ASCAP on Target

ASCAP is moving forward on several important fronts. One has to do with the encouragement of new writers—and a story in this issue outlines what is being done to give this segment of the membership a larger economic stake in performance.

In addition, the Society is blueprinting sharply increased activity in two vitally important areas of the music-record business. These are the country and rock fields. In connection with this it may be noted that ASCAP has already become a principle donor to the Country Music Association’s Hall of Fame and Museum.

These moves by the Society reflect the fact that ASCAP, more than ever, is becoming attuned to the total music business. This attitude reflects credit on the administration of President Stanley Adams and the vision of the board of directors.

We feel that the Society’s present attitudes, as briefly stated above, must result in greater competition in the music field—with ultimate benefits to the copyright owners.

Today Is the Golden Age for The ‘True’ Indie Producer—TRO

By PAUL ACKERMAN

NEW YORK—The challenge and opportunity for the independent publisher is greater today than ever, according to Howard S. Richmond, head of the Richmond Organization, and Al Bruckman, general manager.

Cap. Maps Separate Unit Helmed by Venet

By ELIOT TIEGEL

LOS ANGELES—In what may become a unique production association, Capitol and Nick Venet are completing plans for the pop music producer to return to the label and operate a separate department for the development of top 40 product.

Alan Livingston, Capitol’s president, confirmed that he had been discussing the hiring of Venet, who formerly worked for the company for two and a half years. Venet will meet with Vogue Gilmore, Capitol’s a&r director, this week to complete plans for the new operation which would be patterned on the Kama Sutra-MGM Records set-up.

Venet would be a Capitol employee but outside the normal a&r department and the head of a separate staff expressly created to specialize in rock ‘n’ roll, contemporary trend music. The thinking is for Venet to hire his own staff of independent producers and writers. The new wing would be located outside the Capitol Tower.

Livingston called this a “packaging operation—packaging writers, groups and sound.” Venet’s wing would deal with amateurs and unknowns. Livingston added, “the idea is to keep abreast of current trends and development.

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MUNTZ M-15 THIRTEEN TRACK AUTOMATIC
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Wow! That’s the reaction to the fast-selling goodie by Buddy Greco, his first album on Reprise tagged ‘Big Band and Ballads.’ The response from dealers and disk jockeys heralds the album as sure chart item.

(Advertisement)
ELVIS’ "BLUE HAWAII"

first movie of the new season on NBC-TV’s “Tuesday Night at the Movies” – September 13

Stock up now on ELVIS’ Original Soundtrack Recordings from this great movie:

“Can’t Help Falling in Love” c/w “Rock-a-Hula Baby”

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RCA VICTOR The most trusted name in sound
Cap-Stock Set-Up Bared by Pickwick
By Fred Kirby

NEW YORK—Details of a stock option plan and distribution arrangement with Capitol Records were revealed last Thursday (23) at the annual stockholders' meeting of Pickwick International. The Capitol agreements, which were previously disclosed, were in a package whereby Pickwick obtained the rights to Capitol's monograph catalog for release on the Pickwick label and is billing budget labels for a 10-year period.

In addition to the licensing agreement, which was announced after the July 18 agreement between the two manufacturers, Capitol also announced options to purchase up to 25 per cent of Pickwick stock during the 10-year period. Capitol purchased $165,000 of debentures for $25 per cent a year from Pickwick stockholders.

The agreements with Capitol were approved 232,432-to-775 by the stockholders, who also endorsed a five-for-four stock split, 243,206-to-25. The arrangement also included provisions for most of the product to be distributed through Pickwick.

Cy Leslie, president of Pickwick International, who explained that the label would include "By Arrangement Capitol Records" for the master recordings, told shareholders that another arrangement called for some Capitol distribution in the usual $1.89 Pickwick list as the "Capitol Pickwick Series." He said three pressings could not be produced under the Pickwick label, but contractual arrangements between Capitol and the artists involved.

Sinatra LP
The first Pickwick Series LP featuring Frank Sinatra is being released along with about 25 pressings of Capitol material under the Pickwick label. Included are 15 classical discs with such artists as Willy Steinberg and the Pittsburgh Symphony, Nathan Milstein, Vladimir Horowitz, the St. Louis Symphony, Rudolf Friml and Leonard Pennario, pop albums with Judy Garland, Tennessee Ernie Ford, Les Baxter, Nat Cole, Ray Anthony and Al Martino, and hillbilly titles with the Leonin Brothers, Flaco Jimenez and Judy Miller.

Leslie also told the stockholders Pickwick would soon enter the musical instrument field by distributing electric guitars and also would set up its own installation for the New York area. Among the major activities for 1964, Leslie said was the opening of the firm into publishing, adding the Music in Nashville and the entry into the tape cartridge field with 4- and 8-track processing.

Leslie said cartridges were a growing market although all its efforts would be put into its installation for the New York area. Among the major activities for 1964, Leslie said was the opening of the firm into publishing, adding the Music in Nashville and the entry into the tape cartridge field with 4- and 8-track processing.

NARM MAKES BID TO IRS ON GETTING TAX REFUNDS

CHICAGO—The National Association of Music Merchants, which held a special phonograph record retailing meeting here last week, is taking the next steps to seek legal means of obtaining excise tax refunds for dealers.

NAMM's attorneys are reportedly asking the Internal Revenue Service to rule on whether excise taxes paid on phonograph records, but not returned by the manufacturer, may be deducted from the retailers income tax return. The move, according to NAMM officials, has been prompted by dealer complaints that many manufacturers are guilty of excessive delays in refunding the tax money.

ASCAP Reshuffles Distribution To Give New Writers More $$$

NEW YORK—ASCAP is revamping its distribution system so that new writers get more performance fees. As a result, Adams, ASCAP president, explained that changes included multiplying performance credits, permitting writers to change their ASCAP rights if they failed to reach their fourth, arrangements without losing credits, and payments for non-ASCAP members and material licensed by another group, such as BMI, provided that the work is not part of the ASCAP repertory.

Adams explained that young writers can no longer be paid for performances during the year, the one of two options, however, if a writer after three of four years, wishes to switch to the other system, averaging royalties over several years, the first three years would be figured on the average.

Under the new payment formula, the ASCAP survey for the quarter ending nine months previous, would be multiplied by four to determine the first quarter's payment. The second quarter's figure would be multiplied by four so the writer would be paid every six months. Licenses by another organization would be used as a basis for payment provided that the works become part of the ASCAP repertory.

Another change provides for payments to writers who are not members of the Society for performances of material in the ASCAP system. ASCAP will log performance payments made by an ASCAP publisher member after Jan. 1, 1966, and write off by non-ASCAP members, either alone or in collaboration with an ASCAP member, and pay both members and non-ASCAP members writers that provided the work to the ASCAP repertory to the ASCAP organization for the works in the other system.

Singles Label
Dixon's Label

NEW YORK—Luther Dixon's new Denver-based single label, which will be known as Dynamlo Records, was announced by Leonard Music Records. Had originally been called Cheethah Records. However, the label was announced by Leonard Music Records as another division of Mutual Music Records, had originally been called Cheethah Records.

The name change was made to avoid confusion between the two labels. Dixon has already cut two singles by Bill Luckett and a new group, the Pigeons.
CMA WSM NOT WITH PAGEANT

NASHVILLE — The Country Music Association and radio officials last week denied rumors that the organization known as the Miss Country Music America Pageant, Bill Dormon, president of the CMA and head of Cedarwood Music, said the pageant had contacted him and had been formally announced. The pageant, however, has not been formally announced. The CMA and WSM have issued a similar statement regarding the rumor. The CMA and WSM have not confirmed the rumors.

Pyte, Vogue Rep

NEW YORK — Irving Chezar represents Pyte Records and Vogue Records in the United States. The Vogue connection is courtesy of a story last month, scored its first chart record with "Stop—Get a Ticket," in the vogue of the last hill. Epic-Okeh Sales Up

Epic-Okeh sales rose 23 per cent in September, according to the company, which is owned by the Victor Talking Machine Co. The sales figures are based on reports from dealers and are not necessarily indicative of actual sales. The company also reported that the sales of its records, which include a wide range of classical and popular music, have increased significantly in recent months. The company attributes the increase to the growing popularity of recorded music and the improved quality of its product.

Freberg Is Back Killing Dragons

By ELIOT TIEGEL

LOS ANGELES—Stan Freberg, radio and television personality, has announced the release of a new album, "Sound of Genius," which features his satirical and humorous takes on contemporary issues. The album, produced by Freberg's own production company, is expected to be released in the near future. Freberg, known for his biting social commentary and satirical, has been a prominent figure in the entertainment industry for many years. His previous works, such as "The New Deal Is a Joke," have been widely praised for their wit and insight. Freberg's new album promises to continue his tradition of incisive commentary on the state of the nation and the world. The album is expected to be available at record stores nationwide. Freberg's fans can look forward to a new and exciting addition to their collection.

CMA and 20 Coast Stations To Stage 'Hoedown' Sept. 13

LOS ANGELES—The Country Music Association of Nashville and 20 affiliated country music radio stations will sponsor a "Hoedown" this month to feature the West Coast's top country and western stars. The event will take place on Sept. 13 at the Coconut Grove, one of the city's most popular nightspots. The program will include performances by some of the country's best-known artists, as well as a special appearance by the publishing affiliate, Chetnev Music, which has a wide variety of country and western tunes available for license. The event is expected to draw a large audience, and tickets will be available at the door. The proceeds from the event will be donated to the Country Music Association's scholarship fund.}

Pincus to Work TV, Film Deals On Europe Trip

NEW YORK—Leo Pincus, overseas manager of the Gillmor Co., plans to be in Europe next week to make TV and film deals. Pincus, who is known for his work in the film industry, will be visiting several European countries to discuss potential deals. He will meet with producers, directors, and other key figures in the film industry to explore opportunities for his clients. Pincus is a seasoned professional with a wealth of experience in the film industry, and his expertise will be invaluable to his clients as they look to expand their reach into the European market.
All it needed was a little persuasion from Patti Page...

and a country song suddenly became a pop hit single! "Almost Persuaded"

Where the action is. On COLUMBIA RECORDS®
Acuff-Rose Files An Infringement Suit Vs. Five

NASHVILLE—In a suit filed in the U. S. District Court for the Western District of Tennessee, Acuff-Rose publications has charged five defendants with infringement.

Acuff-Rose claims that the song, "A Million and One" (also known as "A Million and One Times") is an infringement of the song, "I'll Stop Loving You," by Don Gibson.

The defendants are Yvonne Devany, writer of "A Million and One Times," and Victoria O'Shea, holder of "A Million and One Times," and Billy Walker, Liberty Records; and Victoria O'Shea, signee with Vic Dana on Dolton; Warner Bros. Records, which recorded the song with Don Martin on Reprise, and Silver Star Recording Co., Miss Devany's publisher.

Acuff-Rose seeks an injunction, an accounting and court costs.

New Breed Hires Cordell for Year

LONDON—New Breed Productions, an independent producing company here, has signed a one-year exclusive pact with British Decca for the production of the New Breed's albums.

The New Breed has named David Platt, managing director of the EMI Music Group and director of the EMI-Decca label, the new producer for this year in the United States. Beverly will be the first of a series of artists to be produced by Cordell under the deal. The Moody Blues and Georgie Fame, who also are produced by Cordell, are not included in the new arrangement.

9 ALBUMS IN TOWER PKG.

LOS ANGELES—A nine album fall release package is set by Tower Records, including thegroups Jefferson Airplane, Canned Heat, Quicksilver Messenger Service, and an "American International Pop Festival" package.

London Push on Mantovani Pkg.

NEW YORK—London Records will pull out all stops to promote the new fall Mantovani package when the British artist arrives here next month for his 10th annual U. S. tour.

Some 3,500 radio copies of the album were flown out, with disk jockey interviews set in major markets. A complete concert is planned for interviewers, a "Mr. Music" contest for retailers.

The release also contains the first album on the Upstairs label, songs by Gloria Jones.

Hollywood Records Back in R&B Action

NASHVILLE—Don Pierce, chief of Starday Records and currently reactivating his r&b label—Hollywood Records—has started the label in 1952 in Hollywood with the late John Dankworth. Both men have all interests, Pierce also took over that time Downbeat and Swingtime Records. Many of the masters under those labels have been released by Jim Wilson, head of sales for the record company, said the recordings will now be marketed exclusively with purchased masters that he is in the market for them.

Alshire Presents Will Release 10 Strings LP's at $1.89 List

LOS ANGELES—Ten new 101 Strings albums will be released on the Alshire Presents label in September, all geared to the 50 cent limited edition market.

The albums previously listed for 99 cents, but Alshire's owner Al Sherman tells his largest list yet for the affordable price.

Mailings will be sent out this month to the more than 140,000 retail outlets stocking the new products, which include a new executive vice-president of Juibilee, who is directing the operation.

Sherman will continue to buy any remaining cuts of discs, although a selection from Juubilee's "Life of the Party" catalog will be sent each member.

Blaine estimated that record discounts from the Knights Up Club averaged about 50% off on extensive advertising campaign also will be utilized for the Comedy Record Club.

CBS Germany Releasing Low-Price Opera Series

FRANKFURT—CBS Schallplatten, a subsidiary of the largest record company in the world, has released a special series of low-price LP's—"Aus der Musik Oper," a collaboration of commercials.


Others in the series are Verdi's "Nabucco," "The Merry Widow," and "Manon Lescaut." The LP's are produced with German and Italian musical organizations and distributed by EMI's Stereophonic-Orchester Berlin, Pro Musica Symphonie-Orchester Hamburg, the orchestra and philharmonic of Berlin, the orchestra and philharmonic of Munich, and the Orchestra der Operettenhalle, Hamburg.

Sherman is using an inner sleeve for each LP which advertises catalog merchandise.

His foreign distribution will continue to include the acquisition of Sonoply in Spain. Sherman's license network includes such distributors as: France; Miller GmbH, Germany; Australasia; Arc, Sound, Canada; Gallo, South Africa; and Pippen Columbia, Japan.

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Featured in Phillips Fall Release Plan

CHICAGO—Multiple-record sets by Lorin Maazel, backed by orchestras and pop and rock line-up, feature Phillips Records' fall release program.

"Featured artists on the Swingle Singers (who start a three-month U. S. tour in November)," Steve Winwood, the Who, the Moody Blues, Teresa Brewer, Paul Mauriat, the Manhattan Project and the Mozart Prima Seti set the "Mass in B Minor."

Singer of the classical feature Gerard Souzay, the London Symphony Orchestra in the first French opera in English, and Isidore and Alain Lucier.

The price on the Mozaic recordings has been cut to $37.49, with each album carrying a pressure sensitive sticker indicating the lowered classical introductory list.
If my car could only talk
b/w Song of Lita K-13576

That “Lightnin’ Strikes” lad
has a thunderin’ new hit!

Lou Christie
Produced and Arranged by Jack Nitzsche for R. P. Marcucci Ent., Inc.

At 45 r.p.m., the loudest sound you’ll hear is the ring of the cash register.
Justice Dept. Position Is Unjust, Angry ASCAP Charges at Probe

WASHINGTON — A Justice Department spokesman has announced that the government will pursue a policy of prosecuting copyright infringement cases against radio stations that broadcast music without paying royalties. The announcement follows a federal court ruling that the Copyright Act gives the government wide discretion to choose which cases to bring.

The Justice Department has decided to focus on cases involving large radio stations, or those that broadcast music on a significant amount of their programming.

The decision was based on the government’s view that smaller stations, and those that broadcast music for a relatively short period of time, are not subject to the same level of scrutiny.

The government has been investigating radio stations for violations of the Copyright Act for several years, but has not previously pursued cases against large, commercial stations.

The decision is likely to have a significant impact on the radio industry, as it could lead to increased enforcement actions and increased royalty payments by stations.

The announcement came in response to a ruling by the U.S. Court of Appeals for the Second Circuit, which found that the Copyright Act gives the government broad discretion in deciding which cases to bring.

The court ruled that the government’s decision to bring cases against radio stations was not arbitrary or capricious, and that it was within its discretion to choose which cases to pursue.

The government is likely to seek to use this ruling to support its efforts to prosecute copyright infringement cases against radio stations.
He's a "BIRD DOG!"

HICKORY 45-P-1408

the NEWBEATS

b/w EVIL EVA

He's a BIRD!

He's a DOG!
Today's the Golden Age for 'True' Indie Producer: TRO

EDP equipment years ago, for the purpose of computing writer's royalties; now the use of this equipment is being expanded to cover the firm's entire international operation.

"What we are doing," Brackman noted, "is providing ourselves with every conceivable tool. For instance, our professional men have miniature transistor phonographs so that they can play material for artists anywhere—in restaurants, hotel rooms, etc.

"Today," Richmond added, "the publisher who serves as a mere custodian of the copyright does not meet the definition of a true publisher. He is merely fulfilling a non-creative segment of the total publisher function. The true publisher must be an extension of the writer. TRO is in business to function as an arm of the writer in all ways to help him economically, to encourage him and keep up his morale, to effect proper marriage of lyricist and melodist, to give full exploitation to his works—and finally to effect 'writer continuity,' or the development of a writer over a long period.

Lyrics Important

Richmond and Brackman feel that in today's music business, a song's lyric is important. "Publishers usually judge a finished song. We seek to develop lyric writers as part of our writer workship."

Examples are TRO's Gene Lass and Frank Landesman. The former is a novelist and critic, and Landesman, too, is a writer. "By perseverance," says Richmond, "we build writers and get continuity from them. The kind of continuity one has with Antonio Jobim or a Charles Aznavour, or Anthony Newley and Leslie Bricusse.

Another phase of TRO's operation is the building of song repertoires for artists. "This is a key way to start the life of a song," said Brackman and we do it all over the world," Richmond stated.

The more independent publishers there are, the better for the music industry, provided they are publishers in the broad sense of the word. "Good competition is welcomed; it promotes traffic in stores and it opens new markets all over the world," said Richmond.

TRO recently opened new offices in London and it operates a fully staffed office in France and Australia. These are all geared to the needs of the writer. An upcoming development will be the creation of a TRO office at Palm Springs, complete with writers' workshop facilities.

"Our job today," said Richmond, "is communications—communications with the writer and with the world markets."

Acton' Oct. 3

Continued from page 4

Set for January by a major studio, Nash said he hopes the movie will serve as encouragement to other Nashville songwriters to consider the movie as exposure for their material. He is planning for a cast album. The soundtrack is being cut Aug. 29-31 in the Columbia Records studios in Nashville.

Making his debut in the film is Nashville deejay Bill Craig of WKDA. The film will be shot at Samuel Goldwyn Studios, Hollywood.

Stein and 3 Distribs Merge

Continued from page 1

Stein estimated that the new Recordwagon firm will reach an annual sales volume in excess of $15 million. Stein said the three distributorships will enjoy the benefits of Recordwagon's computerized operation, and will have access to its electronic data processing equipment.

Stein revealed that Recordwagon is now adding 25,000

MGM Re-Signs

Lainie Kazan

NEW YORK—Signer Lainie Kazan re-signed a long-term contract with MGM Records at a luncheon at Sardi's Restaurant here, Mart L. Nasatir, MGM Records president, announced the signing. Miss Kazan will appear at the Fremont Hotel in Las Vegas Sept. 29 to Oct. 6. Other appearances slated this year will be at Purdue University, the Diplomat Hotel in Miami Beach, and the Fairmont Hotel in San Francisco. She also will tape an appearance for the Dean Martin TV show.

Cesana Is Signed

By Audio Fidelity

NEW YORK—Audio Fidelity Records has signed Cesana, composer-arranger-conductor, to a recording contract and will release a series of Cesana albums beginning next month. He will record in Paris, London and Rome. The material will be lush instrumental.

Cap Stock Setup

Continued from page 3

This week's Billboard seminar in Chicago as important in spreading information about the industry.

The president also announced a recently concluded deal with General Electric for distribution of Pickwick product. He emphasized the importance of this arrangement for cartridges. Also new for the company was its Nashville office and an agreement for Capitol distribution of Pickwick-33 and Hilltop in Canada.

While noting that Pickwick had agreements with 14 record companies, he said the Capitol agreement meant, "We unquestionably have the finest catalog available at under $2." He added, "We're exceeded only by RCA Camden. But we're breathing hard on their necks and we expect to surpass them soon... I think we have a long way to go with Capitol. They're very co-operative, fine people to deal with."

Vinyl-voice dares to speak out

"LSD" was researched and narrated by Willard Cantelon, lecturer and TV personality. It includes interviews with users as well as medical and legal authorities.

Ship to hand

We don't think so!

This record faces head-on the psychedelic drug menace! It offers a panoramic exploration of the subject and (in its positive approach) outlines the answer!

A SHOCKER PERHAPS... BUT THIS VINYL-VOICE DARES TO SPEAK OUT

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TWO NATURALS FROM MOTOWN

BEAUTY IS ONLY SKIN DEEP

The Temptations

WHAT BECOMES OF THE BROKEN HEARTED

Jimmy Ruffin

SOUL 35502

MOTOWN RECORD CORP.

*The Sound of Young America*
Beatlemania Turns To Be-teen-age

NEW YORK — There were certain unmistakable signs at Shea Stadium (23,000) that the phenomenal popula-
tion of Beatlemania has begun to wane. Although their 35-minute concert netted them a whopping $189,000, the Liverpool mop-tops played to only 45,000 fans, about half the capacity crowd of 55,000 that jammed the ball park for last year's show.

Perhaps a more significant omission came from being able to understand some of the lyrics to their group's 11 songs, includ-
ing "Yesterday," "I Need Some-
one" and "Paperback Writer." In their previous appearances, the hit of the sensational, stereo-phonically dressed outfit was all sound emanating from the highly ampli-
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Post Card
Special $5.00

Signed

100% Guarantee

If you don't love it, return it for a full refund within 30 days.

As you request at the time of your purchase.

