Chevrolet Into CARtridge Race

By HANK FOX

DETROIT — The Chevrolet division of General Motors has thrown its hat into the tape CARtridge ring as a response to what it calls "extensive" playback units as optional equipment on most of its 1967 models.

The entry of General Motors into the field marks the second car manufacturer to embrace the cartridge concept on a factory-installed basis. Ford Motor Co. has offered 8-track continuous loop equipment since the beginning of the present model year. Chrysler has jumped aboard the cartridge caravans following Ford, and American Motors disclosed it will offer players this year. Thus all four major car makers are in the field.

The unit on the Chevrolet will be 8-track continuous loop. This dispels all rumors that the division was eying the Philips 4-track reel-to-reel cassette. "We decided on the 8-track solid-state stereo player after nearly two years of study to find the best possible type," a spokesman for the company said. (Continued on page 14)

Caution Is Tone At NARM Parley

By RAY BRACK

CHICAGO — Seven recommendations for product standardization drawn up at the National Association of Record Merchandisers meeting here last week cautiously omitted any suggestion related to multiple tape CARtridge configurations.

Caution, in fact, colored the attitudes of many of the 55 giant rack-jobbers confronted with extensive tape cartridge catalogs brought to the Sept. 6-9 meet by many of the 60 associate-member manufacturers. A spokesman for a major record company said, "The first thing the rack jobber wants to talk about is tape cartridges, but he frequently hedges where the extent of his involvement is concerned."

"We're intensely interested in the tape cartridge," said an executive for a major rack jobber, "but we're waiting. The track record on tape has not been too outstanding for us. We've been had too many times."

Declared NARM secretary Amos Helliker, "We feel we are on the verge of a tremendous opportunity with tape cartridges. And we feel we should put ourselves in the best possible position to service the market. But at the same time we want it done on a sound basis. We want to avoid excessive and costly overcautiousness at the very beginning."

Dirty Word

Observing what he felt was overcautiousness on the part of the rack jobbers, Larry Finley, president of International Tape Cartridge Corp., declared: "The automotive and parts people are far more knowledgeable than record people about tape cartridges. Record Merchandisers have had this dirty word 'tape' bothering them since 1966.

(Continued on page 14)

NARM Tape CARtridge Seminar Coverage . . . P. 55

3M Corp. Unveils Home Tape Unit

By PAUL ACKERMAN

NEW YORK — The 3M Corp., which months ago made a precedential agreement with music publishers covering performing rights on songs used in the firm's tape cartridge background music system, held a meeting with publishers Thursday (6) at the Hampshire House to apprise them of 3M's latest development—a tape home background music system. The device is a modified version of its commercial background music system, and uses 500 tunes instead of 700.

The publishers were addressed by Ray Lindgren, 3M's background music project manager, and Allen Arrow of the legal firm of Gernon, Arrow and

Earl Muntz Section . . . See Center Fold

(National Music-Record Newsweekly)

Disk Firms in Peak Spree as B'way Big-Time Spenders

By MIKE GROSS

NEW YORK—The record companies are putting more money into the financing of the Broadway musicals and theater this season than ever before. RCA Victor has invested $1,522,000 in the backing of shows produced by David Merrick; Columbia Records has more than $350,000 invested in "The Apple Tree" as well as a small stake in "Cabaret." Capitol has a token $50,000 in "Walking Happy," being produced by Cy Guer and Ernest H. Martin, with whom they are partnered in theater ventures, and a $25,000 kitty to assist producer Hillard Elkins in developing musical properties, and the Detroit-based Motown label is waging in the wings with $60,000 to invest in Broadway properties.

The record company executives are in agreement on the importance to the disk business of original cast albums and Broadway show music in general. Alan Livingston, president of Capitol Records, realizes the risks involved, but, he says, when you get a show like 'Funny Girl,' it pays for a lot of others that don't.

Clive Davis, vice-president and general manager of CBS Records, said that Columbia does not put money into Broadway shows for the purpose of acting as an investor only but mainly to obtain original cast album rights for properties it thinks worthwhile. "Columbia has long been associated with Broadway," he added, "and we'd like our interest to keep that association intact." He also said Columbia will continue its policy of recording works by established composers and taking a chance with composers who have no track record.

(Continued on page 14)

Copyrighted material
It's Monkee time!

Hit Single!

Great new album!

Exciting TV show begins tonight!

It's here! The Monkees' first fantastic Colgems album, "The Monkees" COM/COS-101, featuring twelve exciting tunes from their new TV series, including "Last Train to Clarksville" and "Take a Giant Step" #66-1001. It could be one of the most important new albums of the year.

And this is just the beginning! The action gets rolling tonight with the debut of 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. Success story? You know it! "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 Supervision, Don Kirshner.
Audio Fidelity Gives Cheetah A Cushion Cover Within Cover

By AARON STERNFIELD

NEW YORK — Audio Fidelity’s recording of President Jimmy Carter’s speech to the Atlanta Chamber of Commerce will be released as a record within a record. The album will be sold exclusively at Cheetah club locations.

President Carter, speaking from the Atlanta Civic Auditorium, will be recorded on a 30-inch black-and-white record. The record will be sold for $10 and will be accompanied by a cushion cover featuring a picture of the president speaking.

The cushion cover will also be sold separately for $5. The cover will feature a picture of the president speaking at the Civic Auditorium.

“Carter’s speech to the Atlanta Chamber of Commerce is an important moment in history,” said Dick Muntz, president of Audio Fidelity. “We are proud to offer this unique item to our customers.”

The cushion cover will be available starting next month at all Cheetah club locations.

Atlantic Making UK Take Notice With Five-Hot-Selling Records

NEW YORK—Atlantic Records is the hottest American label in England. But the English public is about to get a taste of what Atlantic Records has to offer.

Atlantic will release five popular American records in England, including "I Can’t Help Myself," by Four tops; "I Will Follow You Only," by Del Shannon; "I Can’t Help Myself," by Dionne Warwick; "I Can’t Help Myself," by The Temptations; and "I Can’t Help Myself," by The Isley Brothers.

"We are thrilled to be able to offer these records to the English public," said Atlantic’s President, Max Gordon. "This is just the beginning of our plans to introduce American music to Britain and Europe."
Round Two of Licensor-MAA Meeting Ends With No Decision

By MILDRED HALL

WASHINGTON — A sec-
ond meeting between repre-
sentatives of the music licensor,
ASCAP, BMI, SESAC, and the
jukebox operators was held here
last week, but a particular pro-
gress was reported on royalty
terms with SAG-AFTRA.

The only comment came from
MOA executive vice-president
Fred Cranger, who said the
meeting was general, and "as far
as we are concerned, the door
is still open, to further attempts
to reach a compromise agree-
able to both parties.

As reported in Billboard last
week, both sides have been
considering a tentative proposal
by the House Copyright Sub-
committee that would establish
compulsory licensing for jukebox
use of copyrighted music. A
production-advertising meeting
between the opposing interests
in the "50-year-old standoff" over
the 1990 performance
exemption, took place Aug.

Mike Lipton has been named
vice-president of the
United Artists Records. Lipton,
intimate with the
industry, will be Di-
rector of Promotion.

The company, MORRIS,
producer of Gold Fox prod-
sions, will now market and dis-
tribute foreign and domestic
production and foreign distribution for 20th Century-Fox Records, will
act as liaison between the
company and officers of both
companies in the production,
marketing, promotion and
merchandising of 20th Century-
Fox products.

Steve Morris, formerly account
executive for Metro Wax Record
Promotions, in New York, is now an

Executive Turntable

Mike Lipton has been named
vice-president of the
United Artists Records. Lipton,
intimate with the
industry, will be Di-
rector of Promotion.

The company, MORRIS,
producer of Gold Fox prod-
sions, will now market and dis-
tribute foreign and domestic
production and foreign distribution for 20th Century-Fox Records, will
act as liaison between the
company and officers of both
companies in the production, marketing, promotion and
merchandising of 20th Century-
Fox products.

Steve Morris, formerly account
executive for Metro Wax Record
Promotions, in New York, is now an

Forrest, who has been a partner
of Phil Kuhl, president of Picture
tron, since the company's
founding three years ago, intends
to continue his association with
him in a brief vacation.

Ralph Polone has been named
district manager of ASCAP's Dal-
las office as field representative
in 1965.

Henry Allen is the new national
singles promotion man for Atlantic/
RCA Records. Allen, who
recently reported to Lee Granger,
has been with Atlantic for eight
years, including Stax, Volt, Volt,
Bright Star and Testament, his
promotion, Allen, who joined
Atlantic in 1954, was the firm's
Eastern singles promotion
man.

Joe Linhart has joined RCA Gen-
rals singles promotion man, left
the company to become general
manager of the Decca, Coral and
Brunswick Records.

Joe Linhart has joined RCA Gen-
rals Productions as music consul-
ting to the firm's record
production, on the use of music for soundtracks. He
recently left a position
with Decca and has worked on
albums and movie soundtracks
for RCA, and had been associated with the Frank Loesser Music
Publish Co.

Jack Levy joined Liberty Rec-
ords as advertising and
promotion manager, reporting to
Alta Lavinier, marketing coordinator. Levy was formerly with Capitol
Records and Randy Sparks Enter-
prises.

Arthur Geisler has been ap-
pointed assistant sales manager
of Schawarz Brothers, Inc., of
Washington. Geisler has been
with the company for 10 years.

All Suers has been named
general manager of Tangerine Records and its associated publishing firms Tangerine and
Tangerine Music. Suers, who has 36 years in the music business, is
company executive publisher and
manager. Albert Tangerine, who
heads the Tangerine firms,
was formerly vice-president for
the Heck Co. in the Washing-
ton area.

Al Suers has been named
general manager of Tangerine Records and its associated publishing firms Tangerine and
Tangerine Music. Suers, who has 36 years in the music business, is
company executive publisher and
manager. Albert Tangerine, who
heads the Tangerine firms,
was formerly vice-president for
the Heck Co. in the Washing-
ton area.

Dick Prince joins Liberty as
administrative head of artist and
repertoire, with responsibility for
classical artists. Prince, who
resigned several weeks ago.

'Acuff Sings Williams' Seen
Milestone in Country Field

NEW YORK—Hickory Rec-
ords last week issued in LP
which is destined to be one of the
milestones in the country field.

It is: "For the first time, Ken
Williams dominates the book of
Coun-
tyliams." Both Acuff and Hank
Williams are known as singing
the songs of Williams in their un-
typical memory—their own
style, with the advantage of modern sound and
engineering.

From the historical standpoint,
the album is also of vast
interest, for it was Acuff who
persuaded Hank Rose to join him in the Acuff-Rose publishing
venture, and, of course, it was
Acuff who first discovered and
tutored Hank as a songwriter.

The album is the essence of the best of the Williams style,
and contains a dozen of the great
Hank Williams standards. These
include such classic hits as
"Mansion on the Hill," "Your Cheatin' Heart," "Juarez," "I Won't
Again and others.

Dists See Command's Fall Line

NEW YORK—Command Rec-
dords distributors here in
Chicago and in Los Angeles were
shown the label's fall line. The
1965-66 season is under the
hand of Robert Byrne, vice-president and gen-
eral manager, and
governed by a policy of greater
budgets and cooperation with
distributors, who are receiving
an increase in sales force, a
new advertising campaign, and
the last Command release,
"Jambalaya," was well received
by dealers and is still going
strong.

Command is preparing to
present another volume of
"Country Classics," with the
aim of releasing 100 albums in
1965. In ABC-TV Stage '67
"Country Classics," the 100
volume will include two Steinberg Pitts-
burg Symphony performances
and a recording of the Bata-
uevo Sings in an Irish..." File
been released by Count Basie and
Torey Thoml.

'Uprising On' Out on CBS, Leg.

NEW YORK — A specially
priced set of two records and a
special promotional campaign for
the CBS Legacy Collection on
'The Irish Uprising' (1916-1922),
will be sold exclusively at
major department and discount
stores as part of the CBS Legacy
Collection on "The Irish Uprising' (1916-1922)"

The campaign, which consisted
of a special 20,000-copy release of
'Eireann,' the band played for the
Easter Uprising of the Sydney Inspector of the British Army, was
heard by the Irish Army. The
Eireann release will be on sale
for $2.79 at discount stores and national
department stores.

'Uprising On' Out on CBS, Leg.

NEW YORK — A specially
priced set of two records and a
special promotional campaign for
the CBS Legacy Collection on
'The Irish Uprising' (1916-1922),
will be sold exclusively at
major department and discount
stores as part of the CBS Legacy
Collection on "The Irish Uprising' (1916-1922)"

The campaign, which consisted
of a special 20,000-copy release of
'Eireann,' the band played for the
Easter Uprising of the Sydney Inspector of the British Army, was
heard by the Irish Army. The
Eireann release will be on sale
for $2.79 at discount stores and national
department stores.

The campaign, which consisted
of a special 20,000-copy release of
'Eireann,' the band played for the
Easter Uprising of the Sydney Inspector of the British Army, was
heard by the Irish Army. The
Eireann release will be on sale
for $2.79 at discount stores and national
department stores.
They don't make singles like "I Like You" any more.
The fact is they never did.
Because it is the most original and genuinely funny musical bit ever recorded.

It's hilariously performed by the greatest find of this or any year.

Alan Arkin is his name.
And this record shows there are no limits to Alan's compelling talents.

Alan Arkin
and
"I Like You"
"Barney's Love Song"

From the ABC-TV "Stage 67" Production
"The Love Song of Barney Kempinski" to be presented on Wednesday, September 14th.

Where the Arkin is. On COLUMBIA RECORDS
**RCA Winds Up Swinging for Monkees**

NEW YORK—RCA Victor wound up a 10-day promotion spree on behalf of the Monkees’ Colgems release in the Los Angeles area last Sunday (11), Victor, which recently signed the group to a distribution deal with Colgems, took the group on a cross-country tour from New York to Clarksville, Tenn. on Sept. 11 and then went on to Chicago, Boston and New York.

The final day promotion centered on a town near San Diego, Calif., where the Monkees played a two-hour concert to Clarksville for the Victor campaign. The name item is based on the title of the Monkees’ disk “Last Train to Clarksville.”

**Decca’s Fall Kickoff in High Gear**

NEW YORK — Decca Records is spearheading its fall into the fall-selling season with product by new artists as well as by other artists who have made their mark in the market. The collection this fall includes 20 pop and classical albums.

During their debut month this is trumpet player Pete Candoli, singer Sarah Vaughan, and comedian Rodney Dangerfield. Making their debut in the country field for Decca are Wills Lee and Stoney Cooper. Among Decca’s steady sellers who will be hitting the market with new LP’s this month are Bert Kaempfert, Earl Grant, Fred Waring, Xavier Cugat, Carmen Cavallaro, the Dukes of Dixieland, Guy Lombardo, George Gershwin, and others.

**Artifacts, Anyone? See CMA**

NASHVILLE — The Country Music Hall of Fame Museum is conducting a drive for country music artifacts and needs the help of country music dealers and music-record industry people. CMA has acquired a large number of items already slated for the museum include the guitar of Jimmie Rodgers, Earl Scruggs’ banjo, the Carter Family autoharp, Bill Monroe’s mandolin, Chet Atkins’ guitar, and Minnie Pearl’s hat.

One of the items for the museum through Paul C. C. Collings, manager of the cowbell which rang for years on the “Grand Ole Opry” radio show, Chicago.

RCA Victor Records executive Steve Barmour, a member of the artifacts committee, said, “The Monkees own a valuable, historic country music item, the guitar of Walker, executive director, Country Music Association, 801 16th Avenue South, Nashville, to sell for the museum.

One of the items for the museum through Paul C. C. Collings, manager of the cowbell which rang for years on the “Grand Ole Opry” radio show, Chicago.

RCA Victor Records executive Steve Barmour, a member of the artifacts committee, said, “The Monkees own a valuable, historic country music item, the guitar of Walker, executive director, Country Music Association, 801 16th Avenue South, Nashville, to sell for the museum.

The museums will be on a constant search for country music artifacts and will accept them on loan or permanently.

Deceased jockeys who learn of a valuable, historic country music item may also wish to consider donating the item to the museum. Country Music Association, 801 16th Avenue South, Nashville, 300.

**ASCAP Duct Tape**

NEW YORK—Herman Finkelstein, ASCAP general counsel, submitted a survey to the CMA asking its members to answer a questionnaire for 25 group owners of CTV systems and 650 CTV franchises and has applications pending for almost 25 by the disk jockeys on WMCA. The ASCAP group was also invading the jockeys.

The Monkees’ first album has been scheduled for release this week of the TV show’s premiere. Victor plans to release a tape of the show with the record in interplay, the same as there. The members of the Monkees are David Jones, Peter Tork, Micky Dolenz and Mike Nesmith.

**ASCAP Data On TV**

NEW YORK—Herman Finkelstein, ASCAP general counsel, submitted a survey to the CMA asking its members to answer a questionnaire for 25 group owners of CTV systems and 650 CTV franchises and has applications pending for almost 25 by the disk jockeys on WMCA. The ASCAP group was also invading the jockeys.

Finkelstein in his original statement before the committee said that 15 companies were exempting CTV from the requirements of the ASCAP laws. Finkelstein claimed, “No company has made a simple statement that the company is engaged in a commercial operation. A company of this nature, whether it be a company of this nature, or a company of this nature, must be engaged in a simple operation. A company of this nature, whether it be a company of this nature, or a company of this nature, must be engaged in a commercial operation. A company of this nature, whether it be a company of this nature, or a company of this nature, must be engaged in a commercial operation.

K-Ark Suit

NASHVILLE — Papers in a suit by K-Ark Records against Hal Barmour, and singer B armour, have been withdrawn by Dick Davis, attorney for K-Ark. Davis said last Friday (9) that he plans to reissue the new album by the Denver District Court.

At the time they had officially been filed, but they had been withdrawn from the register of the office before being recorded.

**Dot Is Getting New Mileage on Reissues**

LOS ANGELES — Based on the success of the single “Teardrops When She’s Not Around,” Dot’s “Wipe Out” single, Dot’s promotion and merchandising director, Steve Barmour, has scheduled a monthly program of reissues of past Dot singles.

“One hundred of four or five years ago, there was a trend to reissue 25 different singles,” said Barmour. “We have been here less than a year, and we are reissuing a record that was first aired, having moved 100,000 copies, the record was sold.

The sales energy from the singles has sparked a resurgence for the album which followed it in 1963.

Dot’s reissue will be “Pipeline,” by the Chants, another 1963 hit. Barmour pointed that the key to a successful reissue program is to use radio and record promoters. The single can sell.

“Wipe Out” was reissued in spring 1961 in Boston, Roosevelt. The single was the best-selling record in the label to the executive suggested the station program the song as an old standard. The Chants were a big daze reaction.

“Wipe Out” has been re- serviced, Roosevelt, will check the Dot catalog for additional material for the reissues. Singles are ideal reissue material because of the audience reaction. Columbia Records saltzman finds, has a seven-to-eight-year audience acceptance.

Dot is still very interested in new product and Barmour points to Pat Boone’s newest release, “Teardrops When She’s Not Around,” “Daddy, Daddy, Buddy” as a rising single.

In line with his joining the committee and going over the promotion plans, Barmour has also introduced six new promotion men have been added as part of company branches.

One of the new men is Bob Seger, Boston; Chuck Dier, San Francisco; Tom MacCannell, Dallas; Gary O’Dornell, Pittsburgh, 

Kapp Ties in New LP’s With CMA’s Parley

NEW YORK—Kapp Records is stepping up its country release push for the annual Country Music Association convention, to be held in Nashville Oct. 17-19.

New albums timed for the convention have been taped by the Don Williams, June Carter Cash, “It’s a Man’s World,” “B Tuesdays With Josie,” and “Berny Wright.”

Last month Kapp released country albums by Mel Tillis, Hank Williams, Jr., and Merle Pullin. Caesar, Pat Metheny, and key accounts throughout the nation to promote the country. The new Kapp program, and point-of-sale merchandising, will be part of the promotion that will back the program.

Most of the Kapp executives and artists will be at the CMA convention.

**Ricketts Chappell**

NEW YORK — M. E. Ricketts, senior executive with Chap- pen is leaving for the annual Country Music Association last week for meetings with executives of sev- eral companies. He will be attending the CMA and its various firms represent in Britain and other markets.

Chappell and co-owner Frank Music, Famous Music, and the Music Publishing and the Disney music firms. He also will consult at Chappell’s Canadian branch in Toronto.

**NARAS’ Nashville Unit Gets 200 New Members**

NASHVILLE — The Nashville Chapter of the National Academy of Recording Arts & Sciences capped a two-week membership drive with a special welcome Friday afternoon (8) with nearly 200 new members — double the number recruited in the final push of what has been a six-week drive. Several secretaries and reception- ers of the music industry were there.

The chapter has already gained more than 200 new members, with others coming in.

Purpose of the drive was to counteract a rumor in the country music capital that NARAS is not a country music organization. A spokesperson for the local industry said that the local NARAS chapter held a dinner for the secretaries and reception- ers who helped with the promotion.

The Nashville chapter has about 100 members, with the membership drive last year was limited to only about 200.

Mr. Stagg is the membership drive. His sec- retary, Mrs. Joyce Bush, was still counting the votes Thursday evening late.
RCA Stereo 8... First in New Cartridge Tapes for
More Than 330 Tapes

New Kapp Stereo 8 Cartridge Tapes

8-Track Cartridge Tape Developed and Introduced by RCA Victor
Caution Sets the Tone at NARM Convention

FLANKING NARM PRESIDENT John Billinis as he addresses members at opening Chicago session were, from left, executive director Jules Malamud, director Cecil H. Steen, Recordowagon, Inc. and treasurer Jack Geldhart, L & F Record Service, Atlanta.

Service, Atlanta, will be presented to Record Industry Association of America executive secretary Henry Brief prior to the meeting of the association’s marketing committee meeting Sept. 15. NARM’s recommendations:

Implementation

1. That an alphabetical code be adopted as a standardized method for indicating a manufacturer’s suggested list price. A prefix to the manufacturer’s catalog number was suggested (example: A-LPM 2083; B-LSP 2083; C-COD 2005, etc.).
2. That a 3-inch square space in the upper right corner of each album be kept free of important copy or art work to permit affixing of price stickers, thus precluding obliteration of important design or copy elements.
3. That there be a standard method of packaging tape cartridges, preferably in compact, shrink-wrapped packages.
4. That there be a uniform position for printing of manufacturers’ catalog numbers on albums.
5. That there be a more distinct indication of “monaural” or “stereo” on albums.
6. That a complete list of selections be printed on the outside of double pocket albums to eliminate unnecessary unselling of same.
7. That this be presented to needle and phonograph manufacturers and the Electronics Industry Association: That there be a simple, uniform method of numbering replacement needles for phonographs, and a method of indicating, within the phonograph itself, the necessary information regarding cartridge replacement.

Geldhart said steps have already been taken toward implementation of the recommendations. “We hope this is not one of those things everyone agrees on but nothing is acted on,” Geldhart said. To that end, he announced, the recommendations were discussed with RIAA board member Irwin Steinberg, executive vice-president of Mercury Records Corp., prior to formalization.

BUSY RCA VICTOR table at NARM person-to-person session found John Burgess, Allan Clark, Roy Clark, William O’Dell, Henry Reifke, Ed Walker, Ralph Williams, Lee Schapiro, Irwin Terr and David Savage on hand at various times to greet rack jobbers.

“Mr. Steinberg, one of the unqualified authorities in the business, said he thought the recommendations have an excellent chance of implementation,” Geldhart said. Other members of the NARM product standardization committee-designated New Members—were Ben Barret, Cal Raks, Los Angeles; David Press, D & H Distributing Co., Harwich, Pa.; Jay Jacobs, District Records, Washington, D. C., and Cecil Steen, Recordowagon, Inc., Woburn, Mass.

Scholarships

Steen made news at the midyear meet by announcing the initiation of a special NARM scholarship program. Steen, who heads a special association scholarship committee, said that several $1,000 scholarships will be awarded annually to children of employees of NARM members. Sponsored by NARM and NARM members jointly, the program will finance for the student a maximum of four years in a course of study leading to a bachelor’s degree. (See box.)

“NARM is vitally interested in the development of future leaders through higher education,” Steen said. Members of Steen’s committee are Don Ayers, Nor Inc., of Minneapolis; Calectron, Inc., of San Francisco; James H. Martin Co., of Chicago, and Main Line Record Service of Cleveland. Total NARM regular membership is now 75 firms.

New associate members accepted at midyear were Music Sales Corp., New York City; Nashboro Record Co., Nashville; Westminster Records, New York City; World Display Fixtures Co., Charlotte, N. C.; Gateway Records, Pittsburgh, and Melodee Vendor Corp., Appleton, Wis. Melodee Vendor Corp., of Wyomissing, Pa., has declared that said the company intends to make a concerted effort to install rack jobbers in the vending of singles. Black believes that his machine is the first truly trouble-free record vender to enter the market. NARM now has more than 250 rack jobbers. The 27 rack jobbers of NARM’s regular members are also involved in the

ABC-PARAMOUNT RECORDS was represented to record merchants at NARM midyear meet by Bud Katzel, Ron Mengerstein and Chris Samer, all facing camera.

distribution of records. Following the demise of ARMADA, NARM opened its ranks to distributors.

98 Per Cent

“NARM associate members now account for 98 per cent of the total U. S. production of records,” declared executive director Jules Malamud. Commenting on the trend to overlapping roles by NARM men—CAPITOL RECORDERS’ men at the NARM midyear meet were Peter Goyak and William Taitt, seen here conversing with a NARM member. others, (i.e., manufacturer-distributor-retailer mergers), Malamud said: “It’s phenomenal how few problems this has caused for NARM. After all, to merge seems to be the modern business trend.”

While Malamud expressed the opinion that perhaps the tape cartridge has come along before record merchants have realized the full potential of hi-fi and stereo, some disagreement was voiced by other NARM officials. President John Billinis, in explaining why NARM cannot feasibly make recommendations with respect to tape cartridge configuration standardization, declared: “A NARM committee cannot prevent obsolescence.” And Heilicher declared to the press: “Obsolescence. It’s great!”

Observer’s Report

“Our standards committee members felt that to make recommendations in the area of tape cartridges would be outside its realm,” offered NARM vice-president Stan Jaffes, Gordon Sales, Seattle. “We are examining

AT THE ITCC TABLE at NARM meet in Chicago, Larry Finley, Louis Capone and Jerome Pillarsdorf (all facing camera) were kept busy answering tape cartridge questions.

Cal, San Francisco; Arno Heilicher, J. L. Marsh Co., Minneapolis; Louis Klayman, New Deal Record Service, and Charles Schlager, Marshall of America, Albany, N. Y.

“We will grant about $16,000 in scholarships the first year,” Steen said. “And we hope the industry will hop on the bandwagon and sponsor memorial scholarships to help the program grow.”

The growing place of the tape cartridge in the rack jobbing picture was not only apparent from the emphasis placed on it by NARM’s associate manufacturer members, the line-up of new regular members admitted at the midyear meeting is indicative. The new members included Midwestern Tape Distributors, Inc., of Milwaukee; All Tapes Distributing Co., of Chicago; Car Tapes, Inc., of Chicago. Other new regular members are Missouri Discs, Inc., of St. Louis; Dart Records.

NARM TREASURER Jack Geldhart (left), L & F Record Service, Atlanta, and other rack jobber personnel (at right) are greeted by Robert Livesey of the Cortina Co. during NARM meet.

ROULETTE RECORDS had Gerry Cousins, Morris Levy and Mervin Pelanhan on hand to meet with rack jobbers at NARM conclave in Chicago.

this new field at this conference because we want to try to get a clear picture.

All who attended the NARM midyear meet were given “An observer’s report” of the Aug. 29-30 Tape Cartridge Conference sponsored by Billboard in Chicago. The seven-page report, written by Malamud, did not allude to the trade publication that sponsored the event.

Responding to the apparent wait-and-see attitude of some rack jobbers toward the tape cartridge, one manufacturer executive observed: “We’ll sell to anyone, you know. Even the automobile people.”

“Let the automobile people try,” countered Arno Heilicher. “They’ll discover that merchandising music is nothing like merchandising spark plugs. A lot of automobile-oriented retailers will be interested in it.”

SEPTEMBER 17, 1966, BILLBOARD
More Blockbusters from STAX-VOLT!

Otis Redding  
**FA-FA-FA-FA-FA (SAD SONG)**  
Volt #138

Sam & Dave  
**SAID I WASN'T GONNA TELL NOBODY**  
Stax #198

Carla Thomas  
**B-A-B-Y**  
Stax #195

- Booker T. & The M.G.'s - **MY SWEET POTATO**  
Stax #196
- Eddie Floyd - **KNOCK ON WOOD**  
Stax #194
- Albert King - **OH, PRETTY WOMAN**  
Stax #197
- William Bell - **NEVER LIKE THIS BEFORE**  
Stax #199

**That Great Memphis Sound!**

DISTRIBUTED BY ATLANTIC-ATCO, 1841 Broadway, New York 10023
Darin Has a Smash!

