business, which he attributed to teenagers going more for pop disks and a move to the suburbs by wealthier, better-educated families. Ambrose has sold a second store last September in Cedarhurst, in Nassau County, last year.

The second store has proved to be a good classical outlet, topping the older location.

Ambrose said he didn’t re-order unusual works, such as chamber music, because of the interest drop. The standards, especially symphonies, are the mainstay of classical business. Lookout discount stores a faster, explaining that these stores are more popular with “sharp buyers,” especially when they came to the opera sets. Noting that the large discount the larger stores are not particularly interested in the classical music, to the end.

A. J. Wild of A. J. Wild Inc. of St. Albans also lists the changes in classical music, which has “fallen down,” as a reason for his new selling very little classical product. Another Queens dealer reported a sharp drop in the sales of classical records, inventory at George Mou- nsworth Forest Hills Music. In its inventory, the store provides what little sales were there. For general potential market of the store, Joe Mantle said business was still good with recent classical music, more disk and works.

Greenline does well with the rarer disks, according to classic.

Oelke said they are not taken only for catalog purposes, but many people are interested in classical music.

Joe S. Mann, said “if you can sell it, we’ll order it.” Leonard Bernstein’s Symphony No. 3 (Rad- dle) on Columbia with the Cleveland Orchestra and New York Philharmonic has done well among recent releases.

Bay Pop

John Zorn's Contemporary Mu- sic Center of Corona reported classical pressings didn’t move because they are not as big buying pop. Sales to older peo- ple were aided by a special order war, an almost identical picture was painted by Teddie Ambrose of Ambrose Radio and Record Store, 1505 Merrick Rd., Great Neck.

Another Queens dealer, Joe Lojacomo of Steinway Music and Music of Long Island City, helped business fair, with well known artists, such as Columbia’s Eugene Ormandy and the Philadelphia Orchestra, still sell.

Steinway sells at similar dis- counts, with special programs and special orders, but Lojacomo said few requests are for “oddballs” of classical music.

Hobie’s large inventory draws customers from nearby Westchester County, saying most classical buyers knew what items were, and were referred to works of Beethoven, Tchaikovsky and Grieg as ex- ample. In recent months, the sale, Angelo soprano Miarella Fanghi, has become one of the top performers, with Capozzi as the main interest to.

(Continued on page 47)

LEONARD BERNSTEIN, second from left, attends reception held in honor by CBS Records after he had recorded the Mahler 8th Symphony. The composer, managing director of CBS Records; Quita Chavez, classical repertoire and promotion manager; and Maurice Oesterlin, director of operations.

Genius of Walter Back on Columbia’s June Releases

NEW YORK — A series of re- leases from the catalog of con- ductor Bruno Walter, who died in 1962, is being released by Columbia this month. Included are three specialty priced sets: the four-record “Bruno Walter’s Bruckner,” a three-record “Bruno Walter’s Mahler,” and a twoplp set, "Bruno Walter’s Mahler." The Bruckner package will be offered to customers for the first time, Walter has said.


Other Walter June releases are the coupling of Mozart’s "Symphony No. 41" and Haydn's "Symphony No. 88 in G," "Bruno Walter's Brahms," a single box with the "Academic Festival Overture," the "Tragic Overture," and "The Great Overture to a Theme by Haydn." A display poster featuring the newly released LPs will be part of an intensive Columbia mer- chandising and advertising cam- paign to promote the sales of the new sets as well as the Co- lumbia Masterworks catalog of almost 50 sets conducted by Walter.

Other features of the presenta- tion are a 400-line ad mat for ERA by Columbia, two special radio station LPs, one with Walter recalling his life in music in 13 short excerpts and the other presenting Walter rec- ordings of Mahler’s "Symphony No. 1." Walter, 74, and 79th sym- phonies, and a specially illus- trated Brunswick Walter Order Pad, which many dealers are planning to reforest for consumer mailings.

Col. of Canada Will Groove Ozawa and the Toronto Symphony

TORONTO—Columbia Records of Canada is co-operating with the Toronto Symphony Association to produce a two- record album, the first record- ings by the Toronto Symphony, under its conductor Seiji Ozawa. The recordings will be pro- duced by John McClure, direct- or of the Masterworks divi- sion of Columbia in the U.S., with engineers and equipment borrowed from the parent company for the recording sessions at Massey Hall, the home of the TS, Dec. 1, 2 and 3.

The album will be released in February 1967, Canada’s centennial year. One of the two LPS will feature works by Ca- nadian composers. Ozawa, who became conductor of the To- ronto Symphony last season after four years as assistant conductor of the New York Philharmonic, conducts the Co- lumbia Masterworks Orchestra on the recent "Baroque Oboe" album, and the London Symp- hillary Orchestres on two RCA Victor LPS. He is in London this month for further record- ings with the London Sym- phony. Columbia feels that the growing reputation of both Ozawa and the Toronto Symphony bode well for international re- lease of the album set.

ISME Convention Set for Michigan

INTERLOCHEN, Mich. — Conductors, composers, per- formers and educators will par- ticipate in the August conven- tion of the International Society for Music Education at the National Music Camp here.

Conductors will include Zoltan Kocsoday, Dimitri Kabalevsky and Norman DeLo Este. Scheduled to perform are pianist Van Clib- burn (RCA Victor), the Detroit Symphony Orchestra conducted by Sir John Barbirolli, and an interna- tional line-up of vocal and in- strumental artists. Leading educators will be among the speakers, including Eugene Kramer of Cologne, Germany, conductor and teacher, and sec- retary-general of the society.
A five-concert chamber music series is set for next season at Hunter College. Also dated are two quartet series featuring Mozart works for two early music series. All will be sold by subscription. Another subscription series will consist of three programs of Haydn-Beethoven offerings by the Beaux Arts Trio.

Artists in the chamber music series will be the mezzo soprano Janet Baker (Angel, Decca-London), Dietrich Fischer-Dieskau, Maisel Ensemble (Decca-London), Virtuosi di Roma (Capitol, RCA-London), Monteverdi Sem- ensi, I Musici, and the Julius Baker String Quartet. The Julius Baker Quartet will also perform one of the three-concert series. The object of the program will consist of performances by young artists of Fine Arts Quartet and Quartetto Italiano (Angel).

The Beaux Arts Trio, which will feature the Early Music Quartet and, like the other programs, will be sold for either three-concert set or all concerts. Other artists will be New York Chamber soloists Charles Bressler, tenor (Decca/Columbia); Hugo Henschel, tenor; Albert Fuller, harpsichord (Decca); I-Hsii Chang, violin (Angel); Gerald Tarack, violin (Vanguard, Epic), and the Ambrosian Singers, Denis Stevens, conductor.

The recent "La Boheme" film starring the young singer. A limited stock is the main reason given by Bernard Weck- shler of Verve Records for his low-priced classical sales, along with teen- age interest only in pop and show business. Weckshler explained that a good classical stock required a large investment. He said he couldn't afford such an investment in merchandise that did not turn over.

Little Business

"La Boheme," first played in Paris, is now being marketed in New York City. The "La Boheme" film, starring the young singer, is well received by the public. A limited stock is the main reason given by Bernard Weckshler of Verve Records for his low-priced classical sales, along with teenage interest only in pop and show business. Weckshler explained that a good classical stock required a large investment. He said he couldn't afford such an investment in merchandise that did not turn over.

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COUNTRY MUSIC

CFGM, Toronto, Offers A 'Clean-Show' Discount

By KIT MORGAN

TORONTO—Country music station CFGM, Toronto, which roundly criticized the average live music shows for their lack of polish and professionalism in an article in Billboard last August, (Aug. 7, issue) and received many comments in support of its stand, has taken an unusual step to combat one aspect of its criticism, the use of blue comedians. To put it colloquially, the station is putting its money where its mouth is by offering a “clean show” discount to country music show promoters advertising on the station.

“It normally takes about $600 worth of commercials on CFGM to fill Mason Hall for a country music show. Under our new policy we tell the promoter that Dickens Tops Sheriff's Rodeo

GEORGETOWN, Tex. — Little Jimmy Dickens is set to headline the 26th Annual Wil- liamson County Sheriff's Posse Rodeo here June 30-July 2. Dickens will ride in the annual rodeo kick-off parade Thursday (30) and will entertain at 9 each night of the rodeo, plus perform at an extra show following the final rodeo session Saturday night at the Good- town Community Building in the city's San Gabriel Park.

NOW OVER 1,500 DEDICATED MEMBERS

Performers, Composers, Music Publishers, Record Companies, Radio and TV Stations, Licensing Organizations, Advertising Agenc- ies, and the Business and Consumer Press...

...all working toward a common goal—the ever greater scope of worldwide recognition for Country Music.