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JAMES J. KIESSLING
166 W. 44th ST., N.Y. 36 PL. 7-033

Gary Draws a Full House in 17-Tune Card at Grove

Gary Draws a Full House in 17-Tune Card at Grove

LOS ANGELES—John Gary put on a major, polished performance at the Secretariat, opening Thursday (18).

The host of his own semimonth TV series on CBS drew a full house of parimutuels who rode to his names. Gary's ability in handling balls and medium-tempo songs was show-

anced.

His show consisted of casual patter, a smattering of humor and a bit of the saucy inperit of Perry Como. Gary's mellow tenor was deep and mellow, with Buddy Clark, but the emotion and drive are all his, notably on "What Now My Love?" "Chains of Love" and "I'm A Fool To Want You." On the last-named tune, he was accompanied by the Jimmy Joyce Singers from his TV show, seated in the audience, who broke into song.

Dick Stabile's 3-piece house band, conducted by Gary's pianist John Price, offered the back-
ing for all the tunes, save "Music." Singer utilized the unusual ballads and R&B of the corner-
er room with a transistorized mile to make backstereo a closeup peak. The bosun of the evening, Gary's second appearance in the city, was an impres-
sive sight as he synched-
danced and sang 12 of the

Harley Mann signed a new long-
term contract with Atlantic Rec-
discs to Liberty Records with "I'll Be There," one of his four top 10 hits of the year. Cadillac Rec-
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Anthony and "Chains of Love" signed an exclusive contract with the American 
minority group, the new tenor instrument. Its excellent response and quality craftsmanship make it a gitar that a singing professional like Howard Roberts can take for greater pickups, voice of artists who can bear the difference.

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discs signed Marlene Shaw, a 23-
year-old singer, to a long-term contract. Paramount Records signed a long-term contract with Columbia Records, under whom they've been issued. The contract gives a Warners release, "Love Song," added. Gill joined Dot Records with "Don't Be a Los-
er!"

Anthony and "Chains of Love" signed an exclusive contract with the American 
minority group, the new tenor instrument. Its excellent response and quality craftsmanship make it a gitar that a singing professional like Howard Roberts can take for greater pickups, voice of artists who can bear the difference.
TRADE MARTIN
sings
"WORK SONG"
c/w "So This is Love"
#8926
Exciting sound geared
for what's happening in
today's music scene.

RCA VICTOR
The most trusted name in sound
Meet The Monkees...

A different-sounding new group with a live, infectious feeling demonstrated by a strong rock beat that generates excitement from the opening note to the last groove. See the Screen Gems TV Show "The Monkees," produced by Bert Schneider and Robert Rafelson, every Monday night on NBC-TV at 7:30 p.m. E.D.T. beginning Sept. 12th. "Last Train to Clarksville" produced by Tommy Boyce, and Bobby Hart. "Take A Giant Step" produced by Tommy Boyce, Bobby Hart and Jack Keller. Music Supervisor Don Kirshner.

ORDER FROM YOUR RCA VICTOR DISTRIBUTOR TODAY!
Show Stopper!
Marilyn Maye sings the title tune from the new Broadway production "Cabaret."

"Cabaret"
3/4 "Two Lovers" #8936
It's timely--It's right--It's terrific! The flip side is from the recently released movie "How to Steal a Million." This single's double dynamite--no Maye-be about it.

RCA Victor
© The most trusted name in sound
**POP SPOTLIGHTS**

**TOP 20**


- *Bob Dylan — Just Like a Woman* (Prod. by Bob Johnston) (Writer: Dylan) (Dwarf, ASCAP) — Bob’s is top form with this much recorded bluesy ballad aimed right at the top of the chart. Flip: “Obiously 3 Believers” (Dwarf, ASCAP). Columbia 43792


- *Trade Martin — Work Song* (Prod. — (Writers: Brown-Adderley) (Upam, BMI) — The recent Tijuana Brass success could fast be repeated with this pulsing vocal version. Should skyrocket Martin up the chart. Flip: “So This Is Love” (Lollipop, BMI). RCA Victor 8926

**TOP 60**

- *Sam & Dave — Said I wasn’t Gonna Tell Nobody* (Prod. — (Writers: Porter-Hayes) (East-Proem, BMI) — Hot on the heels of “Hold On, I’m Comin’” the wailing duo has an equally solid entry in this easy-rocker. Flip: “If You Got the Lovin’” (East-Collition, BMI). Stax 198

- *Peter, Paul & Mary — The Other Side of This Life* (Prod. by Albert B. Grossman) (Writer: Neil) (Third Story, BMI) — Smooth blues material from the pen of Fred Neil, together with a danceable arrangement serves as a powerful change of pace for the trio. Should climb rapidly. Flip: “Sometime Lovin’” (Blackwood, BMI). Warner Bros. 5849

- *Lesley Gore — Treat Me Like a Lady* (Prod. by Bob Crews) (Writers: Crew-Knight) (Saturday, BMI) — This powerhouse Bob Crews production, combined with strong vocal work and infectious melody should spiral up the chart. Flip: “Maybe Now” (Buffee, BMI). Mercury 72611

- *Trini Lopez — Pancho Lopez* (Prod. by Don Costa) (Writer: Lalo Guerrero) (Wonderland, BMI) — A novel revival of the Davy Crockett melody is this happy rocker with special lyric perfectly suited to the Lopez style. Watch this one. Flip: “Hall of Fame” (Tridon, BMI). Rerepre 5085

- *Robert Parker — The Scratch* (Prod. by Whitley Bulsey) (Writer: Parker) (Bonastemp, BMI) — New dance craze should put this solid beat number up there where “Barefootin’” left off. Flip: “Happy Feet” (Bonastemp, BMI). Nova 726

- *Nino Tempo & April Stevens — All Strung Out* (Prod. by Nino Tempo & Jerry Rieppi) (Writers: Tempo-Rieppi) (Daddy Sam-Jarel, BMI) — This exceptional number, that starts off easy and builds into a smooth rocker, could be just the one to bring the duo back high to a spot on the Hot 100. Commercial change of style for the team. Flip: “I Can’t Go On Living Baby Without You” (Daddy Sam-Jarel, BMI). White Whale 236

- *Eddie Hodges — Hitch Hike* (Prod. by David Noak) (Writers: Stevens-Paul-Gaye) (Johete, BMI) — The former Marvin Gaye hit is revived in this hot-sound-atmosphere designed to rush Hodges up the chart. One of his most commercial entries to date. Flip: “The Old Man’s Song” (Seacoast, BMI). Aco 6433

- *Unique — Run and Hide* (Prod. — (Writers: Stamplay-Freeman-Wade) (Carnaby-Carillo, BMI) — Strong rocker that should prove the group’s best chance for a national top-of-the-charts hit. Flip: “Good Bye, So Long” (Modern, Placid, BMI). Paula 245

- *The Capes of Good Hope — Shakes* (Prod. by Roger Kasahara) (Writer) — (Mischaibelli, BMI) — The manager of the Outiders, Roger Kasahara, has come up with another winning group name, with this strong rhythm number and clever lyric. Left fielder to watch. Flip: “Lady Margaret” (Marchavelli, BMI). Round 1001

- *Ventrue — Green Hornet Theme* (Prod. by Billy Sarazen) (Writer: May) (Haitings, BMI) — The Billy May TV theme gets a swinging over via this version aimed at a high chart position. Flip: “Fuzzy and Wild” (Dobe, BMI) Delton 323

**COUNTRY SPOTLIGHTS**

**TOP 10**

- *Buddy Starcher — The Fall of a Nation* (Prod. — (Writer: Babcock) (Glaser, BMI) — With the thought that such a lively duo that should “Repeat Itself” a smash, Starcher has the ingredients, from the pen of Joe Babcock, to repeat that success. Flip: “Last Supper” (Cedarwood, BMI). Decca 32012


**CHART**

**SPOTLIGHTS**

*Chart — Predicted to reach the Hot Country Singles Chart*

| JOHNNY PAYCHECK — Bullied of the Great Ones (Music, Movie, Music, BMI) | LITTLE DIAMOND 3911 |
| RED SIMPSON — ‘Til They Tumble in My Star (Central, BMI) | CAPITOL 5777 |
| BURT WEAVER — A Place in My Heart (Tree, BMI) | EPIC 10305 |
| JOHNNY SPINK — Sorry (Silverline, BMI) | STARDAY 736 |
| BAR-TEE-CON and the Sway Carolers (RCA, BMI) | MUSIC 1410 |
| MAE LEONARD — The Best Part of Loving You (Sangster, BMI) | RCA VICTOR 1952 |
| RAT-ARMS and the Little Man (Central, BMI) | TOWER 249 |
| BILLY NIBBY and the JORDANIANES — The Bishop of the South, (Shearer, BMI) | COLUMBIA 2670 |
| CHERIE ATKINS — Pricer (Victor, BMI) | RCA Victor 8927 |
| CHARLIE WALKER — I Wanna Keep Up My Guns (Hi, BMI) | EPIC 10140 |
| MARGIE DIONE — I’ll Learn to Manage a Woman (Heart, BMI) | MAMM 6021 |
| LEE TILLIS — Stardust (Cedarwood, BMI) | KAPP 772 |
| JAMES D’OHMN — Eleven Years Ago (Southeast, BMI) | RECORDY 1049 |
| DONNIE WASH — Friendlyazione (State, BMI) | FLOWE 3270 |
| FRANKIE FELLER — Charlie’s Got a Good Thing Going (Starday, BMI) | STARDAY 777 |

**R&B SPOTLIGHTS**

**TOP 10**

- *Missy Mable — Fannie Mae* (Writer: Glassow) (Frost-O’bina, BMI) — Pululating rocker loaded with excitement, danceable beat and a wailing vocal performance. Should spiral up both the r&b and pop charts. Flip: “Badmouthin’” (Rising Sons, BMI). AMY 963

**CHART**

**SPOTLIGHTS**

*Chart — Predicted to reach the R&B Singles Chart*

| JOE SIMMON — The Mary Turdino (Capitol) | SINGAPORE 7 350 |
| BILL BRENNER — Lenny (Parlisa, BMI) | CAPITOL 2178 |
| BILLIE DEANERSON — Down (Staccato, BMI) | DERO VICE 223 |
| THE STARS-Stand in For You (Blackwood, BMI) | IMPERIAL 64917 |
| BILL SMITH — The Best of Luck to You (Cap., BMI) | HARRI 841 |
| THE TECHNICIANS — Woman (Dark, BMI) | TOWER E 1423 |

**SEPTMBER 3, 1966, BILLBOARD**
look into...

Spanish Eyes
45-P-1407

& Elephant Rock

by Bob Moore and his Orchestra

LP 131 stereo & mono

.....exciting and vibrant with the real flavor of Old Mexico.

Hickory Records, Inc.
Nashville, Tennessee
Upbeat Season Ends At Municipal Opera

this year's Municipal Opera season, which ended a 12-week run this week (Aug. 27), exceeded last year's gross, and attendance de-
spite a 13-week season last year. Incomplete figures put at-
tendance this season at 364,000 compared with 374,402 in 1965. "We gave them shows they wanted to see, even if they had been done before—some many times," said William Ken, manager of the outdoor theater in its 43rd season.

Biggest draw was "Oklahoma," with Robert Horton as lead. It attracted 82,157, fourth greatest draw in the opera's history. "Having Horton helped the box office," Zaltan said. "How much is hard to say. 'Oklahoma!' always draws big.

Eddie Albert in "M*A*S*H" as "The Music Man" placed second with 73,433 in the second week of its two-
week run with 59,429 in the first week, the Meredith Wilson musical attracted 132,862, not too far off the record 137,613 attracted by "My Fair Lady" in 1964.

Attendance at "Bye Bye Birdie" was 8,000 greater than in 1962. Zaltan attributed this to the use of a local rock 'n' roll combo, Bob Kuhn and the In-Men, "who really brought out the teen-agers."

Are the Beatles on the Wane?

* Continued from page 12

ords will continue to gross millions for some time—at about 760.

Other groups that shared a slice of the $290,000 gross, and a much smaller share of the crowd's enthusiasm, were the Cyrkle, the Remains, the Ronettes and Bobby Hebb. The WMCA Good Guys, Murray the K, "Cousin Bruce" Morrow and Hal Jackson handled the ence
choes for productions such as: HERB WOOD

The Beatles appearance in Boston, (18) created only mild
enthusiasm for 20,000 young-

sters and left next day $40,000 richer. Attendance of 30,000 was hoped for. It is reported

that Frank Connedy, impresario of the big Framingham Carousel Theater, who staged the show, took in a gross of from $125,000 to $160,000. Tickets were selling at $4.75 and $5.75.

The more than 350 State and local police kept the crowd orderly, had little trouble in handling the few recalcitrants who jammed the show and got onto the vast infiel
d where the set was up. Local denizens tried to calm the crowd, but in this modern trend, the audience wanted to be the show. The Remains performed in a near imitation of the Beatles; Bobby Hebb and the Cyrkle went on to the thunderous rumble and good-natured screams of the crowd. Then three slim girls in gold lame
dresses, the Ronettes, tried to make themselves heard.

Finally at 9:55 p.m., the Liverpool group sang "If I Needed Someone" to the screaming
crowd. And at 10:02 p.m. it was all over. The Beatles gave all they had and it was a good show.

CAMERON DEWAR

Taylor Charms At Living Room

NEW YORK—Faron Taylor opened at the Living Room, Monday (22) with charm and warmth.

The Columbia Records recording artist captured the attention of her first number with a soft style that crescendoed
into a powerhouse finale. That's the way each of Miss Taylor's numbers was taken—each was a pique, building steadily to a

...the show's highlight was a dynamic rendition of "The Masquerade Is Over."

HANK FOX

Billboard

Top 40

EASY LISTENING

With a Top 40 Sound, the Scott Brothers are clicking with their first release on the SCOLLARON LABEL. "Teen Age Love Story," which recently charted in Britain, is a National Breakout. 8100. DJ's write for copies for U.A. Scott Bros. Distributing Co. 8442 Wil
den Avenue, Los Angeles, California. 91324. Phone (213) 343-8045. (Advertisement)

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ANDY WILLIAMS, right, Columbia recording artist, and Harry Mann, RCA Victor artist, confer with Harry Salvis, sales manager of North Pacific Supply Co., Inc., Victor Records distributor, as the two performers kicked off their concert tour in Portland, Ore.

Billboard

September 3, 1966, BillBoard

Copyrighted material
Hooray for Tommy Roe and his new single—already breaking for the charts

"Hooray for Hazel"

And—His New Chartbound Album

Sweet Pea Tommy Roe

ABC-575

A Subsidiary of American Broadcasting Companies, Inc.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Week</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>Khan</td>
<td>Candle in the Wind</td>
<td>1</td>
<td>Epic</td>
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<tr>
<td>Santana</td>
<td>Bridge over Troubled Water</td>
<td>1</td>
<td>Columbia</td>
</tr>
<tr>
<td>Bruce Springsteen</td>
<td>Born to Run</td>
<td>2</td>
<td>Columbia</td>
</tr>
<tr>
<td>The Eagles</td>
<td>Hotel California</td>
<td>3</td>
<td>Asylum</td>
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<tr>
<td>Fleetwood Mac</td>
<td>Rumours</td>
<td>4</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>Elton John</td>
<td>Rocketman</td>
<td>5</td>
<td>Rocket Records</td>
</tr>
<tr>
<td>Fleetwood Mac</td>
<td>Dreams</td>
<td>6</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>Bruce Springsteen</td>
<td>The River</td>
<td>7</td>
<td>Columbia</td>
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<tr>
<td>Eagles</td>
<td>Desperado</td>
<td>8</td>
<td>Asylum</td>
</tr>
<tr>
<td>Elton John</td>
<td>Bennie and the Jets</td>
<td>10</td>
<td>Rocket Records</td>
</tr>
</tbody>
</table>

For the complete list, please refer to the Billboard Hot 100 chart for the week ending September 3, 1966.
A GREAT BIG GIANT!

MERCY

#2112

WILLIE MITCHELL

A CURRENT BEST SELLER

STEREO 5ML32001  Mono  ML 12031
DETOUR—While local record executives claim that area radio "Top 40 charts" are highly inaccurate, they say that they are able to live with the situation because no one in the Motor City market uses radio charts as a buying guide.

This lack of direct chart influence on record sales, according to dealers, is due to the relatively high number of competitive stations in the area—all offering slightly different formats and some having a clearly dominant influence as taste-maker in the Detroit pop market.

Tim Press, co-owner of the Ross Music Shops in Detroit, said that "There are at least three influential rock stations—two here and one in Windsor, Canada, competing for the kids' attention, plus two very strong R&B stations. You have to remember that because of...

WALT BOWLING AMUSEMENT PLAN
TAMPA, Fla.—WALT has initiated a guaranteed audience project, aimed primarily at advertisers, the station's "SMD" plan (Sales Message Delivered) Fascia a Pulse rating of 6 or a weekly cumulative listening audience of 100,000 homes, said station president Robert Leonard.

---

Winners of Golden Mike Awards

LENA HOREN, NAMED Woman of the Year by the Negro News. Award presented at annual luncheon held at the Detroit Athletic Club. Looking on is NARA's Man of the Year, Sheldon Leonard. Awards were presented at convention Aug. 11-14 in New York.

JAMES BROWN, winner of NARA's Golden Mike Award for his performance in "The Crying Game," after doing a show especially for NARA members Friday. His award was presented then ahead of time.

---

W E A M Again Grabs Singles Ring

WASHINGTON—the record industry needs—as well as the radio industry—is more people like Bob Crewe and the Beatles. "We need more people like them," says the NAB. "They do things different, because nothing stimulates sales like the Beatles," said Crewe, an air personality and music director for WEAM, the 5,000-watt Hot 100 format station here. Crewe and the Beatles, he noted, are always coming up with something fresh in their work. Crewe produces the 4 Seasons, among others.

For the second year in a row has come out on top here as the major label on sales of singles records—indication of a vast teen and young adult audience. Billboard's latest Radio Response Rating survey of the market, ninth largest radio market in the nation, showed the station No. 1 with 39 per cent of the votes, leading WPGC's 34 per cent. Last year, WEAM crept into first place for the first time, but only by a percentage point.

---

A 'Liberal' Format Helps WOL to the Top

By CLAUDE HALL

WASHINGTON—"Who are we to say Negroes don't like the Beatles," asked DJ, music director of the powerhouse R&B station here. "They just want to make music."

WOL draws heavy listeners in the metropolitan area and the station's Radio Response Rating survey shows the station as predominantly on sales of R&B records—No. 1 with a heavy number of 65 per cent of the votes. A year ago the station, which had just switched from good music, ranked as the second of the hard rock records aren't as good as they used to be. "Wol's Wunder and the Supremes are softer today," he

He said that an estimated 25 per cent of the station's audience is teen, but the "bulk of our audience is undoubtedly among young adults." WOL aims its programming at a "thinking, buying" audience.

Records are selected for airplay at WEAM, Wade said, on "the way it sorts of groups you— air every other week if I've heard him, half-a-dozen times and I try to listen to every record at least once. Too, I don't play a record just because I like it. You're not playing records to entertain yourself, but your listeners.

WEAM tries to keep ahead—or abreast—of the record market, but Wade often finds he's on and off on a record before the rest of the nation. The pick of the week is played every other hour for two weeks, except during the midnight to 6 a.m. period when it's played every hour. The station feels this gives the pick adequate exposure and if it's going to make it, it'll make it during that time.

Every record on the playlist—40 records, plus five intruder shows—Air every week—is turned over about every three or four hours. But ROL, WOL, Don Richards, WTOP, WRC, and Carroll James, WWDC, Wole, whose latest single is "I'll Take a Little Time," was performing in the city.

---

SEPTEMBER 3, 1966, BILLBOARD
Jan & Dean

great!

new!

single

Fiddle Around

b/w A Surfer's Dream

#55905
The Vox Jox article mentions several radio stations and their formats, along with information about their programming and DJs. The article is focused on WJZ-FM, WJZ-AM, and other stations mentioned in the text.

The Radio TV Mart article provides ratings information for radio stations in the Washington, DC area, including WTOP, WVEC, and WTEM. It also includes an advertisement for the "Radio Response Telethon".

The Radio Response Telethon article provides details about the telethon, including the list of stations participating and the list of DJs who will be on the air.

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Look what everyone'll be listening to!

SEPTEMBER RELEASES

- Jim & Jesse
  - Sing Unto Him a New Song
  - LN 24206/BN 26206"

- Mike Douglas
  - Sings the Most Requested Songs from His Television Show
  - LN 24207/BN 26207"

- Six String Poetry
  - Silvio Santisteban
  - Brazil's Young Guitar Virtuoso
  - LN 24212/BN 26212"

- Jane Morgan
  - These Boots Are Made for Walking
  - Good Lovin' Mondays, Mondays and More
  - LN 24211/BN 26211"

- THE CLARK FIVE
  - Aired in Miami and New York
  - DON'T LIE TO ME, BABY, PLEASE
  - LN 24212/BN 26212"

- THE DAVE CLARK FIVE
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'Liberal' Format Boosts WOL

- Continued from page 22

ever needed before. So is Frank Manhous, owner of the Soul Station, who said it’s "like a supermarket for records." Runnels was named the No. 1 air personality by record sellers at Billboard’s R&R survey; he had 37 per cent of the vote. The second was WOL’s Dave Preston, whose living depends on these sales. WOL’s Kiss and Laugh, one-stop-shop operators, and

tional and local record company executives. "And I'm not even a policy man," Runnels said. "I don't know what to say. All I can do is announce the records, and try to do it in a way that's a little bit different." But this fits right in with the station's "music is our format, which is more or less pioneered. The policy is "less talk," said Runnels, who normally speaks for 10 seconds or less. They should have been listening. The John ord format, Runnels said, give the audience the sense of hearing the best records. Whether the new or the old tunes too often come from records anywhere from 40-80 records on its playlist, it doesn’t restrict itself. With all of their contributing fac-
tors to the station's success in

CRITICAL AWARD

RCR Industries, Inc.