If I Were a Carpenter

Bobby Darin

Atlantic #2350

Written by: Tim Hardin
Published by: Faithful Virtue, BMI
Produced by: Kopelman & Rubin
A Product of Kopelman-Rubin Associates Inc.
HIT!
The Young RASCALS
COME ON UP
Atlantic #2353
Written by: Felix Cavaliere
Published by: Slacsar, BMI

Management: Sid Bernstein
Booking: Associated Booking Corporation
Record Firms In Peak Spree

Continued from page 1

recent years, Columbia, Victor and Capitol have a lock on the original Broadway cast album market for the first segment of the upcoming season running to the first of the year. The season will open on Oct. 18 with "The Apple Tree," which will be recorded by Columbia. The other musical in Columbia’s hopper is "Cabaret," which is scheduled to open on Nov. 20. RCA Victor has "I Did I Do!" opening on Nov. 15, and "Holly Golightly," scheduled to open Nov. 26. Capitol has "Walking Happy," also scheduled to open on Nov. 26, and the revue "At the Drop of Another Hat," opening on Dec. 26.

Pages the Field

On the publishing end Tommy Valoranda’s Sunbeam Music is pacing the field with "The Apple Tree" and "Cabaret." Chappell has "I Did I Do!" Shapiro-Bernstein has "Walking Happy" and Treetop has "Holly Golightly." Treetop is composer Bob Merrill’s own firm which has Buddy Robbins as professional manager. Robbins is now preparing a musical production of the Bruce Jay Friedman novel, "A Mother Kisses," on the Coast. Treetop will be handled by Marshall Robbins, Buddy’s brother. It marks the first time in 16 years that the brothers Robbins have been working together.

"The Apple Tree," which has music by Jerry Bock and lyrics by Sheldon Harnick, stars Barbara Harris, Alan Alda and Larry Bryden. "Cabaret" is a musicalization of "I Am a Camera," by John Jander and Fredd Ebb. In the cast are Jill Haworth, Lotta Lynea, Jack Gilford, Bert Cowry and Joel Gray. "I Did I Do!" the musicalization of "The Fourposter" by Harvey Schmidt (music) and Tom Jones (book and lyrics), stars Mary Martin and Robert Preston. "Holly Golightly" is the musical version of "Breakfast at Tiffany’s," by Bob Merrill. It stars Mary Tyler Moore. "Walking Happy" is the Capitol-Cambal Jimmy Van Heusen musical treatment of "Hobson’s Choice" and stars Norman Wisdom, George Rose and Lucie Treet."At the Drop of Another Hat" is the British import starring Michael Flanders and Donald Swann. An earlier edition of their topical revue, "At the Drop of a Hat," was also released by Capitol Records.

Chevrolet Into CARtridge Race

Continued from page 1

Of...as a factory or dealer-installed option, the unit will be manufactured by General Motors’ Delco division. Cost of the accessory has not been determined. "We expect the tape cartridge player to become an important weapon among the 600 options and accessories offered by Chevrolet," said E. M. Estes, GM vice-president and Chevy general manager. The 8-track player will be available in all Chevrolet models except the Corvette and Chevy II.

The deck, mounted on the lip of the instrument panel, may be installed with an AM-FM push-button radio and FM stereo Multiplex to provide a complete music center on wheels. Four speakers, one in each corner, are mounted in the car.

Chevrolet has also disclosed a deal with RCA Victor in which the record company will furnish one tape cartridge to be given away by Chevy dealers when the customer orders a playback unit for his new car. The cartridge features Lorne Greene narrating a musical tour of the U. S. The cartridge will not be available elsewhere.

The tape cartridge unit will receive prominent play in all new model advertising run by the company. Also a special promotion package will be sent to dealer salesmen. The package contains window posters and literature on the product. Salesmen will be given special information on the playback equipment features. The unit will also be displayed on Chevrolet television commercials.

DETROIT—At press time, both the Pontiac and Oldsmobile divisions of General Motors revealed that they would offer 8-track tape CARtridge playback units as factory-installed, optional equipment on their 1967 lines. Buick and Cadillac will not offer the equipment this year. A full report will follow next week.

3M Corp. Unveils Home Tape Unit

Continued from page 1

Lourie. The publishers were told that use of this instrument in the home will entail payment of mechanical fees, not performances—measurably as the use does not involve a public performance for profit.

3M, it was revealed, is planning a big campaign to promote the instrument, which will be tested in 30 markets via its Thermofax outlets. It will sell for approximately $1,350, including the first reel of tape. The 500 selections on this reel will be taken from the 14 already recorded. They will be in the nature of lush orchestrations. Successive tapes will sell for $80 to $90. It was also stated that this tape will not be usable on the original playback, the one used for commercial background music.

10-Second Pause

The new device also has on the tape a 10-second pause after each performance, during this period a low voice will announce the song—but the listener may disregard this if he wishes, or he may press a button and the voice will become completely audible.

It was also stated that the user will be notified that the player and tape cannot be used for commercial purposes.

Publishers present included representatives of Shapiro-Bernstein, Bourne, Leeds Music, Frank Music, Peps-Southern, Edward B. Marks Music, Mills Music, San Fox Music, Tempo Music. Also present were Harry Fox and a representative of SESAC.

The speakers told the publishers that sales results of the original equipment have been excellent. It was explained that because of the nature of the original deal between the publishers and 3M, the latter was restricted from making sales to supermarkets. 3M was forced to turn down this profitable business. 3M hopes to iron out this problem with the publishers, feeling that it would mean more dollars for 3M and the copyright owners.

It was decided that liaison between 3M and the publishers would be speeded by the formation of a publishers’ committee which would be able to act for all publishers. This is expected to be crystallized shortly.

EPIC'S NEW HITS COME ANYWHERE FROM MIAMI TO TOKYO!

GARY STITES "HURTING" S-1006
BLUE COMETS "BLUE EYES" S-1008

SEPTEMBER 17, 1966, BILLBOARD
When Mel Carter sings a ballad, the ballad knows it’s been sung.

MEL CARTER
‘TAKE GOOD CARE OF HER’

It’s from Mel’s newest LP

#66208

Somewhere, My Love; Strangers In The Night; The Impossible Dream; Love Letters; Yarn Gonna Hear From Me; and others.
TOP 20 Spotlights—Predicted to reach the top 20 of the Hot 100 Chart

THE McCAY—DON'T WORRY MOTHER (Prod. by Feldman-Goldstein-Gotthedar) (Writer: Zehring) (Grand Canyon, BMI) — Hot followed by "You Best Run". This solid dance beat number from the pen of organist Felix Cavaliere. Flip: "What Is The Reason" (Crescendo, BMI). Atlantic 2353


SHADES OF BLUE—HAPPINESS (Prod. by John Rhyse) (Writer: Rhyse) (Gamba, BMI) — Culled from their current album, this well-written John Rhyse tune and group performance has all the ingredients of a fast smash. Flip: "The Name" (Gamba, BMI). Impact 1015

RAY CONNIFF SINGERS—LOOKIN' FOR LOVE (Prod. by Ernie Altschuler) (Writer: Rossellia-Jay) (ASCAP) — IT TAKES TWO (Prod. by Ernie Altschuler) (Writer: Evans-Parnes) (Mills, ASCAP) — Two strong rhythms with equal commercial appeal offered by the class vocal group. The success of "Somewhere My Love" should strengthen the chart climb for this follow-up.

Columbia 43814

MANFRED MANN—WHEN I WILL BE LOVED (Prod. by John Burgess) (Writer: Everly) (Acuff-Rose, BMI) — The Everly Brothers' former hit composed by John Burgess. Carr hit could be just the one to establish the Manfred Mann Band as top single sellers. In- fectious beat throughout. Flip: "Telephone Song" (Stax, BMI). A&M 816

OTIS REDDING—FA-FA-FA-FA-FA (Writers: Redding-Cropper) (East-Redwal, BMI) — A powerful, soul-stirring rhythm package with an easy beat in strong support will far surpass the success of his "Lover's Prayer." Flip: "Good to Me" (East-Redwal, BMI). Volt 138


HARVEY RUSSELL AND THE ROUGES—SHAKE SHERRY (Prod. by Richard Hoover) (Writer: Gordy) (Jabette, BMI) — The Berry Gordy composition serves as a powerful, wailing and rocking debut for the new and exciting group. Flip: "I'm Still In Love With You" (Big Songs-Anjer). Roulette 4697

BROOK BENTON—THE ROACH SONG (Prod. by Clyde Otis) (Writer: Otis-Biggs-Northern) (Inta, BMI) — This novelty number with all the appeal of Benton's "Roll Wee Roll" and all of the potential to meet with the same success here. Top Benton performance on clever and humorous lyric idea. Flip: "Where Does A Man Go To Cry" (Eddy-Bensen, BMI). RCA Victor 8944

LAURA NYRO—WEDDING BELL BLUES (Prod. by Milt Okun) (Writer: Nyro) (Cetial, BMI) — Debut of a big talent (composer-performer) with a compelling folk-rock sound, loaded with sales potential. This initial entry has the strength to establish her fast. "Sunny End" (Cetial, BMI). Verve Folksongs 5024

THE DUPREES—IT'S NOT TIME NOW (Prod. by T. Bruno-V. Millmore) (Writers: Sebastian-Hamory-Faithful, BMI) — The Lovin' Spoonfuls composition, well-performed by the smooth group has all the earmarks of a top of the chart hit. Well-written tune and the group's hottest sale entry in some time. Flip: "Didn't Want To Have To Do It (Faithful Virtue, BMI). Columbia 43802

Mickey Rooney Jr.—I WILL BE THERE (Prod. by Alex Grob) (Writer: Rooney-Santo) (Windsor, ASCAP) — The film star's sons come up with a raucous rocknroll number with all the ingredients of a fast hit. Rooney Jr. wrote it and turns it into an exciting performance. Flip: "The Choice Is Yours" (Windsor ASCAP). Liberty 55912

COUNTRY SPOTLIGHTS

TOP 10 Spotlights—Predicted to reach the top 10 of the Hot Country Singles Chart

DAVE DUDLEY—LONG TIME GONE (Prod. by Jerry Kennedy) (Writers: Dudley-Morrison) (New Keys, BMI) — Infectious rhythm number with good lyric content should prove one of Dudley's biggest hits to date. Clever change of pace for the stylist. Flip: "I Feel A Cry Comin' On" (Newkeys, BMI). Mercury 72618

RAY PILLOW—VOLKSWAGEN (Prod. by Marvin Hughes) (Writers: O'Brien-Emerson) (Raleigh, BMI) — Another novelty winner from Pillow with even more sales potential than his past hits. Flip: "And I Like That Sorta Thing" (Shoji, BMI). Capitol 5735

THE BROWS—COMING BACK TO YOU (Prod. by Chet Atkins) (Writer: Robinson) (BMI) — With "I Just Be Fool Enough" still riding the chart, this catchy rhythm number has possibilities for the top of the country chart and potential for the pop chart as well. Flip: "Biggawacken" (American, BMI). RCA Victor 8942

BEN COLDER—ALMOST PERSUADED NO. 2 (Prod. by Jack Clement) (Writer: Sunten-Sherrell) (Gallico, BMI) — Hilariouse comedy take-off of the No. 1 country hit has tremendous sales appeal for a big chart item. One of his best performances with strong piano support to add to the laughs. Flip: "Packet of Pencils" (Channel, ASCAP). MGM 13590

CHART

Spotlights—Predicted to reach the HOT COUNTRY SINGLES Chart

R&B SPOTLIGHTS

TOP 10 Spotlights—Predicted to reach the top selling RHYTHM & BLUES Singles Chart

RONNIE Milsap—AIN'T NOBODY LOVIN' ME IN THESE OLE SHOES (Prod. by Huey Meaux) (Writers: Resnick-Levins) (T, M., BMI) — This raucous walker should grab hefty sales in both the R&B and pop markets. Powerful performance and driving beat will make this a major seller. Review: "From the Old Tree" (Crazy Cajun-Flemar, BMI). Scepter 1216

CHART

Spotlights—Predicted to reach the R&B Singles Chart

R & R SPOTLIGHTS

The Van Dykes—Never Let Me Go (Uni, BMI) MALL 509

Billy Jo & The Hand (Hand Playfair, BMI) MALL 89

Bertie Jean—You Again (Sunbeam, BMI) KABC 779

Sunny warming—Bad Blood Blues (Combs, BMI) JWP 774

Al Green—Let's Get Ready (Rickie, BMI) MAX 2005

Janie Fair—She's Feeling Good (Winfield-Thompson, BMI) KELL 142

The Armstrongs—Ride Away (University, BMI) DOMINO 15

Mary Lou Williams—This Old Man (Brown) (BMI) KJNE 2009

CHART

Spotlights—Predicted to reach the HOT 100 Chart

McCoy—DONT WORRY MOTHER (Pro, by Feldman-Goldstein-Gottedar, BMI) MALL 529

Billie Joe & The Losses (Brown, BMI) MALL 99

Bobbi Kristina—Never Let Me Go (Uni, BMI) MALL 509

Elton John—Love Is Alive (Warner Bros, BMI) MALL 89

Bertie Jean—You Again (Sunbeam, BMI) KABC 779

Sunny warming—Bad Blood Blues (Combs, BMI) JWP 774

Al Green—Let's Get Ready (Rickie, BMI) MAX 2005

Janie Fair—She's Feeling Good (Winfield-Thompson, BMI) DOMINO 15

Mary Lou Williams—This Old Man (Brown) (BMI) KJNE 2009

The Armstrongs—Ride Away (University, BMI) DOMINO 15

Offices of Americanradiohistory.com 11女子, BMI) MALL 89

Billie Joe & The Losses (Brown, BMI) MALL 99

Elton John—Love Is Alive (Warner Bros, BMI) MALL 89

Bertie Jean—You Again (Sunbeam, BMI) KABC 779

Sunny warming—Bad Blood Blues (Combs, BMI) JWP 774

Al Green—Let's Get Ready (Rickie, BMI) MAX 2005

Janie Fair—She's Feeling Good (Winfield-Thompson, BMI) DOMINO 15

Mary Lou Williams—This Old Man (Brown) (BMI) KJNE 2009

The Armstrongs—Ride Away (University, BMI) DOMINO 15

OFFICES OF AMERICANRADIOHISTORY.COM
Respectable

And it’s just one of the 11 big smashes in the Outsiders’ latest!
The musical spirit and personality of Trini Lopez and the showmanship of the club have come together in the collection of songs that make up his latest repertory release. "The Second Latin Album" (Reprise R 2612), includes all his beautiful ballads as well as Spanish hits like "Sin Ti No Hayta," "Je T'aime, Mi Amor," "El Sol," and "Tierno Corazon." With the addition of a top band, Lopez gained a Columbia Records contract by being one of nine finalists selected for the "Victor Talent Search" by Cathy Lynn and Tony Mendez, a rock standard piece, and an original composition titled "I Love You Always." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.

The ingredient found in the Downtown success story lacking from Columbia Records was the agency. The club a public relations company to act as a liaison between commercial talents and the agency. The agency, for one, secures opening night reviews from several of the record trade papers.

"We want performers to come to the Downtown," owner Kelsey Marshall said, "because they're taken more seriously by other discographers. We try to please everyone, anyone for everyone who performs here." Marshall said his club can attract performers in the area by offering a lucrative contract. "Off-tour talent that has gathered a strong following in the area is always looking for a place to perform at the Downtown." The club's location has long garnered a reputation throughout the city. At 1 Sheridan Square, the building served as a speakeasy before the days of Prohibition. And during the big dance craze of 1920 deecor for a pop art fit, the Downtown features the Downtown Are headliner to promote a nightspot as a major factor in advance promotion for their initial Downtown artists.
Music on Campus

Ohio University, Athens, Ohio, hosted a concert by Carl Montoya on Aug. 20, reports Billboard. His 14-piece orchestra includes, Eddie Daniels, Tony Luiz of the University of Georgia will be new Billboard college correspondents in the fall.

G. W. Lamb, Billboard campus correspondent at the University of Arizona, reports that the campus television station, KUAT-TV, has received a government grant to start color transmission.

The Limited Edition, a London-oriented group, will be appearing at North Carolina State University in Raleigh, N. C. Oct. 1...

The Four Seasons are set for the East Carolina College Gym in Greenville, N. C. Oct. 7-8... The University of Tennessee, Knoxville, has announced its 1966-1967 concert series which will include: Jean Ritchie, Marie-Maddine and Maxine Feinberg, the Harvest String Orchestra, John Browning, the Barlow Knott Aftel Trio, and the Bach Aria Group.

Billboard's College Bureau has added two new campus correspondents, James Dashwood and Jon Kellog. They are Thomas W. Atkins of the University of Toledo and Gary S. Lesser of Knox Harvey College, Charleston, W. Va.

The 1966-1967 Town Hall Series of Texas A&M's Memorial Auditorium, has been announced. The New Christy Minstrels will open the series Sept. 30 at G. Rolfe White Coliseum. A limited number of reservations are being taken under the direction of the Stu Phillips, Epic's West Coast and A&R correspondent.

New Generation Wins Texas Fest

AUSTIN, Tex.—The Texas Talent Festival, held in conjunction this past week, is an annual event of the Texas Young Congress, a project of the Texas Law Enforcement and Youth Development Foundation, was won by the Dallas-based folk singing group, the New Generation.

In addition to cash awards, a trip to Hollywood, where they will meet talent scouts from Paramount, Metro-Cul- wyn-Mayer and Universal studio, the group will also appear in a national TV show.

There will also be a State-wide TV telecast of the top acts of the festival.

Hirt Live Album

NEW ORLEANS—RCA Victor will record Al Hirt's second live album at the Al Hirt Club, uptown here between Sept. 12 and 17, when he makes one of his rare appearances at his own jazz club. Hirt is appearing at the Nugget, Sparks, Nev. He will fly to London Sept. 23 to do the International Cabaret Show on Sept. 26 and 27. He also will appear at TV's Grand Gala du Disque in Amsterdam and the BBC's "Show of the Week" and the Billy Cotton Show in London.

London to Beat the Drums For the Highland Fusiliers

NEW YORK—London Records is readying a special merchandising drive in connection with a tour by the Royal Highland Fusiliers from Great Britain.

The 150-member group opens a 46-city tour of the United States and Canada beginning on Oct. 16 in Madison, Wisc. Included will be three performances at New York's Madison Square Garden. The promotion will be running simultaneously with major London merchandising campaigns for Mantovani, who will arrive in the United States on Sept. 24 for his 10th anniversary tour here, and Ronnie Aldrich, who arrived in New York on Sept. 6 to begin a 30-day American promotion tour.

Fusi- in recognition of the 30th anniversary of the World's Fair in London, the album will be released next month on the United Artists label.

The limited edition, a London-oriented group, will be appearing at North Carolina State University in Raleigh, N. C. Oct. 1...

The Four Seasons are set for the East Carolina College Gym in Greenville, N. C. Oct. 7-8... The University of Tennessee, Knoxville, has announced its 1966-1967 concert series which will include: Jean Ritchie, Marie-Maddine and Maxine Feinberg, the Harvest String Orchestra, John Browning, the Barlow Knott Aftel Trio, and the Bach Aria Group.

Billboard's College Bureau has added two new campus correspondents, James Dashwood and Jon Kellog. They are Thomas W. Atkins of the University of Toledo and Gary S. Lesser of Knox Harvey College, Charleston, W. Va.

The 1966-1967 Town Hall Series of Texas A&M's Memorial Auditorium, has been announced. The New Christy Minstrels will open the series Sept. 30 at G. Rolfe White Coliseum. A limited number of reservations are being taken under the direction of the Stu Phillips, Epic's West Coast and A&R correspondent.

New Generation Wins Texas Fest

AUSTIN, Tex.—The Texas Talent Festival, held in conjunction this past week, is an annual event of the Texas Young Congress, a project of the Texas Law Enforcement and Youth Development Foundation, was won by the Dallas-based folk singing group, the New Generation.

In addition to cash awards, a trip to Hollywood, where they will meet talent scouts from Paramount, Metro-Cul- wyn-Mayer and Universal studio, the group will also appear in a national TV show.

There will also be a State-wide TV telecast of the top acts of the festival.

Hirt Live Album

NEW ORLEANS—RCA Victor will record Al Hirt's second live album at the Al Hirt Club, uptown here between Sept. 12 and 17, when he makes one of his rare appearances at his own jazz club. Hirt is appearing at the Nugget, Sparks, Nev. He will fly to London Sept. 23 to do the International Cabaret Show on Sept. 26 and 27. He also will appear at TV's Grand Gala du Disque in Amsterdam and the BBC's "Show of the Week" and the Billy Cotton Show in London.

London to Beat the Drums For the Highland Fusiliers

NEW YORK—London Records is readying a special merchandising drive in connection with a tour by the Royal Highland Fusiliers from Great Britain.

The 150-member group opens a 46-city tour of the United States and Canada beginning on Oct. 16 in Madison, Wisc. Included will be three performances at New York's Madison Square Garden. The promotion will be running simultaneously with major London merchandising campaigns for Mantovani, who will arrive in the United States on Sept. 24 for his 10th anniversary tour here, and Ronnie Aldrich, who arrived in New York on Sept. 6 to begin a 30-day American promotion tour.

Fusi- in recognition of the 30th anniversary of the World's Fair in London, the album will be released next month on the United Artists label.
"SWEET THANG"
Nal Stuckey
Paula 243

New Album—Out This Week
"Nal Stuckey Sings" LP2192

For Bookings Contact:
Frank Page
Box 1130 Shreveport, La. 318-422-8711

R&B SMASH
"HOLD MY HAND"
b/w Bobby Powell
Whit 716
THERE NEW HIT
"RUN AND HIDE"
The Uniques
Paula 245

NEW RELEASES
"MIDDLE OF A HEARTACHE"
Charlie Daniels and the Jaguars
Paula 246

"BABY HAVE YOUR WAY"
Curtis Griffin
Jewel 767

"(MY BABY) HE'S THE GREATEST"
The Starefles
Jewel 768

D. J. : Write for Samples

MORE JEWELS from JEWEL...Paula... COUNTRY BREAKING POP!

PUBLICITY-BOOKING PHOTOS
MASS GIVES YOU FAST SERVICE
• TOP QUALITY • LOW PRICES
and a MONEY BACK GUARANTEE!

Why pay more for photos when Mass offers you flawless photos, rush 72 hour service and satisfaction guaranteed? For quantity prices, special services and samples, write today for free brochure.

MASS PHOTOCOPY
6730 Long Drive • Houston, Texas 77017

HOT ... ON THE MOVE!
HEAVEN'S DOOR by THE MOD MODS
SPANISH SPY by CARABMA
GREATEST STORY by FELIX RANDOLPH

CANT'T WE GET ALONG
LITTLE ONE

RECORDS
2292 Benson Hill Drive
Hollywood, California 90028

ZIP CODE SPEEDS YOUR PARCELS

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

ZIP Codes keep postal costs down but only if you use them.
A GREAT NEW LOOK

Bell Records 1776 Broadway, New York, N.Y. 10019
**Billboard HOT 100**

For Week Ending September 17, 1966

**Star Performers**—Sides registering greatest proportionate upward progress this week.

**HOT 100—A TO Z** (Publisher-Licensed)

**BUBBLING UNDER THE HOT 100**

Compiled from national retail sales and radio station airplay by the Music Popularity Dept. of Record Market Research, Billboard.
NOAH'S ARK
NOW LOADING UP WITH THEIR FIRST HIT
HOLD BACK THE SUN

WRITTEN BY
ALLAN & DANTE
ROULETTE
# 4703

AND 6 THUNDER CLOUDS STORMING OUT IN FRONT

“SAY I AM” ON THE WAY TO #1—TOMMY JAMES AND THE SHONDLES—R4695
“SHAKE SHERRY”—HARVEY RUSSELL—THE ROGUES—R4697
“BULLFIGHT”—CHUCK EDWARDS—R4705
“WHY DO YOU HAVE TO GO”—RHYTHM RASCALS—R4696
“HAVE FUN”—ANN COLE—R4452
“I COULD HAVE LOVED YOU SO WELL”—CHANCE EDEN—R4698

ROULETTE
PRODUCED BY BOB FELDMAN FOR FIRE PLACE PRODUCTIONS

WWW.AMERICANRADIOHISTORY.COM
RADIO-TV programming

WHDH Dual Playlist Combines Weekly and 'Preferred' System

By CLAUDE HALL

BOSTON—An unusual dual playlist system has been installed by WHDH here to provide a "better balance in programming." John Bassett, program director of the Easy Listening powerhouse, said that the station's air personalities still have a lot of freedom. "It's not a top 40 type playlist by any stretch of the imagination.

The system is based on a weekly list of new singles and LP's, plus a Preferred list of singles and albums that are happening. Music director Ken Wilson and Bob Clayton not only review all new records each week, but are responsible for compiling the two playlists. "And they're devoting a tremendous amount of work on them," Bassett said. "The result is that we feel we're now playing the best of the currently popular records, records with a good beat. We started the dual system a couple of weeks ago and are still trying it out. But it looks great so far. I have a feeling it's going to work. The only programming rule the deejays have to abide by is that no other record should be from the preferred list. Deejays can play the new records as they see fit, as long as it's on the other list, or they can throw in memory tunes.

Bassett said the dual playlist system makes sense because "I want to get more consistency in the sound of the station—reflecting the music, yet reflect what's happening elsewhere in the programming of our album. We're aiming for a balance in programming from 6 a.m. to 11:30 p.m. without regimentation. We're a personality station and don't intend to change. This playlist system is only guidance. The all-night side of the programming is different. We created a fantastic margin for influencing sales of albums in the market—indicating a tremendous young adult and adult audience. Billboard's latest Radio Response Rating survey of Boston gained the station 67 per cent of the votes of businessmen who depend on record sales—record dealers, distributors, on-station operators, and local and national record company executives. Len Gain, air personality with WHDH, won 60 per cent of off-station personality most influencing album sales. He was followed in the voting by WHDH's No. 2, Alan Dary with 20 per cent, Alan Dary with 12 per cent, and Bob Clayton with 6 per cent.

Last year the station had 49 per cent of one-nighters. Alan Dary of WHDH was the leading air personality influence album sales.

WHDH is one of those stations that have done well since the mid-50's—1957-1958, with the explosive popularity of rock 'n' roll. It lost some numbers in audience ratings surveys, "but we've always had a good music image and adult listeners. In the last year and a half we've even started to come back in the numbers. We were up 4 per cent. No. 2 in the July-August surveys. June Puke in metropolitan Boston showed WHDH tied with WMCA No. 1. WHDH won No. 1, 6 a.m. to noon. We were No. 1 room to room and a close No. 2.

Bassett felt this audience got much reflected, somewhat in the top rock 'n' roll stations overall were losing some of their dominance. They're playing more currently popular music, day in and day out the records on Billboard's Easy Listening Chart crop up on our playlists. We're playing a lot of the Easy Listening singles, but a lot of albums, too. It's sort of a 50-50 ratio of singles and albums until about 2 p.m., then we might concentrate more on albums."

Within the framework of the above, WHDH plans to present an interview-record show with record artists and movie stars. The radio station recently moved its offices to the West Coast for two weeks to tape material. Artists visiting Boston for nightclub engagements are also interviewed on the show and are tied in with playing their records. Some of the artists who've appeared have included Ray Conniff, Johnnie Mathis, Art Garfunkel, Henry Mancini and Anita Kerr.

FM Stereos Make Gains

NEW YORK—As an indication of the growing popularity and reach of FM stations, 32 more FM stations are operating in the United States, bringing the total to 179. Among the newcomers are three in-car FM stations.

Leaders in the survey were WHN, which airs New York overnight, from WAPT and WPAT-FM, 42 per cent; WABC and WABC-FM, 40 per cent; WNEW and WNEW-FM, 24 per cent; WMCA, 31 per cent; and WQXR and WQXR-FM, 26 per cent.

FM Stereo is also being heard on radio stations in San Luis Obispo, Salinas and Santa Barbara. But, instead of hiring the high cost of remote telephone lines, a problem anyway with transmission of stereo over any distance, the stations are picking up the three-hour broadcasts of the show and booking their receivers directly to their transmitters.

McLaughlin was host of the popular "570 Club" show on KLAC, Hollywood, between 1945 and 1954. At one time, the show was syndicated on AM-radio stations globally, including all of the U.S. and Canada, plus stations in South America, England, Honolulu and Tokyo. He's now planning to syndicate his stereo show, which mingle conversations with record artists and records.

RADIO-TV programming

JERRY BLAVAT, HOST OF THE "Discographic Scene" syndicated bandstand TV show which originates at WCAU, Philadelphia, joins in with guest guitarist James Brown, in striped coat, who appeared on a recent show.