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It's the "IN" thing to be in. Annual Membership Dues: $10.
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JO WALKER

Country Music Association
801 16th Ave. South, Nashville, Tennessee

WHERE THEY'RE SHOWING

RA Y PILLOW—Indianapolis, June 22; Anderson, S. C., June 24.
JEFFERSON Goforth—Lawrenceburg, Ky., June 21; Nashville, Tenn., June 23.
DANIEL DICK—Dallas, Tex., June 16; Shreveport, La., June 23.
BILLY CARLILE—Portland, Ore., June 13; Seattle, Wash., June 22.
RAY WILSON—Portland, Ore., June 22.
LYNN AND SUE—Portland, Ore., June 22.
JOE ELLIS—Oakland, Cal., June 17; San Francisco, Cal., June 20.
GLASER BROTHERS—Portland, Ore., June 21; Seattle, Wash., June 23.
BILLY CRAMMER—East Mo- line, Ill., June 24-25; Columbus, Ohio, June 27.
BOBBY BARNES—Milwaukee, June 25; Columbus, Ohio, June 26.
JIM AND JESSE—Lake of the Ozarks, Mo., June 20-25.
LONGO AND OSCAR—Portland, Ore., June 24; Seattle, Wash., June 25; Vancouver, B. C., June 26; Victoria, B. C., July 2.
LORIETTA LYNN—Lake Park, Fla., June 25.
OBROCK—Montgomery, Ala., June 24; Birmingham, Ala., June 25; Montgomery, Ala., June 26; Reston, Va., June 27; San Francisco, Calif., June 29; Dallas, Tex., June 24; Pontiac, Mich., June 25; Mont- real, Quebec, June 25; Montreal, Que., June 26; Toronto, June 27.

COUNTRY MUSIC DEJAY JOE Foycey of KPCN, Dallas, Texas, is getting excited for the upcominggormyl 5-Vac live country music show in the area will feature a lineup of hot performers. Joe and Porter Wagoner will have their hit单, and the follow-up to their show ever higher.

GOODMANS IN ALBUM BOOM

WACO, Tex.—The Happy Family Records label is experiencing a land-office business with album sales on personal appearances and other promotional efforts at the retail level. Their latest album, "Bigger Than Country Music," has been released on Caran Records and "May be their best work to date," Marvin Nercesian, of Caran Records, said he had orders for 10,000 albums before release.

JUNE 25, 1966, BILLBOARD
T. R. - TOMMY ROE
T. R. - TED RANDALL

"Wherever it's getting play, the Tommy Roe Record pushes its way out in front of the entire bunch!"

B. G. - BIG GIANT
B. G. - BILL GAVIN

Sleeper of the week, "You can be sure of its solid sales potential."

S. S. - SWEET SINGLE
S. S. - SOUTHERN SURVEY
PAUL DREW: "THIS IS A HIT RECORD"

"SWEET PEA"
TOMMY ROE

How can I say "Thank you" enough to all the Disc Jockeys who believed in this record and made it a hit. I am very grateful.

TOMMY ROE

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Cotton Carrier, Mgr.
Phone: 233-3962
Bayreuth Plays Disk Angle

*Continued from page 46*

"Tannhäuser" and "Rheingold," respectively. At the Bayreuth Festival, the Wagner operas are always sold out by early April (50,000 persons from all over the world attending this season's program from July 24 to Aug. 28), the festival always incurs a deficit. A profit of $75,000 is covered by government subsidy and the press box.

Bayreuth will open with "Tannhäuser" and close with "Gotterdammerung," and "Lohengrin" will be presented nine times. "Rusalka" five times, and "The Ring" (Tristan und Isolde) three times each.

Over-all production will be in the hands of Weiland and Wolfgang Wagner. Conductors appearing at Bayreuth for the first time will be Carl Mellers of Hungary in "Tannhäuser," and Perre Boulez of France in "Par- sifal."

As the case last year, Karl Bohm, the Deutsche Grammophon artist, will conduct four of the five performances of "Carmen," which will close the festival on Sept. 16. He will conduct "Don Juan" under the baton of Marx, "The Magic Flute," and "The Tales of Hoffmann" under the baton of Serkin and Peter Serkin are Mozart soloists with Mieczyslaw Horwitz and Ruth Leuwer, respectively.

The festival artists will include Rudolph Firestone, Christian Thielem- mer, Rudolph Serkin, Horwitz and Miss Laredo, pianists; Ivo Schreiber, Felix Galimir, Al- leander Schneider, Michael Rab- bin and Laredo, cellists; Herman Bach, Madeleine Foley, Leslie Parnia and Leah Schneider.

NEW GOSPEL LP

By Zondervan

GRAND RAPIDS. Mich.—Zondervan Recordings has just released a new gospel album, "Doyle Blackwood and the Memphians," featuring the lead vocals of Doyle Blackwood, one of the original members of the Blackwood Brothers Quartet.

Other quartet members are Doyle's son, Terry, Verl Platts, Chalmers Walker and pianist Jimmy Blackwood.

Doyle is manager of the Blackwood Brothers Record Library, Memphis, distributor of religious records, sheet music and books. Some of the lead vocals for this new album by the Memphians are "It Won't Be Wrong," "You'll Never Leave Me," "I'll Run Through Fire," and "A Wilt Theo.

June 25, 1966, BILLBOARD
THE WINNER!!

BOB LIND

"I JUST LET IT TAKE ME"

b/w

"WE'VE NEVER SPOKEN"

#77830

THE 'IN' SOUND FOR '66
FRANK GORSHIN SAYS RIDDLE ME THIS!
*WHAT IS VERY BIG, BUT LIDDLE AND HAS A HOLE IN THE MIDDLE?

FRANK GORSHIN
THE RIDDLER
NEVER LET HER GO

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IF IT'S BIG
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IF YOU HAVE SOMETHING COLORFUL TO SELL—OR COLORFUL TO TELL... SAY IT WITH FULL IMPACT—SAY IT IN FULL COLOR

BILLBOARD
FOR THE MUSIC-RECORD INDUSTRY, THE ONLY "FULL-COLOR VOICE" IN THE WORLD
Rheingold Brews Up 47 Concerts for Music Fest

NEW YORK—A top-line-up of jazz, pop and folk artists is list for the first annual Rheingold Central Park Music Festival, which opened Aug. 1.

The program calls for jazz combinations on Monday nights, rock 'n roll on Wednesdays, folk on Fridays, pop music on Sundays, and a vaudeville-type program on Saturdays.

Other artists include Gary Smith, Jimmy Smits (fox trot, bass, cornet, drums), Miriam Makeba, Gorce, Dukie Ellington and his orchestra, Count Basie, the New York Philharmonic, the Mitchel Trio, Arthur Prysock, Hope Silver, Jackie Wilson, Nina Simone, Theodore Bikel, Otis Redding, Bill Evans, the Barrie Monroe Octet, Frank Foster and Lenny Bruce and his orchestra.

Ron DeFerence of Kristal-Del-See, Inc., is executive producer, of the festival, a major attraction of New York's Summer Festivals, Inc., underwriting the project.

The series is being run in cooperation with the City of New York and the Department of Parks.

2 Mancini’s Singles Are ‘Simultaneously’ Released by RCA

NORTH AMERICA—In conjunction with Mancini’s appearance at the 1961 summer concert tour, RCA Victor has given the composer exclusive of the unusual distribution of the simultaneous release of two singles by Jay and Al for which Mancini has written the score.

The singles are "Arabesque," backed with "We’re Lovin’ Before (Yasmin’s Theme)" from "Arabesque" which Universal will put into the stores next Thursday, and "The Swing March" backed with "In the Arms of Lovers"

The albums featuring the original music from these film scores will be on the market in July and August.

On Mancini’s concert itinerary are: Sahara Tahoe Hotel, Lake Tahoe, Nevada, June 20; Coliseum, Portland, Ore., July 15; Coliseum, Seattle, Wash., July 16; County Stadium, Minneapolis, July 23; Chicago, July 22-23; Cobol Hall, Detroit, July 24; Civic Center, Baltimore, July 27; and dates in Philadelphia on July 29 and at Madison Square Garden, New York, N. Y., on July 30.

Triii Lopez’s new LP release on Reprise Records, called, simply, "Triii," (RL 8166), and is destined to be one of his biggest albums yet. For the same time, a new album, "Panty House Part I" (0480) is sure to be top turntable

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Ron DeFerence of Kristal-Del-See, Inc., is executive producer, of the festival, a major attraction of New York's Summer Festivals, Inc., underwriting the project.

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Dealers Looking Forward To NAMM's Music Show

CHICAGO—Midwest record dealers told Billboard they are looking forward with enthusiasm to the National Association of Music Merchants 1966 Music Show, a检疫 that they indicated involved in the special phonograph record committee meeting scheduled for July 1.

Fred Apple, manager of the record department, Custom Electronics, Davenport, Ohio, told Bill- board that the 1966 show "will be a first experience for our de-
sales records, we handle musical instruments and we think the Music Show will most likely give us the opportunity to see everything that is new in this field. We also sell audio prod-
ucts and we heard that audio equipment manufacturers are well represented at the show. We will be looking at all types of new equipment—then tape recorders—and we'll be compar-
ing prices and probably checking capabilities of the various compa-
nies.

"We are not NAMM mem-
ners," Apple said: "I suppose we haven't joined because I don't know enough about the association. Asked whether he was planning to attend the record-
cent meeting, 100-plus page, non-members, Apple said: "I probably will. It should give me a better idea of what the association is like."