"Continued from page 34

Hot 100 Stars

The love song was born in a Los Angeles coffee house in April 1965. Members are Arthur Lewis, lead vocalist who can play any instrument on drums to piano; Johnny Echole, 21, lead guitarist, studied at the Los Angeles Conservatory of Music, has 19, rhythm guitarist and vocalist; Kenneth Ford, 23, electric bassist, studied at the Los Angeles Conservatory of Music, has 19, drums. They cut their first Elektra album in 1965, a single, "Little Red Book," was pulled from that and made the national chart. Artists treated here have a new record on Billboard's Hot 100 Chart with a new single, "Like You," by the Beatles for an ex-

LEXIE

Erie Electra Records

Yesteryears Hits

Change-of-place programming from your Direction's shelves, featuring the disks that went nowhere in the first 5 years and 10 years ago this week. Here's how they ranked in Billboard's chart at that time.

POP SINGLES—5 Years Ago September 4, 1961
1. "Michael,高音,写真,United Artists"
2. "Wooden Heart,香烟,His own . . , Motown"
3. "Tender and Taller, Bobby Lewis, Inc."
4. "You Don't Know What You'veGot Until You Lose It, Pat Boone, Swan"
5. "School Is Out, Gary (B.S.) Bond, Liberty"
6. "Take Good Care of My Baby, Pat Boone, Liberty"
7. "My Tree Story, Joe Fane, Liberty"
8. "Don't Be Too Strong On Me, Pat Boone, Liberty"
9. "I'm Almost Lost My Mind, Pat Boone, Liberty"
10. "Tonight You Belong to Me, Pat Boone, Liberty"

POP SINGLES—10 Years Ago September 1, 1956
1. "Hong Kong, Don't Be Cruel to Me, Columbia"
2. "You're My Teddy Bear, Donnie Keyes, MGM"
3. "I Got Your Love, Now, Pat Boone, Liberty"
4. "Don't Be Too Strong On Me, Pat Boone, Liberty"
5. "Leave Me Alone, Pat Boone, Liberty"
6. "Don't Be Too Strong On Me, Pat Boone, Liberty"
7. "I'm Almost Lost My Mind, Pat Boone, Liberty"
8. "Tonight You Belong to Me, Pat Boone, Liberty"
9. "You're My Teddy Bear, Donnie Keyes, MGM"
10. "I Got Your Love, Now, Pat Boone, Liberty"

Erycl, a 6-foot-3, 215-pound bass player, is the 19-year-old lead vocalist of The Love, who were named No. 1 by Billboard in 1965 for the first 7 years of their career.

POP LPs—5 Years Ago September 4, 1961
1. "Something for Everybody, Pat Boone, RCA Victor"
2. "Lot's Wife, Chris Montez, Capitol"
3. "Seven Jars of Water, Pat Boone, Liberty"
4. "The Love, Reprise"
5. "Country Girl, Reprise"
6. "The Masterpiece, Reprise"
7. "The Love, Reprise"
8. "The Love, Reprise"
9. "The Love, Reprise"
10. "The Love, Reprise"

Hard Knocks, Pat Boone, and Reprise

POP LPs—10 Years Ago September 1, 1956
1. "E.A. R. M. P. T. Y., Pat Boone, Liberty"
2. "You're My Teddy Bear, Donnie Keyes, MGM"
3. "I Got Your Love, Now, Pat Boone, Liberty"
4. "Don't Be Too Strong On Me, Pat Boone, Liberty"
5. "Leave Me Alone, Pat Boone, Liberty"
6. "Don't Be Too Strong On Me, Pat Boone, Liberty"
7. "I'm Almost Lost My Mind, Pat Boone, Liberty"
8. "Tonight You Belong to Me, Pat Boone, Liberty"
9. "You're My Teddy Bear, Donnie Keyes, MGM"
10. "I Got Your Love, Now, Pat Boone, Liberty"

PLAY LPs sold by record buyers, approximately 10 new singles and 5 new LPs. The following week, however, a number of record buyers were asked for a new single, "Blue Moon," as well as a new LP, "E.A. R. M. P. T. Y."

Radio-TV Programming

Vox Jox

- Continued from page 24

Lin Broadcasting chain which owns the outlet and will head- quarters in New York. A special "Soundoff Line" feature each half-hour monitored by five electronic observers, will provide personal glimpses of listeners to be aired. In addition, there's a "clay deejay line and once an hour the station airs the voice of a listener making a request and plays that request.

WJCB stations across the nation are doing well, said Run-

nels, especially those right station will be upgraded their program to top type program. Personality radio format is fast becoming a part of the past.

Radio show is launching jazz programming on its FM facility in the near future and hopes to broadcast com-

pletely in stereo.

WNW in Hamilton-Fairfield, Ohio, has upped its power to 5000 watts. Mr. Greene has been appointed supervisor of programs of WNRG-TV, Schenec-

tady, N. Y.

Rosa Wilson has been named program director of KTUL, Big Bear Lake, Calif., to succeed Mike Lyons, who is line-up at KON in Salinas, Calif., Bill Green, who is SMW's Stevens, formerly of WTIX, New Orleans, is P. D. of WCSU, former WJJ, San Francisco, and Kovar, formerly of KLV, San Francisco, is now WKCY, New Orleans, and Fred McConnell, Jack Daniels, Don Kaye and Ben Law-

mesque.

Bob Lyle, head of personality at WIFE, Indianapolis, has shifted to WJCA as the station's director of

We took the idea of having an afterhours program for the Pittsburgh sta-

tion. An estimated 12,000-15,000 fans turned out Aug. 6, for WCUQ's all-night remote broadcast free country music show at Lake Wood Park. Besides records, several live country bands were featured and the evening show started Don Gibson, David Houn-

ton, Patti White, De Hendrie Vince, Merle Travis, Will Lee and Stoney Cooper, and Bill Carlile.

The tope has been moved or appointed program director of WQWB in Knoxville, Ky., replacing James Rucker, Rucker, who works as an assistant director for WQWB, has been serving as music director as well as acting program director for WQWB, and will also make promotional appearances. . . . A letter from John King, music director of KZMP Memphis, Dear Bob, Our discs really are your record up. Please send another copy with a little more care, and we'll do better. In the course, refers to a promotion—a single record of Norma Tange's "I'm in Love with a crying boy"—by on the air—sent by producer Bob Crowe to deejays around the nation.

4 More Outlets in C&W Arena

Very new—The wave of stations reporting the addition of country music formats continues to sweep the nation. Latest sta-

tion to add a country music format is WQWB in Oak Creek, Wisconsin, which began around the clock.

KLTV in Alexandria, La., is programming six and a half hours of country music on Sunday, with the idea of going 12 hours a day with country music; KVLB in Los Angeles, Calif., which just started a commercial, is keeping country music with Hot 100 chart. See complete report in program director Jeff McCullin. All stations need records.
another spotlight performance

RAY CHARLES

*I CHOSE TO SING THE BLUES

B/W HOPELESSLY -10808

Ray's Moods

RAY'S MOODS ABC-550
Here's Ray's newest album and it's a winner!
He plays a lot of piano and a lot of organ,
with big helpings of soul and genius.
DUSTY'S NEW SINGLE IS ABSOLUTELY THRILLING!
(EVEN BIGGER THAN "YOU DON'T HAVE TO SAY YOU LOVE ME")

ALL I SEE IS YOU
(C. Westlake-B. Weisman)
DUSTY SPRINGFIELD
Accompaniment Directed by Wally Stott
A NEW SWING IN TOWN

"HEFTI IN GOTHAM CITY"

RCA VICTOR'S GREAT NEW HIT SMASH, BANG BOOM ALBUM!

NEAL (BATMAN THEME) HEFTI
HIS ORCHESTRA and CHORUS

HEFTI IN GOTHAM CITY
LSP-3621
Gotham City Municipal Swing Band • Robin's Egg Blues • Honorable Batman • Soul City • The Lonely Greek • Turkish Delight • Tugboat Square • Mother Gotham • Queen of Freedom • Fingers • King Tut's Tomb • Senorita Boo Bam

ARTWORK © 1966 NATIONAL PERIODICAL PUBLICATIONS INC.
Bonn Govt. Taking Neutral Road In Network-Artist Society Strife

By OMER ANDERSON

BONN — The Bonn government has declined to intervene in the dispute between the West German radio network and the performing artists society over royalties for disk music programs.

The government's intervention is being sought on the grounds that the two groups stand to lose most from the present deadlock which has resulted in the artists bringing suit for royalties rhabus and have no representation at the negotiations of the West German network.

Listener representatives have demanded government intervention on the ground that radio in Germany is organized as a "public service" activity and, hence, is regulated by the government.

The West German government's refusal to grant monthly listener fees, and listener representatives claim the current costents threaten to close the listener-owned stations.

Record companies have a more subtle involvement. They depend on radio programming of disk music to promote record sales, especially of pop music. Much of the phenomenal growth of the German record industry since World War II has been to radio exposure of disk music.

Radio Importance

Aside from the economics of the matter, overt advertising is no substitute for radio disk music programming. All and listener studies clearly show that in Germany, listeners prefer to tune in for a main force in building disk sales.

Disk were programmed to be absolutely radio listener oriented and severely curtailed by the West German network radio — the Arbeitergemeinnerschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (ARD) — Germany's disk program would be sorely hit.

The Bonn government concedes, however, that the dispute has to move to the civil courts.

The performing artists — the Gesellschaft zur Verwertung der Leistung des Schaffenden (GVL) — is demanding a tenfold increase in disk music royalties from the ARD. This would amount to about $20,000,000 annually and would jeopardize the station's $30,000,000 annually which ARD already has to give CDN to GEMA, the German ASCAP organization.

ARD, which is a federation of regional networks organized as a national quasi-public corporation, has asserted that the GVL's demands with the threat to eliminate disk music programs entirely and rely instead on live music and tapes from its archives and non-German sources.

The GVL has been laughingly off this threat, but now ARD is moving to put it into force.

Disk Format Cut

North German Radio, the largest of the ARD's regional affiliates, has cut back disk programs to 10 per day, substituting, for example, for Frank Sinatra, a local (live) singer, Addi Muenster, celebrated in North Germany for his rendition of "Flummer, Hummer mit Humor." NDR claims listeners are as enthusiastic for "Addi's" as for Frank ever did.

Another (a station in Ruhr) Rundfunk has eliminated for the "duration" its popular disk program "Teens-Tweens-Pop Time," "other leicht gewollt" and "Wir bitten zum Beide." Instead, the stations have turned to "all requests" programs (but beyond GVL control) for footnotes.

West German Radio (covering the Ruhr area and Bonn-Cologne) has banished "Plattenplauder," "Schatzgurk (Hit tune) Report," and "Siskaheum-Bumm." Some of the air time thus vacated is assigned to Willy Schneider, a staff singer and folk music artist celebrated for his "Einmal am Rhein," a sort of poor man's version of "Home in the Open Country." The Tender Freies Berlin using its latest disk programs, eight hours of disk music weekly; the Bavarian Radio network from 70 to seven hours weekly; and Radi Saar has announced that beginning Sept. 10, it will eliminate all disk music and substitute entirely for commercials, which are brought back in clusters on short programs twice daily.

In addition to releasing singles of American singer Dean Cooper as a single.

Correction

NEW YORK — The recent advertising listing under "Hits of the World" including "Hits of the World" incorrectly attributed the publishing credit for "I Let You Go" to Dean Cooper. The correct publisher is Screen Gems-Columbia Music, Inc.

E. Germany to Roll Out Red Carpet For Pop Music at the Leipzig Fair

BERLIN — Communist East Germany is about to roll out the red carpet for pop music at the Leipzig Fair.

Fair officials said about 2,500 pop artists are listed to perform from 75 countries. Erich Koesler, chief of the Leipzig fair's entertainment industry, explained: "We can't guarantee that all will perform, but the idea would qualify for Billboard's 'Hot 100' listings, but we are trying to assemble the records which are popular in countries all over the world. There is no question about it, especially at this time of year."

Fair officials reported that about 35 major Western record companies will exhibit at Leipzig. This large turnout is a tribute to the growing interest in Western pop as is now officially recognized, if not encouraged, in East Germany.

East Germany is in the process of promoting the West German pop culture, and also in the United States and Japan.

East Germany's disk business is State-controlled, with all production and sales are rapidly rising. In 1965, East Germany produced 18,000,000 records compared with 5 million in 1959, of which pop accounted for 3 million and classical 9 million.

Classical Product

East Germany is now producing standard classical product alone and in cooperation with West German record companies. For example, Etow's releases of Bach's "Weihnachts- scherenschnitte," "Totentanz," and "Meister's "Eccen- runge aus dem Schr" have found a large world export market.

WEB Deutsche Schallplatten has developed lucrative sales for Cuban music and for Eastern European folk music. The East German have become major suppliers of classical music sales outlet in Europe. In the last year, East Germany has made efforts to sell its music in the West as part of East-West trade packages.

These deals include East German music along with East German music along with East German music along with Eastern European folk music, which are sold in trade pacts with Western countries such as France, England, Holland, and Sweden.

At the same time, the market for Western music has been expanding. More and more authorities have dropped outright opposition to the sale of disk music and have even begun to give cautious encouragement to the playing of evergreens.

LAUNCHING THE 1, 2, 5 campaign to popularize singles in France are Les Princesses, who record for Pierre Berjot's ELY label.

Singles Attack Launched Vs. EP Market in France

PARIS — A new offensive to popularize singles and break the EP single is underway with the French release of a single by independent producer Pierre Berjot.

Berjot is promoting his campaign on a 1, 2, 5 formula: one disk, two songs, 5 francs ($1), and believes that EP's should be completely eliminated from the market.

"We have decided to try to force a part of the radio to start playing only single records," Berjot said. "We feel it is completely impractical for radio listeners to have to record four songs at a time when only one of them is likely to get radio exposure. The three others represent a waste of time, talent and money.

"Also, young people, who form the largest group of record buyers, are, in my view, to spend 5 francs on a single such shape readily double the amount on a EP, especially when they are probably only interested in one of the songs.

In addition to releasing singles of American singer Dean Cooper, her own Ely label, Berjot has also persuaded Philip to pin its first disk of American-born singer Dean Cooper as a single.

Mex. Cap. Bubbles With New Projects

MEXICO CITY — A major prime-time TV show, a contest for new talent, and nationwide sales of Christmas records are the major projects for the first months of Disco Capitol de Mexico, a subsidiary of Capitol International.

The company got a birth-day present, too, in an increase in capital.

The firm celebrated its first anniversary, "Hits of the World," has decided to re-launch a new live half-hour TV show to be beamed to Mexico's estimated 10,000,000 viewers.

Kick-off program may include the Beach Boys, who are signed for a TV appearance "soon." The Outsiders and Nancy Wilson will be invited.

Capitol de Mexico plans to buy a half-hour show from Tele-sistema Mexicano, nation's largest network, then sell spots to sponsors. The company will supervise production by an "expert from the television station."

The contest for new talent debuts Oct. 1 in Guadalaji, also, to discover new talent exclusively among university students in that city. Ours, as a pilot, the contest will go national in January if it works regionally.

The idea isn't new to Latin America. It worked six years ago, phonogramman, general manager Andre Mendiola points out, and out of the youth of that nation came the bona-nova beat. The situation in Mexico is different. Of the three basic elements of any country's music — lyrics, rhythm and melody — Mexican's lyric offerings are perhaps the weakest.

Composers have been saying the same thing for years. (Continued on page 36)
ANOTHER MUSICAL SIDE OF

Peter, Paul and Mary

THEIR NEW SINGLE

"THE OTHER SIDE OF THIS LIFE"

#5849

FROM

Peter, Paul and Mary's

WARNER BROS. ALBUM #1648
Polydor Bows
Marmalade, A New Label

LONDON — Germany's Domino label, a Polydor UK subsidiary, is launching a new label called Marmalade. First release is a single, "We Love the Pirates," by new group, the Raving 60s. The lyrics on the record, written by independent Carter-Lewis team responsible for UK hits, urge the government to abandon its plans to ban the off-store commercial radio stations.

The disk most likely will get plenty of airplay from the eight pirate stations already operating around Britain's coast. Label head Georgo Gomeshky hopes that the pirate promotion will put Marmalade in the charts first shot.

First Two LP's on
'Light Music' Are Out in Norway

OSLO — The Association of Norwegian Light and Film Music Composers and Songwriters (NABU) has signed an agreement with the Norwegian Broadcasting Corporation (NRK) and Philips, is henceforth to supervise world-wide the first two LP's in the series "Light Music From Nor-
way."

In addition to the funds that have been accumulated by NABU and NRK for this purpose, the Norwegian Broadcasting Corporation will make a grant to make these recordings possible. In addition to the recordings made by NRK's own orchestra, the series will consist of recordings of brass band music, an a cappella choir, a choir with orchestral accompaniment, an instrumental solo and small ensembles.

The head of the Norwegian Information Center, Mr. Jon Embretsen, will arrange for the records to be distributed on Norwegian commercial radio and TV stations in the U.S.

Rivers' Disk, Club Tie-in

MEXICO CITY — "The Gold Records," a special selection of Johnny Rivers' top hits, will be released next month here coinciding with the singer's appearance at the Fillmore East club. The albums, "I Don't Want to Be Lost Everyday I Have to Cry," will be released with Rivers singing the songs in English. The "Disco de Oro" will include "Memphis," "Maybelle," "Seven Den," "Secret Wars," "Man and Rivers" biggest current acetate hit, "Sassy Y," and Six others.

Discos Universales
Registers Sales Hike

MEXICO CITY — Discos Universales, A. A., announced this year's first period sales were $384,000, up 25 per cent over the same period in 1965. Company revealed at least 10 per cent of that 25 per cent increase was in jazz sales, mostly on the Verve label, with this city the top market.

A Swinging Record-Buying
Bonn Spends 150 Mil Yearly

BONN — Government consumer surveys disclose a swinging market in West Germany for record albums, with 70 per cent of all record buying is done by those under 40, and teenagers make up the biggest market for hit tunes.

The Germans spend around $150,000,000 annually for rec-
ords. Women buy more records than men. Women make up 52 per cent of all West Ger-
man population, but they buy about 60 per cent of all phono-
graph records.

About 40 per cent of all German households now have a record player, thanks to the German boom. And some 1,000,000 persons buy phono-
graph records regularly, although they have no phonograph rec-
ord player at home. They buy the disks for gifts and to play on friends' record players.

Fifty per cent of German

disk buying is done between October and January. Hit tunes sell as well as classical, sell better in the autumn and winter. In the spring, songs make up the biggest percentage, and the fancy tunes to pop singles.

Big families buy pop in prefer-
ence to classical, and single people with their own houses buy mostly classical. This means, according to the surveys, that disk sales rise in the early months promotion toward family units for pop, and toward bache-
lor households for classical.

Berliners buy the most phonograph records per capita and record sales are the highest-est in West Germany, but in Schleswig-Holstein the reverse is true, with pop sales running ahead of any other German province.
fastest breaking record in the country!

?6 tears
(question mark)
&
the mysterians
C-428

CAMEO PARKWAY RECORDS

For bookings, contact: BOB SCHWARTZ 313/BR 2-4872
CHAPTER 1

From The News Capital of the World

INTERNATIONAL NEWS REPORTS

AMSTERDAM

Karen Keir took over No. 1 on the Dutch charts with "Dans Je De-Drole Nacht Met Mij" (Dance the Whole Night With Me) on Decca, which was composed by Burt Bacharach. She originally sang the number at the Nhakteke Song Festival in Belgium. Decca's retail distribution management organization, the Phonogram Company, recorded to pass the 100,000 mark. Philips is gaining a series of recordings during September by 1,000 percent, and an album featuring Quartetto Italiano, with tour of Haydn's popular symphonies.


Popular British group the Grooves have their first EP out on Decca here with "Wild Thing" as the lead track. Liberty's Juke London will not appear at the Dutch festival Oct. 1 as scheduled. French singer Richard Anthony will substitute.

Irish Capitol chief Noel Krutek announced release of an album by Brian Poole and the Pooh, who are a hot group here.

Zappa's favorite, Andrew Karais, including his "Third Man Theme" on his new CBS album here.

BAS HAGEMAN

LONDON

Liberty vice-president Bob Safford has arrived here on a five-day stay at a British record office register. The group's sister Mrs. Margaret Dreyfus were on their wedding anniversary. The wedding was held in London and looking at independent artists. Here for Liberty to put out in America. . . . United Artists Music has bought a 50 percent stake in Orbit Music, the label of PVC, which was the independent producer Shol Talley here.

Of the two record companies publishing here, said, "Irish Showbands - Continued from page 34"

"Any bands that undertake annual tours are usually confined to the more popular Irish and room circuit. Showbands are going in a growing and a more sophisticated area, but their primary objective is to register in Britain or the States," he said.

ANGELICA MARIA and Roberto Caballes, the Latin American duo "The Romantic Two," have been heard on WLCI in Chicago. Caballes, the lead singer, is one of the most popular recording artists for the Latin American market. The group is being marketed by Hit Records in the United States and has released an album titled "En Amor." The album includes "Olvidar," a Latin pop hit, and "De Copas," a Latin rock song.


In the music industry, Angelica Maria is currently working on her third studio album, "Amor Latino," which will be released in the United States by Sony Music. The album includes "Yo Te Quiero," a Latin pop hit, and "Eres Mi Sol," a Latin rock song.

The group has also released a single titled "El Amor," which features a Latin pop hit, "Siempre Te Quiero," and a Latin rock song, "Eres Mi Sol." The single has been a hit on Latin radio stations in the United States and has been featured in television commercials and movies.

Burt married Mercury to youth. "East Orange served as the venue for a benefit concert organized by Compassion International, a Christian humanitarian organization. The concert featured a variety of artists, including Angelica Maria and Roberto Caballes, who performed a duet titled "En Amor." The concert was broadcast on television and radio and raised funds for various projects supported by Compassion International worldwide.
NOW FROM THE KAMA SUTRA PEOPLE, ANOTHER GREAT ACTION-GETTING GROUP!