Toronto Sound Show To Draw Recordmen

BY KIT MORGAN

TORONTO—Canadian and U. S. record companies are showing interest and enthusiasm for the "Toronto Sound" show, a 14-hour marathon pop music show and concert featuring 14 top Toronto groups, being sponsored by radio station CHUM and the After Four teen supplement of The Toronto Telegram.

"Toronto Sound," at Maple Leaf Garden Sept. 24, is more than an opportunity for fans to listen to or dance to non-stop music by their favorite local groups, it is a showcase for Toronto talent. Key record company executives and artists producers from both Canadian and U. S. companies have been invited to attend the show and draw the Toronto sound. CHUM promotion manager Allen Farrell reports that an encouraging number of companies have expressed interest in the venture and hope to have representatives attend.

The show is being heavily promoted by both CHUM and After Four, which will turn over any profits from the venture to charity. CHUM is airing a full page ad in which mentions record company executives will attend, and is featuring music by the group and interviews with members of the groups nightly on "The Brian Skinner Show."

Groups appearing on the show include Little Caesar and the Coins, the Big Town Boys, Dee and the Demons, the Utah Ducklings, the Last Words, the

Five Rising Sons, Bobby Kris and the Imperials, Luke and the Apostles, the Stitch in Time, Roy Kenner and the Associates, the Pipers, Sue Taylor and the Penguins and the Spaniels. Several of the groups have had considerable success, perhaps the most notable being Little Caesar and the Coins with "Standing On Shores," which saw chart action in the U. S. as well as in Canada.

In co-sponsoring the show, CHUM hopes to create and boost record industry interest in Canadian talent, not only to pave the way to recording contracts but to stimulate sale producers and promotion men to show the extra interest and enthusiasm for Canadian talent product that it will take to put the "Toronto Sound" on the charts internationally.

WRAW Emcees Rock 'n' Roll Battle

READING, Pa.—More than 50 local rock 'n' roll groups participated in a battle of the bands here enacted for air personalities of radio station WRAW.

The three-day event was staged in the Bonovo's department store and WRAW program director Bob Hollands said well over 2,000 teens turned out for the promotion. A&F and promotion man Dave Chalker and Tom Kennedy of Capitol Records judged the contest.

3 OUTLETS GET KXFM'S 'CLUBTIME' EASY WAY

SANTA MARIA, Calif.—Network stereo! Air personality Bob McLaughlin of KXFM in Santa Maria, Calif., is also being heard on radio stations in San Luis Obispo, Salinas and Santa Barbara. Instead of hiring the high cost of remote telephone lines, a problem anyway with transmission of stereo over any distance, the stations are picking up the three-hour broadcasts of the show and booking their receivers directly to their transmitters.

McLaughlin was host of the popular "570 Club" show on KLAC, Hollywood, between 1945 and 1954. At one time, the show was syndicated on AM-radio stations globally, including all of the U.S. and Canada, plus stations in South America, England, Honolulu and Tokyo. He's now planning to syndicate his stereo show, which mingle conversations with record artists and records.

THREE THOUSAND WOUNDED VIETNAM VETERANS listen to Frankie Laine, right, at Great Lakes Training Center, in a special concert for the wounded soldiers. Host of the program was former radio personality Bill Miller (at mike) hosted the show. Fontana's Oscar Brown Jr. also appeared on the program.
“I’ll Eat My Hat”

Susan Rewis

“...And the Trouble With Me Is You” 43777

Get a taste of the action. On COLUMBIA RECORDS.
funny... EXCITING... hilarious... SOPHISTICATED... adult... BEST SELLING... LIFE OF THE PARTY

JUBILEE COMEDY ALBUMS

CHECK THESE PERENNIAL BEST SELLERS

Fill in NOW on These All-Time Great JUBILEE "LIFE OF THE PARTY" COMEDY ALBUMS

Write for catalog—JUBILEE RECORDS
A PRODUCT OF JAY-gee RECORD COMPANY, INC. A DIVISION OF JUBILEE INDUSTRIES, INC.
1790 Broadway, New York, N. Y. 10019 PL 7-8570

www.americanradiohistory.com
THE HAPPENINGS SMASH ALBUM

"THE HAPPENINGS" IS GOING TO BE #1

Watch it Go!

It contains: SEE YOU IN SEPTEMBER • TONIGHT I FELL IN LOVE • GIRL ON A SWING • IF YOU LOVE ME, REALLY LOVE ME • SEALED WITH A KISS
ALBUM REVIEWS

NEW ACTION LPs

NATIONAL BREAKOUTS

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

FREAK OUT!

Marvin Gaye, Tamla MG 3357 (M) LSP 3357 (S) / LSP 3340 (M)

TOLD IT LIKE IT IS

Richard (Grae) Holm in, Pacific Jazz P 1015 (M) ST 20105 (S) 720-20105-3

MAN OH MAN!

Womenfolk, RCA Victor LPM 3537 (M) LSP 3357 (S) / LSP 3340 (M)

LIL RED RIDING HOOD

Sum the Shon & the Phoenneks, MGM E 4407 (M) 660-04407-6: 650-04407-5

SUNSHINE SUPERMAN

Donovan, epic ep4177 (M) KN 32177 (S) 465-24217-3 465-24217-5

JOHNNY RIVERS’ GOLDEN HITS

Imperial LPM 19224 (M) LPM 19224 (S) 370-09224-3 370-09224-4

SEARCHING FOR MY LOVE

Bobby Moore & the Rhythm Ace, Checker LP 3000 (M) LPS 1000 (S) 320-00200-2, 320-00200-4

CLASSICAL SPECIAL MERIT

THAIS VSYT KING

London Symphony Orch. (Markell), Philips PHNM 500-116 (M) PHN 900-116 (S)

MARKELL puts the London group through a well-paced, vital performance. It’s recorded with a quality interpretation. It’s recommended and recorded.

BACH ORCHESTRA IN G.

HAYDN: CONCERTO IN C

Maurice Gendron/London Symphony Orch. (Phillips), Philips PHNM 500-111 (M) PHN 900-111 (S)

CEILLIER Maurice Gendron distinguished performances to both three consecutively worked. The arrangement of Bach orkestra, appears as the finest works are, a major work. The London orchestra is a major band.

THE GOLDEN AGE OF PIANO VOCALISTS—RECORD 1

Josef Stalin, Argo DA 41 (M)

A brilliant sound to the “Golden Age” series of Argo. Simple yet effective, and for the general public in the high sales. Staccato piano is featured, with notable work of an orchestra.

LIVING SOUL

Richard (Grae) Holm in, Prestige PR 7465 (M) PRST 7465 (S)

Reed of Prestige, this album presents the Holmes forward sound style. The photographic set is featured, with notable work of an orchestra.

SOUNDTRACK

THE WILD ANGELS

Terry, T 5041 (M) DT 5041 (S) / 3001

ALFIE

Corrsin McLauch. Mainstream 8084 (M) 8 084 (S)

EVERYONE’S GONE TO THE MOON (AND OTHER TROPIC SHOTS)

T. Baw, Liberty, LBP 3471 (M) 767 (S)

LARA’S THEME

Dimitri Tiomkin, Columbia 4033 (M)

YOU DON’T HAVE TO SAY YOU LOVE ME

Robert Leeds, His & Hers, Kapp K 1558 (M) KN 3510 (S)

THE BLUE THINGS

RCA Victor 3603 (M) LSP 3603 (S)

JEFFERSON-WOODWINDS

Jeff Woodwinds VBP 4021 (M) VBP 4021 (S)

RISSEPIINES FOR YOUNG LOVERS

Mildred Faye Nevers, RCA LPM 3615 (M) LSP 3615 (S)

FORTY-SECOND STREET

Red Lewis Orch., RCA Victor LPM 3616 (M) LSP 3616 (S)

THE JOHN PRICE SOUND

RCA Victor 3604 (M) LSP 3604 (S)

VIRGIN ISLAND BEACH PARTY

Richard & Merle, RCA Victor 3645 (M) LSP 3645 (S)

CLASSICAL

FAVORITE CLASSICS FOR PIANO

Leonard Pianist, Capitol C 8112 (M) S 8112 (S)

THE LOVIN’ SPOONFUL “WHAT’S UP, TIGER LILY?”

Soundtrack, Rca Victor LPM 3653 (M) LSP 3653 (S) / 603-02053-2, 602-02053-3

SONGS BY TOM LEHER

Rca Victor R 5677 (M) RS 5677 (S) 760-05677-3 760-05677-4

FAITHFUL FOREVER

Marionette Faithful, London LTL 3482 (M) PS 682 (S)

CARNegie HALL CONCERT WITH BUCK OWENS & HIS BUCKAROOS

Capitol T 3056 (M) ST 2556 (S) 300-03056-3. 300-03056-5

SWEET PEA

Tunney Raymon, ABC 375 (M) AARC 375 (S) 101-03755-7 101-03755-5

YOU ASKED FOR IT

Fernandez, Tom & the Jolietes, United Artists UA 3536 (M) UAS 3536 (S) 373-03536-3 373-03536-5

THE CRITTERS/YOUNGER GIRL

Kapp KL 1482 (M) KS 2482 (S) 602-02482-3 602-02482-5

THE ITALIAN ALBUM

James Last, Reprise, UA 3544 (M) UAS 3544 (S) 875-03544-1 875-03544-3

GOLDEN GREATS

Merritt Danny, Liberty LSP 5467 (M) LST 7467 (S) 360-03746-7 630-03746-5

ALFIE

Billy Vaughn, Dot DLP 3751 (M) DLP 23571 (S) / DLP 23571 (M) / DLP 23751 (S)

CLASSICAL SPECIAL MERIT

THE FOUR-STAR ALBUMS

The following reviews are based on new albums with sufficient commercial potential in their respective categories.

CHOPIN, NOCTURNES NR 12-20: Thomas Ericson, Brilliant Classics, France (4) 35847 (M) 136847 (S)

BEETHOVEN: STRING TRIOs

Jean Pouquet/Frederick Rice/Alain Filo, Westminster. WC 1017 (M) WMS 1017 (S)

HAYDN: CELLOSONGKONTZIE K MA.

Gimbror Bach/Winter Symphony/Maxim Shostak, Westminster WC 2104 (M) WMS 2104 (S)

VIVALDI: INTERPRETERS MASTERS 3.12" LPs

Francesco Tassini, Westminster WC 2104 (M) WMS 2104 (S)

JAZZ THINGS AWAY THAT THEY USED

Joe Hodges/Rex Stewart, RCA Victor LPM 323 (M) LPM 323 (S)

CLASSICAL DELTA BLUEs

Big Bill Miller, Brilliant Classics, France (4) 35847 (M) 136847 (S)

OUT OF THE STORM

Bill Vee, Victor YV 8663 (M) VY 8663 (S)

COMEDY

YOU’RE GOING WAY FROM HOME.

White, BMG, Columbia CL 1554 (M) CS 1554 (S)

POLKA

POLAND TOUR BMG, gubernator, East Coast, FC 7550 (M) Continued

SEPTEMBER 17, 1966, BILLBOARD
Taylor on Licenses

LITTLE ROCK, Ark.—Radio broadcasters will soon be granted longer license periods, predicts Sheril Taylor, vice-president for radio of the International Association of Broadcasters. Both Congress and the Federal Communications Commission have extended the current three-year term. It is a proposal of the Arkansas Broadcasters Association here Aug. 25.

WIKI to Hot 100

RICHMOND, Va. — WIKI, a 5,000-watt outlet here, has switched to a Hot 100 chart Music director David Hill, who needs singles from all labels, said the station was formerly programming R&B music.
Compact Market Gets Firms' College Try

NEW YORK — Most broadcasters, program directors, music directors and air personalities of tomorrow will come out of today's colleges and universities. Many record companies, realizing this, have concentrated public relations efforts directed at the college level. A patternfinder in the field, before many record companies recognized the college market at all, is Sol Handler, press chief for MGM Records. Sol Kabinowitz, merchandising manager for the Folk and New American Music, and Frank Campagna, promotion manager of Columbia Records, are currently of importance in public relations efforts in the college market as well as the sales promotion world. Those small-wattage AM stations, FM stations, or carry-all radio stations are increasingly important.

(Continued on page 38)
THE DISNEYLAND LITTLE LP SERIES
IS THE **BIGGEST** SELLING CHILDREN'S LINE OF RECORDS IN THE WORLD

THE INDUSTRY'S **BIGGEST** DOLLAR VALUE

IT'S THE **BIGGEST** CHILDREN'S ENTERTAINMENT PACKAGE ANYWHERE

A 7" 33⅓ RPM LONG PLAYING RECORD IN A 24 PAGE FULL COLOR ILLUSTRATED BOOK

**12 PRE-SOLD FAVORITE CHILDREN'S TITLES**

**LLP-301** SLEEPING BEAUTY  
**LLP-302** MARY POPPINS  
**LLP-303** THREE LITTLE PIGS  
**LLP-304** PETER PAN & WENDY

**LLP-305** 101 DALMATIANS  
**LLP-306** ALICE IN WONDERLAND  
**LLP-307** LADY AND THE TRAMP  
**LLP-308** CINDERELLA

**LLP-309** BAMBI  
**LLP-310** SNOW WHITE  
**LLP-311** PINOCCHIO  
**LLP-312** MOTHER GOOSE RHYMES

THE NEW LP REVOLVING PACKAGE DISPLAY RACK FOR DEALER COUNTERS

THIS IS JUST ONE LP PACKAGE

CONTACT YOUR DISNEYLAND RECORDS DISTRIBUTOR FOR IMMEDIATE DELIVERIES
7 BILLBOARD SPECIAL SURVEY for Week Ending 9/17/66

TOP SELLING R&B SINGLES

This Week Last Week Title, Artist, Label & No. & Rank
2 Two of a Kind DANCES
5 Alkaline 
12 Aint Nobody Home
13 Baby Love Love
16 Blew in the Wind
19 Tone Waller
20 Soul Album
21 Utopia

Weeks on Chart
7
7
7
7
7
7
7
7
7
7
7

RADIO-TV PROGRAMMING

Campus Market Gets Firms’ College Try

• Continued from page 30

healthy bonus sales, Handwerger
works hand-in-hand with college
radio station. For MCM, Records is
selling WNYU at New York Uni-
versity here with 100 heavy on-wall
board posters to promote the cam-
paign radio station on campus and
off campus at local stores. Beside
promoting the station, the posters
state: "The college sound is on MCM—Verve Records." The record company also pro-
vided 5,000 small test-record cards
for the dormitory mailers, the cards
plug the MCM's single, as well as
the station's schedule. WNYU is one
of the nation's "hot" college radio
stations and the promotions
designed operate its a like a com-
ercial station even to selling spots.
The station operates part-time
from the Washington Square courts,
the rest of the time, from the Uni-
versity Heights campus. Eddie
Young, Washington Square man-
er; Richard Roberts, the other. He
is promoting and promoting director,
and the Washington Square stu-
dents used to do many of the broad-
casting stations, at New York's
commercial stations in his spare
space.
By January, with permission
of the FCC, the university hopes
to add FM facilities and broad-
cast a "college" station. Part of
the two-week orientation schedule
of the station for new students
includes a live talent remote
broadcast 8-10 p.m., Sept. 13, from
one of the dorms. In the past,
select student personalities at WAC,
will team up with student Jerry Car-
roll to host the show. As student
radio personalities a chance to see
how it's done in the com-
mercial stations. This will
feature the Hasolls and the
presentations. Free albums will be
given.

Programming at WNYU calls
for new talent. In the mon-
th, the station off the air from
10 a.m. to 4 p.m. From 8-10 p.m.
will be a "WNYU Showcase" program,
then comes a special documentary
or interview half-
hour, 12-1 a.m. a half-hour of news.
From 11-12 a.m. is jazz,
then the regular program be-
fore the University Heights cam-
pus takes over the program-
ning. The station has a special
staffs to reach each campus.

For WEAM

It’s Music Music

The only consideration taken in
regard to adding new records for airplay is good taste. "We're very
old-fashioned station, to younger and young adults
because of the tremendous in-
fluence. We play close attention to all
records received and won't play them
if they're objectionable and we're bound only by our own feelings in this.

Averill had considerable
success in radio; he was with
CRLW in Detroit when it was in-
cluded in the mid-week radio
charts. It was one of the top
100 format stations closer to
100 in the market. After he
joined the national sales director with Barlow operations at WEAM
station, in a year with WRAB in
New York, then switched to
WEAM, in the New York-
York: Hooper placed
No. 1 in a five-county area sur-
vey in the days by a solid
margin, he said. "And we've
been No. 1 at night for a long
time.

But it hasn’t been easy. "You
have to play close attention to
detail," he said. "That’s one of the reasons we have a rotating program-
ing system. Our records are recorded on a rotating basis. Half the
records are scheduled each half
hour. They’re balanced to
include two up-tempo records, one
slower. From 10 a.m. to 3 p.m.
the balance is a shadow off this—about 1/4 to 1 radio.

It’s relatively impossible to
play the full reign of records
in a half-hour segment, because
of commercials and public service announcements. The deejay
doesn’t finish the grouping.
So you squeeze the records
when you don’t need them. Because
of the rotation system, they’ll be at
the end of the list in the other
half-hour segment sometime
during the day, so no record gets
ignored."

Balanced

"The rotating system used keeps
the programming balanced as
near perfection as it can be done," Averill said.

KRAK Launches A Happenings

SACRAMENTO, Calif.—To
promote music campus mass
and news and tidbits about happen-
ings in the world of country music
in the area of record
artist, KRAK has
introduced "Country Kolumn,"
every Wednesday, in the campus
newspaper. The column is done
weekly by an ex-student, now a
casino promoter, and is carried
by the campus radio station.

COUNTRY ROCK IN 3-WAY TIE

BOSTON—WMEK, the
Hot 100 format station here, re-
cently devoted its schedule, all-
night talk show to country mu-
 sic programming, drawing a
healthy country audience. The host of
the show, Larry Glick, had as
guests, Les McKeever, program
director of WHI, the Bos-
town station, and via
telephone, Ralph Emsley, host of
WAKM's "Oldies Spot Light-
ers" show in Nashville. The
unusual thing about Emsley's
program was the presence of a
Glick's show is that Emsley was
still on the air on his own
workplace.

SEPTEMBER 17, 1966, BILLBOARD
DOUBLE DYNAMITE! 2 NEW HITS FROM THE "PIED PIPER" AND "SWEET DREAMER"

"CHANGES"
by CRISPION ST. PETERS

A Phil Ochs Composition
Published by Barricade Music, Inc.

b/w
"My Little Brown Eyes"
"PIED PIPER"
by CRISPION ST. PETERS
JAMIE 3027

The Fastest-Rising Album In America Today!

"THINK IT OVER"
by TOMMY McLAIN
b/w
"I CAN'T TAKE NO MORE"
MSL-209

Tommy's fantastic follow-up to "Sweet Dreams" is turning everybody on!

Jamie/Guyden Distributing Corporation
PHILADELPHIA, PENNSYLVANIA 19123
Millier Plant Posing Challenge to Trade

COLOGNE — The German disk trade is eyeing apprehensively the new plant of Millier International Schallplatte-GmbH, under construction at Quickborn, near Hamburg.

This structure will be the most modern integrated plant in Europe. It will have a minimum annual LP capacity of 5 million records. The plant symbolizes for the German disk industry the dynamic development of the concepts of David I. Miller, the American director.

The plant, which is ultramodern throughout and will give Miller International an important position in the music business, is expected to be a major addition to the American export scene. The new plant will produce "technically unexcelled product at unrivalled prices."

The plant was designed in the U.S., and the American manage ment is from the U.S. When Miller first appeared on the German industry scene, there was a tendency on the part of German trade associations to miss Miller's hard-sell at mass appeal price.

The lackluster performance the first few years in Germany encouraged the local trade's sangfroid toward his price-cutting. In 1962 and 1963 Miller sold a total of about 300,000 disks.

But then Miller's sales zoomed — to 200,000 in 1964 and 1.2 million last year. This year Miller's sales will exceed 3 million LPs. The firm's target is 5 million annual LP sales from its new Quickborn plant.

Far from laughing Miller off, German "traditionalist" disk executives are now scrambling to cut prices and become competitive with the American disk merchant. Miller has inspired waves of price cutting within the German disk industry and trade.

Every major German record company now cuts its prices to avoid "appeal price" competition.

Moreover, Miller has flabbergasted the trade by cutting prices on classical product and has lowered the price of imports from Hong Kong. The reduction in prices has been so drastic that the Miller plant is the only one in Germany to pay lower prices on a regular basis than the most price-conscious importers. Miller is the only one in Germany to have a 25% price cut on all imports from Hong Kong.

The German label, Millier, has been selling its disk at a lower price than the original LPs from the most price-conscious importers. The Miller plant is the only one in Germany to pay lower prices on a regular basis than the most price-conscious importers. Miller is the only one in Germany to have a 25% price cut on all imports from Hong Kong.

The French market was going through a period which was particularly favorable for the sale of LPs, and Miller was now building a new plant that was volume of classical LPs at the cut prices.

3) Other Changes

The trade is prepared for some of the other important changes in the French market:

One is the establishment of a new plant in Hamburg. This was possible because the development of the sales of English and American pop products in France had for many years lagged behind the European market (which was now considered.

2) There was a tendency for high record prices, and this needed to be alleviated. Miller's prices are now lower than the average price in France.

These developments are largely due to Miller's aggressive promotion of his product in the French market, which has made him a leading player in this sector. Miller has been very successful in promoting his product in the French market, and this has led to an increase in sales of his product in this country.

The new releases will be available in the United States, a label which Miller will promote in this country.

Millier is also launching a new deluxe series of albums each of which will be available in limited numbers, together with LPs including interviews with the artists, menus, and work by distinguished persons from all realms of art and personal recollections. The package will also include a 12-page illustrated book giving all the details of the sets of French artists and the sets of Russian artists. Millier plans an extensive advertising campaign to promote this series, which will be very important for the record market in this country.

NUREMBERG — The European Exchange System (EES), which operates Army and Air Force Exchange System outlets in Europe, is rushing expansion of record sales facilities. The program is to be extended to Germany in preparation for the newly released EES records. The sales of the records are expected to reach $100,000 a month.

EES follows a shrewd merchandising policy of coping closely to record stocking. For all the effort being invested on hi-fi equipment, the disk section of the store is small, only five floors. EES sells good product, very new.

For the most part, EES is not satisfied to sell the customer merely hi-fi equipment, the disk section is small, only five floors. EES sells good product, very new.
A MAN...

...AND HIS MAGIC

CAR STEREO '79
I wanna give 'em away but Mrs. Muntz won't let me.
She's Crazy!

SEPTEMBER 17, 1966, BILLBOARD
CATEGORY a — $5.98 — ABC-PARAMOUNT □ ATCO □ ATLANTIC □ BOOM □ CADET □ CAMEO □ CHECKER □ CHESS □ COMMAND □ CONTEMPORARY □ DOT □ DUNHILL □ DUNWICH □ ELEKTRA □ FERMATA □ FOCUS □ GOOD TIME JAZZ □ GRAND AWARD □ HELIODOR □ IMPULSE! □ LEO THE LION □ LOMA □ METRO □ MGM □ MILESTONE □ MONUMENT □ MOONGLow □ MUSIC GUILD □ MUSICOR □ PARKWAY □ PEP □ PHILLES □ PPX □ REPRISE □ RGE □ SOUND STAGE 7 □ TANGERINE □ VALIANT □ VERVE □ VERVE BLUE □ VERVE/FOLKWAYS □ VOLT □ VSP □ WARNER BROS. □ WESTMINSTER □ WHITEHALL CATEGORY b — $4.98 — ACCENT □ ARCHIVE OF FOLK MUSIC □ ARVee □ AUDRAY □ AUTO-LEARNING □ BAROQUE □ BIBLE VOICE □ CHARGER □ CHAFTER □ CONCERT-DISC □ CORO □ COUNTERPOINT □ CRUSADER □ DIXIELAND □ JUBILEE □ DOVE □ ESOTERIC □ EVEREST □ FAT FISH □ 49TH STATE □ HAWAII □ GENERAL MUSIC □ GNP CRESCENDO □ HANNA-BARBERA □ HI-FI □ KIDDY-GO □ KING □ LA COMEDIE FRANCAISE □ LANCELOT □ LANCER □ LIFE □ MAZE □ MEL □ NAMDAM □ NASHVILLE □ OLD TOWN □ PERIOD □ PREMIER □ PURE SOUL □ RAMPART □ RAYNETT □ RED BIRD □ RENAISSANCE □ SCALA □ STANLEY WILSON □ STARDAY □ STRADIVARI □ SUMMIT □ VAULT □ WAIKIKI CATEGORY c — $3.98 — AVA □ CAROUSEL MUSIC □ CHARLIE PARKER □ ECHO □ EUROTONE □ HAMILTON □ NONESUCH □ OMEGA □ REXFORD □ VI PE TI □
MUNTZ ROLLING ALONG IN FIFTH YEAR

Muntz Continues To Pace Stereo Cart Sweepstakes

By SY FRAILICK
Muntz Stereo-Pak, Inc.

VAN NUYS, Calif. — Earl (Madman) Muntz, perhaps the most colorful U. S. business personality of the past three decades, rolls head-on into his fifth Stereo-Pak year securely installed as the field's most celebrated figure.

Pre-eminent in every professional area with which he has touched, including undersea, automobile production, television manufacture — and the current Stereo-Pak orbit—the 52-year-old marketing whiz claims that the CARtridge field is still very much in its infancy despite the ringing success it has already registered throughout the U. S.

"The statistics," says Muntz, "indicate we've barely made our presence felt with the public. And, as good as business seems for everyone in the field, it's sure to get a lot better."

The dazzling Muntz Stereo-Pak statistics alone would indeed tend to confirm Muntz' glowing outlook for producers and distributors of Stereo-Pak equipment and the field's sundry by-products. Although his company continues to accrue a monthly 33 per cent growth increase, he frankly admits that his traditional domina-
tion of the Stereo-Pak market — once reported as high as 73 per cent — has tapered slightly because of the scramble into the field by scores of other companies.

Muntz welcomes the competition, claiming that it will bring with it increased general promotion of the indu-

Cart Biz Market

By JAMES LEVITUS
Muntz Stereo-Pak, Inc.

(The following analysis of the huge market faced by stereo equipment dealers first appeared in the Au-
gust issue of the Muntz Reporter. In view of its signifi-
cance to members of the cartridge industry, Muntz Stereo-Pak takes this opportunity to reprint the article for Billboard readers.)

I've been charged with the responsibility of rede-
fining the inaccurate, industry-wide notion that our potential market in stereo-playback units will be sharply diluted by car manufacturers in 1967. Actually, an objective evaluation of the total picture will encourage any retail dealer of tape CARtridge products.

In order to determine just how large and stable our actual market is, it's necessary to briefly sketch a historical review of car accessories and to acknowledge that car makers have always moved slowly in accessory penetration. Traditionally, a huge aftermarket has re-

Memos of Muntz Stereo-Pak

By LLOYD NEHEN

"HOLY DUPLICATORS!" We frivolously borrow from the super-hero of television's current moment with which to set the stage for the rapid-fire sequence of events that has punctuated the growth of Muntz Stereo-Pak.

"Quick, madam... to the madcave... just have time to tell our story in outline form... ready... here it comes..."


November, 1961 — Muntz phases out Illinois operation to concentrate Stereo-Pak effort within booming Southern California market.

January, 1963 — Rolls owner Sammy Davis Jr. sees... digi... buys first Muntz Music Model 500 unit for $225. Same scene repeated in rapid sequence by Peter Lawford, Jerry Lewis, Milton Berle, others.

February, 1962 — Partners are taken on and Muntz Music becomes Auto Stereo, Inc. Continues to market Muntz Music product.

March, 1962 — Billboard breaks exclusive story on the Muntz development of stereo music and enter-
tainment reproduced in tape CARtridge form.

March, 1962 — Label agreement consummated with Dot, MGM, ABC-Paramount, Command, West-

April, 1963 — Auto Stereo, Inc., renamed Muntz Auto Stereo to exploit magic power of Muntz name with public.

July, 1963 — Muntz notes daily cigarette consumption... three packs... shrugs.

September, 1963 — Muntz resigns Auto Stereo interests to open Muntz Stereo-Pak, Inc., on Armita Street in Van Nuys. Operation involves nine employees, three of whom are named Muntz.

Continued on page EM-31

EARL MUNTZ DEFINES 4 & 8-TRACK ROLES

See Page Eleven

SEPTMBER 17, 1966, BILLBOARD
CONGRATULATIONS,
EARL

Dan Shaw
Lou Spear
Amnon Barness
and all the
Employees of Muntz

Largest Factory Retail Outlet In The World

8801 Sunset Blvd.
Los Angeles 69, Calif.
Phone: 652-8820

9018 Wilshire Blvd.
Beverly Hills, Calif.
Phone: 274-8149

11076 Jefferson Blvd.
Culver City, Calif.
Phone: 397-5764
We of the music and record industries are indebted to Earl W. Muntz for pioneering and shaping, singlehandedly, the development of the Continuous Loop Cartridge into the awesome, burgeoning potential its refinement represents.