Jerry Dunham, manager of the Phonograph Center, Bloomington, Ind., said he, and the store's owner, Bernie Vance, were going to attend the show. "I believe that Mr. Vance is a member of NAMM," said Dun-
ham, "at any rate, he is an an-
ual visitor of the show."

This year, said Dunham, "I will be looking primarily at guitar products and accessories. We carry about 18 brands of guitar in this store and I'd like to get acquainted with two or three. Many of these guitar lines, especially in the lower priced field where the quantity sales can be found, are almost too much trouble to bother with."

I have come across one low-
priced line that is of superior quality and I hope to find sev-
eral others at the Music Show.

Dunham said that he and Vance have brought "great deal of interest in record retailing problems," and added that one of them will be attending the phonograph record committee meeting.

Jerry Hollander, partner of Hollander Music Shoppe of Chicago, told T-Bill that "the new products I'll be especially in-
terested in will be amplifiers and acoustic-electric guitars."

"I think the type of guitar seems to be in-
croaching increasingly popular recently. I think the guitar boom is just as big now as it ever was, and..."

(Continued on page 57)

Scanning The News

The 1966 Music Show in Chi-

cago is stirring up great waves of advance interest. It will be run-
ning concurrently with the Na-

tional Association of Mus-
icians and its shows. Surviv-
ors estimates indicate that at least one million music de-
tors will attend the show. Also, VIP's of various European and Japanese electronics products firms, who have never before attended the show, are expected to visit the show this year.

The Ampeg Corp. recently an-

nounced that its sales for 1966 totaled $500 million. Besides vari-

ous electronics products, Ampeg manufactures and markets more than 1,600 stereo tape selections of 44 different recording labels—and is probably the 1/10-

reel prerecorded tape firm in the country.

Healthy state of electronic busi-

ness was backed up by further evidence from the Electronics In-
dustry Association. For the first time in recent years, EIA reports, the consumer electronics industry in the electronics industry has de-
creased by 35 percent during 12 months ended in March 1966 as compared with the previous 12 months.

Acoustic Research, Inc., is giv-

ing its new stereo sound plug a try.

The plug, which is called the "Trio," is designed for a rela-
tively small, self-contained stereo systems. It has attracted a great deal of interest, as well as interest in the repair of stereo equipment recently.

"I think the guitar boom is just as big now as it ever was, and..."

(Continued on page 57)

Tape Merchandise Sales

Setting Brisk 1966 Pace

LOS ANGELES—Retail-to-

retailer merchandise is mov-
ing healthily along despite the enthusiasm for Cartridge which continues to grow.

There's a growing psychology im-

bted in some dealers that retail product will be overshadowed by cartridge, Oris Beucker, Cap-

ti's special products general manager, told Billboard. It's wrong for dealers to have a negative attitude about the record business, Beucker contends, be-

cause figures speak otherwise.

Capitol's first quarter reel tape sales are up 54 percent over last year's similar period. "We have had a month by month growth in reel grade business since I joined Beucker. The growth covers the 7/16 lps speed which was first offered in 1958 and 331/4 lps, boxes which were debuted in August 1966.

Capitol has been regularly increasing new account, in-

cluding dealers about merchandisers. It's now going strong and has been the influence of cheap, imported players from Japan, which have broadened the market of customers.

Sony Superdisc, a high-

ticket reel player manufacturer, reports no slowdown. (Continued on page 57)

Dealer Sues Motown Trio

SAN FRANCISCO—A local radio station has filed its first suit in a legal action against the popular singing trio, the Supremes.

Ray Dobard, owner of the Music City Record Shops in the San Francisco Bay area, has filed a $3 million damage suit against the group for failure to make a personal appearance in one of his retail establishments.

Last week Federal Judge Albert C. Wollenske denied a request by the Supremes' attorney for a prelimi-
nary injunction which would have barred any further advertising by Dobard about the trio's appearance in one of his stores.

Named in the suit besides the three Supremes were their manag-
er, Motown Record Corp. and several Motown execu-
tives, including Berry Gordy Jr., the firm's president.

Dobard contends that Motown has an agree-

ment with him to have the Su-

premes appear at the grand opening of one of his shops. The Supremes and Motown deny any such commitment.

JUNE 25, 1966, BILLBOARD
Motorola 1967 Line

Solid-state monaural phonograph by Motorola for the kiddie set. Manual four-speed, polystyrene cabinet available in white and brown, list $24.95.

Motorola monaural phonograph. Solid-state amplifier, swing-down record changer, separate tone and volume controls, a full line of speakers, one five-inch speaker in each, available in charcoal brown, honey beige or blue for $69.95.

Motorola solid-state stereo phono graph by Motorola. Separate tone and volume controls, two detachable speaker wings, one five-inch speaker in each, available in charcoal brown, list $129.95.

Motorola solid-state stereo phono graph. Ten-inch separate record output, and five-inch EIA output, two do it in a detachable wing, four separate controls, audio-tens see-through cartridge with diamond/sapphire styl. Welding gun for attaching metal cabinet at $139.95. Made of
die cast high-tension aluminum alloy.

Solid-state AM/FM table radio by Motorola. Ten transistors, tuned RF stages in both AM and FM section, automatic frequency control, dial scale panel light. Available in charcoal or beige for $59.95.

Dealers Look Forward to NAMM Show

It's being accompanied recently by good sales in drums, basses, and harmonicas. I'll be concentrating mostly on the products—but my partner told me he is going to go to the phonograph record mansion.

Danny Lebaken, owner of Danny's House of Music in La Crosse, Wis., told that he will be here. He said, "I'm not a member of NAMM, but I do carry a full line of products in our store, so I am interested in just about everything that is exhibited at the NAMM Show."

"The idea of the record meeting sounds very interesting," he said. "I don't know for sure whether I'll be able to make it, but I do believe that something should be done in the retailing field. Only to me it seems unlikely that such a meeting would be anything I think the first step must be taken by the manufacturers—they should eliminate the record clubs. And there are a lot of other things that could be done."
Penny Mix Practices Secured With Additive Bill Passage

By RAY BRACK
WASHINGTON—A bill posing a potential threat to the penny-mix machines has passed the House and Senate in harmless form, and minor differences are being worked out for final okay by both bodies.

The measure, H.R. 7042, will allow non-nutritive additives in candy. Last week the Senate accepted a revised version of the House bill and returned it to the House for approval of minor changes. Final congressional approval is expected shortly.

The bill was introduced in 1964 by confection industry interests, and bulk vending became involved when the Federal Food and Drug Administration sought to amend the measure to prohibit commingling of charm items and confections in vending machines.

Codifies

According to legal experts of the National Vending Association, the language of the measure as passed by Congress will "codify" the familiar "Caviller" decision of some 15 years ago. In the "Caviller" decision, the court ruled that mixing of trinkets and gum in a vending globe was not "adulteration" as defined by FDA regulations. The court's decision was that the giving of trinkets along with the sale of candy or gum does not add anything to the articles of food for consumption, "nor does it affect such articles in any way."

The industry became alarmed last July when it was learned that the FDA was expected to suggest to the Senate Health Subcommittee, then considering the measure, that an amendment requiring the wrapping of all trinkets mixed with confections be added to the confection bill. At that point NVA officials asked all members to write Congress. The mail drive was followed by industry testimony in September at which vending witnesses declared, in part: "Our entire industry would be irrevocably damaged financially and possibly be put out of business if such an amendment were passed, and we strongly concur with the report of the House of Representatives Subcommittee which reported there is no threat to the public health sufficient to warrant the adoption of any amendment which would have disastrous consequences for a segment of our domestic industry."

"Teeth"
The National Confectioners Association, supporters of the basic candy additive legislation which gave rise to the anti-commingling threat, offered testimony at the same hearing in response to FDA suggestions that commingling causes tooth damage. Declared John W. Vasos, director of research and development for the Whitman Division of the Pet Milk Co.

"The Food and Drug Administration seeks an amendment to the bill which would prohibit the commingling of trinkets in confectionery. Regarding this issue, they contend possible tooth damage or the swallowing of trinkets. We believe history shows that this is a theoretical fear rather than a practical argument."

On this point bulk vending witnesses declared: "It is true that children are prone to swallow inedible objects such as stones, marbles, pins, rattle, nipples and other similar objects. We can only presume that a child old enough to master the operation of a vending machine is old enough to distinguish between a trinket and a piece of candy or gum."

The letter-writing campaign and industry testimony followed a communication which the FDA put on the market 50 years ago, made the "Caviller" decision part of the law, permitting commingling and prohibiting embedding of objects in confections unless the objects are functional (such as lollipop sticks). This, in essence, became the language of the amended bill as it emerged from both Houses.

The confection bill was introduced originally through what NCA officials called a "quirk" in the law. "Additives which the FDA has cleared are safe for use in other foods (canned foods, baby foods, etc.)—either without restriction or with prescribed controls—may not be used by the confection industry," a spokesman said.