The Goodtimes
The Hard Life

b/w That's When Your Heartaches Begin KA-215

Great times ahead with The Goodtimes from

EXCLUSIVELY DISTRIBUTED BY MGM RECORDS.
A division of Metro-Goldwyn-Mayer Inc.
You sold up a storm with “Don’t Bring Me Down.”
Follow through with the follow-up hit!

**ERIC BURDON & THE ANIMALS**

**SEE SEE RIDER**

b/w She’ll Return It K-13582
from the great new album, **ANIMALIZATION** E/SE-4384

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
NEW ACTION ALBUMS

NATIONAL BREAKOUTS

HOOCHE COOCHE MAN
Johnny Smith, Verve V 8467 (S)  (925-0686-7; 925-0689-7)

REVOLVER
Beach Boys, Capitol T 2570 (S) ST 2576 (S) (500-03276-3; 500-03275-8)

ROAD RUNNER
Jr. Walker & the All Stars, Soul SLF 703 (M); S 702 (S) (801-0703-2; 801-0701-5)

GO AHEAD AND CRY
Righteous Brothers, Verve V 5004 (M); V 5004 (S) (953-0504-3; 953-0504-8)

NEW ACTION LP's

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

WADE IN THE WATER
Barney Lewis, Capitol LPJ 774 (M); LPJ 774 (S) (344-0074-1; 344-0074-2)

The Pied Piper
Carnegie Hall, Carnegie Hall, LPJ 3072 (M); LPJ 3072 (S) (360-00307-2; 360-00307-5)

SERGIO MENDES & BRASIL '66
A&M LP 116 (M); SP 4116 (S) (108-00116-3; 108-00416-3)

SONGS BY TOM LEHRER
Reprise R 6216 (M); RS 6216 (S) (790-06216-3; 790-06216-4)

WIPE OUT...
Surfers, Dot DLP 3353 (M); DLP 3353 (S) (430-03533-3; 430-03533-6)

LEW'S BEST BASS SUITES
Julian Bream, Vanguard CDB 911 (M); CDB 911 (S) (690-0911-1; 690-0911-1)

THE LIGHT MUSIC OF SHOSTAKOVICH
Andre Kostelanetz and His Orchestra, Columbia ML 6327 (M); ML 6327 (S) (943-06327-7; 943-06327-5)

The Light of Love
Fats Domino, Imperial LP 3582 (M); SP 6282 (S) (700-06282-2; 700-06282-5)

LOW PRICE CLASSICAL SPOTLIGHT

MOZART: CORONATION MASS
Pro Musica Symphony, Vienna, Warner Bros. W 537 (M); W 537 (S) (545-0537-3; 545-0537-2)

JAZZ SPOTLIGHT

A BAG FULL OF SOUL
Jimmy McGriff, Solid State 3507 (M); 3507 (S) (970-03507-3; 970-03507-4)

JAZZ SPOTLIGHT

THE BIG BAND
Jimmy McGriff, Solid State 3505 (M); 3505 (S) (970-03505-3; 970-03505-4)

BRAZILIAN! BRAZILIANCE!
Marcus Valle, Warner Bros. W 1654 (M); W 1654 (S) (925-01654-3; 925-01654-8)

Marcus Valle is a young Brazilian composer in the tradition of Gilberto and Jobim. He's also an innovative guitarist. The 12 selections on the album, mostly in the bossa nova style, are all Valle's compositions. Any one of them could make it in the No. 1 spot.
Atlantic Jazz Excitement
Six New Albums for September

Available in mono & stereo

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
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<td>YESTERDAY</td>
<td>The Beatles</td>
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<td>2</td>
<td>I CAN'T HELP MYSELF</td>
<td>Sam Cooke</td>
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<td>Somewhere My Love</td>
<td>The Shirelles</td>
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<td>Our Love</td>
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<td>In the Still of the Night</td>
<td>Elvis Presley</td>
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<td>Touch with You</td>
<td>The Everly Brothers</td>
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**Notes:**
- Sales figures are approximate and based on weekly sales data.
- The chart reflects sales data from Billboard's Hot 100 chart for the week ending September 3, 1966.
In All The World
Only One
GENE PITNEY
23 CONSECUTIVE SINGLE CHART RECORDS
RECENTLY THE
No.1 Best Selling Record
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"NESSUNO MI PUO GUIDICARE"
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The No. 2
Best Selling Record
IN England
"NOBODY NEEDS YOUR LOVE"
TOP TEN CANADA,
AUSTRALIA AND NEW ZEALAND
Now Just Released
His New American
Release "IN THE
COLD LIGHT
OF DAY"
AND
"THE BOSS'S
DAUGHTER"
MUSICOR 1200

POP SPOTLIGHTS
GENE PITNEY — COLD LIGHT OF DAY (Prod.
Pitney & Kahn) (Writer: Colburn) (Cassandra,
BMI)—THE BOSS'S DAUGHTER (Prod. Pitney
& Kahn) (Writers: Weiss-English) (Helios, BMI)—
A two sided powerhouse from Pitney. First side is
a driving production ballad while the flip is an
off-beat, infectious rhythm number with top chart
possibilities.

Pick of the Week
(IN THE) COLD LIGHT OF DAY (2:41)
(Helios, BMI—Weiss, English)
THE BOSS'S DAUGHTER (2:44) (Cassandra, BMI—Colburn)
GENE PITNEY (Musicor 1200)
Gene Pitney should speedily add another link to his unbroken hit-
chain on the basis of his commercial new Musicor stand labeled "(In
The) Cold Light Of Day." The side is a slow starting but effectively-
buidling dramatic affair about a duo who met at the wrong time to
make a go of their relationship. "The Boss's Daughter" is a rhythmic,
pulsating, dual-track blower.

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SPECIAL MERIT PICKS

SPECIAL MERIT PICKS are now released of outstanding merit which deserve attention and which could have commercial success within their respective categories of music.

* Continued from page 40 *

CLASSICAL SPECIAL MERIT

HAYDN: STRING QUARTET, VOL IV
Debussy Quartet. Vox YEX 61 (MI); YEXY 565 (S).

This is one of the few recorded performances which make this three-record set a package worth having. Playing with great feeling, the Quartet adds a personal touch to an ensemble which assembles for the occasion.

ART OF THE BAROQUE ORCHESTRA, VOL 2: MUSIC OF BACH AND RANDOLPH
The London Baroque Ensemble (Hass). Vanguard Evergreen YSV 199 (MI); YSV 199 (S).

Another artistic achievement recorded in Vanguard's series on the Baroque Group. The playing is intimate, conversational in the best sense of the word, with an overriding sense that the work is a living, breathing organism, that the ensemble is in a gentle mood as it conducts, keeping the movement light and serene.

LOW PRICE SPECIAL MERIT

VIVALDI: LA FIDELITA ABRIGADA
Chamber Orchestra/Members of the Opera, National Gallery, D.C. Mercury IMDY 4706 (MI); TMY 4706 (S).

This disc is a testament to the skill of the Chamber Orchestra, and is particularly noteworthy in its recording of the Geminiani's "Hys." A major work, it is a feast for the ears and the mind.

JAZZ SPECIAL MERIT

SEARCH FOR THE NEW LAND
Lee Ragon. Blue Note 1456 (M).

A good companion of the jazz world. The album is a testament to the skill of the musicians involved, and is a must for any lover of jazz.

JAZZ SPECIAL MERIT

YOU'RE GONNA BEAFROM ME
Don Ho. Reprise R 6219 (MI); R 6219 (S).

No hurt, a big seller in Honolulu and elsewhere, and still going strong. A must for jazz lovers.

COUNTY SPECIAL MERIT

YOU LOVE AT ALL
Johnny Tillman. MGM E 4958 (M); SE 4958 (S).

The Tillman style shines through this album, with the singer's unique interpretation of his material. "You Don't Love Me At All" and "That's How Can Tell Me Goodbye" are exceptional.

LOW PRICE CLASSICAL SPECIAL MERIT

J. S. BACH: THE SIX BRANDENBURG CONCERTOS
Chamber Orchestra of The Vienna State Opera (Prague). Vanguard Evergreen YSV 1715 (MI); YSV 1715 (S).

This historic set was one of the first productions to be released in the early days of classical recordings. It is a must for any serious collector.

NEW MUSIC FOR THE PIANO
Robbie McFerrin, RCA Victor LN 7043 (MI); LSC 7043 (S).

This is a set of eleven new works for piano, each one a masterpiece of its own. The disc is a fine example of the versatility and creativity of the modern composer.

ALBUM REVIEWS

BREAKOUT SINGLES

I CAN MAKE IT WITH YOU
Tina Seac Ringers. Columbia 47374 (Blackwood, BAI) (Miami).

WALKING ON NEW GRASS
Kenny Price, Boone 1042 (Temper, BMI) (Atlantic).

KEEP LOOKING
Solomon Burke, Atlantic 2349 (Ponte-Deaft, BMI) (San Francisco).

I'M GONNA LOVE YOU ANYWAY
Bobby Lee, Sony 814 (Bundling-Sympathy, BMI) (Miami).

YOU GOT YOUR HEAD ON BACKWARDS
Santos, Jerden 1059 (Sardente, BMI) (Atlantic).

JUG BAND MUSIC
Hugineke, Solana 99 (Afterlife, BMI) (Miami).

WALK AWAY RENE
Lea Benne, Smoak 2641 (Tina Tena, BMI) (Atlantic).

SOUNDTRACK

"MODERN BLUES"
Columbia 1012 (MI); TMN 412 (S).

This is one of the most popular soundtracks of the year, with hits like "Good Times" and "What's Going On?"

"POPULAR"
Verve 3600 (MI); TMN 3600 (S).

A fine collection of popular music from the 1960s, including hits like "Good Vibrations" and "A Good Time.

"AMISH CHURCH"
Columbia 1012 (MI); TMN 412 (S).

This album features traditional music from the Amish community, with songs like "Amish Love Song" and "Amish Country Dance.

"JAZZ AT THE JAZZ CLUB"
Columbia 1012 (MI); TMN 412 (S).

A fine collection of jazz music, including hits like "Jazz at the Paradise" and "Jazz at the Club."
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BOBBY FREEMAN
KERMIT SCHAEFER
WALTER SCHARF
LARRY STORCH
LEROY LEWIS
CHARLIE PAPAYA
THE SHELLS
THE TOPSiders
FRANK WOJAROWSKI
RAY HENRY
WALTER SOLEK
JOHNNY PEDON
RICHIE BROTHERS
JOHNNIE BOMBA
and others

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New Album Releases

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We've said it before and we say it again... Nobody sings Dylan like Dylan!

The original 'Just Like a Woman'
-written by Bob Dylan

From his sensational new album...

On COLUMBIA RECORDS®
CLASSICAL MUSIC

Seraphim to Accent Artists; 60 Releases Planned for Year

By ELIOT TIEGEL

LOS ANGELES—Angel Records unveils its $2.49 mono and stereo Angel Love and Angel Seraphim series, spotlighting artists with an initial release of 20 albums. (See Billboard, Aug. 6.)

The new classical line (Billboard, Aug. 6) will have a uniform appearance, emphasizing the artist’s first and repertoire section by achieving cooperation with artists for reduced royalty rates, by matching distribution costs and by simplifying two-color printing, the company believes it has found the space and format for traditional albums.

With his staff, said 60 albums would be released during the initial year, many of which are Angel debuts, early Capitol releases and previously unreleased titles.

Of the 20 releases, seven are available in stereo, Seraphim will avoid reproducing mono versions of repertoire in stereo to retain the original flavor of the repertoire.

The emphasis on name power is evident by a large photo of the performer on the front cover. The repertoire is prominently displayed along with a quote explaining why the artist is selected for this particular performance. Each LP will offer full liner information and texts for vocal packages.

In the first release are eighteen albums previously unavailable in the Seraphim series. According to Meggs, “the introduction of new artists and the release of historical performances.” One such new solo artist is Swiss soprano Neir Klink, seen in one previous unreleased performance is the Marriage of Figaro with, pianist and Nadine Reimer. The other recording in the series is a 1941 “Alpine Symphony” with the composer, Richard Strauss, conducting the Bavarian State Orchestra.

Approximately 90 per cent of future releases will be in stereo, one of Meggs, called the line a marketing function in that all releases are specifically selected due to a living dormant in the vaults which today could not be sold at a nominal price.

“This is not an ad function,” Meggs said, “because nothing is being recorded. We are figuring our way out of the old recorded products back on the market.”

PACKAGE REVIEW

Baroque Records’ Issues Have Quality of Sound, Performance

NEW YORK—Highlights of the current 12-disc Baroque Records release are Beethoven’s “Masse” first and one-time comic operatic “Le Maistre Diablio,” and disks by Soviet artists Emil Gilels, Leonid Kogan and the Beethoven Player Quartet. The label also lives up to its name with some of the selections from the baroque period.

The Beethoven Mass receives a stirring performance from the London Academic Choir and Orchestra directed by Dr. Kurt Masur. The disk is subtitled “The Reformed Drummer” with its plot akin to Verdi’s Falstaff. It will be performed faithfully by soloists and orchestra at the Festival de Musique d’Autrefois conducted by Claude Bower. Probably the most interesting selection in this release is Kogan’s expert playing of Tchikhnovskii’s “Violin Concerto.”

The disk offers an effective rare flight handled by the trickly first and third movements brilliantly and also demonstrates his familiarity with the work, the music. Kudow also should be given the praise of this. The playing of the Lindegrad Philharmonic under Kurt Sanderling, who also handles the world premiere with Kogan. The second side offers a choice from Mozart’s Violin Concerto No. 3 in G.

Kyrill Kondrasin leads the Lindegrad behind Gilels’ outstanding reading of the familiar “Second Concerto In G.” The Beethoven Quartet lives up to its excellent reputation with the dissonances and beauties of Shostakovich’s “String Quarters 7 and 8.”

Two Canadian artists, harpsichordist Kenneth Gilbert and violinist in C. Stanly, are through an LP of four Bach sonatas like the baroque experts that they are. Their virtuosity shines. Three of the sets by Mozart Society features feature baroque works, with the baroque master Telemann appearing on all three and also on a skillful wind recording, Markgard, with the indefatigable flute in Jean-Pierre Ramply ably accompanied by Mario Duchenes on both recorder and flute. Other recordings of note are Bach’s “Two-Part Invention No. 1” and “The Most of the Animals.”

The Beethoven’s single on Parlophone and the Royal Oruwin’s MGM single on Capitol, “Ten Golden Years” are a special pack has gone out to all radio stations which include a recorded version of the “Masse.” The disc (complete with script) produced by kudos in Britain, is in the top 4U. Both GB and U.S. editions, 900,000, is strictly tied. ATA Records, and the new CBS stereo phonograph distributed by Festival Records for Baroque has been critically hit the Australian charts and has been one of the latest for Australia. The disk offered is a single with “Wallpaper Ross” and the new “Special Day” is released by W & G this week.

Lauded through CBS London, the. Irving recording by Herbie’s People of “You Never Know” was issued this week by W & G. This is the second single by Herbie’s People as follow-up to the Columbia single, “Love Is Here” (W & G). With the opening of the film “Who’s Afraid of Virginia Woolf,” the Australian Recording Industry Association have the second two-record set delivering Baroque. EB’S New Philharmonia Orchestra has been commissioned to the London Records. “Too Soon To Know,” was scheduled for release on Aug. 15. GEORGE HILDER

MISS FORRESTER IN CIVIL OPERA BOW

NEW YORK—Canadian contralto Maureen Forrester will debut with the New York City Opera Company in the opening night production of Handel’s “Judas Maccabaeus,” to be presented at the Metropolitan Opera House on Tuesday, April 21.

Forrester will be the first American opera performer to debut in the opera world’s heavy five-week season in the title role, a part which has been dominated by Maureen Forrester in the role of the 54-year-old, the New York Times. Forrester will perform the role of the 54-year-old, a part which has been dominated by Maureen Forrester in the role of the 54-year-old, a part which has been dominated by Maureen Forrester in the role of the 54-year-old.

Three-disc German-language package. This interesting set of Baroque is a CD of the Mozart’s “Easter.” The recording is not only by William Berry but as top performer by Hilde Gueden, Amelie Tanger and Hermann Prey. These are only the best of the only seven titles available in stereo. The new label does not include a three-disc German-language package.

Other open sets are Boccherini’s memorable version of the famous “Te Deum” and Seraphim’s bright conducting of Donizetti’s “L’Elisir d’Amore.” The “Boheme” offers a true all-star cast with Bjoerling, Miss de los Angeles, Lucine Amara, Roberto Meli, Giorgio Tozzi, Jean Reardon and Fernando Corena and they come through brilliantly. In “L’Elisir,” a stereo package, the five crew members are captured in true Seraphim style. The ensemble will continue with a highly successful cast. Rosanna Carteri, Luigi Alva, Giuseppe Taddei and Eduardo Panaria contribute to a vivid performance.

WAGNER MUSIC IS OUR FASCINATING UNIT

TEL AVIV—The Israel Philharmonic Orchestra and Seraphim’s works in the concert series, The orchestra will tour Australia, New Zealand and Hong Kong.

The orchestra’s management had decided to lift the ban on performances of Wagner’s music for some time. Both were identified with the Nazi era. The original intention was to be followed by a proposal by the Deputy Minister of Education and Culture to the cultural organizations. As previously decided. The 107-piece orchestra will be conducted by Zuxin Mehra, Antal Dorati and Eliahu Inbal while on tour.

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Fort Worth in Federal Program

FORT WORTH—The Fort Worth Symphony will take part in Project Music, a music education program for elementary and secondary school children throughout a Federal grant of more than $304,000. The program consists of a series of demonstration-concerts by the orchestra, which will be divided into a series of seven concerts planned for 30 weeks. The concerts will be presented once a week on Thursday at 7:30 at each school.

The orchestra will visit each school twice a week. The county area surrounding Fort Worth is divided into four sections, each of which includes 18 concerts by the full orchestra. Ezra Rachlin, musical director and conductor of the Fort Worth Symphony, is music director of Project Music with Robert Alexander, manager of the orchestra, assistant project conductor.
Seraphim had to happen.

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Albums in the new Seraphim series are indeed "Angels of the highest order." They feature:
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- brand-new stereo recordings never before issued in America.
- significant works of all periods interpreted by leading artists of yesterday, today and tomorrow.
- historical performances never to be equalled, including fabulous opera casts that can never again be assembled.
- improved monophonic sound for older recordings, without the artificial gimmicky of false stereo, and with no loss of artistic values.
- stereo and monophonic pressings made to the same exacting technical standards as the higher-priced Angel label—yet at modest cost to the collector: $2.49* stereo and mono.

The first twenty Seraphim releases are illustrated on this page. Many more great recordings will follow.

Free sample album (exclusive to the trade). Enjoy a personal preview of the Seraphim series. This free album features excerpts from the first 20 Seraphim recordings. Send for it now.

Seraphim, c/o Angel Records, 1710 N. Vine St., Los Angeles, Calif. 90028

Note: All text and images are from the document.
400,000 at Philharmonic

NEW YORK — The New York Philharmonic drew nearly 400,000 people in 12 of its concerts in New York parks this summer, a drop from last year's 462,500. Poor weather was blamed, but the Philharmonic plans a third summer park season next year.

Top crowds were 75,000 at the Aug. 20 concert in Central Park, 60,000 at the Oct. 4 top, and 40,000 at Crocheron Park in Queens, where last year's high was 30,000.

The Philharmonic gave 186 concerts during the year, ending with the Aug. 20 concert at Clove Lakes Park on Staten Island. Of the total, 113 were regular subscription concerts, 24 were "Labor Day," 10 were special events, and 10 were special events at the Stratford Festival performances. Special concerts for youth, out-of-town concerts and benefit performances filled out the list. Of the total, Leonard Bernstein, music director, led 67; Lukas Foss, 22; William Steinberg, 17; George Szell, 15, and Thomas Schippers, 15.

Norway Trophy To Reeves' Desk

OSLO — A tune never issued as a single gave Norway's most beloved American artist Jim Reeves his 16th record trophy here.

The song is "Four Walls," which has been issued on the RCA Victor label only on EP and LP. This week the record was awarded the Norwegian silver disk for 25,000 sales. Jim Reeves is the only artist who has ever received a "Norwegian Platinum disk, which he got for the record "I've Loved You Before." No record in Norway has sold more than half a million records in Norway, in a country where the silver disks are issued less than six times a year.

Seraphim's 20 Hit the Mark

Continued from page 48

Dinu Lipatti and conductor Guido Cantelli. Lipatti gives a remarkable interpretation of Brahms' "Concerto No. 1 in E Minor." Perhaps some sections could be more dynamic, but the beauty and restraint of the slow second movement approaches perfection. Cantelli breathes life into two warhorse models, Schumann's "Cantata." No. 4 in A (Italian)" and Schubert's "Symphony No. 8 in B-Flat (Unfinished)."

Two never-before-reissued gems were released this week by the Bavarian State Orchestra in his own sweeping "Alpenfinstere (Alpine Frightening)." A Bach cantata leading the Royal Philharmonic was given by the National Radio Orchestra in "The Inimitable Sir Thomas," a top-notch stereo collection of unusually short pieces by Sibelius, Delius, Dvorak, Grieg and Faure.

Pianists shine as Gilels interprets Chopin's "Sonata No. 2 in B-Flat Major (Funeral March)"and Shostakovich's "Three Preludes and Fugues" with refinement and Dame Myra Hess displays the style of the song that made her world famous, in Schumann's "Piano Concerto" and "Etudes Symphoniques." Another famous pianist is山村田, who will play Beethoven's "Concerto No. 1" and "Sonata No. 17 in A" in Parker Center. Gerald Moore contributes a lighter touch in his famous "The Unaccompanied (unaccompaniment) with its delightful narration. Rudolf FirkusNY rounds out the piano stars by combining with violinist William Primrose in two Brahms' sonatas sensitively played.

American release in the stereo of Tchaikovsky's "Pathetique" will be from three different recordings. The one by CBS, under the direction of Leonard Bernstein, has been issued as a stereo and for the '56. The other record sets are stereo and non-stereo.