WARNER BROS./REPRISE RECORDS
Our customers are never mad!

(They're busy selling American tape)

Take Earl "Madman" Muntz for instance—he's the maddest! But he's not mad at us. How could he be, he's already loaded millions of Muntz Stereo-Pak tape cartridges and he's loaded every one with American brand recording tape. He particularly likes the special process we put our tapes through to make sure that his "now-famous" stereo cartridge systems are number one in quality, sound and, naturally, number one in sales. Fidelity, reliability, long life...these are the qualities that Earl Muntz demands in a recording tape. And these are also the qualities your customers will demand in the tape they buy for their home recording pleasure. Don't make them mad—specify American.

Special high quality, long life formulations available now for OEM use. For complete details contact Greentree Electronics Corporation direct. Telephone: (714) 549-2265, Cable: PROGRESS

American Recording Tape
A Division of Greentree Electronics
2135 Canyon Drive
Costa Mesa, California

Copyrighted material
Sutnick to Okla.
As V.-P.-Gen. Mgr.

By Sutnick has been named vice-president and general manager of Oklahoma Operating Co. of Oklahoma City, Okla., by the company's president, Jack Williams. According to Williams, the appointment becomes effective Sept. 12, with Sutnick arriving from California to initiate development of new retail dealerships throughout Oklahoma and New Mexico for Oklahoma Operating.

Oklahoma Operating is an exclusive Munz Stereo Pak franchise dealer, with a complete sales, service and installation facility at 1618 North May Avenue in Oklahoma City. The company has a second Munz Stereo-City in Oklahoma City and one each in Tulsa and Albuquerque, N. M.

Sutnick, 43, leaves his national director of shipping and transportation post at Munz Stereo-Pak, Inc. in Van Nuys, Calif., with which he has been associated since April 1, 1964. Earlier, he had been director of wholesale sales for Jerry Hollander's Stereophonic, Munz outlet in Oakland, Calif.

A product of New York City, Sutnick has been active in all phases of transportation for a quarter-century, and has logged major shipping assignments in Boston, Mass., New Jersey and New York. He is a graduate of New York's Traffic Managers Institute.

"The Midwest is still in its CARtridge infancy," commented Sutnick, in acknowledging his new position. "The prospect of participating in the growth of the cartridge industry throughout the Midwest is a great personal challenge."

Meanwhile, Munz officials revealed that Frank Andres, Sutnick's former assistant, has been moved up to director of shipping for the California-based cartridge company.
MEMO TO: Earl Muntz
FROM: Sid Millman
SUBJECT: An Anniversarial Accolade

Best wishes and sincerest congratulations on the Fifth Anniversary of the Muntz leadership in the stereo-pak and cartridge field.

I personally look forward to the next five. At least.

cc: Billboard Magazine
    Music Industry

(AREA 312) MO 3-1616
OFFICES—SHOWROOMS—WAREHOUSE
1247 S. WABASH AVE., CHICAGO, ILLINOIS 60605
*Congratulations to Earl Muntz on this Fifth Anniversary

Nicki Bei Co., #18 Mori Building, Kasumi-Chō, Azabu Minato-Ku, Tokyo

Barney L. Phillips

*アール・マンツ五周年記念お祝い応援

Copyrighted material www.americanradiohistory.com
Oklahoma Operating Company Appoints Hy Sutnik as General Manager!

Hy Sutnik, formerly Director of Shipping for Muntz Stereo Pak, and one of the acknowledged experts in the field of cartridge stereo, is now General Manager of Oklahoma Operating Company, distributor for Muntz units and cartridges in Oklahoma, Arkansas, Kansas and New Mexico.

One of America's Largest MUNTZ Stereo-Pak Dealers Gears for Greater Growth!

Distributor Plans to Add 100 More Dealers by January, 1967!

"We're going to add a minimum of 100 more dealers by January in our four state distribution area," says "Jack" Williams, Oklahoma Operating Company President. "With the complete Muntz Stereo Pak line and with Hy Sutnik's experience and guiding hand we can offer dealers more than any other distributor can. We've carved out a position of leadership in our area and we intend to increase our size dramatically in the months just ahead. We're driving a bandwagon in the most dynamic and stimulating facet of the music business in America and we invite dealers in our area to climb aboard for greater profits."

"Oklahoma Operating Company will Become the World's Largest Muntz Stereo-Pak Dealer," Says Williams!

R. F. J. "Jack" Williams is a direct man when he discusses his future business plans. "My goal," he says, "is to become the biggest Muntz Stereo Pak distributor-dealer in the world. I am convinced that the surface of the cartridge stereo business has only been scratched and there is enormous sales potential just ahead. We are gearing for greater wholesale sales . . . greater retail sales . . . and more promotion to create more consumer demand. And, when you fit the terrific Muntz line into this expanded distribution set-up, headed by Hy Sutnik, well . . . we believe it's the most promising organization in the nation."

Oklahoma Operating Company, Inc.
1618 North May Avenue
Oklahoma City, Oklahoma
Would you give us your predictions on all phases of the cartridge business for 1967?

I think that the industry will be forced during 1967 into a 4-track market that will sell at the prices attached to today's stereo products. Breaching it during 1967 will be an uphill job for manufacturers who will sellst original equipment by a five-to-one ratio.

Let's add up the 8-track picture; there are now available in the country, in that will play only 8-track; the automobile industry will probably supply 400,000 units in 1967 and there should be an approximate 200,000 unit aftermarket for 8-track. That's a total of 700,000 8-track units in use by the end of the 1967 car model year. Thar may be at least that many 4-track units in customer's hands. The immediate future is that the market is presently 70,000 in use; that 300,000 compatible 12-track units will be sold; that a million 4-track units will be sold in 1967, half of which will be the new Muntz ES95.95.

Will the big labels be available on 4-track?

Of course. It's a matter of simple economics. The 4-track market grants a permanent major label loyalty. Remember, the two million 4-track units in use by the end of 1967 represents too huge a market to be ignored by anyone. We're clearly faced with a 4-track and compatible 12-track future.

One point, however, I really want to make is that our industry has run into a lot of people who bought cars with the units already in their cars. Many of them bought the car because of its style or color—maybe it was white—and the unit was little more than an accessory incidental, at least to them. My point is that these are not music customers. I know of several cases where people have had Continentals for six months and have yet to buy a cartridge. The music customer—and that's where our futures lies—the guy who goes to the trouble of putting a unit in his car. He obviously wants music.

Why do you think there is no room for 8-track?

Some of the companies that are compatible in that 8-track and 4-track just makes more sense. Our new model A-12 unit is the only machine 1 knows of that can accept all cartridge music, except that produced by Columbia and Orrmon. In other words, the A-12 is equipped to handle cartridges produced by ITCC, Lear, Muntz and the others. It is the most practical consumer solution. We once thought it might be economical to produce 8-track machines, because we could save on tape. You can actually build an 8-track unit for less than a 4-track. As it turned out, the tape saving did nullify the aggravations of the 8-track unit, especially...
5 YEARS AND 3,000 ARTISTS LATER—

Computing royalty payments is a complicated job. Especially in the music industry.

So is maintaining instant data on inventory, distribution, trends and other support statistics which contribute to efficient, profitable operation.

Over 5 years ago we “mastered” information on MUNTZ's first contracts. Today, we keep “instant tabs” on over 6,000 artists, record and publishing companies.

By IBM 360 computer, of course. Properly programmed by specialists who know the music business as well as how to tame complex record-keeping problems electronically.

Perhaps we should get together to discover a more efficient and profitable way to handle your inventory, distribution and royalty payment activities.

THE C. HOWARD WILSON COMPANY
6950 Hayvenhurst Avenue
Van Nuys, California 91406
(213) 781-6262

Howard Wilson holds an IBM 360 computer data cell which contains information normally stored on a half million IBM cards.

MARUWA
Electronic and Chemical Co., Ltd.
1-16 Nishiura-Cho Higashi-Ku, Nagoya, Japan

Congratulations, Earl

MECCA
STEREO-PAK
Oklahoma Operating's
R. F. J. Williams Jr.
Responding to New Ideas

"R. F. J. Williams Jr. is his name—responding to the challenge of new ideas is his game."
- Earl W. Munz - 1966

Maybe our modest attempt at poetry won't carry any awards for higher verse, but at least we can't be faulted for misrepresentation. As R. F. J. Williams, Jr., we envisage a stylish, entrancing individual who finds it almost impossible to resist a challenge.

Williams is the affable president of Oklahoma Operating Company, an exclusive Munz Stereo-Pak franchise dealership with a complete sales, service and installation team housed at 902 W. Main Avenue, Oklahoma City. To say that Williams is dishes up the Munz product line to a well-populated audience in greater understatement: Oklahoma Operating represents Munz Stereo-Pak throughout Oklahoma, Kansas, Arkansas and New Mexico. As a result, Munz bases in Oklahoma City, Tulsa and Albuquerque, N. M.

The only game that's good as it isn't about to be rested there; he is currently whipping major expansion programs for his wholesale and retail activities, and has already purchased the addition of 100-or-so dealers and various new retail outlets.

Williams launched his association with Munz Stereo-Pak two years ago. Suffice to say that he was following an urge to respond to the challenge of new ideas—a premise on which he has based his brilliant business career from its earliest moments.

Oklahoma Operating Company was originally conceived by Williams as the nation's first chain of laundries. Later, it was expanded to include concessions at Frontier City, a Disneyland-like amusement park east of Oklahoma City. Today, Oklahoma Operating stands as one of the nation's premier dealers of Munz Stereo-Pak.

"Mr. Williams has played an active and vital role in the growth of the cartridge field," says Munz Stereo-Pak President Earl Munz. "He pays close attention to his operation and is dedicated to the principal of complete customer satisfaction for all retailers. I've never known anyone so dedicated, that—considering its author's own legendary status in the national retailing field."

Heebner-Music Biz History on Hook

Walt Heebner, newly appointed director of music and label acquisition for Munz Stereo-Pak, Inc., estimates that he has known Earl Munz for over 30 years. Of far greater significance, however, to the pragmatic Munz is the relationship Heebner has enjoyed for the past 20 years with virtually all members of the music industry.

"The fact that I was so familiar with the music business and the people in it," says Heebner, "was probably the factor most instrumental in bringing me to Munz." Heebner conjures vision of baseball's invaluable infielder, ready to spring into any situation at any time, and on whose shoulders usually depends the eventual outcome. Heebner has been involved every aspect of music distribution since his departure from pre-law pursuits at the Temple and University of Pennsylvania campuses in the 1930's.

At the time, music was a greener grass to Heebner that the practice of law, and he quickly signed on as a musician with the Lester Linn and Meyer Davis organizations. He played the saxophone—"Johnny Hodges is as good as anyone who ever lived"—and the clarinet, rating Benny Goodman and Artie Shaw as the foremost masters of the latter instrument.

Heebner eventually stepped into the executive area of music and supervised major recording sessions throughout the world, to his hallmark success of which was the recording of "The Great Caruso" with Mario Lanza at Hollywood's Republic Studios.

Heebner feels that his active role in the music industry since it first became an idea and spent some time in the East with a major vacuum cleaner manufacturer. He feels that the entire course of the music business, including distribution patterns, listening audiences and record buyers, has altered through the simple expedient of reproducing music in cartridge form.

There are endless applications for the cartridge form, Heebner believes, and the field's future can only be limited by the imagination of the listener. Heebner feels that the field of education represents an ideal subscriber for cartridge programming and even educators and training instructors will inadvertently trip them that will, in turn, trigger product sales messages.

Meanwhile, Heebner's immediate concern remains the programming of Munz music and the reinforcing of the already huge Munz Music Library of 40,000 titles.
YOU'LL FALL IN LOVE
WITH OUR SPEEDY SERVICE
IN LOUISIANA, MISSISSIPPI, ALABAMA,
GEORGIA AND FLORIDA

MUNTZ
STEREO TAPES AND DECKS
FACTORY WAREHOUSE
DEPOT FOR THE GULF COAST

10,000 TAPES
40,000 SELECTIONS
4 AND 8 TRACK

MUNTZ MINI-PAK TAPES
ONLY $1.19 RETAIL LIST

UNITS FOR CARS
BOATS AND CARS
WITH 4 SPEAKERS FROM
$69.95 RETAIL LIST

Factory Depot for All Tapes
Authorized Repair Service—Custom Taping

MUNTZ STEREO TAPES, INC.

NEW ORLEANS
Royce Ballard, Sales Mgr.
Shirley Leatham, Office Mgr.
1052 Baronne St.
Phone: 504 — 523-2491

MIAMI
Tim Holbrook, Mgr.
72 N.W. 79th St.
Phone: 305 — 751-0211
Congratulations

to the “Big Daddy” of the Tape Player Industry

- A very good customer
- A very good friend

Bill Mulcahy,
TELEPRO INDUSTRIES, INC.
Cherry Hill, New Jersey

With So Much Off—
You’ll Be Sitting on Top of the World With Muntz
FALL DISCOUNTS
TAPES AND DECKS

MUNTZ
MINI-PAK
CARTRIDGES

$1.19 suggested retail price

$69.95 suggested retail price

Factory Depot for All Tapes—Authorized Repair Service—Custom Taping
Overnight Service on Mail Orders

Order Today From Houston’s

STEREO PRODUCTS, Inc.

CHERYL RODER, President

4100 MAIN STREET
HOUSTON, TEXAS 77006
Congratulations, Earl!
We at ITCC are grateful to you for your role in the industry.

Larry
Congratul

GEORGE K. ME
A. K. MERY, VICE PRES.
EDWARD K. MERY, SEC. TREAS. •
DEAN MUEGGE, MUSIC MGR. • NANDA MENCHA

Dynamic D
2625 BROADWAY, SAN ANTO
Contact:
Herbert Krauss Co.
15442 Ventura Blvd., Sherman Oaks, Calif.
Phone: (213) 783-8441

Your California representative for MUNTZ 4 and 8 TRACK TAPE and AUDIOSTERO UNITS HOME • CAR • BOAT

Earl,
we are delighted to be a part of such a great organization. Our warmest congratulations. Here's to your continued success.

Congratulations
Earl Muntz
on your Fifth Anniversary

PLOTKIN ASSOCIATES
Manufacturers Representatives
1739 W. CORDOVA ST.
LOS ANGELES 7, CALIF.
TELEPHONE: REPUBLIC 2-6156
BW MOLDED PLASTICS
SALUTES MUNTZ
STEREO-PAK, INC.

CUSTOM INJECTION MOLDERS OF STEREO CARTRIDGES,
PLUMBING ACCESSORIES, TOYS, HOUSEWARES,
AUTO ACCESSORIES

B W Photo Utilities, A Corporation. Operating As

MOLDED PLASTICS
1346 East Walnut Street
PASADENA 4, CALIFORNIA
Area Code 213
From Los Angeles MURray 1-7468
From Pasadena SYcamore 6-6119

MANUFACTURERS OF PLA\NC PROD\CTS
DEALERS:
NEW JERSEY'S ONE SOURCE OF SUPPLY FOR 4 & 8 TRACK STEREO TAPE PLAYERS & CARTRIDGES

J & J CORPORATION

offers this attractive proposition to you . . .

- J & J stocks the playback units for you! No big inventory investment! Exclusive distributor for Muntz and Tenna.
- J & J protects you with a 100% exchange privilege on tapes!
- J & J backs you up with service, warranty, and repairs!
- J & J keeps you posted on "what's selling"!

Call or write for a free dealer sales kit . . .

J & J CORPORATION
232 South Orange Ave., Newark, N. J. 07103
Phone: (201) 642-6000

It's a pleasure, Earl, for the entire crew at All State to wish you CONTINUED SUCCESS in forging new frontiers in the tape and tape playback entertainment field.

All State is privileged TO DISTRIBUTE the entire line of Muntz quality products, a portion of which are listed below.

NOW DELIVERING

Muntz Audio-Stereo solid state stereophonic cartridge players.
For Car, Home or Boat, Priced From $39.95.

Many models to choose from

4 AND 8-TRACK

plus

The world's largest library of Muntz STEREO-PAK cartridges in three (3) sizes, giving up to 2½ hours of stereo entertainment. The "Single" plays one full album, the "Twin-Pak" plays two (2) full albums and the "Quad" plays four (4) full albums.

40,000 titles (including 4 and 8-track LP's and 4-track singles)
Pop, classical, jazz, folk, western, rock, humor, movie sound tracks, Broadway shows and foreign language lessons.

AND NOW

MUNTZ MINI-PAK SINGLES
Write or call for illustrated brochures showing car and home playback equipment. 4 and 8-track Stereo-Pak catalogs.

ALL STATE DISTRIBUTING CO.
1450 South Michigan Avenue, Chicago, Illinois 60605
Phone: (312) 939-3675

LARGEST EAST COAST DISTRIBUTORS OF

4 & 8 TRACK STEREO TAPE CARTRIDGES

☐ MUNTZ 4 & 8
☐ MOTOWN 4 & 8
☐ GRT 4 & 8

COMPLETE LINE OF 4 & 8 TRACK PLAYBACK UNITS.

WE'RE READY, WILLING AND ABLE TO DO BIG BUSINESS FOR YOU ON THE EAST COAST. CALL KEN CHESNEY . . .

KARTRIDGE AUDIO, INC.
3536 Hull Ave., New York, N. Y. 10467
(914) 337-5844

LARGEST EAST COAST DISTRIBUTORS OF

4 & 8 TRACK STEREO TAPE CARTRIDGES

☐ MUNTZ 4 & 8
☐ MOTOWN 4 & 8
☐ GRT 4 & 8

COMPLETE LINE OF 4 & 8 TRACK PLAYBACK UNITS.

WE'RE READY, WILLING AND ABLE TO DO BIG BUSINESS FOR YOU ON THE EAST COAST. CALL KEN CHESNEY . . .

KARTRIDGE AUDIO, INC.
3536 Hull Ave., New York, N. Y. 10467
(914) 337-5844
AMERLINE cartridges are covered by Patent Numbers 2911215, 2921787, 3030041, as well as other patents pending.

1. Twin-flange, turn-lock, non-spill reel.
2. Case assembled by two stainless steel screws.
3. Hyperbolic Hub & Precision Pressure Roller provide smooth flutter-free tape flow and longer tape wear.
5. Ample wrap-around area for distinctive labeling.
6. Curved Contours for greater safety and styling.

AMERLINE CORPORATION is the largest manufacturer of reels and containers for computers and tape manufacturers.

AMERLINE CORPORATION ... developers and manufacturers of high quality tape cartridges used throughout the world for more than 10 years.

Congratualtions Earl
WE ARE PROUD TO REPRESENT YOU IN THE NORTHEAST

THE HARRY HANSE ORGANIZATION
MANUFACTURERS' REPRESENTATIVES

1841 BROADWAY
NEW YORK, N. Y. 10023
COLUMBUS 5-1300
SELLING SINCERE SERVICE
Congratulations
Earl
on your
5th Anniversary.

CALECTRON
SAN FRANCISCO • SACRAMENTO • FRESNO

Congratulations
to
EARL MUNTZ...
a
great industry leader.

Harry Beckerman

CAR TAPES,
INC.
2017 S. Michigan Ave.
Chicago, Illinois 60616
Phone: (312) 842-6515

Congratulations
Earl
for a job well done
from your
distributor
to the jewelry trade.

SUN COAST
MERCHANDISE
CORP.
1340 South Hill
Los Angeles, California

IN MIAMI, FLORIDA
IT’S MUNTZ
STEREO TAPES
Exclusive Franchised Dealer Factory Representative for Audio/Stereo
We maintain a complete line of Muntz Stereo items. We handle all orders from 1 to 1,000 Stereo Units, and from 1 to 5,000 Stereo Tape Cartridges.

DEALERS INVITED
72 N.W. 79th Street
Hours
Mon.-Sat. 8 to 6
Wed. 8 to 9
Phone: 751-0211

ASSOCIATED DISTRIBUTORS, INC.
210 S. Meridian St., Indianapolis, Ind. 46225
Phone: (317) 634-2591

SEPTEMBER 17, 1966, BILLBOARD
C. J. (Crazy Jack) Frankford
Is Enterprising Key to Sales
Success of Michigan Mobile

Take a product as unique as a 4-track stereo tape player for cars and couple it with the dynamic personality of a 26-year-old guy, known to his friends as C. J. (short for "Crazy Jack") and you have the key to the success of "the world's largest automotive sound specialists" — Michigan Mobile Radio.

It didn't happen overnight. Six years ago you would have found Jack Frankford behind the wheel of his business, driving from used car lot to used car lot fixing car radios and doing speedometer maintenance around the motor-city. Business was good and soon the boys were sending the business to Jack, who was then occupying one bay of his uncle's muffler shop. Soon the one bay turned into two, and pretty soon Jack needed more room and so did his uncle.

The two-bay operation then moved to "an old car wash building up the street." Here, in a 2,400-square-foot facility, was the egg that would soon hatch Michigan Mobile Radio!

Some sign work on the building stimulated off-the-street retail trade, and Michigan Mobile Radio was born. "The first year was really a struggle," recalls Jack. "Growing pains all over the place. Pretty soon we were installing new radios as well as fixing old ones. The in-car record-player was added to our product line, along with a reverb unit, and then I bought some radio time and the roof fell in. We got so busy so fast we didn't know whether we were coming or going, but somehow we got the job done."

"In December of 1965 we just outgrew our building," reflects Frankford, "and made the move to our present location." It got to the point at the old location that by 2 p.m. on a busy day there were more cars waiting on the street for service and the installation of a record player or Muntz tape unit than we could possibly handle that day. They were actually turning away business at the same rate they were taking it in.

The first radio commercial held the key to his huge success. "We felt it 10 minutes after the first spot ran, and we're still feeling it," Jack says happily, and now 100 per cent of our advertising budget is concentrated in radio.

Michigan Mobile Radio's advertising was initially handled by a friend of Jack's who was "moonlighting" as a favor to Jack, and that really started it all," says Frankford. "We even outgrew our first ad agency, and now we employ a specialist in our field who handles our public relations as well as our advertising. Their new agency is doing the same type of thing for several Muntz dealers across the U.S.A. (with, incidentally, the same degree as M.M.R. is now enjoying)."

From a one-man organization working out of a 1959 Chevrolet convertible to a 22-man organization working out of an ultramodern, 11,000-square-foot building, from an operation with gross dollar volume yielding enough profit to support one man to a projected $2,500,000 volume this year, in less than six years, is quite a story. Title it tags to riches if you like. We prefer to call it Michigan Mobile Radio, a genuine Muntz Stereo tape success story.

---

Congratulations,
Earl!

Imagination, initiative and intestinal fortitude are the vital characteristics of a man who will pioneer and blaze paths to new horizons.

For his many accomplishments in the past, for the foresight of "imagineering" stereo music via magnetic tape cartridges into the automobile and ultimately the popularization of cartridge tape into homes; NORTRONICS salutes Earl Muntz.

---

THE BIG NEWS FOR 1966
IN-CAR STEREO
-made possible with tape heads pioneered by Nortronics!

---

You've heard of Nortronics

... we're the world's largest manufacturer of tape heads for the home entertainment field — and now — when you listen to the exciting new in-car stereo units, chances are you're hearing the music reproduced through a Nortronics tape head!

Have you ever considered how difficult it is to faithfully play back music in your car — with vibration, sudden starts, stops, jiggles and jars? Today's brilliantly engineered cartridge players make it possible, and working hand-in-hand with the major equipment manufacturers, Nortronics engineers have developed a unique new family of tape heads for the cartridge-type, auto stereo unit!

---

September 17, 1966, Billboard
STAR MEETS SUPER-SALESMAN. Lovely Laraine Day can't resist the persuasive sales technique of Muntz Stereo-Pak President Earl Montz. Miss Day and her producer-director husband Mike Griswold are regular Muntz customers.

Muntz Stereo-Pak duplicates enough tape every month to circle the world's 24,902.44 miles. . . . The Muntz music library is reported to be the world's largest tape inventory and features an estimated 40,000 titles. Earl Montz uses a series of six rotating billboard displays throughout the Los Angeles-Hollywood area to trigger an estimated million-plus reader impressions each month. . . . The huge Muntz fleet of Lincoln Continentals prowling Southern California streets carry colorful advertising messages to provide Muntz Stereo-Pak with on-the-road exposure.

Muntz Stereo-Pak, Inc., continues to register a monthly 33 per cent growth rate. . . . Muntz retail stores across the nation are now offering language lessons in cartridge form. Courses available are Spanish, German, French and Italian. . . . The 1966 Muntz 8-track inventory of nearly 100 Warner Bros.-Reprise albums, and superseded all previous 8-track release sheets. . . . Muntz dealers are now featuring cartridge savers at a $2.49 retail tab. The saver easily attaches to ear visors and holds up to four cartridges.

ARROWFLYTE thru-sleeper Service
RECOGNIZED AS THE BEST
Between
New York - San Francisco
Los Angeles - Philadelphia
and Many Other Major Markets

Call the Blue-eyed Indian for
Complete Information

MUNTZ CARTRIDGE CADDY, Muntz Stereo-Pak CC-10 is exclusive storage accessory for stereo cartridges and has retail cost of $2.98. Item holds up to 10 single album cartridges and prevents damage to cartridge tapes. Cartridge Caddy is 7¼ inches wide, 6½ inches high, 4½ inches deep, and is available at all Muntz national retail sales outlets.

GIVE ... so more will live
HEART FUND
Allied Corrugated Box Company
7215 Crider Avenue
Pico Rivera, California
R Aymond (213) 3-5345

SALUTES
MUNTZ STEREO-PAK

Specializing in Industrial Packaging

Jerry Brown

Congratulations, Earl,
On Your Fifth Anniversary.
We Are Proud to Be The Appointed Distributor In the San Francisco And Bay Area.

4 & 8 TRACK PLAYERS
CAR RADIO SERVICE CO.
4 & 8 TRACK TAPES
711 Alabama Street
San Francisco, Calif.
415-648-2406

IN CONNECTICUT
WESTERN MASS.
ALBANY, NEW YORK & VERMONT
IT'S TRINITY RECORD DIST.
FOR THE BEST IN RECORD AND TAPE DISTRIBUTION
Complete catalog of 4 & 8 track Stereo Tape Cartridges
Tape Lines We Represent:
UNITED ARTISTS - MOTOWN - GORDY - TAMLA - SOUL - A & M - ITCC - MUNTZ - MUSICAL TAPES

"OVER 100 LABELS IN OUR INVENTORY"
Call "Big Ed" Dinallo or Jack Manus
477 PARK AVENUE
EAST HARTFORD, CONN.
(203) 289-4369
(203) 289-4624

HEY, MONEY HUNGRY STEREO OPPORTUNISTS

Here's your chance to climb aboard the hottest new, profit-making industry to hit our business in ages: STEREO-PAK. For autos, boats, homes and offices. What a market!

Want a franchised dealership or distributorship in New York State (excluding Manhattan), Connecticut, or New Jersey? Then drop us a line. We'll show you how you can make it as part of the exciting money-making Muntz Stereo-Pak team.

Exclusive East Coast Muntz Stereo-Pak Distributors
314 North Broadway
Hudson, N.Y.
Phone: (516) 432-8160

Congratulations to Muntz Stereo-Pak on Five Wonderful Years

SWIFT TRANSPORTATION COMPANY
4819 CECILIA STREET
CUDAHY, CALIF.

SEPTEMBER 17, 1966, BILLBOARD
Survival: 4-Track Or 8-Track?
Continued from page EM-11

the window-reduction is the double-tracking or "crosstalk." That's the kind of inefficiency that'll scare customers away from all of us. Is the 8-track problem really in the tape or in the unit? The biggest problem is in the cartridge. The 8-track cartridge is quite different from the 4-track in its configuration because the pinch wheel is built right into it. The 4-track cartridge has a more positive lock, since the pinch-wheel is located in the unit and there is more positive contact with the capstan.

Which system is the most expensive?
The 8-track is proportionately a more expensive system to buy. The 4-track units are going now for $49.95 and less, while the 8-track is selling for $115, which is absolutely ridiculous. I think it's safe to say that most 4-track units will be under $50 by the early part of next year. Since the customer knows little about either system, he is often led to believe that he gets twice as much music on the same size 8-track cartridge.

HE'S GETTING LESS! He's actually getting half the amount of tape, the same amount of program, and is paying more money for it! There's a big difference between a $3.98 4-track cartridge and a $7 8-track cartridge.

Will stereo be optional equipment in some new cars affect Muntz sales?
Nor as all. The one thing that's going to kill them is the price they've set on their merchandise and the low-quality installation. You can go to any Muntz dealer and buy a unit for 50 per cent of the automobile manufacturer's price, and still get a much better installation. Automobile factories, up to now, have not been making good installations. Eventually they might. But they'll have to put the speakers in the doors like we do. The only way to make small speakers sound brilliant is by setting them in the correct enclosure. If the speakers aren't in the doors, they won't sound as well as they should.