NVA counsel Donald Mitchell said last week that association officials were pleased to note that the confection bill, amended to codify the "Caviller" decision, has progressed in a favorably manner through Congress.

NCA Holds Big Meet In Washington D.C.

WASHINGTON — "The Wonderful World of Candy" was explored now by delegates to the National Confectioners Association annual convention here last week.

Keynoter was Dr. James L. Goddard, commissioner, Federal Food and Drug Administration, Department of Health, Education and Welfare. Goddard addressed the subject "The Confectionery Industry and the Food and Drug Administration."

Goddard's speech was followed by a brief candy break, after which Sen. Harrison Williams (D., N.J.) delivered "A Message From the Senate."

Other featured speakers were Charles S. Holstein, director of budgets, United Air Lines, who talked about "A Practical Approach to Capital Spending"; Sen. Roman Hruska (R., Neb.) speaking on "Business Responsibility and Government"; R. T. Compton, vice-president, Government Relations, National Association of Manufacturers, on "The Business Community and Federal Legislation; Morally and Practically"; and—again following a brief candy break— Walter Frawley, manager of the Public Affairs Department, Chamber of Commerce of the United States, talked on "Advocacy or Action—the 1966 Election."

Closing keynote was given by Douglas S. Steinberg, president of the NCA.

The gathering was enlivened socially by ladies' activities, a Sunday get-together, a golf tournament, various cocktail parties and a dinner dance.

Some 90 firms exhibited at the convention in connection with the show.

139 DAYS 'TIL HALLOWEEN

CHICAGO—Now's the time to start your merchandise planning for Halloween. To assist you, we'll present next week a full report on special merchandise plus a list of tried-and-true ideas that have spurred sales for operators at Halloween. Word from the confection and charm centers indicates more firms than ever before will be doing special packaging and promoting for Halloween. (Much of this activity is in non-vending areas, of course.) Turn here next week for some new Halloween ideas.

Baton Goes South Of The Border

MEXICO CITY — That Mexican bulk vending staple, peanuts, may be left behind by Batman merchandise soon.

A Mexico City station began June 1 telecasting the adventures of "Cruzo Escapachito"—the Caped Crusader.

The show will be on every Tuesday and Wednesday, with dubbed in Spanish dialog. How will this blow out go? Will expressions come out in Spanish?
Penny Candy Does $61 Million

WASHINGTON — Penny candy sales at wholesale during 1965 totaled $61 million, or 4.7 per cent of the total dollar value of all confectionery products at wholesale during the year.

The total, $1.43 billion at wholesale, is the highest in the industry's recorded history and represents a 2.5-over-all increase over 1964.

The statistics were released by the U. S. Department of Commerce in a report sponsored by the National Confectioners Association called "Confectionery Sales and Distribution." In registering gains for the 10th consecutive year, the industry also set an all-time record for production, a 2.1 per cent increase to 3.47 billion pounds.

For Capitalists

Per capita candy consumption, according to the report, remained the same as 1964, about 1.82 pounds. This includes domestic and imported confectionery products.

The big candy seller during the year was "packages goods," including everything from boxed chocolates to bagged candies. This category of items accounted for 39.7 per cent of the industry's total dollar sales.

Thirty-three per cent of the sales value was realized from candy bars. Nickel and dime specialty items such as rolled and packed mint, fruit drops and holiday treats accounted for 11.5 per cent of total dollar sales.

Bulk items (hard candies, painted items, unpainted chocolates, etc.) represented 11.1 per cent of sales.

NCA president Douglass S. Steinberg announced at the association's convention here last week that the outlook for the candy industry for 1966 is "very" its sales for the first two months of 1966 ran 6 per cent of the same 1965 period.

Promotion

Positive factors going for the industry, he said, are "the strong, sustained growth of the economy's economy, the continued expansion of the U. S. population and the corresponding increase in food expenditures."

Within the industry, it has been pointed out that increased emphasis is being placed on product research and development, packaging, promotion, marketing and advertising.

Penny King Gets Response To Surfers Medal Mailing

EDITORS NOTE: Last week we commented on the Surfers Medal type charm item. Opinions for and against the item were printed, among them the strong anti-item statements of the Penny King Co. Penny King sent a letter out voicing the same view and here is some of the reaction.

PITTSBURGH—Penny King manager Mrs. M. H. Kelly said last week following a company mailing expressing opposition to vending of the Iron Cross item, "It would seem, from replies received, that feeling in the industry is running high and firm against the Iron Cross for use in vending machines."

Here are quotes from some of the many letters which Mrs. Kelly said were received in response to the mailing.

You have our admiration for taking a stand on something you believe in, although such may be to your financial detriment. In today's attitude to let anything go when a dollar is involved, belief in a principle is not often found.

Mrs. M. H. Kelly

It is certainly reassuring to know that there are still a few people in the candy industry who place ethics above profits. People sure have short memories. You all appreciate your class.

Good for you! I have bought this item from many suppliers for exactly the same reason.

We would like to be among the first to congratulate you on your opinion regarding the Iron Cross. We concur in every word expressed in your letter dated June 2, 1966. To date, we have not offered sale to operators for production.

MARGARET KELLY: "Feeling is running high and firm."

or placed in any machine in which we would stock the merchandise to be offered, a single Iron Cross, and have no intention of doing so. Our reasons are the same as yours.

Our personal thanks to your organization for expressing to our industry an opinion which places the dollar in second place when compared to the freedoms we are privileged to enjoy in our U. S. A.

Controversial

I am heartily commend you for your position on the Iron Cross. I have already told one supplier that I would not use them if he gave them to me.

The saddest thing is the people who are selling them are the very ones that should be revolved by the idea.

I received your letter on the Surfers Iron Cross and I am in full agreement. We have made it a policy not to use this item in our machines, and we feel it is certainly on controversial an item in place in the machines. I see that of the manufacturers have decided to make this item and I congratulate you on your stance.

I wish to commend you on your position, I heartily agree. "Hurrah for you. We are with you one hundred per cent. I lost a brother in World War II."

According to Mrs. Kelly, the company received "dozens of telegrams and personal letters of endorsement to the letters of commendation."

If you have an opinion on the Surfers Cross and would like to be heard, drop a note to Bulk Vending Editor, Billboard Magazine, 188 W. Randolph Street, Chicago, Illinois 60611.

NEW PRODUCTS XX IX X

EPY CHARMS

SOLID GOLD CADILLAC MIX. This 3000 piece assortment includes a mix that took years to accumulate. It ties in with the firm's 30th anniversary being celebrated this year. Includes over 100 jeweled-engraved charms packed 5,000 to the bag with—and here's an Epy innovation—20 free and different beautiful Dail-Glow charms. These different display fronts with different illustrations and copy are intended to bring newness to the machines with each change of seasons. A few of a these few of these items: four leaf clover, bowling gloves, loving cups, telephones, footballs, big guns, slippers, sharks, bullets, horseshoes, windmills, badges and birds. There are many more.

AU-GO-GO DISCOTHEQUE RINGS. A spectacular bulk line of eight styles and assorted polished pearl colors. Packed in capsules with four display cards.

MacMAN

SURFER'S ITEMS. MacMan Enterprises Corp., enters the surf with a two-piece ring for 5-cent vending. The ring is original in design and has been well received. All items are imported from Japan, and the manufacturer offers a 10-cent return on some items. Various weights are available.

PENNY KING

MEDALS. A full series of medals for dime capsule vending: medals for "distinguished service." "medals of valor" and even gents medals for "champions." Variety items are produced in the different medals in all. Bags of 250 with free display cards.

WESTERN DC-DAOS. Improved variety of Western motif items located at the NCA Show. Vend in all machines except the odd-contemporary Acorn Capsule machine and other old machines with narrow chutes. Come 250 per bag, with free display card.

SCHOENBACH CO.

MACHINES GREAT MONEY MAKER ACME ELECTRIC MACHINE INC.


SCHOENBACH CO. 718 Linden Pl., Brooklyn 1, N.Y. 11232 Phone: 27-7582"
Jukebox Programming: The Newest Profession

By RAY BRACK

CHICAGO — There’s disagreement over whether it is a resurgence or the first big emergence of interest but the fact is there’s a lot of talk about programming jukeboxes. “Jukebox programming isn’t a lost art,” one of the seniors in the business told us, “it’s a profession we’ve never learned.”

On the other hand, we’re told, “Hogwash!” Operators were once music experts, recipients of all the new releases. They selected music intelligently on the basis of whether they knew about their locations.

Erred Boys

“We tried to program boxes better or not do matters,” say others. “We’re erred boxes carrying recordings from the one-stop to the location today. Either we start programming or we perish.”

And so goes the renewed discussion about jukebox programming. The dialog has even reached the national association level. A special Music Operators of America Committee on Record Company Communication and Programming was established last year. Chairman Billingham has stated the challenge inherent in formation of his committee this way:

“The most effective way for the jukebox operator to demonstrate his value to his customer is in the area of supplying individual music programming. This is the most important function.”

Has the programming awakening been caused by the MCA emphasis and increasing formal discussion in trade association meetings? Or it was a difference in the way we buy records and the way we use them? The answer must be “yes.”