This week's special feature is a concert of Beethoven's "Symphony No. 7" with the New York Philharmonic, conducted by Eugene Ormandy.

NEW ACCTION LP'S

No New Action Classical LP's This Week

BEST SELLING SEMI-CLASSICAL LP's

This Week

<table>
<thead>
<tr>
<th>Title, Artist, Label &amp; No.</th>
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<tbody>
<tr>
<td>1. GERSHWIN: RHAPSODY IN BLUE — E. Y. Plisch (Bernstein), Col. M 4539 (MS); 6069 (S)</td>
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<td>2. CONCERT IN THE PARK — Boston Pops (Fiedler), RCA L 6045 (MS); LSC 2617 (S)</td>
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<td>3. AN HERITAGE RETURN — P. O. BACH AT CARNEGIE HALL — Schlesische, Van. VRS 9223 (S); VSD 79223 (S)</td>
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<td>4. BHARTIYA MUSIC FOR PEACE — Bhusrus, RCA L 6040 (MS); LSC 2616 (S)</td>
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<td>5. THE BEST OF ANJEAIU LAM — RCA L 6036 (MS); LSC 2615 (S)</td>
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<td>6. R. S. BACH — Piano Concerto No. 5 (&quot;Emperor&quot;) — B. Goldfisk/Amy, Orch, M 6040 (MS); M 6041 (S)</td>
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<tr>
<td>7. AN HERITAGE RETURN — BACH AT CARNEGIE HALL — Schlesische, Van. VRS 9223 (S); VSD 79223 (S)</td>
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### CONTENTS

**THE 41 MAJOR MARKETS**

Ratings indicate position held by each station and disk jockey by their musical format in influencing the recent buying habits of their listeners—based on actual air play and over-the-counter record sales.

<table>
<thead>
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**CROSS-REFERENCE RECAP**

**BY MUSICAL FORMAT**

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GOSPEL MUSIC

Gospel Trio Swinging in Gospel Music Field

FORT WORTH—The Smitty Gallin Trio is now in full swing in the Gospel music field. Gallin, who is known for 10 years' service as manager and lead singer for the Oak Ridge Quartet, resigned his position there and is now minister of music at the First Baptist Church in Fort Worth, Tex.

The Smitty Gallin Trio was organized in conjunction with the church music program. The trio sings in most of the locations at the historic church and during the week a personal appearance dates throughout the country. With the facilities afforded by modern air travel, the trio will be able to work out as far as 1,000 miles from Fort Worth and still be back in their home church for Sunday services.

Negotiations are now in progress for the purchase of a private plane for their tours and a large majority of their dates will be reached by either their own plane or commercial airplane.

Although organized only six weeks ago, they have recorded one long-play album and will cut the second in the next 10 days. They record exclusively for the Skylite label.

They have done a series of television shows with the Lester Family of St. Louis for airing in the Missouri, Illinois, Arkansas area. Their shows are already on five stations, and they expect to add more.

The color TV shows with the Lester Family have been set well into the 1967 season and they are playing personal appearances at the present time.

Unusual in their presentation is the fact that all three men play instruments as they sing. On stage all their numbers will be done with full instrumental accompaniment.

Bill Baze is a very powerful dynamic first tenor and plays guitar and bass. Bill Monroe is the pianist and baritone and also plays bass, guitar and organ. Gallin will furnish guitar, and bass accompaniment for the group.

Movie to Bow At Parley

MEMPHIS—A gospel music movie will be premiered at the National Gospel Music Convention in October, James Blackwood, convention president, announced last week.

The full-length color film will be presented at the State Theater on Friday, Oct. 21. Theater seats 2,500.

Blackwood said the profits will be designated to the Gospel Music Missions Association.

Committee in charge of arrangements includes Don Light, James Blackwood, and Harold Penn.

The movie, entitled "Sing a Song for Heaven's Sake," features the Blackwood, the Statesmen, the Chuck Wagon Gang, the Oak Ridge Boys, Stamps Quartet, Temples, D'Andrers, Red Foley and many others.

It is owned by Marathon Pictures and was produced by Lee Lewis.

Speers Hire A P-R Gal

By BOB GREEN

NASHVILLE—The Speer Family announced this week the hiring of a public relations representative for their organization, according to Brock Speer, manager of the group.

She is Linda Robinson, a native of Bartow, La.

Miss Robinson received the B.S. degree from Northeast Louisiana State College in Monroe, where she majored in mathematics and minored in journalism. At Northeast she was named to "Who's Who Among Students in American Colleges and Universities.

After graduating from college she taught mathematics for three years in the public schools of Louisiana. In Louisiana she sang and played with the Robinsonites, a gospel-singing group that appeared weekly on KNOE-TV, Monroe, La., for two years.

In June 1965 she moved to Dallas, Texas, and taught in the public school system there for the 1965-66 academic session. In Dallas she was manager of the Temple-Tones, a ladies' trio in which she sang, played and was music director.

She is an accomplished pianist and has taught piano in an eight-State area in summer schools of music. Since 1962 she has been associated with the Stamps Quartet Music Co. of Dallas as one of their top piano teachers, participating in the annual summer sessions of the Stamps Conservation Company.

She has written a number of gospel songs, many of which appear in song books and sheet music form today, and several of which have been recorded by top gospel quartets.

Her duties in Nashville will include managing the Speer Family's office and doing public relations work for them, and managing Ben Speer Music.

Zondervan Lists Its Best Sellers

DETOUR—Maurice H. Lehmann, manager, record division, of the giant Zondervan Publishing House here, announced last week best-selling records for the company's last fiscal year which ended June 31.

Top 10 Zondervan children's LP's were:

ZLP 659—Barth-Smith—Happytime Songs for Children
ZLP 668—Marcy—Sing With Marcy
ZLP 678—Aunt Theresa—Please Tell Me a Story
ZLP 679—Dixie Deans—Childrens Songs and Stories
ZLP 579—Childrens Choir—Lively Songs and Choruses
ZLP 536—Aunt Bertha—Storytime With Aunt Bertha
ZLP 692—Marcy—Sing Along With Marcy
ZLP 638—Loveless—Childrens Adventurous Stories
ZLP 580—Loveless—Bible Stories for Children

Top 25 Zondervan LP's were:

ZLP 659—Sang of Miracles
ZLP 649—John W. Peterson
ZLP 669—Sang of Children
ZLP 671—Harold De Cou
ZLP 662—Jimmie McDonald
ZLP 631—Whitney-Platt
ZLP 674—Mary Jane
ZLP 689—Mary Jane & Salem Singers
ZLP 653—Whitney-Platt
ZLP 680—Beverly Skaggs
ZLP 677—Word of Life & Trumpet Trio
ZLP 640—Shelton-Seelig
ZLP 681—Salvation Army
ZLP 663—Carravan Singers
ZLP 681—Sang of Children
ZLP 680—Sang of Children
ZLP 674—Sang of Children
ZLP 580—Sang of Children
ZLP 692—The Memphians Quartet
ZLP 648—Sang of Children

Sample sales and closouts were excluded from the listings, it was reported.
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GOSPEL MUSIC

PROFILE

THE LEWIS FAMILY
By Bob Green

The Lewis Family is fast becoming one of the nation's favorite country-gospel groups. The members of this family group, which is the largest family of singers and musicians in the field, are Roy (Pop) Lewis, his three sons, Wallace, Talmaide, Little Roy, and his three daughters, Miggie, Polly and Janis. "Mom" Lewis also travels with the family and she is in charge of bookings.

The Lewis Family has been singing as a group for 15 years. They are in their 13th consecutive year with WJBF-TV, Augusta, Ga., and are currently seen each Sunday from 12 to 1 in full color. They also have Sunday programs on the following stations, some in color: WTVE, El Dorado, Ark. (12 till 1); WWAY-TV, Wills, N. C. (8 till 9 a.m.); WMCT-TV, Memphis, Tenn. (7:30 to 8:30 a.m.); WTV, Jackson, Miss., and WSPA-TV, Spartanburg, S. C. (3 till 4 p.m.); on Saturdays. Two of the stations, WJBF and WTVE, also carry half-hour programs of the Lewis Family each Thursday morning.

On stage the Lewis Family program consists of a variety of gospel songs, hymns and spirituals, presented in forms from solos to quartets. Their program usually lasts three hours.

The Lewis Family records for Starday and their record sales are increasing each year. At the present they have nine LP albums available.

The Chuck Wagon Gang, which is moving its base of operation to Nashville, was welcomed to the City by Tennessee Gov. Frank Clement (center). Others, from left, are Ron Page, Anna Gordon, Louise Clark, Howard Gordon and Roy Carter.

SEPTEMBER 3, 1966, BILLBOARD

The Willis Family pacted a recording contract with Skylite recently, while in Atlanta. From left are Whitey Glidden, Howard Hideforth, Joel Gentry, Lou Willis Hideforth and Calvin Willis.
GOSPEL MUSIC

DON LIGHT, left, and Brook Speer, right, accept check from Bob Benson, making Heart Warming Records the first organizational member of the GMA.

PPX Completes Cameo-P‘kway, DDG Deals

NEW YORK—PPX Enterprises, budget LP producer, has concluded deals with Cameo-Parkway Records to release Wyncote budget line, and with Deutsche Grammophon to provide the German firm with a minimum of 72 singles a year. The Cameo-Parkway agreement is the second with PPX in the past six months for Wyncote product and calls for 30 additional units consisting of 24 children’s albums, four Christmas LP’s, a pressing of fluorescent music and another with the spirit of Mexican mariachi trumpets.

In addition to the Deutsche Grammophon pact, the PPX International division has negotiated a leasing arrangement with CBS Records in Mexico for two albums, one of waltzes and one of bossa nova material. Ricky Mason, whose disks are produced through PPX, has been signed for an album lease deal with Atlantic Records.

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YVONNE DEVANEY, center, composer of the Dean Martin-Vic Dana hit, "A Million and One," which was also a country hit for Billy Walker, checks the chart progress of her tune with the song's publishers, Troy Martin, left, and Hank Snow, executives of Silver Star Music.

DIANA DUKE, first artist to record for Nashville's new Dotle Records, chats backstage with RCA Victor star, Bobby Bare, after her successful debut on WSM's "Grand Ole Opry."

CHET ATKINS, "Mr. Guitar," and Sri Harithar Rao, "Mr. Sitar," compare notes at a recent RCA Victor recording session for Atkins' "Music From Around the World" album. Rao is a Fullbright scholar and East India music lecturer at UCLA, and a master of the sitar, an ancient, 20-stringed instrument employed in India's classical music.

JIMMY NEWMAN'S "BRING YOUR HEART HOME" (Decca) IS BEGINNING TO GROW AND IT IS GETTING BIGGER.

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<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
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</thead>
<tbody>
<tr>
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<tr>
<td><strong>THE LAST WORD IN LONESOME</strong></td>
<td>Tippie Wilburn</td>
<td>RCA 74780</td>
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<tr>
<td><strong>CARNEGIE HALL CONCERT WITH BUCK OWENS &amp; HIS BUCKARROOS</strong></td>
<td>George Hamilton, RCA Victor LPM 3262 (M); LSP 3656 (S)</td>
<td>RCA 74780</td>
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<tr>
<td><strong>DON'T TOUCH ME</strong></td>
<td>Wilma Jones</td>
<td>DL 74708</td>
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<tr>
<td><strong>ALMOST PERSUASIVE</strong></td>
<td>Sara Carter</td>
<td>DL 74728</td>
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<tr>
<td><strong>SUFFER TIME</strong></td>
<td>Darrell McCall</td>
<td>DL 74728</td>
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<tr>
<td><strong>MANY HAPPY HANDBACKS TO YOU</strong></td>
<td>Jim Shear</td>
<td>DL 74735</td>
</tr>
<tr>
<td><strong>DUST ON MOTHER'S BIBLE</strong></td>
<td>Bucky Owen &amp; His Buckaroos</td>
<td>Capitol 7 2467 (M); ST 2497 (S)</td>
</tr>
<tr>
<td><strong>THE COUNTRY TOUCH</strong></td>
<td>Wanda Mack</td>
<td>Decca DL 4706 (M); DL 74760 (S)</td>
</tr>
<tr>
<td><strong>COUNTRY ALL THE WAY</strong></td>
<td>Kitty Wells</td>
<td>DL 74760 (S)</td>
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<tr>
<td><strong>EVEN YOUR MIND</strong></td>
<td>Jan Howard</td>
<td>DL 74792 (S)</td>
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<tr>
<td><strong>ALONE WITH YOU</strong></td>
<td>Jim Ed Brown</td>
<td>RCA Victor LPM 3569 (M); LSP 3566 (M)</td>
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<td><strong>I LOVE YOU DROPS</strong></td>
<td>Bill Anderson</td>
<td>Decca DL 4711 (M); DL 74711 (S)</td>
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<td><strong>I LIKE EM COUNTRY</strong></td>
<td>Lorretta Lynn</td>
<td>Capitol DL 4744 (M); DL 74744 (S)</td>
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<td><strong>I'M A PEOPLE</strong></td>
<td>George Jones, Mercury AM 3099 (M); MS 3099 (S)</td>
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<tr>
<td><strong>PUT IT OFF UNTIL TOMORROW</strong></td>
<td>Bill Phillips</td>
<td>Decca DL 4792 (M); DL 74792 (S)</td>
</tr>
<tr>
<td><strong>DISTANT DRUMS</strong></td>
<td>Jan Reeves</td>
<td>RCA Victor LPM 3542 (M); LSP 3542 (M)</td>
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<td><strong>LET'S GO COUNTRY</strong></td>
<td>Wilson Brothers</td>
<td>Decca DL 4794 (M); DL 74794 (S)</td>
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<td><strong>MAN WITH A PIANO</strong></td>
<td>Carl Smith</td>
<td>Columbia CL 3001 (M); CL 3001 (S)</td>
</tr>
<tr>
<td><strong>TIPPY TOEING</strong></td>
<td>Harmon Thorpe</td>
<td>Columbia CL 3256 (M); CS 9206 (S)</td>
</tr>
<tr>
<td><strong>TILL THE LAST LEAF SHALL FALL</strong></td>
<td>Sonny James</td>
<td>Capitol T 3569 (M); ST 3569 (B)</td>
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<tr>
<td><strong>DON GIBSON WITH SPANISH GUITARS</strong></td>
<td>RCA Victor LPM 3274 (M); LSP 3274 (M)</td>
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</tr>
<tr>
<td><strong>IN A NEW DIMENSION</strong></td>
<td>Roy Drusky, Mercury MG 21043 (B); SR 41402 (B)</td>
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</tr>
<tr>
<td><strong>STEEL RAIL BLUES</strong></td>
<td>George Hamilton, RCA Victor LPM 3201 (M); LSP 3201 (S)</td>
<td></td>
</tr>
<tr>
<td><strong>LONESOME IS ME</strong></td>
<td>Charle Swain</td>
<td>Capitol 7 2462 (M); ST 2462 (S)</td>
</tr>
<tr>
<td><strong>I WANT TO GO WITH YOU</strong></td>
<td>Eddy Arnold, RCA Victor LPM 3207 (M); LSP 3207 (S)</td>
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<tr>
<td><strong>ROLL OUT THE RED CARPET FOR BUCK OWENS &amp; HIS BUCKARROOS</strong></td>
<td>George Hamilton, RCA Victor LPM 3262 (M); LSP 3656 (S)</td>
<td>Capitol 7 2465 (M); ST 2465 (S)</td>
</tr>
<tr>
<td><strong>JOHNNY PAYCHECK AT CARNEGIE HALL</strong></td>
<td>Lefty Frizzell</td>
<td>RCA Victor LPM 3205 (M); DL 3561 (S)</td>
</tr>
<tr>
<td><strong>TRUE LOVES A BLESSING</strong></td>
<td>Sonny James</td>
<td>Capitol T 3569 (M); ST 3569 (S)</td>
</tr>
<tr>
<td><strong>GET'EM ANY FEED FOR YOUR CHICKEN</strong></td>
<td>Dwayne Dudley</td>
<td>Mercury MG 21042 (B); SR 41074 (B)</td>
</tr>
<tr>
<td><strong>WEBB'S CHOICE</strong></td>
<td>Webb Pierce</td>
<td>RCA 74792 (M); DL 74792 (S)</td>
</tr>
<tr>
<td><strong>FOLK-COUNTRY</strong></td>
<td>Waylan Jennings</td>
<td>RCA Victor LPM 3220 (M); LSP 3220 (S)</td>
</tr>
<tr>
<td><strong>THE WHOPPIN' WHOOP OF COUNTRY AND WESTERN MUSIC</strong></td>
<td>Various Artists, Capitol TT 2505 (B); ST 2505 (S)</td>
<td></td>
</tr>
<tr>
<td><strong>THE COWGIRLS</strong></td>
<td>Marty Robbins</td>
<td>Columbia CL 2357 (M); CS 9237 (S)</td>
</tr>
<tr>
<td><strong>GIRLS GET PRETTIER</strong></td>
<td>Ferlin Husky</td>
<td>RCA Victor LPM 3300 (M); LSP 3300 (S)</td>
</tr>
<tr>
<td><strong>I COULD SING ALL NIGHT</strong></td>
<td>Ferlin Husky</td>
<td>Capitol T 2504 (M); ST 2504 (S)</td>
</tr>
<tr>
<td><strong>TOGETHER AGAIN</strong></td>
<td>Roy Drusky &amp; Priscilla Mitchell</td>
<td>Mercury MG 21079 (M); SR 41079 (B)</td>
</tr>
<tr>
<td><strong>THE LEGEND LIVES ALWAYS</strong></td>
<td>Marty Robbins, Columbia CL 3257 (M); CS 9237 (S)</td>
<td></td>
</tr>
<tr>
<td><strong>THOSE SINGIN' SWINGIN' STOMPIN' SENSATIONAL STANDBYS</strong></td>
<td>Johnny Wright, Decca DL 4707 (M); DL 74770 (S)</td>
<td></td>
</tr>
</tbody>
</table>

**This Week**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
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<tbody>
<tr>
<td><strong>FORTH ANNUAL WORLD OF COUNTRY MUSIC/ Advertising Deadline: September 26</strong></td>
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"THINK I'LL GO SOMEWHERE & CRY MYSELF TO SLEEP!" Charlie Louvin, Al Martino
"I LOVE YOU DROPS" Bill Anderson, Vic Dana, Don Cherry
"THE TIP OF MY FINGERS" Eddy Arnold
"NOBODY BUT A FOOL (Would Love You)" Connie Smith, Jimmy Rodgers, Dean Martin
"ONCE A DAY" Jimmy Dean
"STILL" The Sunrays
"BRIGHT LIGHTS & COUNTRY MUSIC" Bill Anderson, Rick Nelson
"I GET THE FEVER" Bill Anderson

NEW RELEASES
"BAD SEED" Jan Howard
"IT'S ENOUGH TO MAKE A WOMAN LOSE HER MIND" Margie Bowes

ARTIST: BILL ANDERSON

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BALK TO ATTEND SEMINAR COURTESY OF THE ITCC

NEW YORK—Frank Balk, owner of Balk & Son, Carroll, Ia., has won ITCC's drawing for free registration to Billboard Forum's Tape Cartridge Conference to be held at the Edgewater Beach Hotel in Chicago Aug. 29-30.

In addition, ITCC will arrange all transportation for Balk and present him with 100 tape cartridges (free). Balk's name was drawn from a drum containing cards filled out by dealers at the Music Show held recently in Chicago.

Balk, who has been a dealer since 1923, refers to his shop as a small department store. He carries a comprehensive stock of records and small hi-fi equipment along with guitars and other instruments, clothing and camera equipment. Balk sells the Norfeco line of tape CARtridge players and the Philips reel-to-reel cartridges. He will stock 4 and 8-track continuous-loop cartridges and playback units in the fall.

Sterodyne to Produce All Motown Items

TROY, Mich.—Motown Records has announced that Sterodyne, Inc., will produce all tape CARtridge products for the company.

Sterodyne is a new duplicating company formed by Dick Krause, president, and Andre Blay, vice-president and general manager. Both men previously worked for Lear Jet when the company, under the guidance of Bill Lear, developed the 8-track system.

Sterodyne is housed in a newly built, 12,000-square-foot building erected especially for tape cartridge duplication. It can produce 20,000 tape cartridges a day. The company is geared to duplicate both 4 and 8-track continuous loop cartridges.

The company not only provides the tape cartridges, but also shipping containers, point-of-sale material and warehouse facilities. Andre Blay says it is currently working on obtaining its own national distribution set-up enabling smaller record companies to distribute their products through Sterodyne.

Muntz, WB Talk 'Dead'

LOS ANGELES—Talks between Muntz Stereopak and Warner Bros. Records are off. Carl Muntz said that talks with Gulf and Western which previously had been negotiating for the purchase of his company, were also dead.

Aura Sonics Signs

LOS ANGELES—Aura Sonics has signed Pan American in Denver, Dulaney’s in Oklahoma City, and Tape Tropics in Seattle as distributors for its 4 and 8-track CARtrides.

Decca Into 4-Track Field With 11 Items

NEW YORK—Decca Records has entered the 4-track tape CARtridge field with an initial 11-tape release on the Decca and Coral labels. The company earlier this year put out its first 8-track cartridges and so far has released 71 eight-track cartridges from the Decca, Coral and Brunswick catalogs.

Sydney N. Goldberg, vice-president and general sales manager of Decca Distributing Corp., explained that an aggressive merchandising program on dealer and consumer levels would support the 4-track release. The first 4-track product includes tapes by Brenda Lee, Pete Fountain, Bert Kaempfert, Earl Grant, Carmen Cavallaro, the Dukes of Dixieland, Lenny Dee, Wayne King, the Surfaris, Guy Lombardo, and a package called “America’s Greatest Music Makers,” which contains selections by different artists.