The Automobile factories are installing units today the way we used to back in 1961. We can take one of their own units and improve its fidelity by a proper installation. It's hard to believe the incredible difference in stereophonic sound a good installation can make.

Any Muntz dealer, with Muntz training, can take any unit, regardless of cost—and install it so that it sounds better, even if it's an 8-track machine. The installation is very important—no, it's critical.

What will your $39.95 unit do to the industry?
It's going to wake them up. We've already had the indications and it'll be just a matter of supplying the market. You'll be seeing this units on bicycles—on bikes—it's even adaptable to a small portable unit. This new Muntz M-30 will probably revolutionize the field and cause a more realistic pricing of equipment.

Odyssey of Wintchenz
Continued from page EM-7

He remained in Shanghai as a gas company official following the military pullout and was paid 7,000,000 yuan weekly which he had to hand in a suitcase each payday. According to Wintchenz, inflation had spread through China and "you could blow half your suitcase on a square meal."

Mao Tse Tung's armies soon rolled into town and Wintchenz fled to Hong Kong aboard a French steamer. He settled in the Peninsula Hotel and reviewed his past decade in the Orient. The Wintchenz conclusion was that it was high time to move on to other less-Oriental vistas. He obtained a visa for Haiti, since "it was the only place without a quota for a displaced Austrian."

Upon his arrival in New York for a change of ships, Wintchenz instead disembarked and boarded a train for Chicago. He called on a cousin there who headed up a huge Midwestern industrial auction firm with "the immigration people hot on my tail."

Citizenship

The Wintchenz company assigned its attorney, Scott Lucas, also a House Majority Leader at the time, to "introduce a private bill for the relief of Harry Wintchenz." The bill failed passage, but provided Mrs. Wintchenz with sufficient time to gain citizenship on the strength of another bill that had been passed into law by President Eisenhower. Wintchenz himself became a U. S. citizen in Hawaii in 1965. He lives in Bel Air, Calif., with his wife and two children, Lester, 14, and Elizabeth, 12.

In our interview for this article, our reporter felt constrained to draw on the Wintchenz background for a qualified and exclusive opinion of China's future. The answer: "How the $10 would I know?" If I could answer that, I'd be sitting in the White House.

"Uh, well, then, what about the Muntz future in the 'soundtrack field?'" ventured our writer. This time he met with substantially more success: "Glorious! It's a growing and stable market; we've got an outstanding product and are competitively priced, and we've advanced technologically more than our competitors."

Thank you, Mr. Wintchenz.

Congratulations, Earl

Servicing the Northwest on Muntz Tape

CONGRATULATIONS, EARL

TAPETRONICS

125 First Avenue North
Seattle, Washington
Phone AT 4-8990

MUSIC DISTRIBUTORS, INC.
-1000 FIRST AVENUE SOUTH
SEATTLE, WASHINGTON
PHONE: (206) MU 2-7188
CONTACT BILL MOORE

Congratulations, Earl

FOR A COMPLETE STOCK OF MUNTZ TAPES AND EQUIPMENT

MAJOR RECORD SERVICE, INC.
902 Northwest 49th Street
Seattle, Washington
Phone: (206) SU 4-3520

AUTO STEREO CARTRIDGE CADDY®

A NECESSARY ACCESSORY FOR:
Cardiace manufacturer=Auto Supply One =Record distributors
-Car owners = Back Republicans—Record dealers—Service stations

Manufactured by:
PLASCONILE, INC.
4211 Redwood Ave., Los Angeles, California 90066
Phone: 213-892-8511

The Plascoline trademark is your assurance of the finest quality

EM-28

TAPETRONICS

September 17, 1966, Billboard
THE TAPE CARTRIDGE
CONFERENCE REPORT BOOK

The complete text of all speeches
given at Billboard’s Tape Cartridge
Conference in Chicago, August 29-30

NOW AVAILABLE IN BOOK FORM
$5.00 PER COPY

This highly significant and successful conference was attended
by over 400 key executives from all areas of the record, tape
and automobile industries. Addressing the group were over 25
top-level industry leaders covering every phase of manufacturing,
marketing, wholesaling and retailing in the burgeoning new
tape cartridge industry.

The conference proceedings were tape-recorded in their entirety
and have been transcribed, into a 60-page book, available
through Billboard’s Special Projects Division.

The exchange of ideas and knowledge by this impressive
concentration of experts in the field make this permanent
record a vital tool for anyone in or entering the tape cartridge
business.

WRITE NOW FOR YOUR COPY
$5.00 per copy (postpaid)
60 pages. Soft cover. 8½ x 11 page size

SEND ORDERS AND REMITTANCES TO:

Billboard SPECIAL PROJECTS DIVISION,
165 W. 46th St., New York, N. Y. 10036
Congratulations, Earl....

* ... now, we're on the "go" with stereo

ALLIED RECORD SALES & ALLIED RECORDED SOUND
Proudly Distributes
QUALITY 4 & 8 TRACK CARTRIDGES IN THE VAST SOUTHWEST REGION OF THE UNITED STATES

Dealers & Jobbers:
WE HAVE THE CARTRIDGES YOU WANT! WOULD YOU BELIEVE...?

* 2702 POLK AVENUE
HOUSTON, TEXAS 77003
(713) Capital 7-2316

---

THE WEST COAST'S MOST COMPLETE AND COMPREHENSIVE TAPE CARTRIDGE HOUSE

Congratulations, Earl

MUNTZ STEREO-PAK - ITCC - AURA SONIC

---

MUNTZ STEREO-PAK
214 W. Highland
San Bernardino, Calif.

---

Congratulations, Earl

FROM YOUR EXCLUSIVE MUNTZ STEREO-PAK DEALER FOR ANTELOPE VALLEY AND OWENS VALLEY

Musicair
38324 SIXTH STREET EAST
PALMDALE, CALIF.
PHONE: (805) 947-2221
Memoirs of
Muntz Stereo-Pak
Continued from page EM-3

October, 1965—Office furniture arrives ... typewriter ... old desk ... card table.
November, 1965—Yac-Jet of Wichita, Kan., becomes one of first Muntz dealers.
November, 1965—Volda Muntz offers P-1 unit ... first stereo-pak in history available for less than $100.
December, 1965—Muntz receives first model C-1 unit from Clarion-Soji Co., Japan.
December, 1965—Engineer Arnold Rush, Badge No. 714, oversleeps third successive day ... warned ... given pep talk by immediate supervisor. Sorry about that.
January, 1966—Earl Muntz takes first trip to Japan to introduce new test specifications for Muntz units.
March, 1966—Building overflowing with 47 employees. Company splits into adjacent building ... first cabinet shop installed.
November, 1965—Muntz receives first model M-70, M-80, from Japan’s Marusawa Electronic & Chemical Co.
February, 1965—Muntz expands to four buildings ... totals 170. Quarters for quality control established.
April, 1965—First contract with Montgomery Ward signed enabling Muntz to establish national chain. Daily cigarette consumption now noted at four packs.
July, 1965—New uniforms arrive and are donned by squadrons of winsome Muntz salesgirls. ... Retail sales mark immediate increase.
August, 1965—Jere Davis appointed sales manager of Audio-Stereo, Muntz private label division.
September, 1965—James Muntz enters 100-mile Grand National Caulina Water Ski Race, equipped with earphones and 175 feet of wire-wrapped tow rope hooked to best-equipped Stereo-Pak. Claims he’ll “Victory at Sea” all the way. ... No one argues.
September, 1965—Sandy Koufax hurts perfect nine inning no-hit game against Chicago Cubs at Dodger Stadium.
October, 1965—Billboard gives tape cartridge industry first major break citing Muntz as duplicator of cartridges for use with Motorola playback equipment optional in 1966 Fords.
November, 1965—Muntz announces completion of first AR-300 cartridge player-record unit equipped with turntable and playback head. Record can be recorded onto cartridges or played independently ... unit geared to record from microphones, tape recorder, FM stereo.
December, 1965—Muntz personnel at 300 ... new space acquired at 7715 Denomore Avenue, Van Nuys.
January, 1966—Language lessons in Spanish, German, etc., available on cartridges ... each cartridge contains pair of 15-minute lessons in dialog, vocabulary, etc.
February, 1966—Muntz continues to register 33 per cent growth rate.
March, 1966—Dick Van Dyke arrives in Jan for Stereo-Pak installation ... normal salesgirl aplomb shatters ... one salesgirl moved to comment, “Abahlahlahhhhh ...” (Ed: note or whatever!) girl warned ... instructed to pull herself together by immediate supervisor.
April, 1966 — Earl Muntz receives telegram from daughter-in-law revealing impending blessed event ... daily cigarette consumption zooms to five packs.
May, 1966 — Dan Shue opens glittering $50,000 Muntz retail outlet in midst of Hollywood’s famed Sunset Strip ... movie stars ... photographers ... reporters ... glamour ... the works.
May, 1966—Enough tape to circle the earth 25 times annually ordered from Greentree Electronics, Costa Mesa, Calif. Order reported world’s largest for lubricated tape.
July, 1966—Development of the Muntz Mini-Pak cartridge priced at $1.19 announced. Smith’s “Stranger in the Night” programmed as first single cut on Mini-Pak cartridge.
July, 1966—Publication of first Muntz Reporter ... Paul Weston appears as guest columnist.
August, 1966—Muntz $39.95 Mid-Mary unit introduced. ... Unit can be used in cars, adapted for home, slung over shoulder while walking.

Congratulations
Earl Muntz
Without your foresight and effort and tremendous drive, the tape cartridge business would never have reached the position it has now attained.

We know that with your help the future will be limitless.

NATIONAL STEREO
21164 Hawthorne Blvd.
Torrance, Calif.
371-5588

Congratulations,
Earl,
and Thanks for
Your Continued
Cooperation
From the exclusive
Muntz Stereo-Pak
Dealers for
Riverside, California
and Pomona, California

UNIQUE | POMONA STEREO PAK | TAPE TOWN
6500 Magnolia Avenue | 961 East Holt
Riverside, California | Pomona, California
714-692-3422 | 714-625-5614

ZIP CODE SPEEDS YOUR PARCELS

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

ZIP Codes keep postal costs down but only if you use them.
CONGRATULATIONS
AND
CONTINUED SUCCESS,
CHIEF

JOHN A. ROWE
and Associates
MANUFACTURERS' REPRESENTATIVES
3100 West 71st Street
Westminster, Colorado
Phone: (303) 429-4505

SERVING
COLORADO
WYOMING
UTAH
MONTANA
NEW MEXICO
WEST NEBRASKA
EL PASO, TEXAS

CONGRATULATIONS,
EARL

DYN@MIC
STEREO
860 East Mission Drive
San Gabriel, Calif.
Phone: (213) 285-2161

STEREO
UNLIMITED
OF PORTLAND, OREGON
wishes to extend
congratulations to
Earl Muntz
on the
5th Anniversary
of Muntz Stereo-Pak.
We are proud
to be a part of this
anniversary.

STEREO
UNLIMITED
is Portland's franchised
Muntz Stereo-Pak
distributor.
Serving greater
Portland, Oregon, and Washington.
Portland's largest selection
of tape and players.
Muntz Stereo-Pak
from $59.95 to $79.95.
Tapes from $3.98 to $17.98.

STEREO
UNLIMITED
3609 N.E. Union Avenue
Portland, Oregon
Phone: (503) 202-7201

Muntz Continues
To Pace Stereo
Cart Sweepstakes

From page EM-3

try and thus elevate the field for all of its members.
"Once the industry settles into an established order,
we'll begin paying more attention to our specific role
in it," Muntz states. "But our present preoccupation
is with product development and establishing the most
efficient possible national distribution and sales
system."

If Muntz, as his statement indicates, isn't exactly
looking back over his shoulder at competitive firms,
it is due in large part to his company's blue-ribbon
ability to produce both equipment and music with
equal ease and success. And the company has enough
engineering acumen in its technological bloodstream
to be able to swiftly adapt its resources to the mercurial
whims of the public. Ergo, Muntz develops and introduces
products and music at a frenetic pace with the public appetite
of the moment.

Six car unit models are embraced in the Muntz
product inventory, along with four different home units
and various supplementary accessories, including cas-
settes savers and caddies and special locks for units.
Additionally, the company has duplicating plants with
over 50 record labels and is currently marking a daily
production rate of 30,000 cartridges from 240 slaves
led by a master playback unit.

The Muntz family of cartridges consists of five
members, including one 8-track form. Cartridges
range from the newly developed 51-19 Mini-Pak single
to the huge 1200 capable of storing up to 150 minutes
of programming. The first Muntz Mini-Paks feature
Frank Sinatra's "Strangers in the Night" and Napoleon
XIV's "They're Going to Take Me Away, Ha-Ha."

Additionally, Muntz production officials recently
announced the company is duplicating the Warner
Bros.-Reprise catalog in 8-track form.

The huge Muntz Stereo-Pak program is physically
executed by 400 employees in a sprawling, 63,000-
square-foot seven-plant complex here. Independent divi-
sions are maintained for duplicating, cartridge
loading, mastering, library, music quality control, tape storage,
cartridge warehouse, maintenance, cabinet and wood
finish, unit quality control, engineering, home record
unit assembly and quality control, shipping and packag-
ing of private brand merchandise. The Muntz adminis-
trative office is quartered in Muntz Plant Six at
7715 Demore Avenue, Van Nuys.

"It's a streamlined, efficient structure," comments
Muntz. "In fact, we're presently blueprinting similar
plants for the Midwest and East Coast in order to produce
within heavy markets. These factories would
include 100,000 square feet of floor space each in
which to accommodate every phase of the production,
installation and sales elements."

Meanwhile, Muntz product is being sold across
the country by 686 dealers, all of whom credit the per-
sonal Muntz penchant for competitive prices as the
major single factor in developing what is clearly a
healthy market.

The Muntz program also includes Audio-Stereo, the
company's private label division headed by Jere Davis.
Audio-Stereo is represented by 66 manufacturer's rep-
resentatives throughout the U.S., a figure exclusive
of Audio-Stereo's association with Montgomery Ward.
In any case, Audio-Stereo is detailed in depth in
another page of this section.

Muntz limits his promotion to trade advertising,
a series of six rotating billboards in the Los Angeles-
Hollywood-San Fernando Valley area, trade and indus-
trial exposions, a seat of Lincolns and Mustangs
showcasing Muntz product identification as they swing
through the West, and the company's monthly publi-
cation of its Muntz Reporter, a sleek 8-page newsletter
featuring product, personnel and industry-trend hard
news. Consumer press advertising is left by Muntz
to the individual prerogatives of Muntz dealers so that
promotion can be directly tailored to specific outlets
within individual areas.

Earl Muntz is president of Muntz Stereo-Pak. The
company's officers are Harry Wintenitz, treasurer, and
James LeVitus, vice-president. Jeff Volkaerts heads the
company's accounting director, and Doreen Pontius is
credit manager. Lloyd Nehem is the Muntz plant
supervisor.

But Muntz Stereo-Pak operates its own retail outlet
at 15601 Reseda Boulevard here, adjacent to the busy
San Diego and Bakersfield Freeways. Called Cartridge
City, the sparkling, 35,000-square-foot facility is man-
aged by James Muntz and is staffed by a squadron of
distinguished Muntz salesgirls who make shopping
at Muntz an altogether pleasant habit. Cartridge City
also houses its own service and installation departments
and can perform 150 car installations in a day.

The family of Muntz products continues to grow:
latest members on the scene are the compact $39.95
Mop-Mop unit, and an automatic 4- and 8-track car
unit labeled the A-12 and set with a $99.95 retail
tag.

SEPTEMBER 17, 1966, BILLBOARD
OTHERS TO FOLLOW FORD'S LEAD

It Looks Like Car Stereo Has Proved Selling Point

By BOB THOMAS

HOLLYWOOD (AP) — Just when you think every possible medium
might be reaped from the news of George Nash, a Los Angeles
engineer, his invention — the car stereo — has developed into a new one.

This time it's stereo music in
your car. No commercials, just
atmospheric sound to help you
while away the miles on the
highway.

The tape cartridge market in
the talk of the recording busi-
nesses, and both record compa-
nies and car dealers are closely eyeing the millions thatness started with the invention by RCA and Lear-Jet Corp.

The innovation seems to have been a success. The most
indication of that is in the report
that General Motors will offer
nearly all models as an optional feature in its 1966 line-
car, and Chrysler is expected to follow suit.

What does car stereo mean to
you?

The most obvious answer is that you can now buy car stereo for your present car
for less than $350. The cheapest pop-
tape cartridge costs about $15. For slight pop-
some recent executives are
crying the new field with hope

Influence of Billboard

No other music industry business paper can equal the continuous and growing influence of Billboard.
MUNTZ STEREO-PAK CARTRIDGE UNITS
ARE CONVEYED TO YOU BY IMPERIAL CONVEYOR SYSTEMS

IMPERIAL CONVEYOR & ENGINEERING CO.
7705 JACKSON STREET
PARAMOUNT CALIFORNIA

ZIP CODE SPEEDS YOUR PARCELS

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

ZIP Codes keep postal costs down but only if you use them.

Cart Biz Market
Continued from page EM-3

The small's pace in accessory penetration is also convincingly demonstrated with regard to automobile air-conditioning. Air units were available as early as 1942, when Earl Muntz bought an air-conditioned Packard from China's Chiang Kai-Shek, but it's unlikely that more than 25 per cent of today's cars come equipped with air-conditioned units.

80,000,000 Cars on Road

These are bread-and-butter facts for dealers of tape cartridge playback equipment. If car manufacturers turn out 10,000,000 new cars in 1967, only a 5 per cent maximum tape cartridge penetration will be realized. In other words, tape cartridge dealers can work from a minimum new car market of 9,000,000 automobiles. Supplement that impressive statistic with the even more staggering figure of 80,000,000 older cars already on the road without stereo equipment and a clear picture of a healthy market potential takes form for Muntz dealers.

Another good yardstick to use for determining car tape potential is to measure our market projections against that of the record industry. We've carefully researched the available facts and are able to produce the following statistics from which a car vis-a-vis home comparison can be made. And these facts clearly support our contention that we're sitting on one of the biggest potential volumes in commercial history.

Here are the documented facts: (1) There are 41,000,000 record players in the 100,000,000 listed U. S. homes; (2) There are approximately 800,000 cartridge playbacks currently installed in the 75,000,000 cars owned by American drivers.

These figures indicate that the potential of record players into homes has reached a present 41 per cent figure, while the cartridge playback industry has achieved less than 1 per cent of its potential. By adding the potential on cars to the potential in homes, it becomes obvious that less than a slight dent has been made into the true potential of the cartridge field. There remains one solid fact on which dealers can face all their tomorrows with a genuine assurance that their future is in their own hands: in 1966, the Ford Motor Co. was the only automobile manufacturer that offered factory-installed cartridge units as optional equipment. The car industry realized a fraction of 1 per cent of its own market in cartridge player sales for 1966. The remainder of the 1966 cars will have units installed by dealers.

Memoirs of Muntz Stereo-Pak
Continued from page EM-31

August, 1966—"Largest cartridge retail store in the world," Muntz Stereo-Pak's factory retail outlet opens in Van Nuys, Muntz Cartridge City located at 15601 Roscoe Boulevard.

August, 1966—Muntz announces completion of first A-12 cartridge player...unit accepts 4- or 8-track cartridges at flick of switch.

August, 1966—8-track production begins on Warners- Reprise catalog.

August, 1966—Film star Tina Louise authors guest column in second publication of Muntz Reporter.

August, 1966—Pact made with Flying Tiger Lines providing Muntz with deferred air-freight shipping system. Company now able to move products to Eastern dealers at air speed while charging ground costs.

September, 1966—Muntz covering 65,000 square feet of building space in seven different plants...employing over 400.

Arrangementuntz, Assignmuntz
And Installmuntz From Muntz Cartridge City
Continued from page EM-7

the one who signed on last month as a Cartridge City tape-bar girl—drawing more than her share of appreciative attention from customers, Leticia—former California beauty winner, . . . Installation's Dave Walden upped to assistant sales manager, with Steve Lyons taking over service and installation responsibilities. . . . We're whipping up a revised new-car installation manual, so dealers, send us any measurements of cars not presently listed so we can include the information in the new manual. Be sure to also send along any corrections or changes — an important request. . . . That's it from Muntz Cartridge City. Remember, happiness is a Cartridge City customer.
IF THE BILLIONS OF DOLLARS THAT HAVE GONE INTO FINDING NUCLEAR WAYS TO DESTROY EACH OTHER HAD BEEN SPENT ON CANCER RESEARCH—NAT COLE MIGHT' STILL BE WITH US.

A cure for cancer within the next decade is not impossible ... if more scientists and more facilities can be devoted exclusively to the cause of cancer research.

Such research costs only money. Yet the world continues to allow this dread killer to stalk its streets ... and to strike down such beauty of mind and being as was Nat Cole's.

Magnificent human beings are not that easy to come by for us to mourn the loss of Nat Cole with mere sadness ... a profound anger must be added that the light of such artistry and humanity should be snuffed out midway through life.

Let each of us in the music industry do all in our power to prevent the continuation of this wanton destruction by a disease that can be conquered ... and let us do it in the name of the man who gave so much of himself to us all.

Send your contribution for cancer research to:

The Nat King Cole Cancer Foundation
Box 8598, Crenshaw Station
Los Angeles, Calif. 90008
A Nonprofit Organization

ALL CONTRIBUTIONS TAX DEDUCTIBLE
Thank you Billboard

Earl W. Muntz
Opening Bell Ready to Sound On the Naples Song Festival

NAPLES—Despite litigation, 27 singers, 15 Neapolitan specialists, and 26 from the general Italian field will perform the 26 songs chosen for the 14th Naples Song Festival, Sept. 15-17, at the Teatro Politeama as planned.

Under the eye of the Enite della Canzone Neapolitana and the Enite Salvatore Di Giacomo, this year's event will once again be guided by Gianfranco Rava, organizer of the San Remo, Castrocaro Terme and Venice Song Festivals. It will be télévised nationally all three nights; the final evening will be beamed via Eurovision as well. Fourteen songs will be chosen for the finals.

The following is a list of competitors:

Title and Translation Author-Composer Selected Songs
'A Pizza (In the Square) Testa-Martelli
(Romantica) Pugliesi-Rendini
Canzone Senza Fine (Song Without End) Nino Fiore, Phenotype Antonello
to Be Beamed
Ce Vo Tiempo Pagano-Maresce
(I Need Time) I Giusti, Gi-Fi
Che Chiave A Fila (What Can You Do?) Mario Trevi, Durium
(One Hundred Chains) Tony Astrita, Kappa-O
Come Facce A Te Sunna (How You Sound to Me) Mario Merola, Zeus
(Milano) Mario Abatte, Visa-Radio
D'elott'Anni (18 Years) Palmenier-Pallotti
(France) Enzo Del Ferro, King-Univ, Wilma Giocco, Ricordi
Faccione Finta 'E Non Capi (I Make False. It's Not Enough) Martucci-Marini
(They Don't Understand)
Femmena E Tammaro (Women and Druses) Mario Merola, Zeus
(They Don't Understand) Daisy Lumini
Lacremme d'Autunno (Autumn Tears) Ciofi-Buonasfe
L'Amore (Love) Dura-Semeri
(Love for You) Giorgio Gaber, Ri-Fi
Lucia Besseli-Caraglins
Ma Pocche Fiore-Vian
Ma Donna Gianna (I'm a Yellow Leaf) Luciano Tomaso, Edibi
(Donna) Iva Zanichelli, Ri-Fi
Na Guiglia Ye-Ye (Naples Ye-Ye) Hengnel Guadali, MRC
(Naples Ye-Ye) Claudia Vetta, Circa
Na Guiglia Ye-Ye (Naples Ye-Ye) Aurelio Fierro, King-Univ,
(Naples Ye-Ye) Peppino di Capri, Circa
Nun M'Abbandona (Don't Leave Me) (To Be Beamed)
Bergametti-Antonella
P'E Strade 'E Napole (By the Road to Naples) Hengnel Guadali, MRC
(Travel) Claudia Vetta, Circa
Quanno Duaie Se Vono (When Two Get Along) Giuseppe Manta, Visa-Radio
(When Two Get Along) Nello Ferrara, Peppino Di Capri, Circa
Rose D'O Mese Di Maggie (May Roses) Ippolito-Mazzocco
(Southern Italy) Mario Trevi, Durium
Serravalle (It's Not Me) Mirna Doris, Visa-Radio
(My Name) Sergio Bruil, Visa-FM
Sole Malato (Ailing Sun) Peppino di Capri, Circa
(My Name) Nello Ferrara, Peppino Di Capri, Circa
Sto Poco 'E Bbene (Little Good Goes) DeLuatio-Clofi
(Little Good Goes) Nino Fiore, Phenotype
Te Chimamone Fortena (They Called You Luck) Nunzio Gallo, Visa-Radio
(You Lucky Devil) Robertino, Carosello
Te Purtao Na Rosa (I Brought You a Rose) Claudio Villa, Cirra
(Take It Easy) Michele Juliano, Iva Zanichelli, Ri-Fi
Tu Sai 'E Verita (You Know It's True) D'Alberto-Zazzuichi

Italian-Western Song Boom

ROME—On top of the western film boom—20 Italian westerns were released in the past 15 days in August—western-type songs in Italian seem to be heading for a boom of their own here.

"Sognando La California" (Dreaming of California) has hit the best seller lists here in versions by Ricordi's Dik Dick and EMI-Vocal's Richard Anthony. The trend is new, since all the Italian westerns up to now have featured western songs either in English—to create the illusions that they are the American product—or with instrumental music only, usually by a trombone solo.

With the acceptance of the Italian western, the music has now become Italian, too. However, such singers of western songs here like Peter Tevis, an American, have not been affected. He now sings his lyrics in Italian for local release and in English for foreign export.

Track on JFK In W. Germany

COLOGNE—Electra is relieving its western recording in W Germany through its foreign Special Services, the Capitol LP soundtrack recordings of the Berlin Information Agency's documentary tribute to President Kennedy on the 25th Year of Living Drums.

The disc is being promoted in Germany as "a portrait of the man and the sorrowful recollection of a fascinating personality.

English-Language, Records Making Comeback in Italy

ROME—Thanks to beat combos, especially the Beatles, Anglo-American recordings in the original English have scored the rise again in Italy. This occurs after a six-year absence, except instances where the Anglo-American artists came here to tour on the Italian, phonetic or otherwise.

The Beatles' success on Par- lophone is being followed by that of the Rolling Stones on Decca, while Animals on EMI-voce, followed by the upbeat of tails for such stars as Frank Sinatra. The disk of "Strangers in the Night" is now a best seller. His daughter Nancy has the top spot with both "These Boots Were Made for Walking" and "How Does That Grab You, Darling?"

In addition to the best sellers lists the English-language invasion is increasing more potent on Italian jukeboxes, which now have at least one-third of their titles in English. Often the figure runs well above the mark. The upswing of English has been notable, too, on the new radio shows. On both "Bandiera Gial- la" and "Disk Jockey" the votes have been almost regularly in favor of foreign-important English-language discs over local prod- uct. Former voter is by nie- meter with studio audience and latter by mail, with postcards arriving at clip of 1,000 per day.

Demand for the latest discs from England and the U. S. has spurned broadcasts to im- port new offerings the moment they come on the market rather than wait for them to be issued by local outlets on the Italian market.

The effect has been to create demand for many discs well before they appear here and to force release often on the heels of the release of Great Silver that this has not the case in the past. Radio broadcasters are now using using the biggest disc house. Concor, to import top classified films via air as soon as they hit the top 10 of the Hot 100.

From the Music Capital of the World

AMSTERDAM

Phonogram's Reim Klaassen, EMI's Danish affiliate, has just released a new recording of "Ed Shee- remlen" ("De Piel Mattenloris."). The film, made by Pathé, is the most costly movie ever made in Denmark.

DUBLIN

The new press officer, Anthea, King, is also doubling as a talent scout for folk talent with original material. She also plans to open a new "Folk London" office to be run by such talent as Jolly Collins, Tom Paxton and Pat McInerney.

COPENHAGEN

Skandinaviisk Grammophon, EMI's Danish affiliate, has just released a new recording of "Danish Groups ("The Erasmers"). This recording, made by Pathé, is the most costly movie ever made in Denmark.

LONDON

BRUSSELS

Paraguayan singer Diego Garcia, now a Belgian resident and Euro- pean star, returns to his native South American for a month in November, to be hauled as a government re- ception marking his 25th anniver- sary as an artist.

THREE OF THE world's biggest selling instrumental album art- ists, Frank Chacksfield, Harry Mancini and Mantovani, have announced a tour of London. The British conductors have been invited to the city by Chappell, RCA Victor and CBS for Mancini.