Progress Progress has been notable in two areas: 1. Exploded Myths. 2. Product Availability.

It was significant that theicipation of the law,

amusement game is defined as “that coin-operated game which is solely designed for amusement and which may con-

tain an immediate and un-
corrected right of replay mechani-

cally on players of such an amusement game, and that the replay is continued amusement for the original consideration, and not a thing of value, pro-

vided that there shall be no method by which any of the ac-
cumulated games can be re-
corded other than the normal, continuing play of the machine.”

Moral Character

While no current State law prohibits free play, the interpretation of the gambling law has stated his value to his customers

in the area of supplying individual music programming. But all over the country operators have wanted to be heard.

The programming awakening has been caused by the MCA emphasis and increasing formal discussion in trade association meetings. It was a difference in the way we buy records and the way we use them. The answer must be “yes.”

BIG U.K. GROUP EXPECTED AT THE MOA SHOW

CHICAGO — Music Operators of America officials have been notified that a delegation of British traders, numbering near 100 persons, will attend the MOA convention and trade show. The group is expected to seize full advantage of its trip to the world’s coin machine manufacturing capital by touring the major promotions.

Impact

The impact of the new legislation on the jukebox industry was revealed when the bill, which was passed by the New York State Senate, was signed by Governor Rockefeller.

The measure, which was sponsored by the New York State Senate, is expected to reach the New York State Coin Machine Association, says it will probably be enacted into law.

Under the terms of the law, an amusement game is defined as "that coin-operated game which is solely designed for amusement and which may contain an immediate and uncorrected right of replay mechanically on players of such an amusement game, and that the replay is continued amusement for the original consideration, and not a thing of value, provided that there shall be no method by which any of the accumulated games can be recorded other than the normal, continuing play of the machine."

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L. A. Facing Tax Fight Defeat

By BRUCE WEBER

LOS ANGELES — Amuse-
ment and vending machine op-
erators here are now residing to
receipts from tax hikes in the city
after a six-month fight to ease an
amusement tax hike appear-
ently has failed.

The Los Angeles city coun-
cil's Revenue and Taxation Com-
mittee recommended the city
hike the gross receipts busi-
tess tax. It also urged an addi-
tional 5-cent tax on each pack-
age of cigarettes, 3 cents per
pack over an earlier proposal.

Often, a recommendation by
the Revenue and Taxation Com-
mittee means ultimate approval
by the city council. Both coin
machine and vending operators
already are gearing their opera-
tions to fit the tax hike proposal.

The price hike on cigarettes
and a proposed 4-cent tax on
other tobacco products, such as
cigars and pipe tobacco, may
force vending operators in the
city to boost the price of ciga-
rets in machines from 15 to 40
cents.

Gross Receipts

The tax proposal would im-
pose a levy on total gross
receipts from machines at
each location. Prior to this the
city was taxing coin machine
operators to arrive gross receipts
shown on the operators' books,
not the entire amounts.

A Pleasure

Now, to use all of these
records effectively, the operator has to re-educate himself or his
employees. More services are now available for this purpose than
at any other time. We have much more comprehensive charts and
reviews in the trade papers. The one-stop makes the job of record buy-
ing a 10th of the effort it used to be, and the new Record Source
International sampling service can make listening and testing sam-
plest available at a very nominal cost.

Al. BISHOP, Programme, Hutchinson Vending Co., Hutchin-
son, Kansas—"Out of the hundreds of releases every week, someone who
knows nothing about our individual locations chooses two or three
records for you to put on your machines. Not knowing your loca-
tions, the one-stop has to do it this way. Now, to use all of these
records effectively, the operator has to re-educate himself or his
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International sampling service can make listening and testing sam-
plest available at a very nominal cost.

HENRY LEYSER, president, Associated Coin Amuse-
ment Co., Oakland, Calif.—"When it comes to programming selective music
systems (phonographs), every location is completely individualistic."

WAYNE HESCH, A & H Entertainers, Arlington Heights, Ill.—
"We program according to the location's characteristics.

KEN KERR, Programmer, Lucky Coin Machine Co., New
Orleans—"Every record I buy I have a reason for buying."

EARL KIES, Apex Amusement Corp., Chicago—Today our men rely to a great extent on the advice of the one-stop. But a location
request always takes precedence over their recommendations.

STAN LARSEN, Streve Distributing Co., Los Angeles—"Juke-
box listeners are more aware of their own likes and dislikes in music.
As a result, operators have to be more aware of trends and know
how to cope with them."

"Teen-agers do not stuff jukeboxes, so operators must program
adult and young adult music in addition to rock 'n' roll."

WILLIAMS 1966
Parts catalog now available

United's BOWLING ALLEY

4 PLAYER FLIPPER GAME
FEATURING NEW CAPTIVE BALL SPINNING UNIT

Available for immediate delivery through your Williams Distributor

United's® ELECTRONIC MANUFACTURING CORP.
3401 NORTH CALIFORNIA AVE., CHICAGO, ILLINOIS 60618

Cable Address: WILDIN, CHICAGO
Egad! What elegance!


The handsome new GP Imperial offers 160 selections... stereo or monaural... in a cabinet styling complementary to the most lavish surroundings. Slim and trim. A rare sound sensation with a fashionable new look.

Features time-proved Rock-Ola profit components... famous Rock-Ola Revolving Record Magazine, foolproof Mech-O-Matic Intermix and exclusive mechanical selector system for years of trouble-free performance. New full-dimensional sound panel and easy-to-read title strips for increased play.

Again, Rock-Ola leads the way to operator profit and location appeal.

Rock-Ola Manufacturing Corporation • 800 North Kedzie Avenue, Chicago, Illinois 60651
WMMA Meet At the Dells

LAKE DELTON, Wis.—A meeting of the Wisconsin Music Merchants Association augmented by members of the Milwaukee Music Operators Association and the Illinois Coin Machine Operators Association was held here over the past weekend (19).

Held at the Dell View Motel over by C. S. Pierce, president of the WMMA. Special guests were Music Operators of America board chairman Lou Casola of Rockford, Ill., and MOA executive vice-president Fred Granger.

The Milwaukee delegation was headed by Sam Hastings, longtime president of the MMOA.

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Epic Releases More LP's As Operator Demand Grows

NEW YORK—Revival of the Little LP market has led to the release of eight more jukebox albums by Epic.

"Little LP sales to operators are of growing importance to us," reported general manager Leonard Levy.

This latest in a series of Little LP releases by the company includes:

Bobby Vinton, "Country Boy" (5-26188).
Bobby Vinton, "Bobby Vinton's Greatest Hits" (5-26098).
Bobby Hackett/Roomi Style, "The Swingin'est Gals in Town—Sweet Charity — Mane" (5-15107).

Buddy Greco, "Buddy Greco's Greatest Hits" (5-26043).
The Village Stompers, "A Taste of Honey" (5-26180).
The Dave Clark Five, "The Dave Clark Five's Greatest Hits" (5-26185).
Nancy Ames, "As Time Goes By" (5-26197).
Jane Morgan, "Jane Morgan in Gold" (5-26160).

Epic product for jukeboxes is specially selected on the basis of proved patterns of play preference.

Little LP product is now beginning to be released regularly by, in addition to Epic, Capitol, Liberty, Monument, Soma, and Seeburg.

Demand for and supply of Little LP's increased considerably since the topic of programming jukebox albums was hotly debated at last year's Music Operators of America convention in Chicago.

According to Epic director of merchandising, Saul Robinowitz, "In our meetings with operators we have been told that Little LP's are making more money than ever before."

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Empire Holds Showings Over Vast Region

CHICAGO — Empire Distributing, Inc., which bowed the new Rock-Ola GP/Imperial phonograph at a home-base invitational showing here June 3, followed up with showings during recent days at branch offices in Detroit, Memphis and Grand Rapids, Mich., and Milwaukee.

On June 5, Menominee branch manager Bob Roadeau with Chicago executives Joe Robbins, Jack Burns and Dave St. Pierre played host to operators in the various Michigan cities. Also on hand was Rock-Ola field service representative William Findlay.

The GP/Imperial was featured in Grand Rapids on June 7, branch manager Dick Flaherty hosting, with co-hosts Gilbert Kitt and Jack Burns from Chicago. Also present was Michigan sales representative for Empire, Harold LaRoux.

Kitt, LaRoux, Burns and Findlay joined Detroit branch manager Jim Frye in the Motor City on June 10 for still another showing of the new machine, held at Mencotti's Restaurant.

And the top Chicago executives, Robbins and Kitt, with Rock-Ola's Findlay. joined Sam and Jack Hastings of Hastings Distributing Co., Milwaukee, to host Wisconsin operators at the Milwaukee Inn on June 15.

According to Robbins, more than 100 persons were present at each of the showings.
Do Record Firms Care

- Continued from page 60

certainly the proper programming of our machines rates as a prime service.

"Having a diversified roster of accounts, we are naturally interested in every record released, not just those presented to us by the one-stop. In very many instances the taste of our customers bears an international flavor. By receiving releases from your fine company, we would not doubt use more of your labels and, in turn, give you exposure at a level that would result in more sales for home consumption." (Signed.)