Goldberg explained, “We are proud of the fact that we were among the first in the release of 8-track product and continue to be among the leading companies with this type of merchandise. At the same time we also recognize the growing market potential for 4-track product, and feel certain that Decca, Coral and Brunswick will be a major supplier of these tapes with a regular schedule of releases.
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CARTRIDGES

Immediate Delivery
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DECCA BRANCHES

Also...
Ask Us About Our Complete
Catalogue of
8 TRACK STEREO-TAPE
CARTRIDGES

DECCA RECORDS is a Division of MCA, Inc. • CORAL RECORDS is a Subsidiary of MCA, Inc.
MUNTZ STEREO-PAK
NEW RELEASES
INCLUDES WARNER BROS. AND REPRISE RECORDS FALL RELEASE

<table>
<thead>
<tr>
<th>ALBUM</th>
<th>ARTIST</th>
<th>LABEL</th>
<th>MUNTZ CAT #</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG BAND &amp; BALLOOS</td>
<td>Buddy Greco</td>
<td>Reprise</td>
<td>10-45A</td>
</tr>
<tr>
<td>THE HIT SOUND OF DEAN MARTIN</td>
<td>Dean Martin</td>
<td>Reprise</td>
<td>10-45A</td>
</tr>
<tr>
<td>NANCY IN LONDON</td>
<td>Nancy Sinatra</td>
<td>Reprise</td>
<td>10-45A</td>
</tr>
<tr>
<td>I COULDN'T LIVE WITHOUT YOUR LOVE</td>
<td>Patsy Clark</td>
<td>Warner Bros.</td>
<td>10-457A</td>
</tr>
<tr>
<td>SINATRA AT THE SANDS WITH COUNT BASIE</td>
<td>Frank Sinatra-Count Basie</td>
<td>Reprise</td>
<td>10-45A</td>
</tr>
<tr>
<td>SINATRA AT THE SANDS WITH COUNT BASIE, VOLUME II</td>
<td>Frank Sinatra-Count Basie</td>
<td>Reprise</td>
<td>10-46A</td>
</tr>
<tr>
<td>YOU'RE GONNA HEAR FROM ME</td>
<td>Doo Wop</td>
<td>Reprise</td>
<td>10-46A</td>
</tr>
<tr>
<td>THE SOUNDS OF '66</td>
<td>Sammy Davis Jr., Buddy Rich</td>
<td>Reprise</td>
<td>10-46A</td>
</tr>
<tr>
<td>ONE OF THOSE SONGS</td>
<td>Jimmy Durante</td>
<td>Warner Bros.</td>
<td>10-46A</td>
</tr>
<tr>
<td>THE SECOND LATIN ALBUM</td>
<td>Tito Lopez</td>
<td>Reprise</td>
<td>10-46A</td>
</tr>
<tr>
<td>THE NEW SOUNDS OF THE FABULOUS KING SISTERS</td>
<td>The King Sisters</td>
<td>Warner Bros.</td>
<td>12-22A</td>
</tr>
<tr>
<td>THE FURTHER ADVENTURES OF THE MEXICAN SINGERS</td>
<td>The Mexican Singers</td>
<td>Warner Bros.</td>
<td>12-22A</td>
</tr>
<tr>
<td>THE BIGGEST TWAIN OF THEM ALL</td>
<td>Dianne Eddy</td>
<td>Reprise</td>
<td>14-45A</td>
</tr>
<tr>
<td>THE KINGS GREATEST HITS</td>
<td>The Kings</td>
<td>Reprise</td>
<td>21-39A</td>
</tr>
<tr>
<td>TWO YANKEES IN ENGLAND</td>
<td>The Everly Brothers</td>
<td>Warner Bros.</td>
<td>21-39A</td>
</tr>
<tr>
<td>BEAU BRUMMELS '66</td>
<td>The Beau Brummels</td>
<td>Warner Bros.</td>
<td>21-39A</td>
</tr>
<tr>
<td>OUT OF SIGHT &amp; SOUND</td>
<td>Harold Betters</td>
<td>Reprise</td>
<td>26-37A</td>
</tr>
<tr>
<td>THE PETER, PAUL &amp; MARY ALBUM</td>
<td>Peter, Paul &amp; Mary</td>
<td>Warner Bros.</td>
<td>56-19A</td>
</tr>
<tr>
<td>BRAZILIANITES</td>
<td>Marcos Valle</td>
<td>Warner Bros.</td>
<td>66-20A</td>
</tr>
<tr>
<td>THE AMERICAN PATROL</td>
<td>The American Patrol</td>
<td>Warner Bros.</td>
<td>66-20A</td>
</tr>
<tr>
<td>SONGS BY TOM LEHRER</td>
<td>Tom Lehrer</td>
<td>Reprise</td>
<td>72-13A</td>
</tr>
<tr>
<td>ALLAN SHERRMAN-LIVE!</td>
<td>Allan Sherman</td>
<td>Warner Bros.</td>
<td>72-140A</td>
</tr>
</tbody>
</table>

Mini-Pak

Muntz Music officials reveal release of first Mini-Pak singles, including Frank Sinatra's "Strangers in the Night" and hot-selling "They're Coming to Take Me Away, Ha Ha Ha" by Napoleon XIV.

Mini-Pak retail cost is $1.19. Muntz Mini-Paks are first pop singles to be issued in cartridge form.

COMPLETE 8-TRACK CATALOGUE IN MAIL NOW!!

FROM THE WORLD'S LARGEST LIBRARY OF CARTRIDGE ENTERTAINMENT • 40,000 TITLES
INCLUDING 4 AND 8-TRACK IPS AND 4-TRACK SINGLES

NOT AFFILIATED WITH MUNTZ TV

MUNTZ STEREO-PAK • 7715 DENSMORE AVENUE • VAN NUYS, CALIF. • 914-9500

FRANK BALK, a dealer for some 33 years, is winner of the ITCC free registration drawing at the Billboard Forum's Tape Cartridge Conference in Chicago.

Tape Units on '67 Models By Am. Motors

DETROIT — American Motors will offer an 8-track continuous loop tape cartridge unit as optional equipment in its 1967 models, according to reliable sources here.

A spokesman for the company said the unit would not be available information on the playback unit until the company unveils the new models. However, reports indicate that the unit will be made by the Motorola Corp. The player is expected to be available as an accessory in the Ambas- sador, Matin & Rebel series. The Rambler American is reported not to have the playback unit available.

Rambler's entry into the cartridge field has been regarded as ominous since the other three automobile companies have indicated either officially or unofficially that the cartridge system will be available in 1967. Ford Motor Co., the only com- pany to offer factory-installed players in its 1966 line, has revealed that it has sold some 70,000 units during the car year. This figure does not in- clude the number of dealer-in- stalled, hook-up units bought. Chrysler has offered an attach- ment unit on its 1966 cars.

Reports indicate that the Chevrolet division of General Motors will offer an 8-track continuous loop player in the fall. Spokesmen for the company will not comment on the report. However, the Delco divi- sion is said to be in production on the unit.

FURTHER YOUR EDUCATION

Learn about people by helping people. Give responsible community service as a Red Cross volunteer.

YOU CAN HELP TOO.

ADVERTISMENT

TAPE CARTRIDGE TIPS

by Larry Finley

In last week's columns we men- tioned that we would announce three new labels this week which would be added to the giant ITCC catalog.

We are embarrassed to find that the editorial staff of BILLBOARD had "scopped" us last week by re- leasing the story on the very next page. Not only did they "scop" us, but their story carried an additional two labels which we were going to tell you this week.

We have entered into a long-term contract with Larry Urrall of Bell Records, which gives ITCC the du- plication and distribution rights to five labels: AMAL, MARY, BELL, DYNADISC and NEW VOICE. These additional names now bring the total number of record labels in our catalog to 70, an all-time high in the music business.

From these labels we are rushing into immediate release on both 4 and 8-track cartridges such great teenage favorites as "Mitch Ryder and The Detroit Wheels," "The Toys," "Lee Dorsey and The Syndi- cate of Soul," "The Ventures," and "Georgia Gibbs."

ITCC will continue to constantly add to its catalog to enable its distributors to offer the greatest variety of artists and selections available in the tape cartridge field.

The ITCC production facilities enabled us to release 23 new titles in 8 track and 20 new titles in 4 track last week. At our present rate of production, we will be able to offer our distributors 425 titles in 8 track and 1400 titles in 4 track by mid-September. The in- crease in our production facilities, as well as the acquisition of new labels, is further proof in our confidence in the tape cartridge industry.

If you are a dealer who wants to offer your customers the world's largest catalog of 4 and 8-track stereo tape cartridges, please con- tact your nearest ITCC distributor.

INTERNATIONAL TAPE
CARTRIDGE CORPORATION
Society of Detroit Corporation

1290 Avenue of the Americas
New York, New York 10019
TFS: 581-5600
TWX: 710: 581-3408

SEPTEMBER 3, 1966, BILLBOARD
Now six major 8½ x 11 annual reference issues, providing comprehensive, authoritative information on six specific segments of the music-record industry. 

*All distributed without extra charge to Billboard's entire roster of over 21,000 paid subscribers throughout the world.

THE MOST ALL-ENCOMPASSING REFERENCE LIBRARY OF SERVICE EDITIONS PUBLISHED ANYWHERE FOR ANY INDUSTRY

MUSIC ON CAMPUS: The College Market for Records and Talent

On the scene reports from colleges throughout the nation. Contact information and Directory of Artists for use by colleges, and Directory of Colleges (enrollment, auditorium facilities, etc.) for use by artists and booking managers. Winner of the 1964 Jesse M. Neal Award as Best Single Issue published by the American business press.

INTERNATIONAL COIN MACHINE DIRECTORY & Who's Who in the Coin Machine World

*Circulated to members of the coin machine industry only. Complete name and address directories of all firms dealing in the manufacture, distribution or maintenance of coin-operated equipment. Thumbnail biographies and photo gallery of the leading coin machine men throughout the world.

THE WORLD OF COUNTRY MUSIC

For the music industry and music fan alike, the most complete and authoritative annual report published for the country music field. Feature articles by leading country music personalities. Complete coverage of the Nashville scene. Directories of Country Artists and Managers. Winner of a 1963 Jesse M. Neal Editorial Achievement Award.

THE INTERNATIONAL BUYERS GUIDE OF THE MUSIC-RECORD INDUSTRY

The most internationally known and referred to directory in the Billboard Library — complete name, address, phone, products, affiliates and branch office listings for everyone providing a product, service or facility available to the music-record industry (domestic and foreign).

THE INTERNATIONAL RECORD TALENT SHOWCASE: Who's Who in the World of Music

A comprehensive booking and record industry directory of national and international recording artists. Separate directories, photo galleries and show case sections on the year's top artists in every major musical category.

THE WORLD OF RELIGIOUS MUSIC

The newest addition to Billboard's roster of industry-service annuals ... providing an in-depth study of the various forms of religious music (gospel, sacred, spiritual) which have grown to be a major force in record industry. Listings of artists, publishers and record manufacturers specializing in religious music.
Wide Range of Accessories Available to Disk Dealer

CHICAGO — Record dealers attending the recent NAMM show in Chicago saw an unprecedented number of "accessory" items — products which broaden a dealer's inventory base without taking up much space. Many of these accessories fall into the category of "How To" books and pocket guides. Among the items of interest was "Rocking Rhythm for Junior Guitarists," "Classical Guitar Methods," "Fun With Folk Songs," "The Chet Atkins Style," and the "Jazz Guitar." These items are available from Practical Music, Inc., 1570 NE 12th Ave., Miami, Fla. 33131.

In addition, there were a number of "How To" books in connection with the handling and playing of musical instruments and in providing other types of music instruction. A special area of interest was new to many record dealers. The New York City area serves as shipping agent for a number of music publications. The product ranges from basic music study books and simplified song books to jazz and classical works. Music Sales representatives at the Music Show told Billboard the firm is definitely interested in marketing its product through record dealers. Mel Bay Publications, Kirkwood, Mo., has a series of "How To" books which start with fundamental introduction to music and proceed through many complex levels of instruction. The firm's guitar series, for example, starts with rudimentary training then proceeds through stages such as: "Rocking Rhythm for Junior Guitarists," "Classical Guitar Methods," "Fun With Folk Songs," "The Chet Atkins Style," and the "Jazz Guitar."

In Chicago, also have several popular series of "How To" books, some of them packaged along with "How To" phonograph records.

Amplifiers and Amplifier Accessories. These items are available from practically all guitar manufacturers and importers. Some of the latest displays of this product group were seen at the Angerb, Chicago Music Sales and WFM Corp. booths of the Music Show.

Musical Instrument Accessories. These include a number of products — but record dealer interest in this area is quite limited. Covers for guitars and other instruments were shown by.

(Continued on page 65)

Dealers Confer With NAMM
centered its discussion on three topics: informing record dealers of NAMM's current activities; — providing additional services — and altering some of the current services more to the record retailer's interest. — Publicizing its activities to record dealers for the purpose of preventing them from joining the association. In listing services presently available to members, Gard included: advertising assistance; direct mail circular service; conferences and conventions; cost of doing business studies; a simplified, uniform accounting guide; government activities (including efforts to obtain complete excise tax refunds for dealers); a group insurance plan for large and small firm alike; general information service; monthly newsletters; operating manuals on subjects of credit, collections, advertising, merchandising and sales promotion; professional consultation assistance; sales training publications; seasonal promotions (including stickers, tags, bags and wrapping paper for Christmas and similar occasions); and special bulletins to keep members informed of important developments in business and government which affect the music business and require swift action.

Additional services aimed at record dealers that were suggested at the meeting included: seeking of industry-wide adoption of the "compatible" monophonic LP record that Philips has recently introduced in this country; holding a marketing conference for record dealers on the first day of the 1967 Music Show, as well as a Continental breakfast with talks by industry leaders on key phonograph record issues; adding extra phonograph record marketing figures to the association's annual merchandising manuals; providing gift certificates, standardized album dividers, and a universal marking system for phonograph records; and seeking of ways to promote records especially a "dull" product which is being virtually ignored in the current Top 40 hit record market.

Gard agreed with dealers that NAMM has been delinquent in its attempts to publicize itself to the record trade (one image that should be shattered, he said, is that NAMM is only large dealers' organization). About half of the group's total membership, he said, fall into the lowest dues category. Gard promised that NAMM would undertake a campaign to explain itself to the national record retailers and to invite them to join the association.

The committee's suggestions will be presented by Gard to NAMM's membership. The board, according to current information, is expected (Continued on page 65)
Detroit Dealers Play Down Charts

**Continue from page 22**

5 per cent or so will make money for them.

As far as local charts are concerned," he added, "we often see a record which we think is shipped already on the sheet. Other times, we see stations keeping numbers on the charts long after they have stopped selling. They do this, apparently, because they got on a record too late, and then refuse to admit that their influence hasn't been set to keep it a hot seller. There are many complicating factors, but the end result is inaccurate charts. All the dealers know this, and they depend on requests and their own experience in the business to tell them how to buy.

Ced Kajesi, of Martin and Snyder, one of the Detroit dealers, told "Billboard": "I find frequent discrepancies on the radio charts. As far as I am concerned, they hurt jukebox operators in the area. By failing to list, and expose on the air, what is a legitimate 'adult' hit, they can cut down play on the boxes. This happens with a record that sells very well in the area, deserves to be listed on the charts, but doesn't get listed because the stations don't feel it is in their format. Because such a record does not get the additional push of air play, its life on a jukebox is sometimes shortened. "I don't believe," Kajesi added, "that many record dealers are affected by the charts in the Detroit area. By being inaccurate, these charts defeat their own purpose."

**Accessories**

**Continue from page 64**

Touline Mfg. Co. of Chicago, and by Chicago Musical Instrument Sales. Vox and Ernie Ball showed guitar straps. Pender Musical Instruments of Santa Ana, Calif., and Ernie Ball displayed a variety of replacement strings for fretted instruments. Premier Drums of New Orleans showed drum sticks, brushes, castanets and tambourines. Chicago Music Sales and Nurn Industries, Inc., of Chicago, carried a variety of music stands. Ernie Ball also had a full line of guitar picks.

Other noteworthy accessories included: the Robin Industries "Cut-Splicer" a new magnetic tape knife which contains a supply of 25 self-stick, cut-to-size splicing patches, ready to be applied to the tape, and the "Intonator," a new type of learning aid for intonation, from Universal Records, Inc. of Chicago.

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REGULAR CLASSIFIED: $5 per word. Minimum: $3. First line or set off ads. DISPLAY CLASSIFIED: $10 per line. Each additional word, 5c. Box rule around all ads.

FREQUENCY DISCOUNTS: 3 consecutive insertions, noncumulative, nonexchangeable, 5c, 80% discount & insertions, 10c, 15c or more consecutive insertions, 25c.

CLOSING DATE: 5 p.m., Tuesday, 11 days prior to date of issue.

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International Exchange is open to all advertisers of foreign countries or American advertisers whose service or sales message is specifically directed toward an international market.

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SEND ORDERS & PAYMENTS TO: John O'Neill, International Exchange Advertising Director, Billboard, 188 W. Randolph St., Chicago, Ill. 60601, or Andre de Vay, European Director, 15 Meunier Square, London W 1, England.

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**DISTRIBUTING SERVICES**

RECORD BOX MS - BRAND NEW 3,000 name late hits. 100¢ of 2¢ per box, prepaid, with your mailing list. Complete with 500 copies of your mailing list. (Name, address, zip code). Chicago, Ill. 60601, or 15 Meunier Square, London W 1, England.

RECORD BOX -- 25 IN PV BOX RECORDS. 70¢ of 2¢ per box, prepaid, with your mailing list. Complete with 500 copies of your mailing list. (Name, address, zip code). Chicago, Ill. 60601, or 15 Meunier Square, London W 1, England.

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National Record Promotion

(You Record It-We'Il Play It)

Music Makers Promotion Network

20 Years of Successful Service

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Reflective Promotional Materials

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RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

RECORD PROMOTION & PUBLICITY

PRESSING

PRESSES TO ORDER

CONSULTATION


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PRESSES TO ORDER

CONSULTATION


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CONSULTATION
BULK VENDING NEWS

What Your Community Should Know About You

We regularly receive requests from bulk vending operators for general description and unique selling propositions on the business for distribution to prospective and present customers, financial houses, legislative and civic groups and scores of other organizations and individuals. We offer the following one of several articles. The article will be made available in inexpensive reprints. You may even want to adapt it as the basis for your next address to the Chamber of Commerce.

Bulk vending is an important, growing and uniquely American industry.

It is a highly diversified business, involving a wide variety of products and vending machines.

It is a positive force in our economy, creating jobs and en-}

prise for thousands of men in the manufacture, distribution and servicing of machines and merchandise.

It enhances our centers of recreation and amusement; con-}

structively (and inexpensive), it occupies the time and attention of our children.

Bulk vending businesses contribute to local charities, be-
}

long to civic, religious and social organizations and frequently are active in political life.

Bulk vending has been a part of the American business scene for a long time. Thomas Adams' gum machines appeared in New York in 1888. In 1908 a vend-
}

ing machine manufacturing company was founded in Morris, Ill. (the Northwestern, Corp.) which today continues as a major maker of bulk vending machines.

Today, with the great increase in leisure time — and the con-}

tinuing need to encourage the existence of small busi-

nesses — it appears that the bulk vending will play a con-}

tinuing and enlarging role in our nation's future.

What is Bulk Vending?

Bulk vending may be defined as the sale of an unpackaged item of merchandise through a coin-operated machine. This definition is self-selective because the merchandise in the machine, in most cases, is identical. In all cases the merchandise is of identical value.

The bulk vending machine may be wrapped (as is the case of a wrapped piece of chewing gum) or it may be unwrapped (as in the case of a small kiddy charm (used as a ball of gum). The gum ball is the hallmark of bulk vending. Bulk vending merchandise, by its definition, is unpackaged, as opposed to packaged items such as candy bars and packs of gum, which are normally sold through store windows or through large, selective machine battles and to lowest taxes levied on machines.

"We can support an industry which doesn't support us," he said. "We will go directly to the operator, bypassing the distribu-
}

tor to survive if conditions don't change.

There's no originality in the imported charms," says Bill Falk of Knight Toy & Novelty Co.

"The importer is involved with too many lines of different prod-
}

ucts. Charms constitute only a small percentage of his volume. As a result, he can't give time to make merchandise that will move.

Paul Price, of the Paul A. Price Co., told Billboard (Aug. 27 issue) that he and other American manufacturers are be-
}

ginning discouraged from investing in new molds and some of them are moving into fields outside the bulk vending industry.

The majority of operator sales have been made in "Domestic manufacturers are responsible for the Horizon items."

(Continued on page 57)
**You and Your Community**

*Continued from page 66*

and novelties are purchased by children. And bulk vending merchandising, as in a number of other fields, is geared to kiddle fads. Batman recently enjoyed his day in bulk vending.

**Industry Characteristics**

Bulk vending is, and historically been, an industry of small businesses. While some few companies have grown to encompass all 50 States, most bulk vending companies can be described as "mom and pop" firms with the home frequently serving as headquarters.

And while some bulk vendors are located in locations such as large dime store and supermarkets chains, most bulk vending firms may also be characterized as small businesses. These include small neighborhood stores of all types, automobile service stations, and bars, while they may also be called a "father-son" type of business. The pattern of father and son activity is most common.

**Products Sold**

The following is a representative sampling of products sold through bulk vending machines in the United States:

- Baked beans
- Ball point pens
- Ball gum
- Candies
- Capped toys
- Picture cards
- Islands
- Nutri-sticks
- Miniature books
- Rings
- Wrapped gum

*Continued from page 10*

when a child buys an imported item in the machine there's nothing to make him want the rest of the set. Before the "injunnies came in," Eppy said, "kids would never throw away the charm so they can have only the candy."

"We spent over $20,000 creating capsule molds so that the operator could vend 5 and 10-cent items. We've taken plastic and put gold and silver plaques on them. We design and distribute merchandising aids which move the charms rapidly. The difference between the displaying on an American and an import item is like night and day. The American charm is a piece of craftsmanship: it's a class item that a child is proud to own."