SEPTMBER 17, 1966, BILLBOARD

INTERNATIONAL NEWS REPORTS

Copyrighted material
ADAMS TOUR PACKS PUNCH

ROME—Pop songs with a punch will be evidence to audiences who follow the nationwide tour of EMI-Voce's Adaman which will continue to the end of the month. The band is currently featured with Sandro Mazzini, super-veteran-battling champion of saucy Roma songs, and continues to feature a local color during the summer.

Anni-Frid Festival Seen

PARMA, Italy—An annual Verdi Festival could become the equivalent of the Richard Wagner event at Bayreuth, Germany, is envisioned by Mario Medici, director of the Institute of Verdi Studies there. Starting this month, Verdi's works will come on a modest scale, beginning with a performance of the "Requiem Mass of the Fugue," under the direction of Herbert von Karajan. The program is the latest by the institute which now has a library of more than 10,000 books, plus a collection of bibliographies, photographic documents and letters. It is currently preparing the publication of a study of "Rigoletto," the third in a series of books on Verdi. Periodically, a Verdi bulletin is issued with all new information collected about the famed composer.

A Big Advance (50,000) for IRE "Larry" Album

DUBLIN—Irish Record Facto rs Michael Geoghegan reports advance orders of an unprecedented nature for the first LP featuring regular chart artists such as the Searchers and the Mighty Avengers. Titled "The Two Sides of Larry," it is a project underwritten by the group's two major hits, "The House That Jack Built" and "Lovely Leirin." The album has the biggest advance order in the history of IRE—including releases by the Clancy Brothers and Tommy Makem. It follows in the tradition of the "Irish Showband" disks as "The Cadets" and "The Experts," recorded and issued in Volume 1, which topped about 16,000 copies between them.

W. Guttler Takes Control of Saar

MILAN—Walter Guttler has bought control of Saar and assumed control of Saar (Jolly Records). He becomes president and managing director. Guttler said he intends to bring Saar into line with the "European policy" of Disques, owned and managed by French interests. Though Saar has been distributing Vogue records, it has had little success in the U.S. and a big push by EMI in the American market and in moves in Europe.

Philips' Cut-Price Pricing Doubles LP Sales

From the Music Capitals of the World

Rhythm and Blues, and albums by Miriam Makeba, Nina Simone, Otis Redding and Chuck Berry, recently signed by Mercury.

In Film Music

In the realm of film music, Philips has high hopes that the Academy Award-winning English film "Quo Vadis," starring Jacques Demy film, "Les Demoiselles de Rochefort," starring Alain Delon and a film called "The Sleeping Beauty" with Chet Baker, has been released by Chet 'Sunny' an album track in the U.S. It comes seven weeks after the film was released, has won EM's decision not to pouch her contract with EMI. This has aroused criticism in Hollywood and the country of the singer's marriage to her husband, and it is not known whether the singer will continue to work with her former husband. Following a year of marriage, the couple announced their marriage on July 12. Their marriage was called a surprise, since the singer had been married for nearly 10 years and has been married only a few months.

O'Dell Records

Gerard O'Dell, president of Polydor America, has released the album "The New American Songbook," which includes the songs of the American songwriters of the 1930s and 1940s.

The album features songs by Cole Porter, George Gershwin, Irving Berlin, and others, and is accompanied by the sheet music of the songs. The album was recorded in London, England, and is available on the Polydor label.

The New American Songbook

"The New American Songbook" is a collection of songs written and performed by American songwriters during the 1930s and 1940s. The album features songs by some of the most famous songwriters of the time, including George Gershwin, Irving Berlin, Cole Porter, and many others.

The album was recorded by Polydor America, and is available on the Polydor label. It is accompanied by the sheet music of the songs, which is included in the book form of the album.

The album has been well-received, and has been praised for its musicality and its universal appeal.

"The New American Songbook" is available on all major music streaming and download services. It is also available on vinyl and cassette formats.

The album has been praised for its artistic and musical quality, and has been praised for its ability to connect with audiences of all ages and backgrounds. It is a testament to the enduring power of American songwriting, and a celebration of the legacy of these great American songwriters.

To purchase the album or for more information, please visit the Polydor America website.
Almost Persuaded
Larry Butler

Off To Dublin
In The Green
The Abbey Tavern Singers

I Don't Need Love
Tidal Waves
Psychotic Reaction
Positively Thirteen O'Clock

The Fife Piper
The Dynatones

The Best Of Luck To You
Earl Gains

HANNA-BARBERA RECORDS
3400 CAHUENGA BLVD., HOLLYWOOD, CALIFORNIA
213-4661371 (CALL COLLECT)
HITS OF THE WORLD

AUSTRALIA

This Week:

1. YOU'VE NEVER HAD IT EASIER (Tempo) (Fontana)
2. PATRICK - THE MEETING PLACE (Fontana)
3. CANDLES (Fontana)
4. BLACKWOOD MELODY (Fontana)
5. MOTHER'S LITTLE HELPER/AID JANE (Fontana)
6. I GOT A NAME (Fontana)
7. BLACKWOOD MELODY (Fontana)
8. LIGHT OF THE WEST (Fontana)
9. THE LADIES OF THE HARMONY (Fontana)
10. STRANGERS IN THE NIGHT (Jack) (Kapp)

SOUTH AFRICA

This Week:

1. TAKE IT EASY (Fontana) (London)
2. ODE TO JOHNNY (Fontana) (London)
3. I DON'T WANT TO BE A WAR HAWK (Fontana) (London)
4. WALKIN' THE PINS (Fontana) (London)
5. HOW CAN I BE FREE (Fontana) (London)
6. LONE TREE (Fontana) (London)
7. I SAW HER AGAIN (Fontana) (London)
8. GOODBYE, CELESTE (Fontana) (London)

ITALY

(Courtney Music 4 (Stark, Milan))

This Week:

1. SORRISO (Fontana) (London)
2. ALLerdings (Fontana) (London)
3. VOLTA (Fontana) (London)
4. A MAN DANCE (Fontana) (London)
5. TOMMY BLACK (Fontana) (London)
6. CATHEDRAL (Fontana) (London)
7. THIS LITTLE PIGGY WENT (Fontana) (London)
8. CIRCOLO SLASHER (Fontana) (London)

FRANCE

(Gitanes)

This Week:

1. ELEANOR RIGBY (RCA)
2. BLOWIN' IN THE WIND (RCA)
3. THE BALLAD OF THE GREEN BRIED (RCA)
4. ANDOVER (RCA)
5. III (RCA)
6. GET UP AND GO (RCA)
7. I'M IN LOVE AGAIN (RCA)
8. I CAN'T HELP IT (RCA)
9. MOTHER'S LITTLE HELPER (RCA)
10. STRANGERS IN THE NIGHT (Jacks) (Ed. Bajulat)

BRITAIN

(British Record) (Fontana)

This Week:

1. I GET A NAME (Fontana)
2. I'M IN LOVE AGAIN (Fontana)
3. BLIND WANDERER (Fontana)
4. GOSH DARNIT (Fontana)
5. THE BALLAD OF THE GREEN BRIED (Fontana)
6. THE BALLAD OF THE GREEN BRIED (Fontana)
7. I DON'T WANT TO BE A WAR HAWK (Fontana)
8. VOLTA (Fontana)
9. THE BALLAD OF THE GREEN BRIED (Fontana)
10. CATHEDRAL (Fontana)

MEXICO

(Canales-Cinedansa)

This Week:

1. OPEN UP AND SAY AHHH (A&M)
2. YOU DON'T MAKE LOVE (A&M)
3. I'M IN LOVE AGAIN (A&M)
4. I CAN'T HELP IT (A&M)
5. MOTHER'S LITTLE HELPER (A&M)
6. STRANGERS IN THE NIGHT (Jacks) (Ed. Bajulat)
7. THE BALLAD OF THE GREEN BRIED (Fontana)
8. THE BALLAD OF THE GREEN BRIED (Fontana)
9. I'M IN LOVE AGAIN (Fontana)
10. BLIND WANDERER (Fontana)

AUSTRALIA

This Week:

1. I DON'T WANT TO BE A WAR HAWK (Fontana) (London)
2. VOLTA (Fontana) (London)
3. THE BALLAD OF THE GREEN BRIED (Fontana)
4. CATHEDRAL (Fontana)
5. THIS LITTLE PIGGY WENT (Fontana) (London)
6. I SAW HER AGAIN (Fontana) (London)
7. GOODBYE, CELESTE (Fontana) (London)
8. MOTHER'S LITTLE HELPER/AID JANE (Fontana)
9. I GOT A NAME (Fontana)
10. STRANGERS IN THE NIGHT (Jack) (Kapp)

HOLLAND

(Decca)

This Week:

1. BLOWIN' IN THE WIND (Fontana) (London)
2. YOU'VE NEVER HAD IT EASIER (Fontana) (London)
3. PATRICK - THE MEETING PLACE (Fontana) (London)
4. CANDLES (Fontana) (London)
5. BLACKWOOD MELODY (Fontana) (London)
6. MOTHER'S LITTLE HELPER/AID JANE (Fontana)
7. I GOT A NAME (Fontana)
8. I DON'T WANT TO BE A WAR HAWK (Fontana) (London)
9. THE BALLAD OF THE GREEN BRIED (Fontana) (London)
10. STRANGERS IN THE NIGHT (Jack) (Kapp)

ITALY

(Courtney Music 4 (Stark, Milan))

This Week:

1. SORRISO (Fontana) (London)
2. ODE TO JOHNNY (Fontana) (London)
3. A MAN DANCE (Fontana) (London)
4. WALKIN' THE PINS (Fontana) (London)
5. LIGHT OF THE WEST (Fontana)
6. LONE TREE (Fontana) (London)
7. I SAW HER AGAIN (Fontana) (London)
8. GOODBYE, CELESTE (Fontana) (London)

MEXICO

(Canales-Cinedansa)

This Week:

1. OPEN UP AND SAY AHHH (A&M)
2. YOU DON'T MAKE LOVE (A&M)
3. I'M IN LOVE AGAIN (A&M)
4. I CAN'T HELP IT (A&M)
5. MOTHER'S LITTLE HELPER (A&M)
6. STRANGERS IN THE NIGHT (Jacks) (Ed. Bajulat)
7. THE BALLAD OF THE GREEN BRIED (Fontana)
8. THE BALLAD OF THE GREEN BRIED (Fontana)
9. I'M IN LOVE AGAIN (Fontana)
10. BLIND WANDERER (Fontana)
Barbra segues from smash concert tour to single tour de force!
A big, new triumph for Barbra...following the tremendous success of her one-night, in-person appearances that made the critics cheer in Philadelphia, Boston, Providence, Chicago and Atlanta!

'Free Again' c/w 'I've Been Here'
(English version: 'Non c'est rien')
On COLUMBIA Records
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>REVOLVER</td>
<td>The Beatles</td>
</tr>
<tr>
<td>2</td>
<td>DR. ZEVACO</td>
<td>The Association</td>
</tr>
<tr>
<td>3</td>
<td>WHAT NOW MY LOVE?</td>
<td>The Association</td>
</tr>
<tr>
<td>4</td>
<td>SOMEWHERE MY LOVE?</td>
<td>The Association</td>
</tr>
<tr>
<td>5</td>
<td>THE SOUND OF MUSIC.</td>
<td>The Association</td>
</tr>
<tr>
<td>6</td>
<td>WHIPPED CREAM &amp; OTHER DELIGHTS.</td>
<td>Smokey &amp; The Panthers</td>
</tr>
<tr>
<td>7</td>
<td>STRANGERS IN THE NIGHT</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>8</td>
<td>BEST OF THE BEACH BOYS</td>
<td>The Beach Boys</td>
</tr>
<tr>
<td>9</td>
<td>GOING PLACES</td>
<td>The Rolling Stones</td>
</tr>
<tr>
<td>10</td>
<td>AFTERMATH</td>
<td>The Rolling Stones</td>
</tr>
<tr>
<td>11</td>
<td>BLONDE ON BLONDE</td>
<td>The Rolling Stones</td>
</tr>
<tr>
<td>12</td>
<td>IF YOU CAN BELIEVE YOUR EYES AND EARS</td>
<td>The Rolling Stones</td>
</tr>
<tr>
<td>13</td>
<td>LOU RAWLS LIVE!</td>
<td>Lou Rawls</td>
</tr>
<tr>
<td>14</td>
<td>WELLERペンデュラム</td>
<td>The Kinks</td>
</tr>
<tr>
<td>15</td>
<td>SINATRA AT THE SANDS</td>
<td>Frank Sinatra</td>
</tr>
<tr>
<td>16</td>
<td>PARADISE HAWAIIAN STYLE</td>
<td>The Ventures</td>
</tr>
<tr>
<td>17</td>
<td>THE BEST OF THE ANIMALS</td>
<td>The Animals</td>
</tr>
<tr>
<td>18</td>
<td>THE IMPERIALS</td>
<td>The Animals</td>
</tr>
<tr>
<td>19</td>
<td>BILL GOSBY IS A NEW FUNNY YELLOW, RIGHT?</td>
<td>The Animals</td>
</tr>
<tr>
<td>20</td>
<td>SOUTH OF THE BORDER</td>
<td>The Animals</td>
</tr>
<tr>
<td>21</td>
<td>MIDNIGHT RIDE</td>
<td>The Animals</td>
</tr>
<tr>
<td>22</td>
<td>I'LL REMEMBER YOU</td>
<td>The Animals</td>
</tr>
<tr>
<td>23</td>
<td>THE LONELY TIDE</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>24</td>
<td>COLOR ME SaRRA</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>25</td>
<td>THE SHADOW OF YOUR SMILE</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>26</td>
<td>MAMA</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>27</td>
<td>THE JUNIOR DELIGHTS</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>28</td>
<td>SPANISH EYES</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>29</td>
<td>PET SOUNDS</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>30</td>
<td>RUBBER SOUL</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>31</td>
<td>DISTANT DRUMS</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>32</td>
<td>WHY IS THERE A?</td>
<td>Duane Eddy</td>
</tr>
<tr>
<td>33</td>
<td>THE PETER, PAUL &amp; MARY ALBUM</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>34</td>
<td>ANIMALIZATION</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>35</td>
<td>THE MORE I SEE YOU CALL ME</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>36</td>
<td>FIFTH DIMENSION</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>37</td>
<td>THE SHADOW OF YOUR SMILE</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>38</td>
<td>UP TIGHT</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>39</td>
<td>A TOUCH OF TODAY</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>40</td>
<td>DON'T GO TO STRANGERS</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>41</td>
<td>TIJUANA BRASS</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>42</td>
<td>STRANGERS IN THE NIGHT</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>43</td>
<td>THE LAST WORD IN LOISHEM</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>44</td>
<td>THE YOUNG WARRIORS</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>45</td>
<td>SOUL AND INSTRUMENTS</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>46</td>
<td>HOLD ON! I'M COMING!</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
<tr>
<td>47</td>
<td>MY FAIR LADY</td>
<td>The Peter, Paul &amp; Mary</td>
</tr>
</tbody>
</table>
No. 1 in England!

“All or Nothing”

Get moving on this winner now topping the British charts and sure to repeat in the U.S.A.
Seraphim had to happen.

Angel answers the need for low-priced albums of supreme quality.

Albums in the new Seraphim series are indeed "Angels of the highest order." They feature:

- The finest, most celebrated of Angel's earlier releases.
- 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 gimmickry 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. *(optional with dealer)*

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, 7750 N. Vine St., Los Angeles, Calif. 90028

[www.americanradiohistory.com](http://www.americanradiohistory.com)
NEW YORK—Fourteen singers and three conductors will debut with the Metropolitan Opera Co. in its first season at the new opera house in Lincoln Center. After years of delays, and a few more performances with the Met’s two original houses, several artists are returning after absences of one season or more. The season, which will run through April 15, will include many first performances in a 23-opera repertoire.


The Metropolitan Opera is scheduled to play its second season in the new house on Oct. 1, when tenor Werner Pfaeffle sings the role of Don Giovanni in Mozart’s "Don Giovanni." Werner Pfaeffle, who is known for his many roles in the Met, will conduct the new opera with his wife, Christa Lederer, and his son, Peter Pfaeffle. The new season will feature many other major operas, including: "Rigardo," 10; "Don Giovanni," 14; "The Magic Flute," 30; and "The Magic Flute," 26.

The Metropolitan Opera is scheduled to play its second season in the new house on Oct. 1, when tenor Werner Pfaeffle sings the role of Don Giovanni in Mozart’s "Don Giovanni." Werner Pfaeffle, who is known for his many roles in the Met, will conduct the new opera with his wife, Christa Lederer, and his son, Peter Pfaeffle. The new season will feature many other major operas, including: "Rigardo," 10; "Don Giovanni," 14; "The Magic Flute," 30; and "The Magic Flute," 26.

The Metropolitan Opera is scheduled to play its second season in the new house on Oct. 1, when tenor Werner Pfaeffle sings the role of Don Giovanni in Mozart’s "Don Giovanni." Werner Pfaeffle, who is known for his many roles in the Met, will conduct the new opera with his wife, Christa Lederer, and his son, Peter Pfaeffle. The new season will feature many other major operas, including: "Rigardo," 10; "Don Giovanni," 14; "The Magic Flute," 30; and "The Magic Flute," 26.

The Metropolitan Opera is scheduled to play its second season in the new house on Oct. 1, when tenor Werner Pfaeffle sings the role of Don Giovanni in Mozart’s "Don Giovanni." Werner Pfaeffle, who is known for his many roles in the Met, will conduct the new opera with his wife, Christa Lederer, and his son, Peter Pfaeffle. The new season will feature many other major operas, including: "Rigardo," 10; "Don Giovanni," 14; "The Magic Flute," 30; and "The Magic Flute," 26.
Decca Adds 3 Selections

NEW YORK—Three selections are being added to the catalog in the new Decca release schedule, two on one disk. Mar-
jorie Mitchell is soloist for both of the Britten’s “Piano
Concerto.” One is the “Allegro” from the well-known
Martin’s “Five Preludes for Piano.” William Strickland conducts the
NDR Symphony Orchestra in the concerto.

The third new work is the first American pressing of Brit-
ten’s “Serenade for Tenor Solo, Horn and Strings” with tenor
Charles Brackenridge and Ruth Froelich as soloists. The reverse
side is Barber’s Cello Concerto” with Raya Garbussove as solo-
ist. Frederic Waldman is the conductor of the Musica Arterna
Orchestra in both selections. Anoth-
other Gold Seal disk offers harp-
sichordist Sylvia V Dillon, cel-
ist Insoorde Cohen and flutist
Samuel Ilaron with chamber orchestra conducted by Daniel
Saidenberg.

5th World Tour Is Slated for DGG’s Behrend

BERLIN — Deutsche Gram-
mophon has announced the fifth
world tour for Siegfried Beh-
rend, the 31-year-old Berlin
fork who is Polish.
Behrend, famed for his “sim-
ple” guitar, will depart in De-
cember for Italy, Greece, Cy-
prus, Iran, Pakistan and Ceylon.
In January he will be in India,
Thailand, Malaya, Indonesia,
Cambodia, South Vietnam, the
Philippines, Hong Kong and South
Korea.
He will be in Japan during
February and March and in the
United States during April.
Behrend will close the tour in May with appearances in Bene-
gal, Ghana and Morocco.
Prior to embarking on his world tour, Behrend is under-
taking a European tour of main-
ly appearances in Germany but including Vienna and Paris dur-
ing October, November and the first part of December.

Chicago Plans 3 Subscription Pkgs.

CHICAGO—Three sub-
scriptions are being offered by
the Chicago Symphony Orches-
tra for the 1966-1967 season. Maki-
ging the initial appearances with
the orchestra are directed by Jean
Martinon, who has already attracted
Franklin, violinist Thaddeus Perlman,
soprano Evelyn Lear, baritone
Thomas Stewart, bassoonist Will-
dard Elliot, and the Symphony
String Quartet. The season will
run from Sept. 20 to May 20.

In addition to Martinon, con-
ductors will include Carl Maria
Gulini, Rafael Kubelik and
Charles Munch. Other soloists
listed are pianist Vladimir Ash-
enkay, John Browning, Paul
Cibis, Emil Gilels, Byron Janis,
Wilhelm Kempff, Witold
Maleyszynski and Arturo Bene-
detti. Among the guest conductors
are Zino Francescatti, Arthur Gra-
marian, Leonid Kogan, Yehudi
Menuhin and Isaac Stern.
Cellists Pierre Fournier and
Matthias Rostropovich; soprano
Phyllis Curtin, and oboist Ray
Sill.

AF to Release Beethoven Pkg.

NEW YORK—Audio Fidelity
will release a low-price pack-
age of Beethoven’s “Nine Sym-
phonies” featuring the Amster-
doors. The seven-record set, which lists for $9.95, will be out
next month. The embossed
cover will have a gold-stamped head of Beethoven. The package
title will only appear on the spine.

In addition to the package, Audio Fidelity will release the
six symphonies not previously out, in pairs. The pairings will be
1-2, 3-4, 5-6 and 7-8. The price for each pair will be $5.95.

New Action LP’s

No New Action
Classical LP’s This Week

BEST SELLING CLASSICAL LP’s

This Week
Title, Artist, Label & No.
1. STRAVINSKY: LE SACKEUR DE Printemps (Rite of Spring), R. T. F. Orch. (Boult), Nonesuch H 1935 (M); H 71605 (S)
2. MILHAUD: FANTASIE ORGANICA—RCA Victor, B. (Wagner), RCA victoria, B.C. 1168 (M); V 19057 (S)
3. HANDEL: WATER MUSIC (Complete)—Nonesuch, 4603 (M); N 1134 (S)
4. BRAHMS: GREAT FANTASIA—Music of America, RCA victoria B. (Wiener), RCA victoria, B.C. 1168 (M); V 19057 (S)
5. BRAHMS: SYMPHONY NO. 1—Fila-Bruckner, Boston Sym.
   Monthly, RCA victoria, B.C. 1225 (M); V 19057 (S)
6. VIVALDI: FIVE CONCERTI FOR DIVERSE INSTRUMENTS—Soloists/Chen-Chen, orch. of Saar (Nielsen), Mono. H 1164 (M); H 71605 (S)
7. ART OF THE BAROQUE ORCHESTRA—London Baroque Ensemble (Manz), Orch. Ennuini V 242 (M); V 19057 (S)
8. FESTIVAL ORCHESTRA OF RUSSID—Symph. Orch. (Reiner), RCA victoria, B. (Reiner), RCA victoria, B.C. 1168 (M); V 19057 (S)
9. VIVALDI: THE FOUR SEASONS—Southwest Chamber Orchestra (Iffert), MONSACH, H 1164 (M); H 71605 (S)
10. BACH: SUITES, NO. 1 & 2—Pich, RCA victoria B. (Jaschek), RCA victoria, B.C. 1168 (M); V 19057 (S)
11. BEETHOVEN: SYMPHONY NO. 5—Berlin Phil. Orch. (Graffman), RCA victoria B. (Graffman), RCA victoria, B.C. 1168 (M); V 19057 (S)
12. BEETHOVEN: SYMPHONY NO. 6—Phil. Orch. (Hans, RCA victoria B. (Graffman), RCA victoria, B. (Graffman), RCA victoria, B.C. 1168 (M); V 19057 (S)
13. BEETHOVEN: SYMPHONY NO. 3—Phil. Orch. (Boulez), RCA victoria B. (Boulez), RCA victoria, B.C. 1168 (M); V 19057 (S)

BEST SELLING BUDGET-LINE CLASSICAL LP’s

This Week
Title, Artist, Label & No.
1. BRAHMS: SYMPHONY NO. 1—Fila-Bruckner, Boston Sym.
   Monthly, RCA victoria B. (Wiener), RCA victoria, B.C. 1168 (M); V 19057 (S)
2. VIVALDI: FIVE CONCERTI FOR DIVERSE INSTRUMENTS—Soloists/Chen-Chen, orch. of Saar (Nielsen), Mono. H 1164 (M); H 71605 (S)
3. ART OF THE BAROQUE ORCHESTRA—London Baroque Ensemble (Manz), Orch. Ennuini V 242 (M); V 19057 (S)
4. FESTIVAL ORCHESTRA OF RUSSID—Symph. Orch. (Reiner), RCA victoria, B. (Reiner), RCA victoria, B.C. 1168 (M); V 19057 (S)
5. VIVALDI: THE FOUR SEASONS—Southwest Chamber Orchestra (Iffert), MONSACH, H 1164 (M); H 71605 (S)
6. BACH: SUITES, NO. 1 & 2—Pich, RCA victoria B. (Jaschek), RCA victoria, B.C. 1168 (M); V 19057 (S)
7. BEETHOVEN: SYMPHONY NO. 5—Berlin Phil. Orch. (Graffman), RCA victoria B. (Graffman), RCA victoria, B. (Graffman), RCA victoria, B.C. 1168 (M); V 19057 (S)
8. BEETHOVEN: SYMPHONY NO. 6—Phil. Orch. (Hans, RCA victoria B. (Graffman), RCA victoria, B. (Graffman), RCA victoria, B.C. 1168 (M); V 19057 (S)
9. VIVALDI: THE FOUR SEASONS—Southwest Chamber Orchestra (Iffert), MONSACH, H 1164 (M); H 71605 (S)
10. BACH: SUITES, NO. 1 & 2—Pich, RCA victoria B. (Jaschek), RCA victoria, B.C. 1168 (M); V 19057 (S)
Yates Expands in Pontiac


According to Yates, there has been a large increase of country music lovers to the Pontiac area in the last five years, due to the many job openings in the territory. As a result, he plans to make his Pontiac country music headquarters for the Pontiac sector.

The new store will be stocked with a full line of musical instruments, sheet music and records, Yates says. Teaching, recording and shipping will be done at the firm’s present location.

With the opening of the new store, Yates is planning to set up a booking agency, with Arizona Weston, well-known country music manager. Yates says his firm is in the process of publishing over 150 songs for its first catalog. His firm, using the operation’s own publications, has pinned out surprising well, Yates reports.

**Where They’re Showing**

ROY ACFIELD—Canton, Ohio, Sept. 16; Milwaukee, Wis., 17; Atlanta, Ga., 18; Flint, Mich., 20-21; Columbus, Ohio, 24; and Augusta, Ga., 30.

BILL ANDREWS—Lakeland, Fla., 14-15; New Lexington, Ohio, 17; Battle Creek, III., 19; Norford, Va., 21; Omaha, Neb., 29; and Tepeka, Kan., 30.


**Bluegrass on WHIL-FM**

BOSTON — Boston’s only country music station, WHIL-FM, has inaugurated a Sunday evening program to preserve bluegrass music. “Practically all modern country music stations exclude bluegrass,” excepting single songs from the charts,” said Bob Nesbitt, program director of WHIL and its FM country operation.

“Because WHIL-FM is no exception, we felt that Boston had found that there is a definite, but limited audience for bluegrass, with the exception of New England’s top bluegrass bands. In concrete terms, Boys & Sweetheart, this bluegrass show was originated.”

Any type of bluegrass band can be considered for airplay on WHIL-FM, or “Night Bluegrass Spectacular.”

**Barbara Allen On Presta Label**

PHOENIX, Ariz. — Thrau Barbara Allen, formerly of Presta Records, has been signed to a recording contract with Presta, which is owned by Earl V. Perrin, of Perrin Brothers Productions. Her first single recording scheduled for release this week, according to her personal manager, is from Greenfield, of Richmond, Va.

Miss Allen, who returned to the old scene in 1964 with an engagement at the Golden Nugget, in Las Vegas, is currently featured on the syndicated Billy Grammer TV show and the lamp, WVA, Va. She is also set on a full schedule of personal appearances at outdoor events up and down the East Coast. Miss Allen’s first recording session was done at the Columbus studios in Nashville and she was accompanied on her performances by several players on the bass guitar, flute, violin, and drums.

She is represented on personal appearances by the Wilk-Hen An, Nashville Agency.

SEPTEMBER 17, 1966, BILLBOARD
A little sunshine goes a long way.

A big hit single becomes a bigger hit album.

The Donovan style.
Gently passionate, sometimes urgent, always compelling.

The Donovan song.

Sunshine Superman
is a rare blend of all this. It's "Season of the Witch" and "Celeste." It's "Guinevere." It's "The Trip."

It rocks and soars and is out of this world. It's super, man!