Of course, Lagarde recognizes a flood of new releases—and he's even getting Beatles-like material from Scandinavia (can be a liability if it's not screened by experts). He has the staff to cope with the challenge. Two full-time record programmers, Hap Giammo and Henry Holenthal, are backed by eight routemen teams each consisting of two men.

Programming is in flower in New Orleans.

Programming New Profession

- Continued from page 60


Fallacy

And another myth may be on the way out. The "our insignificance" belief. This problem has been articulated by Canon this way: "There has long been a fallacy in the operator's mind that record company officials considered him a very small factor. This is an ugly rumor that is not true. The Music Operators of America Committee has discovered the opposite in its dealings with record companies.

"Record men recognize that jukeboxes are a big part of the singles market and the singles market is foundational to the album market. The pop music business, after all, is based on singles, and if a record company can get a single on each of the nation's 500,000 jukeboxes—that's half of a million seller!"

Operators have put record companies to the test of late and have received unprecedented cooperation. An interesting example of this cooperation, the experience of Lawrence Lagarde, of New Orleans, is related in an adjoining story. Would you believe 300 replies from record companies?

G/P Imperial at S. Dakota Meet

WATERTOWN, S. D.—The new Rock-Ola G/P Imperial, 160-selection phonograph was unveiled to area operators by H. & Z. Vending Sales at the quarterly meeting of the South Dakota Music and Vending Association here last week.

Some 50 operators and families from throughout the State were on hand for the meeting.

Representing H. & Z. Vending at the association meeting here was Ed Zorinsky, H. & Z. Vending Sales, of Omaha, Neb., an associate member of the South Dakota association and with other suppliers regular exhibits at the group's meeting.

When answering ads...

Say You Saw It in the Billboard

JUNE 25, 1966, BILLBOARD
D. C. Doesn’t Dislike Jukebox Operators

By S. JOHN INSALATA

The District of Columbia collects a pretty good-sized amusement machines license on kiddle rides but exempts jukeboxes, and the courts approve. Here’s the story.

In the case of "Abdel v. The District of Columbia" decided in 1954 by the Municipal Court of Appeals for the District of Columbia, an operator ride for small children was held to be a "mechanical amusement machine" within the meaning of a Dist. law imposing an annual license on such devices.

The kiddle ride machine in question was a coin-operated mechanical horse placed in the waiting room of the defendant’s photographic studio. The District of Columbia imposed an annual license fee of $12 for these "mechanical amusement machines" owned or operated and $12 for each additional three machines or fraction thereof. This meant that if you owned one amusement machine you paid $12 per year, and if you owned four you paid $24 per year.

The law defined a "mechanical amusement machine" as "any machine, device or appliance, except a music machine, offered for use by the public as a game . . . which may be operated or caused to operate by the insertion of a coin."

Favored Treatment

The defendant was found guilty of operating the coin-operated horse ride without a license and she appealed. The Municipal Court of Appeals, after reviewing the record, found that the license was an authorized tax rather than a regulatory license, that the ride was a "mechanical amusement device," that basing the tax on the number of machines was valid, and that the fact that music machines were exempted from the tax did not render the law unreasonable or arbitrary. Favored treatment for music machines was found not to be invalid.

In upholding the conclusion that the ride was a kind of amusement machine, the court strongly stressed the fact that small children used the device.

In finding it "reasonable" to exempt music machines from the tax, the court said, "Appellant also claims that the regulation is discriminatory because it exempts music machines and sets a standard license fee for all mechanical amusement machines regardless of type or size. The commissioners have the right to make reasonable classifications and we see nothing arbitrary or capricious in the exemption of music machines or the grouping of all other mechanical amusement machines in one class."

The court also rejected the argument that the tax couldn’t apply to the kiddle ride because the law enacting the license tax was passed in 1948, but the kiddle ride in question didn’t come into existence until 1948. They answered this by saying, "Whether or not the commissioners had this type of machine in mind, the language of the regulation is broad enough to include it."

This short opinion touches upon several key points which could effect the future of taxes on both amusement and music devices.

S. John Insalata, a regular contributor to the Coin Machine Department of Billboard, is a former member of the staff of the National Automatic Merchandising Association. He holds a degree in law and a master’s degree in industrial relations from Loyola University, Chicago, and is a member of the Illinois, Federal and United States Supreme Court bars.

Should you or your company’s attorney desire full particulars and legal citations on the case dealt with here, write S. John Insalata, Billboard Magazine, 188 West Randolph Street, Chicago, Ill. 60601.

South Dakotans Strike Resort Operation Lode

WATERTOWN, S. D. — Members of the Music and Vending Association of South Dakota meeting here over the past weekend (12-13) reported great profitability in operating old amusement machines at resort sites this season.

The operators claimed "fabulous" collections from games such as pinball, punch, craps, blackjack, camp grounds, motels, etc. He said that South Dakota operators have been able to make use of their warehouses of old machines now that the $10 exclusion per location has been repealed.

Less optimistic notes were struck at the meeting, however, on the topics of background music and jukebox operation.

Most of the members reported that they have lost one or two locations to direct sales by representatives of the 3M Co., moving their own unit. Operators also reported that jukebox collections have sagged of late.

"To hold our background music locations we’ve got to sell our service—and keep selling," declared John Tresano, Black Hills Novelty Co., Deadwood.

Attendance at the meeting was up from past years, with 50 persons. The event was climaxd by a banquet. President was Darlow Maxwell, Pierre, serving as second term as president.

The organization elected the Vendo Co. of Minneapolis as an associated member during the convention. Vendo representative on hand was George Watson.

Other supplier firms represented were H. Vending Sales, Omaha; Dart Record One-Stop, Minneapolis; Acme One-Stop, Minneapolis; Recon-Bing, Minneapolis; Lieberman Music Co., Minneapolis, with its Viking Vending Division, and the Watson International, Cincinnati.

The association’s next meeting will be held in September in Sioux Falls. At that meeting it will be decided if the organization will eliminate one of its four meetings during the year.

NEW EQUIPMENT

United Blazer, Six-Player Shuffle

Introduced under the United brand name by Williams Electronic Manufacturing Corp., Chicago, a six-player shuffle table called Blazer. The new unit offers five ways to score: 1—dual flash, 2—flash, 3—regulation, 4—bonus lane and 5—diamonds. The diamonds scoring feature works like this: A strike scores 800, a spare scores 500, left and right diamonds score 100 each and the front diamond scores 300 (plus the count) on a blow or miss. The game is in the new style, with heavy duty pin hangers. Backboard adjustment for easy or normal strike. Double-nickel or dime play is standard. 8½ feet long, 2½ feet wide; shipping weight, 470 pounds.

Westchester Ops Name Pavesi

PORT CHESTER, N. Y.— Carl Pavesi, White Plains distributor, has been elected president of the Westchester Operators Guild for the 17th consecutive year. He is the only president the organization has ever had.

Other officers elected were Louis Zaltaglio, vice-president and treasurer, and Semyon Pollak, secretary. Named to the board were Herbert Chacon, Ed Gouldberg, Al Kress and Fred Yolen.

Globe N. E. Rep. For Rock-Ola


QUINCY, Mass. — Effective June 1, Globe Automatic Vending Machine Co., Inc., became distributor of Rock-Ola Manufacturing Corp. products for the State, replacing Music & Vending Corp. of Boston.

The firm will handle the Rock-Ola music and vending lines.

President of Globe Automatic is Anthony Grazio and general manager is David Shuman. The firm is located at 378 Granite Street here.

Schmelke MFG. CO.

Dedicated to superior workmanship

The Finest Name On

PRECISION
cue sticks

We manufacure accurate, durable, quality Cue Sticks. Exclusively

For information write

SCHMELKE MFG. CO.

Shakopee, Minnesota

Say You Saw It in Billboard

Schmelke

D. Gottlieb & Co., Chicago, introduces a new two-player flipper game called Mayfair, with model that flashes back to the era of G. B. Shaw. Play features include a swinging-target "double bonus," which scores up to 200 points; nine rollers that advance red and yellow bonus, two "auto-shooters" which propel the ball on swinging target; four rollers that turn "pop" bumpers on and off, Unit's backglass, any company officials, is "brilliantly illuminated." Game is adjustable for three or five ball play.

Valley manufacturing & sales company

333 Morton Street, Bay City, Michigan - 982-4536

21/4" MAGNETIC CUE BALL
ALL 16 BALLS SAME SIZE

Magnetized for instant attraction

precision

face

enamel

Mylar

Stainless Steel
2 Big Pushes Ahead in MOA Drive: Bess

CHICAGO—Jack Bess of Richmond, Va., chairman of the Music Operators of America's national membership drive, said here last week that he believed two big surges lie ahead in the organization's drive for 250 members by the time of this year's convention, Oct. 28-30.

"We'll have a post-vacation surge in August and September and another during the convention," said Bess who was in town for the international convention of the Loyal Order of Moose. Bess is Past Grand North Moose, Legion of the Moose, and now heads the board of governors of Moos Haven, a home for the aged in Orange Park, Fla.