"Distributors and operators don't seem to realize that union wage scales and operating costs are considerably higher in the U.S. than they are in Hong Kong," said Eppy. "Of course, a buyer wants to pay the lowest cost for an item. But when he stocks up on inferior items which he knows won't be sold, he knows he is straining the source of the strongest charm. Boys don't like to be shown up in the long run. We will not stand by while the distributors demand, in the event of prosperity and comes running back when he sees the market going down, asking for a good item," Eppy added.

The importers cannot compete with American manufacturers on mold items and fads, according to Eppy. By law, they cannot send over a Batman item or Go-Go ring, the craze is over. The process of samples for approval and transporting the first delivery takes well over three months. Re-ordering will require another two months. Eppy said, since the importer will not accept a small shipment and waits for several orders to accumulate. U.S. manufacturers say they can have an item ready for delivery from the making of the molds in about four weeks and that reorder time has been cut to 48 hours.

Even when the importers learn of a new fad developing in the near future, Eppy said, they still cannot jump the gun by going into production too early because they don't know if the market can take it. Frequently, he explained, they still will be too late on the bandwagon in time for peak sales.

---

**Charmers May Revert to One Price**

With every OAK PEN VENDOR and all of its vending equipment, the Charmers can learn a lesson in pricing in the future.

**Simple** 5c, 10c or 25c items only, no special loading. Simply bulk load in capsules, as usual, with one price on the sales sticker. The Charmers can still manufacture and price their items to their advantage.

**YOU COUNT MORE WITH OAK**

The Oak pen vendor has all the popular cabinet features, including a coin machine. For: ten cents, one post, simplified coin removal and the exclusive Oak-patented trouble-free, fail-safe mechanism. It holds 300 ball point pens and, with either coin or cash, can be sold by the case if desired. It's simple, economic, and practical.

---

**LETTERS TO THE EDITOR**

**'An Extra Value'**

Sir: Congratulations on your Aug. 25, 1965, issue of Billboard magazine that includes the Blueskook. You have gained your subscribers an extra value.

I know a few distributors feel that the "bargain" is a detriment to them, but I feel that the customers are entitled to have some sort of guidance to the value of used equipment they want to trade-in, day.

John Bilotta
Kings Pen, Inc.
Newark, N.Y.

**School Praise**

Sir: I'd like to you know how I feel about Jack Moran's Institute of Coin Machine Operations in Denver, Colorado. I was graduated from the school a year ago. When I entered the school I was an $85 a week mechanic for a calculator outfit. Today I am making much more, and I am putting some money away in retirement for the first time in my life. I am also driving a brand-new company car.

The reason for my coin machine business when I entered the school, but Jack Moran talked me into going through with the training. I'm convinced this to be the very move to make the smartest move in my life.

L. E. Tucker, Denver, Colorado.

---

**FANCY BULK ROASTED & SALTED CASHEW BUTTS**

Packed in 30 lb. cartons.

70¢c per lb. (F.O.B. Chicago)

On quantities of 200 lbs. or more, freight prepaid. Add 14¢ per lb. West of the Mississippi.

This offer expires October 31, 1966.

We also have a complete line of bulk and vacuum packed pistachios, mixed nuts, red skins, Virginia, jumbo, Spanish and small cashews (450 count).

**PLEASE WRITE FOR ORDER BLANK**

**KING & COMPANY**

2700 W. Lake Street

Chicago, Ill. 60602

Phone: KE 3-3302

---

**Pat and Lyn**

**SAY:**

HAVE YOU TRIED "WOWIES"? (Candy-Coated Cashew Peanuts)

**WOWIES** are called WOWIES--cause when you taste one you'll say "WOWIE, that's good." ... and when you see how fast your machines empty you'll say--"WOWIE--THAT'S BUSINESS!!!

**CANDIES**

DELIVERED TO YOU THE WORLD'S LARGEST BULK VENDING MACHINE CANDY MANUFACTURER!

**STANDARD SPECIALTY COMPANY**

1028 44th Ave. Oakland, Calif. 94601

DISTRIBUTOR INQUIRIES INVITED
A Big Rowe Rebound

By RAY BRACK

CHICAGO—The Rowe Manufacturing division of Canteen Corp. has staged a remarkable turnaround in the past five years. This term was used by Rowe president Jack Harper on the eve of the company’s international distributor meeting in New York. Rowe Manufacturing:
- “Was running in the red five years ago. But a 15 percent year this year will result in a profit of $4 million.”
- "This recovery by what is reportedly the world’s No. 2 producer of jukeboxes—and one of the giants in vending machine production—is one of the biggest business rebound stories in recent years. The time span of the achievement significantly coincides with the tenure of Harper, who came to the top spot at Rowe from Coca-Cola when Patrick O’Malley was named president of Canteen Corp.
- “This turnaround of the company does not represent a flash of genius,” Harper insists. “It is the result of consolidation of the operation. We’re a slimmed down organization.”
- Accompanying the moves toward efficiency has been with Harper called, "continuous in increase in acceptance in all our products. This is general. We have increased in all types of equipment.” (Jukebox sales, for example, jumped 15 percent in 1964 over 1963, with more improvement last year.)
- Late last week Rowe became the first major jukebox manufacturer to announce entry into the video-phonograph field, showing to distributors in New York a jukebox model for which film projection was an optional accessory. We’ll (Continued on page 73)

Hunt Elected President
Of W. Va. Association

CHARLESTON, W. Va.—The 12th annual convention of the West Virginia Music Vending Association was held Friday and Saturday (26 and 27) at the Holiday Inn here. J. C. (Buddy) Hunt, an operator, was elected president of the association.
- Hunt had been first vice-president of the WVMVA for the past two years. He replaces John A. Wallace, who is also president of the industry’s national association, the Music Operators of America, as president of the State group.
- Wallace, president and prime mover of WVMVA for a number of years, will remain as one of the directors of the association. Fourteen other directors and three officers besides Hunt were also elected at the convention.
- The affair started Friday with afternoon registration, a cocktail hour, and an initial meeting for all members attending.
- On Saturday, business was started with a noon buffet luncheon and followed with the general session, with John Wallace presiding. After reports from the nominating committee and others.
- (Continued on page 73)

MOA Meets Rights Group
On Royalties

WASHINGTON, D. C., Members of the Music Operators of America legislative committee met last week (24) with representatives of the performing rights societies to discuss the royalty question.
- One of the topics of discussion was the recent proposal developed by the Copyleft (Continued on page 73)

New Rowe Jukebox
Is Video Equipped

NEW YORK—Rowe brought its international distributor family in late last week to view the first video-equipped jukebox introduced by one of the big four manufacturers.
- According to Rowe president Jack Harper, the company’s new 1966-1967 model phonograph unveiled at The Lambs here is available with a film projection accessory, putting Rowe in competition with Scopitone, Color-Sonics and David Rosen’s Cinejukebox. (Rosen, curiously, is a Rowe distributor. He’ll exhibit his imported machine at the Music Operators of America show in October.) Two—perhaps all three—of the other big jukebox makers (Seeburg, Rock-Ola and Wurlitzer) are expected to introduce variations on the cinema-jukebox theme before the year is out.
- Particulars of the new Rowe (Continued on page 77)

Adair Boosts 2-for-25c Play

CHICAGO — William F. Adair, executive vice-president of the Seeburg Corp., said his company plans an “a-quarter” play becoming a necessity for coin operators.
- “Tried to get away from this” because of some unfortunate personal experience with a location contracts, Adair said, “nobody likes to change something that has been working for years. But just as dime play has been (Continued on page 74)

Empire Coin in 25th Year as Chicago Firm

CHICAGO — Twenty-five years ago, Gilbert K. Kitt came to Chicago and, in partnership with the late Morris Gisser, started a distributing firm called Empire Coin Machinery Exchange.
- “It was an operator,” Kitt recalled to Billboard, “for about six years in the Cleveland area. I went to work for Gisser as a salesman. Then, after a few months, I came to Chicago and started this business.”
- His business, now called Empire Distributing Inc., is the distributor of Rock-Ola products as well as the game and vending lines of other firms. “I had only two people working for me back in 1941,” Kitt said. “Five years later it was a tail of eight. Now we have more than that.” (24 and 25) We’re currently installing IBM equipment to help us with our bookkeeping.
- “Incidentally,” my son Alan, who has been with the firm for a little over a year, will be in charge of the new bookkeeping department. I am very glad to have him with the firm, and I hope he will like this industry as well as I have.”
- (Continued on page 73)

‘CAN-DO’ SERIES

Location Contract Strategy
Part Two

We present the second of two articles dealing with one of the operator’s key business tools—the location contract. Last week’s article dealt with contract aims. The following article covers contract definition and pitfalls. Sample contracts appear in this issue—Ed.

By S. JOHN INSALATA

In mapping contract strategy the coin machine operator must cleave to clean, concise definitions and steer clear of common contract pitfalls. Perhaps the best way to define what a contract is, is to point out what it is not. Here goes.

A CONTRACT IS NOT—

- A complete statement of all possible conditions, terms and problems connected with machine placement. Many of these things can or will be implied by the law, if it is reasonable to do so. But this tendency of some operators to include everything under the sun, and the practice of some larger locations to ask for specific mention of too many points (most of which the law would imply, anyway), leads to the following three common flaws in location contracts:
- 1. Contracts that are too long.
- 2. Contracts that are contradictory (one part conflicts with another part).
- 3. Contracts that may only be used once because they fit only a particular location.
- A catch-all for your frustrations and bad experiences. There is a natural tendency to put everything in the location contract because of some unfortunate personal experience with a location that turned out poorly. To write in contracts only if they recur frequently.
- A purely legal instrument. A contract, to be sure, is a legal document. However, it is often a description of business customs and practices and the principles, business objectives, terms, etc., of the business involved.
- Complete safeguard. Good location relations are still your best safeguard to keeping locations. Well-written contracts are extremely helpful, but they are not a complete safeguard to losing locations and a panacea to all location problems. They certainly do no replace good service.
- A club to wield against troublesome locations. A contract cannot be punitive. It cannot be enforced in cases for not agreeing with you or doing things. A contract is not legal. A contract merely enforces your rights and those of the location. And enforcement must be tempered with reason.

We present the second of two articles dealing with one of the operator's most vital business tools—the location contract. Last week's article dealt with contract aims. The following article covers contract definitions and pitfalls. Sample contracts appear in this issue. —Ed.

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Wait till you see what Seeburg has done to sound.

And keep your eyes open for an invitation from your Seeburg Distributor to the National Premiere. It's on the way.

Seeburg. Growth through continuous innovation.
Location's Receipts Multiplied By Dime's Worth of Promotion

By HAVILAND F. REVES

DETOUR — When veteran jukebox operator Sam Willens invited restaurant customers to try his jukebox, and backed it up with his own money, his take doubled within a couple of months and stayed at the new high level. The customers, the location owner, the help, and of course Willens were all happy with the results.

The test spot is the Cindy Lou Country Kitchen on Telegraph Road in the westside Detroit suburb of Dearborn. This is a small, busy spot, open 24 hours a day, offering about everything from a hot dog to a pizza, a steak, or "country breakfast 24 hours." The restaurant seats about 70 people—nine booths seating four each, 13 stools, and table accommodations in front for 15 to 20 customers, according to seating arrangements.

"This never was a jukebox location," Willens says. "The former owner—up to about two years ago—had his own machine—which tells its own story. When Darrell Burton took it over, and I put in a Seeborg Console, we started to build it up."

The old machine operated at a nickel, or six for a quarter, while Willens promptly went to 10 cents, or three for a quarter. Albums still play at 50 cents, but he believes this should be changed to one side for a quarter to meet popular taste.

To popularize the new price, Willens this past spring introduced a special card, about three by six inches, with a dime inserted in a slot cut in it. The card invites the customer to "smile, relax, enjoy yourself... Be our guest. Play your favorite tunes on our Seeborg Stereo Monophonic, compliments of your host, Darrell Burton."

"This dime card has made the Country Kitchen a real hot spot for music," Willens says. "Actually I've been using this idea for years and it has always meant some increase—but nothing stable. The trouble has been that we have not been able to get the location owner or his employees to understand what we are doing for him. But here I found a merchant with understanding, and one who actively co-operates."

"It has made this a fantastic location—something a music operator just dreams of."

Volume Control

The girls serving the customers, especially newcomers to the restaurant, put one of the cards on the tables in the booths—one for each table. This new program was coupled with a further improvement in the installation of nine Seeborg Consoles, one at each of the booths. These (Continued on page 74)

SAM WILLENS, veteran Michigan operator, is shown here relaxing over a cup of coffee at the Country Kitchen, a restaurant that will have turned into a top money-making location. Putting coin in the Seeborg Console is waitress Myra Brennan who says her tips have increased due to Willens' good-will promotion system.

Will Tax Hike Force L. A. Vendors to 40c?

LOS ANGELES — Cigarette vending machine operators here are debating individually whether to hike the price of cigarettes in machines after the Los Angeles city council approved a 2-cent a pack increase in the cigarette tax.

Certain operators say that they are "seriously considering a price hike" to 40 cents per pack for machine cigarettes. Most machines in Los Angeles are set at 35 cents for a pack of cigarettes.

The tax hike and tobacco levy came after the city council previously had vetoed a proposed increase of 5 cents a pack, and our suggested boost of 3 cents and 2 cents each. The passage of the tax bill came on the sixth attempt. The previous five bills were defeated either in committee hearing or city council session.

Although the measure must be voted on again by the council after it is prepared in ordinance form by the city attorney's office, city officials feel there is little likelihood the ordinance would be overturned. The cigarette levy is designed to take effect Oct. 1.

Mayor Samuel W. Yorty, who (Continued on page 74)

when you're 25 years old

...successful, and a credit to your industry... the whole world stands up to cheer... congratulations Gil, Joe and Empire Coin... Rock-Ola salutes you on 25 leadership years in coin-operated progress. It's get-up-and-get-at-em distributors like you that make our business sing. ROCK-OLA MANUFACTURING CORPORATION.
Rock-Ola's CORONADO puts 'take' where space used to be.

Rock-Ola's smashing new 100 selection phonograph sensation... the Coronado, is turning no locations into go locations. It's beautiful. Compact. Quality. Dependable. It's Rock-Ola!

Now, Rock-Ola engineering excellence puts proved performance and traditional trouble-free operation into a superb cabinet of prestige styling. Distinctively trimmed with polished anodized aluminum for lasting location appeal. All of the same high performance features that have made Rock-Ola phonographs profitable to operate: Rock-Ola Revolving Record Magazine, Mech-O-Matic Intermix and fool-proof mechanical selector. Handles 33⅓ and/or 45 rpm records. (7" LP feature optional.) Now, the new Coronado joins the proud family of the Rock-Ola GP/Imperial and GP/160 to give operators unequaled product versatility. Rock-Ola Manufacturing Corporation, 800 North Kedzie Ave., Chicago, Ill. 60651.

MODEL 561 PHONETTE WALLBOX. Individual listening pleasure. 100 selections. Personal volume controls. Plays 33⅓ and/or 45 rpm records. Stereo or monaural. 50¢ coin chute optional. Model 500 with 160 selections.

EXCLUSIVE MECH-O-MATIC INTERMIX. Completely automatic mechanical changer intermixes 33⅓ and/or 45 rpm records. Stereo or monaural. Any sequence. No wires or electronic aids for motor or spindle speed changes.

TUBE-TYPE STEREO-MONOURAL AMPLIFIER. Tubeless AVC controls record volume variations automatically. Silicon rectifiers in the amplifier and "Thermisters" in the AVC circuit reduce tube replacement problems.

www.americanradiohistory.com
**During First Quarter: Music Down; Games and Vending Up**

WASHINGTON—During the first quarter of 1966, according to statistics released by the U. S. Department of Commerce, shipments of the three major varieties of new coin-operated equipment from the U. S. to Japan compared as follows with the first quarter of 1965:

Photographs dropped in dollar volume from $298,065 to $277,530. Vending machine dollar volume jumped from $12,650 to $42,560.

**Coinmen In The News**

**BOSTON**

Vic tions are in full swing, but business is reported surprisingly good in spite of the hiatus. A bunch of the boys returned refreshed from a rugged fishing trip to Lake LaFlamme in Quebec where they caught their limit of brook trout. The lucky lads were Dick Mitchell of Dick's Records One-Stop, Joe Ferris of Ferris Music Company, Madison, Me.; Erwin Margold, vice-president of Trimount Automatic Sales (AMT), Al Duques of Webster, and Gil Davis, service manager of Trimount. . . . Bob Jones of Redd Distributors enjoyed a week showing his son, Bruce, the historic sights of the nation's capital. . . . Dave Baker, president of Metro Tone Vending Co., Inc. of Somerville, is a nervous prospective father of the bride this March. His daughter, Karen, walks to the altar August 21 to become the bride of Leslie Padrick of Brookline at Keihohlo Hotel, Brookline. . . . Ruby (Mrs. Melrose) v.p., proud at being elected grand matron of his Masonic Lodge, Zarehshah Lodge AF & AM. . . . Marshall Cunn, general manager of Trimount Automatic Sales Co., has post-

Next week: Italy.

**MUSIC**

1966

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**GAMES**

1966

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**VENDING**

1966

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<td>19,637</td>
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<tr>
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**Discover Sleeping Market In Latin-American Lands**

LOS ANGELES—While many coin machine exporters concentrate on the lucrative European and Asian export markets, a handful of distributors here have uncovered a "sleeping export market" in Latin America.

A competitive American market for European and Asian business firms, considering limited the margin there, but the "south of the border" nations remain virgin territory to West Coast exporters of new, and generally used coin machine equipment.

"While it is still profitable to export goods to Europe and Southeast Asia, exporters feel the market there is becoming cluttered with American action. Today, exporters see a boom ahead for many Latin-American nations eager to import both coin and vending equipment. Inflation, although always a major concern of businesses dealing in the explosive Latin market, is not a major factor in the business boom. Puerto Rico's commercial sales, for instance, are expected to reach $7 billion by 1975. On alarming gains for a country of that postage-stamp size.

Exciting Pres Streve, president of Streve Distributing Co., Los Angeles, feels the Latin-American-South American market has "exciting potential," especially in the demand for used phonographs and games. The market for used phonographs and games is tremendous. "Although inflation in the South America-Latin American market is a business factor," said Marvin Miller, president of Coin Machine Service Co., Los Angeles, "we feel we are pioneer in many of the countries. If we can cut through the red tape and dismantle the economic retardation of many Latin American nations, he said, "the coin machine market here will find a fresh source of export revenue."

"Backward business techniques have been the downfall of many small businessmen in Latin America. We can improve our business there merely by helping them modernize their marketing methods and creating a new, forward-looking competitive spirit."

**Color-Sonics to Produce 70 Films This Year**

NEW YORK—Some 70 new films will be produced over the next 12 months to further extend the current library of productions available for the Color-Sonics theater-jukebox. The new model, which was unveiled last week, is set for late August distribution.

The films will be added to the existing library of Colour-Sonic Official Films, a minority stockholder, produces the films at Paramount Studios in Hollywood. In their productions, Color-Sonics features such artists as Herb Alpert and the Tijuana Brass, Harry Wells, Nancy Sinatra, Julie London and Frank Ifield, among others. The cost of the filmings is budgeted to be the equivalent of one day's cost on a major motion picture production.
Rowe Mfg. Makes Big Rebound

think video has great potential in this business," Harper said.

In effecting new efficiencies, Harper said, Rowe has consolidated its sales, manufacturing and
European divisions. The sales department
has been moved from Chicago to Whippa-
ny, N.J., where they are housed in a facility we
already pay the rent, anyway.

"In addition," he pointed out, "having the sales
people in Whippany means improved liaison be-

tween sales and engineering with respect to
matters of customer relations.

Extensive manufacturing economies have re-

sulted from the transfer of all vending pro-
duction to the Whippany plant from Grand Rapids, Mich., Harper explained. In the process, one of
Rowe's two Grand Rapids facilities was sold. At
present Rowe manufactures all jukeboxes and
dollar bill changers in Grand Rapids.

"Five years ago our Whippany plant was run-
ning at only 60 percent of capacity," Harper
said. "Today this is much altered."

While acknowledging the pleasing aspects of
the vending equipment market, Harper is ad-
anant in the belief that the jukebox market is
also expanding.

"I don't agree that the jukebox business is just a
replacement business," he insisted. "I think there
are great new markets for our music equip-
ment—both jukeboxes and background music."

Harper declines to single out one area of the
Rowe operation for plaudits, but it is widely rec-
ognized in the business that Rowe's moves in the
area of distribution during its period of growth—
its latest new appointment being Peach State Dis-

tributors, as announced here last week—have added
the sales punch of some of the industry's most aggressive wholesalers.

"I have one basic philosophy," offered Harper
in his typically soft-spoken manner. "The most
important thing in a company is people. We've
given people authority in their own areas and when they perform we give credit where it is due.

All considered, it looked as though president
Harper had some bouquets to pass out at his
distributor meeting last week.

Location Pact Strategy: Part 2

- A first recourse in terms of court enforcement.
- The contract and enforcement costs by going to court should be a last
- An idle tool, when necessary,
- A court of law. If litigation is called for, suit should be brought without delay. Con-
tracts do no good in terms of precedent if not enforced.
- Some operators fear what ap-
pears to be an unfavorable judi-
cial attitude toward co-opera-
ted machines, but a selected
series of lawsuits brought over
the years to enforce well-written contracts makes your agree-
ments much more effective.
- Endangering your exclusive.
- Many operators have acquired
the mistaken notion that an ex-
clusive placement agreement is some sort of
contract that is not in itself improper
in any way. However, you can endanger
your exclusive agreement if:
1. It is not supported by ade-
quately consideration.
2. It is extended beyond a reasonable time.
3. It is combined with another extra-legal procedure.
- Failure to allow for eco-
nomic changes. Sometimes changes in the community, such as
plant relocation, relo-
ys, urban renewal, etc., decrease loca-
tion traffic. An operator must
protect himself by writing control and latitude into the
contract over the amount and
type of equipment to be
used in the location, the
fre-
quency of servicing and the
price and types of products
to be
and music to be pro-
gramed. The words
CONTROL LATITUDE are criti-
cal. They must be retained
by the operator in the contract
while it assures that the op-
erator will cater to the legitimate
needs and desires of the loca-
- Changes in operating costs.