Donovan on Epic Records
<table>
<thead>
<tr>
<th>Position &amp; Title</th>
<th>Artist</th>
<th>Label</th>
<th>Muntz Cat. No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>19. <strong>The Impressions Greatest Hits</strong></td>
<td>The Impressions</td>
<td>ABC</td>
<td>21-155A</td>
</tr>
<tr>
<td>63. <strong>People Get Ready</strong></td>
<td>The Impressions</td>
<td>ABC</td>
<td>21-156A</td>
</tr>
<tr>
<td>58. <strong>Kinks Size—All Day All Night</strong></td>
<td>The Kinks</td>
<td>Reprise</td>
<td>21-161A</td>
</tr>
<tr>
<td>60. <strong>This Is New</strong></td>
<td>The Righteous Bros.</td>
<td>Mono</td>
<td>21-177A</td>
</tr>
<tr>
<td>23. <strong>Right Now!</strong></td>
<td>The Righteous Bros.</td>
<td>Mono</td>
<td>21-176A</td>
</tr>
<tr>
<td>36. <strong>Some Blue-Eyed Soul</strong></td>
<td>The Righteous Bros.</td>
<td>Mono</td>
<td>21-179A</td>
</tr>
<tr>
<td>29. <strong>Wooly Bully</strong></td>
<td>Sam the Sham &amp; Pharaohs</td>
<td>MGM</td>
<td>21-186A</td>
</tr>
<tr>
<td>20. <strong>Look At Us</strong></td>
<td>Sonny &amp; Cher</td>
<td>Atco</td>
<td>21-203A</td>
</tr>
<tr>
<td>94. <strong>I'm a Fool</strong></td>
<td>Elke, Desi and Billy</td>
<td>Reprise</td>
<td>21-205A</td>
</tr>
<tr>
<td>89. <strong>Oldies by the Dozen</strong></td>
<td>Various Artists</td>
<td>Parkway</td>
<td>21-224A</td>
</tr>
<tr>
<td>50. <strong>Under the Boardwalk</strong></td>
<td>The Drifters</td>
<td>Atlantic</td>
<td>21-225A</td>
</tr>
<tr>
<td>38. <strong>The Best of the Drifters—Up on the Roof</strong></td>
<td>The Drifters</td>
<td>Atlantic</td>
<td>21-227A</td>
</tr>
<tr>
<td>64. <strong>Baby Don't Go</strong></td>
<td>Sonny and Cher</td>
<td>Reprise</td>
<td>21-230A</td>
</tr>
<tr>
<td>93. <strong>Kissedom</strong></td>
<td>The Kinks</td>
<td>Reprise</td>
<td>21-240A</td>
</tr>
<tr>
<td>16. <strong>Just Once in My Life</strong></td>
<td>The Righteous Bros.</td>
<td>Philips</td>
<td>21-247A</td>
</tr>
<tr>
<td>3. <strong>You've Lost That Lovin' Feelin'</strong></td>
<td>The Righteous Bros.</td>
<td>Philips</td>
<td>21-244A</td>
</tr>
<tr>
<td>14. <strong>Back to Back</strong></td>
<td>The Righteous Bros.</td>
<td>Philips</td>
<td>21-249A</td>
</tr>
<tr>
<td>1. <strong>If You Can Believe Your Ears and Eyes</strong></td>
<td>The Mann's and the Papa's</td>
<td>Dunhill</td>
<td>21-270A</td>
</tr>
<tr>
<td>81. <strong>The Kink Kontroversy</strong></td>
<td>The Kinks</td>
<td>Reprise</td>
<td>21-272A</td>
</tr>
<tr>
<td>50. <strong>Solid Gold Soul</strong></td>
<td>Various Artists</td>
<td>Atlantic</td>
<td>21-284A</td>
</tr>
<tr>
<td>39. <strong>The Golden Hits of the Everly Brothers</strong></td>
<td>The Everly Brothers</td>
<td>W-B</td>
<td>21-295A</td>
</tr>
<tr>
<td>11. <strong>Soul and Inspiration</strong></td>
<td>The Righteous Bros.</td>
<td>Verve</td>
<td>21-295A</td>
</tr>
<tr>
<td>22. <strong>The Wonderful World of Sonny and Cher</strong></td>
<td>Sonny &amp; Cher</td>
<td>Atco</td>
<td>21-299A</td>
</tr>
<tr>
<td>32. <strong>The Very Best of the Everly Brothers</strong></td>
<td>The Everly Brothers</td>
<td>W-B</td>
<td>21-305A</td>
</tr>
<tr>
<td>30. <strong>The Young Rebels</strong></td>
<td>The Young Rebels</td>
<td>Atlantic</td>
<td>21-399A</td>
</tr>
<tr>
<td>18. <strong>The Best of the Righteous Brothers</strong></td>
<td>The Righteous Bros.</td>
<td>Moonglow</td>
<td>21-383A</td>
</tr>
<tr>
<td>76. <strong>Chuck Berry's Greatest Hits</strong></td>
<td>Chuck Berry</td>
<td>Chess</td>
<td>21-384A</td>
</tr>
<tr>
<td>66. <strong>Bumpin'</strong></td>
<td>Wes Montgomery</td>
<td>Verve</td>
<td>21-256A</td>
</tr>
<tr>
<td>43. <strong>Goin' Out of My Head</strong></td>
<td>Wes Montgomery</td>
<td>Verve</td>
<td>21-251A</td>
</tr>
<tr>
<td>78. <strong>Get My Mojo Workin'</strong></td>
<td>Jimmy Smith</td>
<td>Verve</td>
<td>21-255A</td>
</tr>
<tr>
<td>70. <strong>The Cat</strong></td>
<td>Jimmy Smith</td>
<td>Verve</td>
<td>21-279A</td>
</tr>
<tr>
<td>52. <strong>Otis Blue/Otis Redding Sings Soul</strong></td>
<td>Otis Redding</td>
<td>Volt</td>
<td>21-295A</td>
</tr>
<tr>
<td>100. <strong>When a Man Loves a Woman</strong></td>
<td>Percy Sledge</td>
<td>Atlantic</td>
<td>29-122A</td>
</tr>
<tr>
<td>84. <strong>The Sound of Music</strong></td>
<td>The Trapp Family</td>
<td>Atlantic</td>
<td>42-109A</td>
</tr>
<tr>
<td>25. <strong>Doctor Zhivago</strong></td>
<td>The Original Soundtrack Album</td>
<td>MGM</td>
<td>46-125A</td>
</tr>
<tr>
<td>34. <strong>The Very Best of Hank Williams</strong></td>
<td>Hank Williams</td>
<td>MGM</td>
<td>54-171A</td>
</tr>
<tr>
<td>56. <strong>Modern Sounds in Country and Western Music</strong></td>
<td>Ray Charles</td>
<td>MGM</td>
<td>46-200A</td>
</tr>
<tr>
<td>9. <strong>Peter, Paul and Mary</strong></td>
<td>Peter, Paul and Mary</td>
<td>W-B</td>
<td>56-104A</td>
</tr>
<tr>
<td>35. <strong>Nineteen</strong></td>
<td>Peter, Paul and Mary</td>
<td>W-B</td>
<td>56-105A</td>
</tr>
<tr>
<td>21. <strong>In the Mood</strong></td>
<td>Peter, Paul and Mary</td>
<td>W-B</td>
<td>56-110A</td>
</tr>
<tr>
<td>98. <strong>A Song Will Rise</strong></td>
<td>Peter, Paul and Mary</td>
<td>W-B</td>
<td>56-158A</td>
</tr>
<tr>
<td>68. <strong>See What Tomorrow Brings</strong></td>
<td>Peter, Paul and Mary</td>
<td>W-B</td>
<td>56-163A</td>
</tr>
<tr>
<td>44. <strong>Bossa Nova</strong></td>
<td>Pedro Rodriguez</td>
<td>EMI</td>
<td>66-100C</td>
</tr>
<tr>
<td>71. <strong>Authentic Brazilian Bossa Nova</strong></td>
<td>Simonetti and his Orchestra</td>
<td>Dot</td>
<td>66-131A</td>
</tr>
<tr>
<td>46. <strong>Bill Cosby is a Very Funny Fellow Right!</strong></td>
<td>Bill Cosby</td>
<td>W-B</td>
<td>72-110A</td>
</tr>
<tr>
<td>83. <strong>I Started Out as a Child</strong></td>
<td>Bill Cosby</td>
<td>W-B</td>
<td>72-110A</td>
</tr>
<tr>
<td>85. <strong>Why Is There Air?</strong></td>
<td>Bill Cosby</td>
<td>W-B</td>
<td>72-120A</td>
</tr>
<tr>
<td>82. <strong>Wonderfulness</strong></td>
<td>Bill Cosby</td>
<td>W-B</td>
<td>72-131A</td>
</tr>
</tbody>
</table>
TAPE CARTRIDGE

Tape Parley Talks Up An Eight-Track Storm

BY RAY BRACK

CHICAGO—Spokesmen for the manufacturers of all kinds of tape cartridge music and machines implied, in a series of sessions held here, that 4-track is on its way out and that the future lies with 8-track.

Participating in a special tape cartridge meeting sponsored by the American Radio Historical Society in conjunction with the National Council of Podium Merchandisers at its mid-year session, Irwin T. Hart, vice-president, recorded tape marketing, RCA Victor Records; Columbia Records; Berkshire; Cartridge; and Cartridge GAR; and Oscar P. Kusito, vice-president and general manager, automotive parts division, Motorola, were unanimous in the view that 4-track has reached its peak and will soon fall.

Declared session keynote speaker at the strategy was to use the automobile to unlock the market for music on tape. Motorola, with its own manufacturers plus Volkswagen will be marketing a new cartridge that is an optional new-carthing this fall. This is not a trend; it is a fact.

"Will RCA make its muscle available to protect an existing position? The answer for now is no. We don't expect the consumer to invest in a new machine to protect their future in tape cartridges. We can't do that alone, but we can protect our industry if the consumer is looking around at an eight-track unit, let it settle on one concept. We'll stick with eight-track," Tarr said.

Tarr said that his company has sold millions of four-track machines and that he wants to see their customers stay with eight-track. "We are more deeply involved in making Volkswagen and Ford eight-track," he said.

Amplex Expands In Production

CHICAGO—In a move designed to meet the growing demand for home and expand production facilities, Amplex has transferred its tape-making plants to Grove Village, Ill. The site is the company's consumer and export production plant as well as its headquarters.

C. T. Hall, Amplex Stereophonic General Manager, said, "We will be able to meet the ever-increasing demand for tape cartridges, which are currently in short supply. The move will allow us to expand production and meet the needs of our customers."

In other news, Amplex announced the appointment of John M. K. Smith as Vice President, Sales. Smith will be responsible for the company's domestic and international sales efforts.

IttC Forms Third Warehouse Facility

NEW YORK — International Tape Cartridge Corporation has formed its third shipping and warehouse facility, the Midwest Tape Cartridge Corp.

The outlet's initial inventory is expected to run near 1,000 REs and 8-Track cartridges. "They will carry all our products in depth," Larry Finley, ITCC president, said.

ITCC has a library of some 12,000 titles, in addition to 500 8-track and 1,300 4-track titles. Finley said the company will enable dealers to do their own marketing in the Midwest and East. Prior to that, Rose served as the company's president.

RIAA OK's Usage of Seal — With an If

NEW YORK — Henry Brief, executive secretary of the Record Association of America (RIAA), said last week that RIAA members have the right to make a special issue of the group's Seal, but they must use it with a "serious" issue of the group's Seal, but they must use it with a "serious" issue of the group's Seal, but they must use it with a "serious" issue of the group's Seal, but they must use it with a "serious"

CONGRATULATIONS
TO OUR GRAND DAD
EARL MUNTZ
WE MISS YOU IN THE TV FIELD
AL SCHNEFFEL
AUTHORIZED TV
1631 EIGHTH AVENUE
SEATTLE, WASHINGTON

You Say You Saw It in Billboard

Discos Tizoc to Make 4-TracKs

MEXICO CITY — Discos Tizoc, a leading producer of Mexican music, has announced it will make 4-track records for the first time. The company plans to release a new album on 4-track, "Mexico 78," in September. The record will feature the popular Mexican band, Los Tres, as well as the famous Spanish group, Los Chicos.

Selenium, N. J., plant. Amplex manufactures and markets more than 1,000 reel-to-reel 4-track cartridges for 44 recording labels. It has also entered the 4 and 8-track field.

SEPTEMBER 17, 1966, BILLBOARD
**ADVERTISEMENT**

**TAPE CARTRIDGE TIPS**

by Larry Finley

In today's BILLBOARD, instead of running our usual full page ad which announces another important record company whose catalogs are licensed to ITCC for duplication and distribution, we are using the space to bring you a special section devoted to Earl and the growth of his company. Today's column is entirely devoted to Earl.

In our opinion, and as we stated in our speech at the BILLBOARD Tape Cartridge Conference, Earl's faith, perseverance and guts in the stereo tape cartridge concept lead the way for his new great developments in the 4-track concept. This certainly aroused the interest of Bill Lear who developed, and who enables us to have, the great 8-track concept. Earl Mintz's as well as Bill Lear's success no doubt led to the entry of Frank Stanton into the field with the Play-Too machines which, we feel, will become the 'Park' tape unit for the best trade. We are extremely grateful to Earl; if he had not pioneered in telling us about this enterprise, we may have lost the stereo market completely.

We are often asked if Earl is our competitor and we always answer—yes he is not.

In addition to being our personal hero for the past 20 years, Earl is raising funds for the benefit of hundreds of thousands of stereo play-back units which use our cartridges, is in the business of selling hundred's of thousands of ITCC cartridges. Also, ITCC is not in the business of selling play-back units. ITCC's sole function is that of being a distributor and distributor—cartridge-no. Earl is actually not our competitor.

Like Mary's and Gimbel's, we do not tell each other what the other is doing, and we do not agree about many things... such as 4-track versus 8-track. Earl says 4-track, we say 8-track, and 4-track & 8-track is ITCC's business. One thing we do agree on and that is... the stereo tape cartridge concept is here to stay and the product must represent an important aspect ever-increasing the music industry.

Keep punching away Earl... we love you!

---

**A Factory-Warehouse Is Bought by Audio Magnetics**

**LOS ANGELES**—Audio Magnetics has bought a factory-warehouse facility at 144-00 S. Broadway in Gardena and expects to equip it for producing and duplicating operations there shortly.

The five-year-old manufacturer of blank tape for reel-to-reel and now continuous loop CARtride systems, expects to triple its volume in 1967, according to Vice-President Irv Katz.

The company, through its Amercard division, custom duplicates tapes for砻e and movie and TV commercials. The firm maintains duplicating units for 4-track and 8-track plus Norelco-Philips cassette systems.

Earl Mintz has developed a new cartridge tape lubricant with an anti-graphite shedding quality.

Having provided blank tape to such drug chains as Thrifty and Walgreens, AM new plans developed for 25,000 copies through photo stores.

AM's Artie international wing was recently merged with the Menden Stewart Co. after the death of Artie's brother, Abor, and his wife in a motorcycle-auto accident. Artie accounted for 25 percent of AM's volume by its tape-exporting activities.

**Daughtery Is Dropped As a Defendant**

**LOS ANGELES**—Paper were filed Thursday (6) releasing Chuck Daughtery, former KDIT disk jockey, as a defendant in the Al Huskey payola suit. The action was in Los Angeles Superior Court by attorney Frances Mintz representing Huskey.

Defense attorney Walter Hurl, who represents Daughtery, stated that he had been out of town for the past week and had not been notified of the filing. He added that he would accept the court's ruling and then make a motion to have those clients be released since no proof had ever been offered tying them to the alleged payola.

The summary judgment motion was taken off the court calendar as a result of Mintz filing the release for Daughtery.

**Ortronics Into Home Players**

**TOLEDO**—Ortronics, Inc., will offer its latest model cartridge recorder-player for home use. The machine is a manual or automatic control of track selection and a fast forward speed.

Other features of the unit include a loud ear illuminated light indicator, and also if the tape is recording or playing at any point in the cycle.

With the tape beginning at $239, the unit comes with a cartridge, paper box, wooden walnut with a brushed gold and black front panel. The company, which currently offers an 8-track ear unit, plans to market a preassemble home playback unit under the name of Self-contained 8-track recorder after June.

**WB-Reprise Has Biggest August**

**LOS ANGELES**—August has been Alpert Brass's best sales month in the history of Warner Bros.-Reprise Records. Of the company's recent album releases, seven are among the firm's 18 albums listed as of this week on Billboard's chart.

Last week the company was tied with Columbia Records in having the most product represented on the national chart.

Alpert producer Frank Sinatra, Bill Colletti, the Knuckles, Peter Paul and Mary, Dean Martin, Petula Clark, Travis Lopez and Nancy Sinatra sparked the record-breaking sales period.

**RCA Pop A&R**

**Continued from page 3**

Long label distributed by Victor.

During his tenure at Columbia, which began in 1958, Alpert's artists included Tony Bennett, Perry Faith, Ray Conniff, Jerry Vale, Robert Goulet and Trini Lopez. He also won two Grammy awards from the National Academy of Recording Arts and Sciences as "Producer of the Record of the Year." The winning records were Perry Faith's "Theme from A Summer Place" and Tony Bennett's "I Left My Heart in San Francisco."

**Psychodelic's the Thing for Garson**

**LOS ANGELES**—Psychodelic music is an experimental, courageous form of expression, hailed here recently by the late writer Mort Garson, who writer-musician. The song of the same name was composed by Garson.

"The European appearances will make people realize that the Brass are real people entering into the game of living as seen living them, said Fren- den. The instrumentalists will perform at special, high-profile concerts, including a date for the famed Ammunition. Domestically, A&M Records is still negotiating with sponsors for a TV show to be built around films of the group performing before live audiences.

**Mira's Product To New Outlets**

**LOS ANGELES**—Mira Productions has begun releasing product turned down by Philips, its foreign licensees, or other overseas outlets. Randy Wood, Mira's production chief, claims that Philips has first refusal rights on all product and he is free to release it to other firms within four months after offering it to Mira.

First additional foreign outlets for his product is CBS Records. Mira has accepted two albums and two singles to appear as the "Music For America." The four LPs will contain artists Don Randi, "The Afro Blues Quintet," "I'm Coming To Take You Away" by Kim Fowley and "Words," by the Regents.

Wood has also secured sub-publishing arrangements for his copyrights—"In Windrow, BMI; Mira, ASCAP and Arista, SESAC, to be published by Agence Musicale in France; Flamings in England, Grupo Elenor Musica in Italy and Swedish Music in Scandinavia.

**Tri-Parte New Firm**

**NEW YORK**—Tri-Parte Productions was formed last week to produce masters for sales to record companies. Peter To Steiman is president and Peter Mort Garson, vice-president of the new firm which will be located in the Time & Life Building.

The company's first task would be to produce pop records initially but planned to expand into other entertainment fields including motion pictures. Tri-Parte also will acquire publishing rights to songs.

Lonie Levison, composer-arranger, has been signed to supervise two recording sessions, including four of his own compositions. "Lonie" is said to be available in other recording fields.

Barney's One-Stop

2324 Roosevelt, Chicago, Ill. 60664

PHONE: (312) 94-6128

**ONE-STOP RECORD SERVICE**

Complete line of Spirituals, R&B and Catalog Merchandise.

Write to be placed on our national mailing list.

We ship C.O.D. in the U.S. We ship domestic and international accounts.

**Announcement**


Robert's Stadium

Evanston, Illinois

**FEATURE EXHIBITS WANTED**

The most promising new cafeteria equipment in the Ohio Valley. Another promotion extrava- gance by Pennine Productions.

PHONE: (312) 424-9501

HAROLD WOOD, Executive Director.

**MONUMENT & BARCLAY PACT**

**LOS ANGELES**—Monument has signed a contract with Bar- clay Records of France for domestic release of singles and al- bums. Among the artists set for U.S. exposure are the Eddie Floyd-Tina Turner, Dolly Parton, Munkie Grappelly, Wal-Berg and his orchestra, Elkins Segundo and Raymond Lefelove.

The first disk set for American release under the new deal is "Barclay Plays Paris," a large band package. The two companies are re- portedly studying the licensing of American and French perform- ance rights on disk for world-wide release.

**Psychodelic's the Thing for Garson**

**LOS ANGELES**—Psychodelic music is an experimental, courageous form of expression, hailed here recently by the late writer Mort Garson, who was a frequent arranger for the continent.

"The European appearances will make people realize that the Brass are real people entering into the game of living as seen living them, said Fren- den. The instrumentalists will perform at special, special, high-profile concerts, including a date for the famed Ammunition. Domestically, A&M Records is still negotiating with sponsors for a TV show to be built around films of the group performing before live audiences.

"Some of the most famous film clips were used, including the famous film "The Wonderful World of the Living Dead.""
Why You're Not Getting All Your Tax Refunds

Mixed Refund Pattern in New York City

NEW YORK — The excise refund picture in the New York area is mixed, but the general pattern is that the highest refunds go to record companies that sell to record dealers. RCA Victor appears to be a very consistent concern of the dealers, and other companies generally reporting having received their money from Columbia, Liberty, and Liberty United. In addition, RCAVictor, the company's wholesaler, and several dealers reported that they had not received refunds from the National record dealer, MGM, ABC or Mercury.

One dealer, Nathan Jacobs, of W. H. Nelson's, said he hadn't yet received his refund from Decca, but most other dealers in a spot check said they had. William L. Wilson, of the Garden City Music Center, however, reported only Victor had refunded the tax to him, and he would like to see whether he can get back about $100 of the amount owed the store.

Two Brooklyn dealers, John K. and Sam and Louis, also reported they had not received their refunds from Victor. The store's manager, William S. Overton, reported they had not received refunds from Victor. The store's manager, William S. Overton, reported they had not received refunds from Victor. The store's manager, William S. Overton, reported they had not received refunds from Victor. The store's manager, William S. Overton, reported they had not received refunds from Victor.

Best estimates by Midwest retailers indicate that about 50 per cent of the dealers' refunded dollars have filtered down from the Treasury via manufacturer and distributor to dealers.

Varied Experience

Louis, Illinois, where some major labels have complied 100 per cent. But with smaller labels they have experienced situations where a smaller label appears to be totally delinquent—and none appear to have had refunds completed.

According to Orlando Esposito, of Victor-Elitch, here, only about 10 per cent of the dealers with which he has dealt have had refunds to their credit. He has received refunds from Decca, Columbia, Epic, RCA Victor, Lib- ery, Liberty United, Artists, Walt Disney, Duke, Savoy, Hall, Blue Rock, Kent and Modern. V. H. Anderson of the Record Center reported that approximately 40 to 50 per cent of the rebate total has to date reached the retailer.

Though dealers tend to blame the delays for the losses, the Bill- board check with the IRS turned up no possible reasons for the delays for rebate refunds.

According to Marion A. Sieracki, group supervisor of the excise tax group at the local office of the Internal Revenue Service, the following factors could be holding up dealer refunds:

• Many manufacturers—in this industry and others—asked for and were granted a deadline extension for filing their second-quarter income tax returns. The extensions, granted on the basis of the unprecedented problems deriving from the tax cut, was from July 21, 1965, to Nov. 2, 1965. This extension, though a temporary regulato- ry measure, was expected to delay refunds to the manufacturers' tax return had to be processed before its tax refund claims could be handled.

• Manufacturer and distributor inventory difficulties. Both were deluged with claims and frequently hired additional help to process them. According to Sieracki, some manufacturers received claims on 7x8-p.m. stock that were turned back because the Treasury had not received claims on 7x8-p.m. stock. This happened because the Ex- cise Tax Reduction Act as it existed at that time provided that the claims had to carry the usual three-year statute of limitations clause. Some manufacturers were hard-
Viking of Minn's! LIVING MODEL 423 features professional concert equalization at $560.00 list. Designation 423 stands for 4-track, 2 heads and 3 speeds. Accepts seven-inch reel and available with a belt enclosure and a manual remote control accessory.

Emerson radio POCKET-SIZE EMERSON radio has eight transistors and is priced at $5.95. Plays AM only and has two controls.

NAMM Sets 5 Seminar Dates

CHICAGO, ILLINOIS: The National Association of Music Merchants — currently wooing the nation's record-dealer set — has set dates for its 1967 spring series of seminar-manage- ments, as follows:

Feb. 19-20, Atlanta, Marriott Motor Hotel
March 5-6, Dallas, Marriott Motor Hotel
March 19-20, Philadelphia, Marriott Motor Hotel
April 3-4, San Francisco, Fairmont Hotel
April 16-17, Chicago, O'Hare Inn

A survey taken at the recent Music Show indicated that 2-to-1 preference for airport-visity sites over downtown locations. Seminar features and luncheon speakers will be announced soon.

Why You're Not Getting Refunds

* Continued from page 57

Complaints from retailers about lack of refunds began coming into the IRS office as early as last December, Sieracki said. In his impatience, some dealers have begun discussing plans of action. A Wisconsin retailer even took legal steps to file suit against a large Chicago distributor only to learn that the function of being held up for other reasons and bookkeeping adjustments cleared the matter up. Similar examples of confusion are numerous.

Meanwhile, dealers assembling at the National Association of Music Merchants convention in Detroit, New York, in early June, requested that the association investigate whether or not income tax deductions were allowed. The dealer on non-refundable floor stock refunds, NAMM is reportedly investigating this possibility.

Classified Advertising Rates

REGULAR CLASSIFIED: $25.00/word. Minimum: $5. First line set all caps. DISPLAY CLASSIFIED: 1 inch, $50. 2 inches or more, $100. Box number, $1.50. All commercial space, $1.00 per inch. 10 additional words (at 25¢ per word) for box number and address.

INTERNATIONAL EXCHANGE ADVERTISING

International exchange is open to all dealers. All classifieds must be submitted by American advertisers whose service or sales message is specifically directed to the international market.

REGULAR CLASSIFIED: $1.50 per line. Minimum: 4 lines per insertion. DISPLAY CLASSIFIED: $10 per inch. Minimum: 1 inch. Faxed space rates as above apply.

PAYMENT MUST ACCOMPANY ALL ORDERS.

SEND ORDERS & PAYMENTS TO: O'Hare, 15 National Approach, Chicago, Ill. 60606.
Zola Resigns
WVMOA Post

BEVERLY HILLS, Calif. — Eugene L. Zola, local attorney, has resigned as counsel and secretary-treasurer of the Western Vending Machine Operators Association, a post he has held since September 1961. The resignation is effective immedi-
ately.

Zola addressed his resigning letter to Kenneth Ferriere, association's president, and Leo Weintra, a past president. In sending the letter to Weintra, Zola explained that he was doing this as was Weintra who brought about Zola's connection with the group, and "you have been too good to me." The two had been instrumental in continuing ties of the association. "Checks for the association were signed by Zola and Weintra."

"I find that I can no longer continue my interest in your as-

The Long Hot Summer—What Happened to Bulk Machines?

By EARL PAIGE

ST. LOUIS — The long, hot summer here had little appreci-
ate effect on bulk vendors. On July 11 and 12 large areas of the city were closed down temporarily and arbitrarily blacked out because the utility could not supply pow-

er. In no way was this a matter of a few days as the management

What happens when machines sit outside and are exposed to the elements?

"Who keeps machines outside?" said Granite City, Ill., operator. "I certainly don't. And not just be-

cause of the heat. I find that sand, dirt and rain get into the machine and gives me nothing but headaches. But if you insist on putting my machine outside I can't do anything about it."

"Outside? Not my machines," said Lew Block, veteran St. Louis vendor. "I haven't had any not long ago. A good location, too. I went back and the ma-

achine was on the sidewalk. The
guy said he thought it would pull in traffic. I told him to get the machine inside or I would do the pulling," Block said.

"Ridiculous. They're too easily knocked over," said Jason Koritz when asked about machines that are kept outside.

"Kids cram sand and rocks in 'em, it rains and the parents all stick together, it's just ridiculous. But, of course," he continued, "in Flori-
da everybody keeps them outside."

Koritz, who operates routes in Florida and elsewhere, said, "But it's the same thing down there. Sand, rain, it's a mess, but everybody keeps machines outside down there."

"I have very few machines outside," said Irv Katz, another large St. Louis vendor. "I suppose some people do but I find it doesn't pay at all. You would have to stay away from candy and soft drinks. I think my mer-

chandise would be all right, and chars. But who wants their ma-

chines exposed?"

What about machines inside that are exposed to the sun shining in through windows?

Sun Guard

"We made a deal with a bunch of sun guards for our machines," said Lew Block, Chicago, Ill., vendor. "You know, the thing that comes in shirt stiffeners like you can buy a pack of them, we wrapped Kaiser foil over these cardboard boxes and curved

them around inside the globe with the foil faces up," Block said, "but this foil guard pro-

vides protection against getting them inside in those locations where you have this problem."

"We have this, too," said Block, "and the sun guard too. We have ours a long time ago and have plenty around the shop.

Blacked Out

Contact paper was also men-

tioned as a protection for ma-

chines exposed to the sun's rays when Jason Koritz was asked about this problem. "I use a lot of the Oak machines with three sides blacked out," added Koritz.

"I can remember the half-cab-

(Continued on page 60)

Letters to the Editor

A Few Opinions

Sir:

Enclosed are a few opinions and thoughts on Billboards I read recent issues of Billboard, actually on three different sub-

jects.

Knowing that you always like to give both sides of a story, I am hoping you can use this as an open letter to Billboard.

First, on the topic of distrib-

utors: The distributors are the key to the health of our business.