"The MOA membership drive has netted 135 new affiliates to date," Bess said, "and we will get a minimum of 250. We'd like to make it 500 new members, and I believe that we should."

Bess announced that Harry Snodgrass is the new co-chairman for the membership drive in District Eight.

A membership enlistment booth will be set up at the convention here, Bess said, and each person who joins MOA during the show will be photographed with one of the celebrities on hand and the photo will be sent to the new member's hometown newspapers.

Winning district co-chairman in the membership drive will receive an award at the annual MOA membership meeting during the convention. Bess announced.

Jack Bess: 135 new members to date.

Ohio Association Issues Warning

AKRON, Ohio—The Summit County Music Operators Association has issued a warning against what it termed "hit and run" operations in the region.

The association said that out-of-state promoters have been working restaurants, cafes and service stations, selling vending equipment directly with payments by note. The notes are said to be a front, and then the promoters pull out without any plan for servicing the machines.

Cleveland and Canton have also been hit by the same type of promotions, association spokesmen said. The Akron Better Business Bureau has been investigating.

INDIANA PUBLIC HEALTH officials hear Dr. Samuel Hopper, chairman of the Department of Public Health, Indiana University and vending machine evaluation program consultant to the National Automatic Merchandising Association, explain how the Indiana University Foundation tests and approves vending machines. The officials gathered recently at a seminar on vending sanitation held at Indianapolis.

ARA Acquires Diamond State Vending

PHILADELPHIA—Edward E. Hackman, former manager of the Diamond State Vending Corp., has announced the acquisition of his company by Automatic Retailers of America, Inc. Hackman's firm, and the former Automatic Food Services, Inc., of Wilmington, Del., will be combined as ARA Service of Delaware. Hackman will be the new division and Gerald Lawler, former president of Automatic Food Services, Inc., will handle sales and client relations.

ARA Service of Delaware will serve clients in the Wilmington area and in all of Delaware from the former Diamond State headquarters at 2911 Ogletown Road, Newark, Del. The building houses the division's offices, commissary, warehouse and shop.

Colorful New Wico Vending Catalog

CHICAGO—The new 1966 Wico Corp. catalog of vending machine parts and supplies has just been issued. It is the second in a series of catalogs for the vending field and, according to V. G. Squier (Continued on page 73)
THE COMERS
United, Inc.'s New V.-P. Townsend

EDITOR'S NOTE: Young men are no longer turning their back on the coin machine business. They're entering at every level and taking hold. Here is the first in a series of articles on The Comers.

MILWAUKEE — The new vice-president at United, Inc., exemplifies what many believe is the industry's boast: Bright, young management.

Russ Townsend is clearly one of the comers you hear much about in the coin machine industry today. Description typical: Well under 30, well-educated, polished, aggressive, teachable. And he has a beautiful wife.

United, Inc., president, Harry Jacobs Jr., issued only a brief, prosaic announcement of the promotion: "Mr. Russell Townsend, who joined United, Inc. in 1967 at 3 North 3 Street, Milwaukee, eight months ago, has been advanced to general manager and appointed vice-president of the firm." There's little there to indicate how really high Harry Jacobs is on this young man. Nice understatement.

Townsend was asked recently what eight months have shown to be the big problem in the business today.

"Operators are too generous with locations, and the time has come to cease talking about breaking old commission habits and start trying for front money and a more equitable split. Thousands of discussions at trade association meetings and no action."

Townsend was also asked what in his view is the most encouraging trend in the business today.

"Growing pride. Increasing professionalism. Indias of young men. These are tied together. Operators once content to get by in shabby quarters are moving into new buildings. And this new blood thing is really happening. I was at a service school in Chicago recently and saw young fellows in the majority."

What can the industry offer the June grad, Townsend was asked. "Opportunity to exercise specialized knowledge in many fields. Some examples, Sales offer a challenging and a good, interesting living. The acute shortage of mechanics means the right man can write his own ticket in the business. We're attracting graduate engineers. As companies grow, we see the hiring of programming specialists, promotion and publicity men, location specialists, not to mention office managers, accountants, etc.,"

And Townsend was asked about the role of the trade magazine in the changing business.

"I'd like to see the trade papers take us on visits to the truly successful operations around the country. Most of us can't get around to see what is happening, but if operators will volunteer more information to the publications, many success stories would come to light."

Rock-Ola's Orders Up 30%

* * *

exclusive Rock-Ola "revolving record magazine," and what the company calls its "Meech-O-Matic" record inserters. This device automatically intermixes Little LP's, and singles of all speeds, plays stereo or monaural. There are no micro-switches or electronic aids. The unit features the new "Accu-Tone" tone arm and magnetic cartridge with diamond stylus.

Inclined

The unit's selector mechanism is all-mechanical. A new inclined selector panel is described by company officials as "easy to read."

The walnut-finished cabinet measures 22½ inches high, 24½ inches deep and 40 inches wide. Weight is 325 pounds.

The unit is equipped with a single-entry and a four-coin (nickel-dime-quarter-half) acceptor. The half-dollar feature is standard, as is a credit accumulator.

Amplification is transistorized, with dual baffle systems for transistor protection. The machine has the model 1765 "common" receiver system, which operates with all Rock-Ola phonographs and some other current model jukeboxes. The model 1989 automatic money counter is included. It is sealed and tamper-proof.

Also available from Rock-Ola for use with the new GP Imperial is the Phonette Wallbox, model 500. It features two built-in speakers, a compact stereo speaker-selector unit, simple selector panel and personal volume controls. Also available as model 501 with 100 selections.
Fling Steps Down in Mo.;
Masters Elected President

By EARL PAIGE

MACON, Mo.—John Fling has stepped down as president of the Missouri Coin Machine Council, which he almost single-handedly founded 19 years ago. Its president all these years, Fling requested that he not be nominated when the association met here last week to hold its annual election.

Elected as the new president was John Masters, widely known owner of Missouri Valley Amusement, Lee's Summit.

Citing failing health and his reasons for wishing to retire from the chairmanship of the group, Fling highly endorsed Masters. "I have known John Masters for over 30 years," Fling said, 'and I know he will carry on in the way I would if I were able."

Fling was made president emeritus by acclamation and will continue to attend meetings and function as the organization's spiritual leader.

Other officers elected at the meeting were vice-president, Gerald Vinson, Vinson Amuse-
ment and Vending, Chillicothe;

GOTTLIBLIEB'S 2-player
MAYFAIR

That Extra Touch of Quality and ORIGINALITY

ACTION! FUN! EXCITEMENT!

Swinging target "Double Bonus" scores up to 200 points.

9 rollers advance red and yellow bonuses.

2 auto-shooters fire ball at swinging target.

Brilliantly illuminated back glass.

D. Gottlieb & Co.
1165-63 N. Ashland Avenue
Chicago, III. 60613

JACK BARABASH, Rock-Ola factory engineer, talks technical subjects with sandcasters from Rock-Ola distributors during showing of the company's new GP/Imperial phonograph at the Royal Orleans Hotel, New Orleans.

Programming The Answer, Says Marshall 
Continued from page 60

the industry to the outsider group, "Today's operator has to be more alert. Ten years ago it was only necessary to put in a Frank Sinatra record, forget it, and collect. Today he has to stay with it. He must pick up his Billboard and be alert to the right records. There isn't a star system any more. What's hot today is cold tomorrow, and the operator has to second guess his locations."

And he added, "The operator no longer puts in 70 records and says I'll be back in two weeks. The smart operator finds that good programming brings in more money and there's a location in the nation where intelligent programming won't bring in more returns."

Distributors, Caros said, have been emphasizing this and "are tired of telling operators about it."

He drew a parallel between the operation of jukeboxes and amusement parks. Parks geared for utter dependence on the teen-age market run disaster, he said, for it was found that though the kids have the money to spend they are most difficult to satisfy. "Many jukebox locations catering to the same market," he observed, "are characterized by confusion. There are exorbi-
tant demands and fluctuating level of income."

Today, the distributor executive said, the jukebox op-
erator has the greatest oppor-
tunity ever. "Confident operators are taking advantage of the new leisure and increased affluence. There are more people putting money in phonographs today and the advent of folk music has brought greater audiences. The taste of the American pub-
lic is to desire more types of music, and music listeners are multiplying at a great rate."

ROSEN TO TOSS VARIETY DAY

PHILADELPHIA — A gala presentation of "Variety Day at Willow Grove Park" will be staged by David Rosen here Monday, June 27.

Local television and radio personali-
ties will join with stage and recording stars for personal ap-
pearances at the amusement park throughout the entire day and evening. The $1 admission charge for children and adults alike, including a strip of tickets for use on the park's amusement and thrill rides, will be turned over entirely by the Hankin Bros., owners and managers of the park, to the Variety Club for its Heart Fund serving crippled and handicapped children in need. Full industry participation has been assured Rosen by Joseph Silverman, executive secre-
tary of the Amusement Machines Association of Philadelphia, who is also a member of Variety Club.