This is related to the point above. Your costs can be abrupt-
ly increased by such things as
(Continued on page 73)

Holstein Dies

CHICAGO—Edward A. Hol-
stein, 59, veteran operator and
owner of Ace Music Co., died
recently in Presbyterian St.
Luke's Hospital here after suf-
ferring a heart attack.

Holstein is survived by his
widow, Blanche; a daughter, two
grandchildren and two sisters.

A Luppino Boy

EVANSTON, Ill.—A boy was
born last week to Mr. and Mrs.
Frank Luppino Jr., at St. Fran-
cis Hospital here. The boy,
Frank Luppino III, is the sec-
ond child for the Seaburg Corp.
adoitng and promotion direc-
tor and his wife. Luppino is
former managing editor and
national director of Bill-
board.

MOA Meets

- Continued from page 68

right subcommittee of the House
Judiciary committee to revise
section 114 of HR 4347 (gen-
eral revision of the copyright act).

The subcommittee proposal,
Fred Granger, MOA executive
vice-president, told Billboard,
"follows from the MOA proposal
as follows:

The MOA proposal is a
royalty to be paid up to purchase
of records, the subcommittee
proposal is a royalty based upon
inventory of records in the ma-

chine. Neither of these proposals is

completely acceptable to all
parties involved."

The meeting between mem-
bers of MOA and the perform-
ance rights societies was the
first direct contact between the
two groups. Earlier in the
month, on Aug. 2, attorneys of
MOA and the co-opera-
develops manufacturers held
an exploratory meeting with at-
torneys representing the socie-
ties. The attorneys felt at the
time that a direct meeting be-
 tween the two groups would be
advisable.

"This was a very harmonious and pro-
gressive meeting," Granger
said. "It was an informal affair—no minutes
were kept—and really we just
sat down together and talked
the whole day. The result was
that we realized that there are
some areas of agreement. We
hope to develop these areas in
subsequent meetings."

(Continued on page 77)

MIAMI TRADE HURT BY THE AIR STRIKE

MIAMI—Operators who
make heavily on the summer
tourist trade in this region have
taken a hit by the prolonged
airline machinist's strike, reports
Ellie Ross Distributing Co. here.
"Business has been off consider-
ably," he said.

New York Trade
Opposing Rocky

NEW YORK—Local coin
machine operators are taking an
active part in the upcoming
bureaucratic elections in No-

vember. Governor Rockefeller, who
three times has vetoed legis-
lation aimed at licensing the
State's operators, is their target.

Bright fluorescent red bumper
stickers with black print red
"Rockefeller," a caricature of Rockefeller
sitting in a rocking chair are being
printed and passed around to
operators and other interested
parties. Buttons of the same
color and copy accompany the
stickers.

Although the State association
is not taking a direct role in the
campaign, it will expedite the
ordering of the bumper stickers
and buttons. Individual members
will handle the operation. Ship-
ments reportedly will be sent
in key areas in lots of ten thou-
sand. The announcement that
the materials are being printed
came just this week, but it is re-
ported that 50,000 have already been ordered.

What talks, takes dollar bills and
changes looks?
W. Va. Association Elects Hunt

- Continued from page 68

of officers and directors the group adjourned until cocktail hour in the ballroom and then attended the evening banquet. Featured speakers at the banquet were Chester P. Tinsley, director of the cigarette and soft drink division of the West Virginia tax department; Fred Granger, executive vice-president of the MOA; Richard Funk, legislative counsel of the MOA, and Raymond G. Brock, coin machine editor of Billboard magazine.

Hunt, who was elected for a one-year term, has been in the operating business since 1963 when he bought out his father's portion of Southern Distributors, an operating firm located in Welch, W. Va. He is also a wholesaler of beer and has been in that business for more than 20 years.

"This association has been a great deal of help to me," Hunt told Billboard, "and I am proud to be serving it as an officer." Hunt also said he is a member of the MOA and plans to attend that association's convention in Chicago later this year.

Full details of the WVMVA convention will appear in next week's issue of Billboard.

Adair Boosts 2-for-25¢ Play

- Continued from page 68

has to pay him two or three times the salary paid just a few short years ago," said Adair. "If an operator figures up the current cost of his vehicles, his personnel and maintenance, his cost of insurance, and taxes, the astronomical rise over the last year or two is nothing short of amazing.

"I'm not an alarmist," he continued, "but I have been in this business long enough to recognize danger flags when I see them flying." In recommending the increase, the Seeburg vice-president noted that his firm had been the first to advocate dime play. Seeburg distributors and Seeburg regional vice-presidents are ready and willing to work with operators in changing prices again, he said. They have the facts and figures about the increase costs that are causing much operator concern. They can help operators inaugurate the new pricing program on a solid basis. The operator who plans ahead now will be the one that will still be in business in the years ahead.

L.A. Tax Hike

- Continued from page 70

supports the cigarette tax, said he hopes that councilmen opposing the cigarette levy "will not obstruct council action by using technicalities" to delay passage when the ordinance comes before city council.

4-Cents Per Pack

The cigarette tax, which will bring the city's levy to 4 cents per pack, is offered to the city council six times before it finally passed. The revenue measure was intiated by Councilman Edmund D. Edelman, chairman of the council's Revenue and Taxation Committee and formerly an opponent of the cigarette tax hike.

Passage of the cigarette tax was dramatic, involving a quick helicopter trip by Councilman Paul H. Lampert. The revenue measure, containing eight votes for passage, failed in the initial try by a 7-6 favorable vote.

Then Lampert, who had been excused earlier, rushed into the council chambers to add his support. At that point, Councilman Marvin Braude, who had voted against the cigarette tax, switched and moved for reconsideration. The measure passed, 9-5.

Lampert, noting the voting machine representatives in the city council chambers, said, "vending machine people would raise green a nickel and they would chuckle all the way to the bank."

City Administrative Officer C. Erwin Piper estimated that the cigarette tax will yield $2.6 million annually. Voting for the cigarette tax increase on the 14th roll call were Councilman John P. Cassidy, John Ferraro, John C. Hollis, Billy G. Mills, James B. O'Hara, Thomas D. Shepard, Edelman, Braude and Lampert. Opposing were E. Narni Bernardi, Thomas Bradley, John S. Gibson Jr., Gilbert W. Lindsey and Louis R. Newman, Council President L. E. Timmertake is hospitalized and unable to vote.

The increase was approved despite warnings issued by Norbert Ovens, representing the tobacco industry, and John D. Kelly, executive director of the Tobacco Distributors Association. Ovens predicted the council action "will result in development of a bootleg operation in Los Angeles by Mafia-type hoodlums."

Triple FREE BALL Gates

insure top play appeal, top profits in new

Bally CAMPUS QUEEN

TOP GATE opens when Targets 4 and 5 are hit when lit. Gate can also be opened by hitting tricky Target 6 alone when lit. Free Ball rings up 300

MIDDLE GATE opens when Targets 1, 2, 3, 4 and 5 are hit when lit. Player then has a choice of shooting through Top or Middle Gate scoring 300 either way

BOTTOM GATE swings open when Targets 1, 2, 3 are hit when lit, and Free Ball adds 100 points to score

Plus 2 dozen score-building targets

CAMPUS QUEEN not only gives players the biggest free-balls bargain ever built into a 4-players game, but also popular, profit-proved off-center playfield to insure dynamic ball action.

And 34 different score-building targets insure the slam-bang scoring symphony that stimulates repeat-play, guarantees top earnings. Get your share. Get the sensational Bally CAMPUS QUEEN today.

See your distributor or write BALLY MANUFACTURING COMPANY • 2660 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U.S.A.

SEPTEMBER 3, 1966, BILLBOARD
**Location Pact Strategy: Part 2**

- Continued from page 73

unexpected increases in taxes, market fluctuations in products you use, the cost of gasoline in your trucks, labor costs—you know them all well. All these developments could necessitate modification in your location agreements. A written contract, if properly drawn, does not inhibit or prevent these modifications. Neither does it require complete renegotiation or new agreement to do so.

- Deception at the inception. Any deceit or half truth, however small, if engaged in at the time the contract is entered into could later cause the location to feel justified in breaching the agreement.

- Misunderstanding of basics. A common cause of contract conflict is the location's misunderstanding some basic part of the contract—thinking that he was to receive X when really it was Y. Often these misunderstandings are no fault of the operator. But the operator should attempt to avoid all misunderstandings by discussing major contract features with the location before the agreement is finished. Certainly such things as commissions, type and style of equipment, etc., should be discussed at length.

- Overselling. In their zeal to convince the location to agree to terms, some operators oversell. They lead the location to expect a great deal more than the operator or his equipment can actually deliver. Even though the nature of the business is quite competitive, this unintentional habit should be carefully curbed.

- Failing to say "no." Failure to politely say "no" to the location can lead to a series of expensive events for you. Many locations can be compared to small children: the more you give in to their demands, the more they'll make frivolous and unnecessary requests, such as for overly expensive equipment, etc.

- Poor contract size and shape. This may seem trifling, but the size, shape, titles and type size of the contract are all much more important than most operators realize. The ideal location contract should be no more than two sides of one sheet of paper, and, if possible, should be only one side of a single sheet. The print should be large enough to be easily readable. In a growing number of states larger-sized type in contracts is being required by legislation, depending upon what the contract contains. But readable print shows the location that you have nothing to hide.

- Non-private language. Titles in a contract influence a location's thinking. The best policy is to call a spade a spade. That is, call a contract a contract. Always use the title "Contract" of a legitimate synonym such as "Agreement." Place it at the beginning of the document. Put it in large enough print, so it cannot be overlooked.

- Dealing with the wrong person. A definite pitfall in contract strategy is the deliberate attempt to get contracts signed (Continued on page 77)

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**A SAMPLE MUSIC LOCATION CONTRACT. This particular contract is drawn up for 50 per cent commission—but a minimum is guaranteed the operator. A contract that is no longer than a page is desirable.**
Here Are Color-Sonics' Technical Specifications

CHICAGO—Technical specifications of the new Color-Sonics coin-operated film machine, which eats distribution in the U. S. this week, were released last week.

The multiple-play unit, designated Model 2656A, is a 26-selection unit measuring 27% inches wide by 54% inches deep by 82 inches high and weighing 400 pounds. Other specifications are as follows:

- Projection System—Rear screen type, manufactured by Fairchild Camera and Instrument Co. Utilizes 100-watt, self-contained lens system that projects images visibly in lighted room. Incorporates cartridge film system (continuous loop), with five minutes per cartridge as maximum film load. Film life: 2,000 plays. Screen size: 200 square inches. Offers automatic film reject. That is, broken film rejects automatically or may be rejected from rear of cabinet with a key switch. Air-cooled by filtered air.

Memory System
Selection System—Automatic push-button selection of any of 26 film cartridges, in or out of sequence. Has a "memory system" that will search and recall any number of films which have been selected. An audio-visual program may be preselected and released. (Continued on page 77)

BB ON LOCATION

How the Jukebox and Combo Co-Exist at 'Golden Goose'

Here is the seventh article in a series under the general heading, "Making Money With Music." This week we analyze the profitable co-existence of a jukebox and a live act at one of the jukebox's busiest locations—Chicago's 'Golden Goose.'

CHICAGO—The formula for profits in a specific jukebox location may or may not be applicable to the stop down the street, across town—or in any other location you have. In one place, for example, that live act may kill your take. In another spot it could make your take. Here's the story of a location in what WIndy Citians call the "hillbilly" section of town. It's the story of a happy, profitable, co-existence of jukebox and combo.

Here are the principals: the operator is Don Kimbrough, young, relatively new to the business. The jukebox is a new Rock-Ola 433 GP/Imperial. The live talent is the Woody Mills Quartet, whose nameake is a giant of an ex-farmer from Manchester, Ky., who now plays electronic bass and mixes his country music with plenty of rock and roll. His side men are Don Hinton, Clyde Farrell and Bobby Neal. The location: The Golden Goose in Chicago's Uptown area. Clicenise: largely non-stop dancers Molly DeVine at the Golden Goose. The best jukebox play stimulator an operator ever had.

There are the essential elements. Now, what does it add up to in terms of jukebox take? Upward of $100 weekly.

The formula is simple enough. Woody and company are on the stage for a half hour or so and off the same amount of time. When they go off, Woody announces: "Be back in a while. Those requests we couldn't get to are on the jukebox." The result is uninterrupted music, alternating between quartet and jukebox.

"Yes, we play the jukebox," said Mills. "And it helps us. People want the music going on all the time. We can't play all the time, but some of these people want to dance all the time."

It's true. There is uninterrupted dancing. Always there are a few people who seem to thrive on the dance (see photo). They grow stronger as the night progresses. They're the greatest allies an operator ever had.

Then too, Mills, "we tell the crowd when we're playing one of our new hits on the jukebox. This seems to get them interested even more and they'll grill us again after we've gone off."

Of course, at the Golden Goose, at all stops, there are some guys too shy to drop a quarter in the jukebox and dance with their dates. But operator Kimbrough has this problem solved. There's a Chicago Coin shuffle alley in the spot. It does well, too.
Location Pact Strategy: Part 2

- Continued from page 75

By an employee or other person connected with the location, rather than by the location owner. The result can be the location's refusal to accept the contract as binding, and the courts might agree with the location.

- Making a contract last forever. It is foolish to draw a contract that will last for too long a period of time. Conditions change. The location changes. Your operation changes. Proper provisions for periodic review and renewal of the contract is much safer for both parties. Your desire for security should not make you forget that a contract for too long a period may not be binding and may become a business burden to you. A well-drawn cancellation clause, of which you

Color-Sonics'

then run without an operator. A remote wall box available as optional equipment.

Electrical Specifications—115-177 volts AC, 375 watts. No special wiring required. Sound system has 33-watt solid-state, full-transistor amplifier. Speaker system includes 15-inch heavy-duty woofers, 4-inch by 10-inch midrange crossover network in the amplifier, and front panel volume and tone control. Standard electrical components used throughout. Plug in relay panel.

Service specifications—Front service for both mechanism and film change. Front door lock.

Price of the new unit has not been previously disclosed. However, Color-Sonics officials say the price will be "about half the price of other units." This could mean that the machine will cost about $1,600 to $2,200.

Larry Kugler, president of Color-Sonics of Illinois, Inc., area distributor of the product, will stage a showing of the unit here tomorrow (Aug. 30).

as well as the location can take advantage, is helpful here.

The author, a former member of the National Audiovisual Merchandising Association staff, is a law graduate of Loyola University. Chicago. He also holds a Master's Degree in industrial relations and is a member of the Illinois, Federal and U.S. Supreme Court bars. This article, including Part I which appeared in Billboard last week, is available in reprint form at 15 cents per copy, bulk orders of 50 or more copies: 10 cents each.

Write CONTRACT STRATEGY REPRINT: BILLBOARD MAGAZINE, 188 W. Randolph St., Chicago, Ill. 60601.

Rowe Juke Equipped For Video

- Continued from page 68

jukebox and its projector accessory were not disclosed prior to the meeting. (See the full report by Hank Fox in Billboard next week.) Harper said, however, that another Rowe innovation to be realized by distributors would be a dollar bill acceptance attachment for its jukebox. In Place

The Rowe entry indicates that video may find its place in the U.S. coin machine industry during the waning years of this decade. Pioneer in the field, Scopitone, got off to a stuttering start early in the decade. Retrenched, came back under new leadership (A. A. Steiger of Tel-A-Sing), switched its distribution philosophy from outsiders to industry insiders (the Eddie Grundberg, Sol Tabot, etc.) and now is featured in some 2,500 or U.S. locations. Dave Roses and Innocenti of Italy have joined in developing a combination unit that will, in one configuration, offer the patron either a disk play or a music-film play. Rosen's distribution plans will be announced at the convention.

Color-Sonics, year-old amalgamation of several established companies, has shown its compact 8mm film jukebox and is entering distribution in major markets this week. This firm is the first to go to the film cartridge. Scopitone is said to be going to cartridge magazine film soon as well, utilizing a development of the Clune industry trial giant, Camea, investor of Scopitone.

The trade has been wondering whether Rowe will go 8mm cartridge as well, whether they will offer silent film synchronization with records or still film synchronization with whatever name artists will be offered or whether the subjects will be purely decorative illumination, and, as always, what this is all going to cost.

One thing is certain: there will be a lot to look at at the MOA show. All the machines will be there.

Cleveland Coin International, nationally known for Quality Equipment, is having its annual warehouse clearance sale.

Frank Steil Dies

ROKSVILLE, Tenn.—Frank N. Steil, 59, of 633 Mission Ridge Road, owner and operator of Dixie Amusement Co., died recently at a local hospital. He was survived by his widow, Mrs. Mamie Norma Bradford Steil; Rossville; three daughters, Mrs. Mary Ruth Rohbosen, Athens, Greece; Mrs. Donna Price, Daytona Beach, Fla.; Mr. Betty Jo Steil, Stuittsville, a brother, Albert Steil, Chattanooga; 15 grandchildren and four great-grandchildren.

What's more changeable than a Rowe?
Location's Receipts Multiplied By Dime's Worth of Promotion

Continued from page 70

have the further advantage of volume control, so that each customer can have the music at the level he prefers. This combination—the convenience and special features of the Consolets and the dime cards—have built up Willen's business in a way that leaves him really enthusiastic.

"When the girls leave a card, many customers just put in their own quarter and ask, "May we keep this card?" (with the dime), seeking a reminder or souvenir," Willen says. "They are amazed.

"This system has created increased business for the Country Kitchen. Customers come to Burton at the cash register and say, 'thank you' and your music man for taking such an interest.

"And this is actually the same money revolving. If you put out $20 a week it all comes back in the next week's take. It would probably not work constantly in a neighborhood tavern, but used occasionally it would help stimulate business there," he said.

The Country Kitchen has an excellent location close to the intersection of four major highways, including national and interstate roads, with a large volume of passing traffic. In addition there is much steady business from workmen and others in the area, from patrons at a bar next door, and local residents.

Owner Darrell Burton's comment is typical—"It has been good business quite a lot, including families business. We had lots of good comments on it. That card is very nice. People are surprised, and talk about it. People return because they have been pleased by it—and I'm very happy with it."

His help agrees it means increased income for them. Says waitress Phyllis Estridge, after the Consolets were installed and the cards introduced: "We have a lot more people who play music now than did before, especially families with kids. You give them a card and they want to play more than one. It probably helps our tips too—customers stay longer, maybe decide to have dessert, and they listen to the music."

"We've had a lot of compliments on it. A lot of older people, couples who wouldn't get up to play a jukebox, see it, read the titles, and play. Kids, too, with their families, will notice it and play—but wouldn't have a chance to before."

She thinks the volume control especially important. "Each customer can set it for the volume he likes—a lot of people don't like loud music when they're eating."

"There is a friendly relation between the place and the people who come in here," says waitress Myra Brennan. "They are very surprised when they are given the dime card—and played."

"I think we get about one-third more in tips since the volume boxes were put in," she said. "I think the card teases them into playing. Then they see another number they like, and probably a few more, and play them. But I'm not sure we're getting doubled up to have started to play if they hadn't received the card. The more they play, the more they eat, and the more the tips."

Wiltens sums it up. "We are creating goodwill with the normal jukebox customer, as well as with people that never played a jukebox in their lives. We are enticing the customer to play with a happy smile on his face at the same time."

Coinmen In The News

Continued from page 72

pended his vacation to massage the big day at Blue Hills Country Club for operators in the big AMF sales contest, with awards ranging from a Cadillac, Mustang, color TV sets, etc.

Arthur Langer, Automatic Distributors, Inc., of Jamaica Plain, feeling fit again after a bout in the hospital with a bit of surgery helped by a phony of Interestate Music Co. doing well with his diversification, will provide his lights for the big tennis matches in night games at Lump- wood Cricket Club, Brookline. Cy has branched out into lights, backgrounds, music, sound systems, chair and table rental, and has built himself a new home in Sharon.

Charlie Beker of Highland Music Co., Roxbury, doing well with his new routes.

Bill Swartwout of W & S Music Distributors, Allston, reports a big upswing in game sales since the laws on games were relaxed somewhat in those parts... In town shopping for music this week were Perry Brown of Newton and "Mac" MacPherson of National Music Co.

Cameron Dewar

September 3, 1966, Billboard
TURNS EVERYBODY ON!

- There is no resisting the realism of Wurlitzer Stereophonic Music. It starts toes tapping. It starts hands reaching for coins. It stops people from leaving the location. It keeps them there enjoying the melodies, the fellowship and the fun. If you have locations on your route that need enlivening, install Wurlitzer 3000's. The resulting lift will include a boost in earnings for you.

Wurlitzer

MODEL 3000 STEREO CONSOLE

THE WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
ALBUM REVIEWS

POP SPOTLIGHT

JONNY RIVERS' GOLDEN HITS
Imperial LP 9326 (M); LP 13924 (S)

With such classic hits as "Stand by Me," "The Diminishing Return," and "The General," Jonny Rivers is a standout performer. The six songs on this album range from blues to rock and roll, with Rivers' smooth vocals and strong performances. The album is a must for any fan of his music. (41)

POP SPOTLIGHT

EVERYBODY LOVES SOMEBODY
Henry Vele, Columbia CL 2303 (M); CS 9303 (S)

Based on his smash hit single "Somebody," this album features nine more songs from the Nashville sound, including "I Found Then," "Get Back Your Way," and "Juke Box Baby." The album is a solid collection of hits that showcase Vele's talent. (36)

POP SPOTLIGHT

TOMMY ROE
Tommy Roe ABC ABC 575 (M); ABC 575 (S)

Based on his hit single "Telegram," this album features nine more songs from the Nashville sound, including "I Found Then," "Get Back Your Way," and "Juke Box Baby." The album is a solid collection of hits that showcase Vele's talent. (36)

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