JUNE 25, 1966, BILLBOARD
Sarkisian Talks About Soccer Game

NEW YORK—Mondial Commercial Corp. official Richard Sarkisian recently outlined for this magazine his company's experience since the early 1920's in importing coin-operated European Football (or soccer) games.

Mondial, as most readers know, is large importer-exporter of coin-operated equipment.

Said Sarkisian, "The recent interest in the sale of European Football games was foreshadowed in 1953 by the pioneering efforts of Suren D. Fesjian of Mondial. In that year, Fesjian introduced to the American market Soccer and Basketball games of a purely mechanical design. At that time, the machine was not adaptable to conditions of operation in the United States and the market was not ready for it. As a result, sales were slow."

Picked Up

According to Sarkisian, sales during the past two years, "have picked up considerably with the advent of a brand-new Italian Football game." He said the new game, produced for and sold exclusively in the U.S. by Mondial, "is of purely mechanical construction, which means that service calls are extremely rare."

An important new feature of the Mondial-imported Football Games, Sarkisian said, "is the way in which the playfield soccer 'men' and soccer balls are completely enclosed by an unbreakable glass cover. The major complaint about previous soccer games was the one concerning the theft of balls, and the cover puts an end to all such complaints. There is no longer a need for external score-keeping devices, for the balls that have been put through either goal are separated and are visible through a small, clear segment of the glass playfield."

He said laminated plastic on all sides makes the game easy to clean. The units weigh about 180 pounds.

New York Bill

None of this applies to New York City, where pinball machines are illegal.

The licensing requirement provides that no operator or stockholder with more than 10 per cent interest in an operation, with a felony conviction in the last five years, be granted a license.

The applicant must furnish to the Secretary of State evidence of good moral character.

All applications must be accompanied with $600 to cover two years of operation. This provision would have the effect of discouraging location ownership of games.

Also names of officers and full financial details of the operation must be made known to the Secretary of State. Penalties for failure to observe the requirements of the bill may be punished by revocation of license and fines of not more than $500.

If signed into law, the bill becomes effective April 1, 1967.
COINMEN IN THE NEWS

DETROIT

Joe Angel, veteran jukebox operator, who was away with family for the weekend, returned to find too much business and robbed of about $32,000 in receipts which was concealed around the house. Abraham Rehaim, who developed the Vendro Cigarette Co., and his family escaped serious injury when a gas explosion in an adjoining home caused serious damage in their Oak Park area.

HARVEY

KANSAS CITY, MO.

Jack Sulley, at Sutherland Distributing Co., here, explains that the branch has embarked on a very comprehensive phonograph service program with Seeburg field engineer Earl Halper conducting sessions on location at the various shops.

Halper operates out of a station wagon equipped as a mobile service school instruction shop, has held sessions at Boulevard Music, Kansas City, Kan., for Charles Eagan and all the fellows there, another at Red Howe's Howe Amusement Co. on Truman Road here, one at Charles Benigni's B & G Amusement here on Gilliam Road and at John Masters' Missoula Valley Amusement Co. out in Lee's Summit, Mo.

"We've actually working, with only five to 10 left a night," Sulley explained in outlining the concentrated service seminars. "We'll have them in St. Joseph, Joplin and in Kansas at Fort Scott and Topeka in the next week or so."

Word from Topeka, by the way, wasn't cheerful in the wake of the disastrous tornado of recent date. Chuck Meritt at Jayhawk Vending reported he whole shop being swept away. Dave Garrett of Dave's Vending, had eight locations affected by the twister, and Norbert Redding of Ideal Music reported one location blown away.

Seeburg's Ed Duffy and Ed Blankenbecker were in recently for a session on phonographs and speakers. Special program on promoting sound in locations was held at the Old World Restaurant here.

Sutherland had a booth at the Missouri Tobacco Association convention in Springfield early in the month with Bill Lengerer from the Joplin branch helping organize the display. Affar was at the Lamplighter Motel.

Other branch incidents included the happy note that Jerry King and wife had a new boy, Jerry works in the vending department at Sutherland. Also, Clive Price inferring that he is going on vacation very soon.

Quite a list of operators stopping by for parts and supplies lately. Just a few include Ed Wolfe, Sweet Springs, Mo.; Merle Noyes, Bonner Springs, Kan.; Bob Reed, St. Joseph, Mo.; Tom Reible, Atchison, Kan.; John Emmick, Lawrence, Kan.; Bill Welsh, Trenton, Mo., and Fred Layher, Nevada, Mo.

Dave Elliot is a busy man lately with a trip down through Cape Girardeau, Poplar Bluff, West Plains and into Springfield for a grand tour of the Missouri Vending Co. and then out Wichita, Kan., way.

Jerry Reeder took off from a business routine over at W. B. Music for a vacation earlier this month. Jerry relaying another successful service school in the stores the Rowe-AC branch has been hosting. This one with Billy Keel in to conduct the sessions.

Fred Hohen of Rowe-AC also was at the branch recently. John Ball at Midwest Distributing Co. says his long-time friend and well-known area operator Roy Towle passed away recently. Thrasher was one of the oldest operators in the Kansas City area, the boss at the Washington branch explained. He was 65 and is survived by his wife.

Joe's sons, Dennis, 3, and Murray, 4, were at Camp Nash, Bonner Springs, Kan., earlier in the month and Murray is scheduled to take a canoe trip up Canada way later on, in the automatic Ratchet Games of America (ARA) provided a Purchase Prize of $30 for a print at the 10th Annual Coin-Op Exhibit in center-city's Kitterine House Square.

NEW YORK CITY MEETING of Rock-Ola distributors was highlighted by unveiling of new GP/Imperial, 16-selection phonograph. Among well-known names here at Rock-Ola lunchers are Music Operators of America president and Oak Hill, W. Va., distributor John Bowman, and Rock-Ola executives Robert Simon, Albert Simon, Inc., New York; Jerry Harris, General Vending Sales Corp., Buffalo; R. M. Litzinger, Philadelphia; Mrs. Zoe Howe, Charlotte, N. C.; Tom Greco, Greens Brown Amusement Co. Inc., Glenside, N. Y.; Art Janick, Rock-Ola Export manager; Ed Zornisky, H & V Distributors, Chicago; new president of the R.A.V. Specials and Betty Greiner, Eagan, Kansas wagon equipped operators and the Branch for the American Tobacco convention in Wicchio, according to Floyd, who said Lou was down there along with Hachis Wiegens of Empire and Gus Freil of Murrayville.

A good number of operators in at Bird Distributors showing, including Mr. and Mrs. Al Pinney, Salina, Kan.; Richard, Phillip, Scott City, Kan.; Harold Brownfield, Versailles, Mo.; Billy Ingram, Happy, Kan.; Charlie Sharp, Newton, Kan.; Roy Valentine, Eureka, Kan. and Ed, North Kansas, Kan. EARLIEST ORDER

PHILADELPHIA

A surprise visitor to the offices of the Missouri Vending Co. here was Wayne Hardin, new manager of the Philadelphia, Continental Football league team. And in a surprise move, Angelo Mode, executive vice-president of the vending machines company who was a former athletic star at Temple University and with the Philadelphia Eagles, brought along a 10-year-old friend of his around the plant, Mike was surprised at Hardin's vast knowledge of vending machine operations—until he admitted that his family was engaged in the vending machine business on the West Coast.

G & S Amusement, Inc., was organized here for the operation of vending, music and amusement machines, as well as all coin-operated games and recorders. Application for the firm's charter was filed with the proper state authorities. There is a popular public image in its public service activities. The new firm is the automatic Ratchet Games of America (ARA) provided a Purchase Prize of $50 for a print at the 10th Annual Coin-Op Exhibit in center-city's Kitterine House Square.

MAURICE H. GRODENKER

GREEN BAY, WIS., OPERATOR MEL MELDORGE (centro) recently moved into this new Willow Street headquarters. The new building offers 3,500 square feet of display floor, shop and office space. He poses in front of the new furniture with Jack Barnes (left) and Joe Robbins (right) of Empire Distributing, Inc., Chicago.

JUNE 25, 1966, BILLBOARD
HOW TO MAKE ANY LOCATION YOUR LOCATION FOR A LONG AND PROFITABLE TIME

INSTALL A

Wurlitzer

MODEL 5000 STEREO CONSOLE

THE WURLITZER COMPANY • NORTH TonAWANDA, NEW YO
Jerry Herman has come up with a winning show for this current Broadway hit and all of the star's cost get behind him to make this an exciting cast album. Songs are rousing and appealing and she gets top assists from Tommy, Young, Battle, McCann, and Zinn Cantor.

POP SPOTLIGHT

**YOU DON'T HAVE TO SAY YOU LOVE ME**

Evelyn Baughfield, Phillips PHL 400-315 (M); PHS 400-510 (S)

Chock full another album winner for the dramatic and emotional performer, insured by the excitement of her current stage giant, "You Don't Have to Say You Love Me" is material even the same from the original staging. It is a faulting rendition of "La Bamba." A standout in "It Don't Mean A Thing.""