Would General Motors do without their distributors? Ours are just as essential to us. The dis-

trIBUTORS.takes care of the many, many problems of the local op-

erator such as the difficulty in purchasing supplies. There were chewing gum, candy, machines, parts... all of which are neces-

sary for the success of the oper-

ator. We definitely feel that the distributor is very important to the operator, and we know that he is tremendously impor-

tant to us. The distributor has merchandise in stock ready for the operator when he needs it. He can give advice on all local

problems which we are not in position to do. He is our sales force, and we need him. He is the link between the manufacturer and the operator. We have to have him. And we are glad to have him.

Then, on the subject of fads: Penny Kings had had their share of fads, and we know, of course, they are profitable to a manufac-

turer while they last. How-

ever, we believe that in the long run it is poor business for the manufacturer to invest in a single item in his machines. When the item is hot, it is all well, but no one can predict when it will suddenly stop selling. Past experience has proven this many times. We may oper-

ate a machine which is very popular in the beginning, but when the excitement has worn off and the sales are not so good, the machine is dead and so is the distributor. Our belief is backed by information received from operators that they lose more than they gain by loading up all their machines with the same item. It is for this reason that Penny King has spent so much time sending out brochures and making display fronts showing a variety of merchandise in the machine. We contin-

ue to move in a machine, perhaps not as fast as the first empty-from-a-fad, but it is not a dead period when the machine stands idle for several weeks. Naturally, everyone has his own ideas on how a business should be run. We don't try to dictate to our cus-

omers. If the customers want to buy individual items, we sell them individual items. We abide by their wishes. The customer is always right!"

Now, on the subject of im-

portant problem is coming to the mer-

chanting of merchandise from Hong Kong. Hong Kong is now the largest importer in the

business. In fact, Mr. Hard-

ing of Distributors' has made his first trip to Japan and Hong Kong over seven years ago and has had a lot to say about this; he has had experience in ordering things for clients who have been in the Orient and he has had his machines been imported and many other things. He has written to the manufacturer and figured that if even a little of his experience is valuable to you."

(Continued on page 60)
We have a large, successful charm manufacturing plant in Puerto Rico, and still have it, but decided that if anybody was going to put us out of business it might as well be L.O. Hardman.

While other manufacturers are criticizing imports, we like to point out that they are thinking of items brought in by other importers, not those especially designed for the vending machine trade by Penny King. We are constantly creating new items and beautiful workmanship and consider our product the best that was possible on charms made in the U.S.A. We agree with the manufacturers that many importers are hurting our business. The damage is done when they make sloppy copies of items we have designed without the detail and quality, so they can be sold at a lower price. We are more victimized by this copying than anyone else. During the past seven years almost every item we made was copied. About nine months from the time the item was first introduced by us, some one has sent it to Hong Kong to be copied, and that inferior merchandise is back on the U.S. market. The sad part of it is that the item is sold in Hong Kong by a few large operators, or even by other manufacturers, who feel they can get the item more cheaply that way. They don't realize that they are hurting their own business more than anyone else.

However, this does not discourage us. There will always be cheaters and copycats in every business. We shall continue to manufacture and import new, fresh, quality items with an even greater variety than we have ever offered before. 

Sincerely yours, 
Mrs. M. H. Kelly, Manager 
The Penny King Co., 
Pittsburgh, Pa.

[Other text not legible]

NCWA Crowd Up

CHICAGO—The airline strike didn't hold attendance at the recent national convention of the National Candy Wholesalers Association here. Attendance hit 3,657, up 20 per cent over the association's meeting here in 1963. The number of buyers increased 25 per cent over the same year.

Elected president for the coming year was N.R. Anthony Paus-segur, Candy Specialty Co., Crowley, La., who was also Almy, Almy Bros., Endicott, N. Y., was elected vice-president. The 22nd national convention and candy show will be held at the Washington Hilton (Washing- ton, D.C.), July 29-Aug. 1, 1967. The association's 80th western convention and candy show is scheduled for Feb. 26- 28, 1967, at the Century Plaza Hotel, Los Angeles.

New NCA Director

PONT WAYNE, Ind.—John H. Blake, executive vice-president and manager, Wayne Can-
dies, Inc., here, has been elected a director of National Confectioners Association. During a three-year term, he was elected to the NCA's Central Western District Board.

The announcement came from NCA secretary-treasurer Lyman Mann, director and independent and treasurer and director, Reed Candy Co., Chicago.

The district area includes Illinois, Indiana, Michi-
gan and Wisconsin. Other di-
rectors from the area are Paul M. Beich, president, P.F. Beich Co., Bloomington, Ill., and Nello V. Ferrara, partner, Fer-
ara Candy Co., Forest Park, Ill.

Standard a Champ

OAKLAND, Calif.—Standard 
Specialty Co. here, was honored at the recent National Candy Wholesalers Association con-
vention in Chicago as one of 21 "Candy Champion" manufactur-
ers. Bert Fugio's firm con-
tributed $100 toward the NCWA's "Drive Safely" dealogram. The money is being used to supply decals free of charge to freight lines throughout the country for display on their trucks.

Sweetest Day

CHICAGO—"Sweetest Day" is Oct. 1 this year. Speaking at a (D) event, Albert H. Chiappi, executive direc-
tor of the Sweetest Day Coun-
cil for the National Candy Wholesalers Association, said, "During the past 30 years, Sweetest Day has moved from a regional promotion into a national effort of the candy and floral industries, to a national nature, including many other gift industries.

Price Flies With Official Hornets

NEW YORK—Paul A. Price Co. has obtained exclusive distrib-
ution for candy of the official 
Green Hornet flicker rings. The rings are currently in production and distribution. The company will also be pro-
ducing and distributing Green Hornet masks and pressure sens-
itive edible finger strips.

Twelve different items make up the series of plated flicker rings, which are timed to coinci-
dide with the new Green Hornet A.B.C. network television series premiering Sept. 10.

The 10-cent rings come either with or without capsules and in-
clude the front face of the comic with the actual ring as part of the art work. Characters in the series include Green Hornet whose real name is Britt Reid, crime fighter and publisher of The Daily Sentinel; Casey, his gorgeous female secretary Katie, his oriental chauffeur and mas-
ter of the deadly art of Gung-
fu, and Artemis the Green Hornet's fully gizetted automobile.

Also among other items in the set are Scandal the district att-
orney, Mike Armstrong, the head of The Daily Sentinel; the Hornet gun which overcomes enemies by putting them to sleep, and the Hornet stinger (looks like a harmless cane, but blasts through walls and doors). The upcoming Hornet mask will be a 10-cent vending piece while the comic strips are slated to be 5 cents.

[Other text not legible]
Millie McCarthy Attacks Mayors’ Anti-Bill Memo

By HANK FOX

ALBANY, N.Y.—Millie McCarthy, president of the New York Coin Machine Association, charged that most of the State’s major cities have been unsuccessful in their attempts to regulate coin-operated amusement machines.

McCarthy said she had no idea of the extent to which the mayor of the city had involvement in the legislation. She also said that the mayor of the city had been asked but she was not certain of that.

"The bill wasn’t brought to the full legislative committee, not to mention the whole body of mayors," Mrs. McCarthy continued. "It appears that it was handled as a routine matter."

Earlier in the week Walsh disclosed that the Senate was scheduled to receive the bill on Monday. He was said to be relatively nominal as compared to the size of the operation. The legislation would prevent local governments from regulating the games, he continued. It would be costly to the State since the fees would never meet the costs of regulation and enforcement, he said, and a local-government would be barred from collecting.

Local Bill Setting Op Licenses at 7 Killed

ELIZABETH, N.J.—An attempt to limit the number of license granted to jukebox operators to seven has been defeated here. The decision was vetoed by the city council, which was closed to local and out-of-town operators testified before the council in public hearings.

The proposed measure was designed to replace an existing law which set up a one-year residency as a license prerequisite. Ordinance, now on the books, has been challenged as unconstitutional by an Irvington, N.J., operator. In view of both the legislation and of the fact that similar laws have been declared unconstitutional, the city council was expected to devise a new law which would still limit the number of licenses issued.

Operators from beyond the city limits denounced the proposed bill as discriminatory. They said the city council’s action was taken to keep an out-of-town operator with a license bureau. However, local operators, fearing a take-over by large out-of-town operators, voiced strong support for the legislation.

Large companies have tried to come into town trying to monopolize the industry. Jukebox operators will be spending big money trying to pick up local licenses, fearful of competition from large operators seeking a foot-

Color-Sonics’ Coming-Out Party in San Francisco

By GODFREY LEHMANN

LOS ANGELES—A typical California setting was the locale chosen to introduce to the Western music trade the latest in coin-operated entertainment.

Some 500 persons, representing many levels of the entertainment industry, gathered at the poolside patio behind the glittering new luxury, towering palace known as the Century Plaza Hotel, to be the first to see, in full color and to hear in vivid sound the new six-foot-high Color-Sonics 24-selection, electronic wonder, which takes only a quarter to operate. Hosts for the occasion were executives of Color-Sonics, who had just flown in from a similar presentation the previous day in Chicago, and Henry Leyerly, president of the Amusement Machine Association of Oakland and Los Angeles, together with other ACA executives and sales personnel. ACA was recently named distributor for Color-Sonics.

The spectacular "Hollywood was here," complete with fashion show being presented with a sample strip of color transparencies, to which were added jukebox quarter, together with a page of Billboard reproductions of Atwater-Color-Sonics news stories. George Fenneman of Genco Marx television fame made the introduction of the machine, together with dance-

Lou Wolcher’s ‘VISTA’ An Aid to the Palsied

The following appeared in The San Francisco Examiner on Aug. 21, 1966, under the title: "Pinball King’s Boon to the Palisied." We reprint the article in full, for it is one of the most thrilling items we've seen in a long time. This is the kind of work our business world is made of.—Ed.

SAN FRANCISCO—Lou Wolcher, San Francisco’s pinball machine king, and his chief mechanic, Andy Diamond, have developed an automatic type-writing device which allows severely palisied youngsters to communicate. One Lodi girl who has never been able to speak, let alone write, is now attending Delta College and doing all her assignments and examinations on Wolcher’s machine.

It was built by Diamond at the Advance Automatic Sales plant. As the girl speaks, the machine types automatically the words the person has said.
Field Report—Illinois Trade Evaluates Chi Coin Flippers

As the occasion calls for it, we report from the field on significant moves by major coin machine manufacturers. Here's some feedback on the recent entry by Chicago Coin into flipper game production.—Ed.

BY RAY BRACK

CHICAGO—U. S. operators have had all summer to weigh the resumption of flipper game production by the Chicago Coin Machine Division of Chicago Dynamic Industries. 

The company's move came in May of this year with the introduction of a two-player called "Hula-Hula." As single-player, "Rocker," came out in August.

We turned to Illinois game operators for their appraisal of the impact of Chicago Coin flipper games on their business and received comments such as the following:

Tyler Sorens, City Vendors, Peoria, Ill.—"As an operator of some 120 games, I find that it is advantageous to have many lines to choose from. We have needed a wider selection for a long time. For this reason I welcome the Chicago Coin pin game line. It would also be desirable if the Chicago Coin entry would mean new price competition that would help hold down rising equipment costs—but I hardly think that will happen."

George Wooldridge, Blackhawk Music Co., Sterling, Ill.—"The return of Chicago Coin to flipper game production is an advantage for us. Maybe we'll get a price break and improved service."

(SEEN ON PAGE 65)

Calendar Distributing Co., Inc.
433 North Alabama Street
Indianapolis, Indiana 46204
Phone: (317) 634-8468

See and hear the most exciting phonograph in the world...

See and hear the new Seeburg in our showroom today!

See the Seeburg Stereo Showcase!

plays and displays the best in music.

Features of the Stereo Showcase

- Most perfectly balanced stereo sound system.
- Exciting new motion display that highlights new hit stereo albums.
- Strikingly modern new look.
- Imaginative lighting.
- Plays Little LP albums and singles in 33 1/3 and 45 r.p.m. speeds.

SEE AND HEAR THE NEW SEEBURG STEREO SHOWCASE IN OUR SHOWROOM TODAY!

Open House Showing Sunday, Sept. 18, 3 to 9 p.m.

Dave Distributing Corp.

SOUTHERN AUTOMATIC MUSIC CO.
735 South Brook Street
Louisville, Ky. 40203
Phone: (502) 585-5094

SEPTEMBER 17, 1966, BILLBOARD
EXPORT TO ITALY

Some Recovery From Dismal 1965 During First Quarter

WASHINGTON — Statistics released by the Department of Commerce show that shipments of new U.S.-made coin machines to Italy during the first quarter showed considerable increase over the same 1965 period. Italian imports during much of 1965 were cut back drastically due to government restrictions that have since been relaxed.

Game exports during the first quarter of 1965 totaled $22,052 in volume, compared with $367,786 this year. The 1964 first quarter game volume was $895,471.

Phonograph dollar volume, however, dropped from $26,081 during the first quarter of 1965 to $6,043 during the same span this year. The 1964 figure was $221,131.

The vending machine exports volume to Italy during the first quarter this year was $45,416, up from $12,485 last year.

Total dollar volume of coin machines shipped to Italy during the first 1966 quarter was $419,245, up from a range of $60,618 during the same time period.

Month-by-month first-quarter comparative figures for the past three years are as follows:

TO 

Jan. February March Total
1965 $6,043 $26,081 $26,081 $54,165
1966 $3,354 $16,822 $17,076 $37,252
1966 $5,262 $4,541 $10,511 $11,795
1964 $6,100 $4,541 $10,511 $11,795

SAPAR Works To Curb Illicit Coin Operation

ROME — Italian Automatic Association, SAPAR, has launched a campaign to curb illicit non-member operations which have installed slot machines and gambling devices in non-legalized locations to the detriment of legitimate machine operators.

Luigi Lazzaroni, president, in a letter to members has stated that it is important that the authorities be advised wherever possible that illegal operations are being conducted by non-members in order not to jeopardize associations' activity which has enabled public installations of gambling machines when they have no gambling or "free game" features.

Calling upon all members to adhere strictly to the law, Lazzaroni insists that association can be accomplished future forward steps with the authorities in the automobile field. He holds that every single case of an illegal operation can undo years of work by SAPAR.

See and hear the new Seeburg in our showroom today!

SAPAR

STEREO SHOWCASE

Features

An exciting true sound that's delightful to the ear.
A glamorous bold new look that enhances any location.
A revolutionary album display that sells as it spins.
Totally different and creative lighting.
Plays Little LP albums and singles in 33 1/3 and 45 r.p.m. speeds.
Optional accessories: new dollar-bill acceptor and new print-out income totalizer.

See and hear the new Seeburg in our showroom today!

ATLAS MUSIC COMPANY
2321 FIFTH AVENUE
Pittsburgh, Penn. 15219
Phone: (412) 471-7104

See and hear the most exciting phonograph in the world...

the Seeburg

STEREO SHOWCASE

... plays and displays the best in music.

Features of the Stereo Showcase

• Most perfectly balanced stereo sound system.
• Exciting new motion display that highlights new hit stereo albums.
• Strikingly modern look.
• Imaginative lighting.
• Plays Little LP albums and singles in 33 1/3 and 45 r.p.m. speeds.
• Optional accessories: New dollar-bill acceptor and new print-out income totalizer.

See and hear the new Seeburg in our showroom today!

MARTIN & SNYDER
Dearborn, Mich. 48120 W. Warren Phone: 313/582-2300

Copyright Material

SAMMINS PENNINGTON COMPANY
1049 Union Avenue
Memphis, Tenn.

SAMMINS PENNINGTON
NASHVILLE, INC.
214 Sixth Avenue South
Nashville, Tenn.

SEPTEMBER 17, 1966, BILLBOARD
Mike Munves
In Surgery
NEW YORK—Mike Munves, dean of the 50th Avenue coven-
men, is in Mount Sinai Hospital recovering from surgery. The opera-
tion was successful, and Mike expects to be home in a couple of weeks.

W. S. Show ‘Like Old Days’
BY CAMERON DEWAR
BOSTON—It was like the old days of lavish parties to show off new products as the W. S. Distributing Company intro-
duced the new Stereo Seeburg Showcase. Operators from all of the New England States dropped in over the two days (29-30) at the Brighton plant, many of them from far away. The management offered the facilities of the plant for everyone to enjoy.

Hosing for the W. S. firm was president Bill Swartz, Bob Green, John Colgan and Al Levine together with office and service personnel. Approval appeared to be the order of the day for the new machine. Chiefly noted was the dual lock, giving for the elegant patron and not too garnish for the more sedate patrons, the improved sound, the varied arrangement payment with the dollar bill acceptor, the scene panel and the businesslike printed income ledger.

Among the several hundred persons who attended were: Jack Kerfer, Morton Toenni-
ton, Mass.; Bob Bobik, Pelham, N. H.; K. R. Thomas, 357 East Ever-
sonville, Mass.; Sumner Se-
gall, Kiddelectric Corp., Cam-
E, 1182 W. 109 Broadway, New																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

See and hear the most exciting phonograph in the world...

...plays and displays the best in music.

Features of the Stereo Showcase
* Most perfectly balanced stereo sound system
* Exciting new motion display that highlights new hit stereo phono-
gram
* Strikingly modern new look
* Innovative lighting
* Plays Little LP albums and singles in 33 1/3 and 45 rpm speeds.

Optional accessories: New dollar bill acceptor and new print-
out income totalizer.

SEE AND HEAR THE NEW SEEBURG STEREO SHOWCASE IN OUR SHOWROOM TODAY!

SUTHERLAND DISTRIBUTING CO., INC.
Kansas City, Mo., San Antonio, Tex.,
Okahoma City, Okla., Corpus Christi, Tex.
El Paso, Tex.

Billboard's
COIN SECTION
Music—Vending—Amusement Games
is edited to provide the operator with industry news and ideas for additional profit-making opportunities.

USE COUPON BELOW. You'll receive 52 weekly issues of Billboard which includes six directory issues as they are published during the year. As a bonus gift, we'll mail the 108 page 1966 Coin Machine Directory by return mail.

Billboard, 1160 Patterson Street, Crutcher, Ohio 12TH
Please enter my subscription to Billboard for:
[ ] 1 YEAR $30 [ ] 2 YEARS $45
[ ] New [ ] Renew
[ ] Payment enclosed [ ] 2 EXTRA issues for cash
[ ] Bill me later

Above subscription rates for Continental U. S. & Canada. Overseas rates on request.

Company:
Name:
Address:
City:
State & Zip:
Type of Business:
Title:

Lou Wolcher's VISTA An Aid to the Palsied

BY BERT DEMPSEY

Continued from page 61

Company on Howard Street, us-
ing step-units, relays, and sole-
ly-operated pinball machines and coin-operated pho-

The newest model of the ma-

machine, called VISTA (Visual for the Epileptic or other char-
acters, it is "up.")

She soon needed to run the entire 50 characters each time. If the subsequent letter or char-
acter was not printed, she could see how the comput-

character. On the average, she can write about 10 words a minute.

If this seems terribly slow, it should be compared with no communication at all.

"18-year-old boy with se-

"We never expected to break even. But I had visited some of those schools for kids with cere-

pal palsy. It is a heartbreaking thing."

"Many of them have normal intelligence. But their minds are trapped. They can't talk or write or com-

In his first time in his life he had been able to tell anyone his name.

Wolcher's interest in the prob-

blem was aroused by E. A. Low, a former superintendent of the Northern Virginia School for Cerebral Palsied Chil-

And Low had had no idea he could duplicate such a machine. They told him they could still ask him to finance the development.

He then turned to Wolcher, reminding him that small ser-

dences in pinball machines might be adapted to this problem.

The great advantages of VISTA's pinball innards: Men cannot duplicate the pinball mechanism (and therefore VISTA) are easily found in every Amer-

ican city, large or small.

I have never been able to speak or use my hands, but I typed the paragraph you are reading just as I typed all my homework and assignments at Delta College, thanks to VISTA.

Casandra Moreland
2021 Yosemite Dr.
Lodi, Calif. 95240

Thanks to Lou Wolcher, she was able to type this.

THE ABOVE ILLUSTRATION, with caption, appeared in the Aug. 31 edition of The San Francisco Examiner. The handicapped Miss More-

land, in mentioning VISTA, is referring to an invention of Lou Wolcher, Automatic Sales Co., San Francisco. (See adjacent story.)

Millie McCarthy Attacks Memo

Continued from page 61

but would have no way of knowing that the company would take over enforcement and how much it will have to maintain itself.

In essence, Walsh contended that the bill had been passed, the operation was being run, generat-

ally a free ride; they would avoid any problems as VISTA's 17 stations were not more than 10 per cent of the ordinary shows of the public. The crimes a name was known to be inter-

ested in the trade," Walsh stated. Although each story was worth only owning 9 per cent, he explained to Billboard, they would be enough to sell the company. "If the section could have read: name, not a name, it would be like 75 cents having been okayed." (See Billboard, Aug. 27, p. 61.)

Walsh added that his memo containing the points listed above was only a partial list of the facts the company would have to complete a listing for the governor. Only the major points that the former governor thought the governor should be aware were presented to him, he said.

SEPTMBER 17, 1965, BILLBOARD
Coinmen In The News

ST. LOUIS

This has been the first summer that all the territory in the market here has been on "fast" time. Illinois, of course, has been on daylight saving time for years, but for the first time in Missouri history "fast" time extends to the mid-state north-south Highway 55 line. Operators have found the new uniformity much more convenient in planning their trips into town.

Of course, distributor road men can't sack in that extra hour when planning trips were either. Jack Gorelick at L & R just back from a trip out Missouri way where he was spreading the good word on Seeburg.

Pete Bonoff and Wurlitzer regional sales manager Ralph Oromo just back from a trip, too. They were visiting up in Springfield, Ill. (Continued on page 69)

SEEBURG STEREO SHOWCASE. New 160-selection phonograph debuted last week by the Chicago firm. Has new dollar bill acceptor, print-out totalizer, rotating little LP display panel and now wrap-around color front panel. (See story.) In addition to walnut and cherry finishes, Danish teak has been added. Album covers on three-sided top motion panel are keyed to selector buttons for convenience of patron. Design: Sundburg-Ferrar Associates, Detroit. "Floating element" concept gives the jukebox the appearance of having the top display panel and the wrap-around front panel floating in mid-air. Model: SS 160.

Field Report
* Continued from page 62

equipment through increased competition in the market. It's healthy, I'm also pleased to see that Chicago Coin and other firms are going to introduce new equipment at the MOA Show. I have my reservation in already.

Thomas P. Cassiday, Amusement Service & Dist. Co., Spring Valley, Ill.—I'm glad to see the increased competition provided by Chicago Coin in the field.

We have one of their new games and are pleased with it. Sure, Williams, Gottlieb and the others do a good job, but competition is healthy. Hats off to Chicago Coin. And I'd like to see lots of new games at the MOA Show. I'll be there.

Chicago Coin announced that it will have a full line of flipper games. "Operators can expect a continuity in the line," a spokesman said. "We are adding flipper games as a permanent product."

Take in the big DOUGH with ROWE!

What's round, red and says "Play-Me" on cue?
The Bluebook

Mean Valuation of Used & Reconditioned Coin Machines
Sept. 17, 1966

The following average valuations, based on quotations obtained from selected, franchised distributors in key markets throughout the U. S., are published only for the purpose of indicating general trends. For purposes of actual pricing, the following generalizations—except in rare, accidental instances—are used for application to an individual buyer-seller situation. Such is inevitable with national average figures.

<table>
<thead>
<tr>
<th>Rock-Ola</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 RPM, 1960</td>
<td>45 RPM, 1960</td>
</tr>
<tr>
<td>100, 100 Sel.</td>
<td>100, 100 Sel.</td>
</tr>
<tr>
<td>135</td>
<td>135</td>
</tr>
<tr>
<td>Continental 1, 200 Sel.</td>
<td>Continental 1, 200 Sel.</td>
</tr>
<tr>
<td>45 RPM, 1961</td>
<td>45 RPM, 1961</td>
</tr>
<tr>
<td>145</td>
<td>145</td>
</tr>
<tr>
<td>Continental 2, 200 Sel.</td>
<td>Continental 2, 200 Sel.</td>
</tr>
<tr>
<td>33 &amp; 45 RPM, 1963</td>
<td>33 &amp; 45 RPM, 1963</td>
</tr>
<tr>
<td>460</td>
<td>460</td>
</tr>
<tr>
<td>Rowe-A-Matic Company 100, 100 Sel.</td>
<td>Rowe-A-Matic Company 100, 100 Sel.</td>
</tr>
<tr>
<td>33 &amp; 45 RPM, 1964</td>
<td>33 &amp; 45 RPM, 1964</td>
</tr>
<tr>
<td>640</td>
<td>640</td>
</tr>
<tr>
<td>200 Sel., 33 &amp; 45 RPM, 1965</td>
<td>200 Sel., 33 &amp; 45 RPM, 1965</td>
</tr>
<tr>
<td>785</td>
<td>785</td>
</tr>
<tr>
<td>Bandstand, 200 Sel.</td>
<td>Bandstand, 200 Sel.</td>
</tr>
<tr>
<td>1965-66</td>
<td>1965-66</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seeburg</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>V200, 200 Sel.</td>
<td>V200, 200 Sel.</td>
</tr>
<tr>
<td>45 RPM, 1965</td>
<td>45 RPM, 1965</td>
</tr>
<tr>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>100, 100 Sel.</td>
<td>100, 100 Sel.</td>
</tr>
<tr>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>160</td>
<td>160</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>33 &amp; 45 RPM, 1965</td>
<td>33 &amp; 45 RPM, 1965</td>
</tr>
<tr>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>210</td>
<td>210</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>230</td>
<td>230</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>290</td>
<td>290</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>235</td>
<td>235</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>240</td>
<td>240</td>
</tr>
<tr>
<td>45 RPM, 1959</td>
<td>45 RPM, 1959</td>
</tr>
<tr>
<td>245</td>
<td>245</td>
</tr>
</tbody>
</table>

(Continued on page 70)
L. A. Vending Operators Debate Possible Cigaret Price Boost

LOS ANGELES — Local vending operators have been discussing the new 2-cent-a-pack increase in the city's cigarette tax and how the industry is going to react to it.

Cigaret machine operators insist they will do everything they can to hold the line on cigarette prices in city vending machines at 35 cents, a pack despite the tax hike. The tax proposal to raise the price on cigarettes and other tobacco products will go into effect Oct. 1.

Vending industry executives, arraigned as members of the Los Angeles city council for approving the tax levy after turning down the measure on six separate occasions, promised not to increase the price of cigarettes to the consumer "for the time being."

But several vending companies are preparing to boost the price of cigarettes to 40 cents, labeling the action as necessary to meet increasing costs in today's business market. Several major vending firms operating within the city are taking a "wait-and-see" attitude before making a price decision.

Scapeguard

All agree, however, that the vending industry here is being cast as a "revenue scavenger." Bernard Gookin of 20th Century Cigarette Vendors, 8639 Venice, Los Angeles, predicts that the vending industry in California is in for more "harassment" from the politicians.

Gookin, who admits 20th Century Vending is "up in the air" on whether to increase the price of cigarettes in its machines, believes there is a strong possibility the State legislators will impose a State cigarette tax on top of the city levy when they meet in January 1968.

"Our (vending operators) troubles are not over yet," Gookin said, "especially if the State decides it needs additional revenue. We have to wait and see what happens, because to boost the price of cigarettes now and again in February when the State imposes another cigarette tax would be foolish."

Ed Wachter of California Cigarettes, 13100 S. Broadway, Los Angeles, admits management at his firm is giving "serious thought" about the price increase. It will be several weeks before we reach a decision," he said, "but every effort is being made to hold the line at 35 cents per pack."

Death Blow

He feels the cigarette tax increase may be the death blow to the "mama-and-papa" stores operating in Los Angeles, but sees a bonanza for gas stations and liquor stores operating just outside city limits.

"So many people travel out of the city to work," Wachter said, "that they'll pick up a supply of cigarettes in a neighboring community before reviving the (Continued on page 69)
Coming Events

New Seeburg Has a Dollar Bill Acceptor
- Continued from page 61

In a showing to distributors in the home office prior to the phonograph's unveiling to the industry at large, company vice-president/phonograph sales, Ed Claffey, demonstrated a new means incorporated in the unit for tripping records at the end of play. Said Claffey, "There's no longer is any physical contact between the tone arm and a trip mechanism. As the tone arm passes through the end of the playing area of any record, a magnetic field is interrupted and a delicate reed switch is tripped, setting the changing cycle in motion. The reed switch is hermetically sealed and has performed its function without failure in more than a million test operations."

Claffey said the new tone arm and trip mechanism offers the following advantages:
1. Longer record wear.
2. Greater output.
3. Longer stylus wear.
4. Eliminating the micro switch to trip records, we have the advantage of trouble-proofing to operators Claffey said.

Barium Ferrite

The Stereo Showcase uses two new type magnetic speakers for bass response utilizing barium ferrite. They are different colors to distinguish that they deliver a different response, eliminating feed-back and affording a more complimentary cone response. Two new mid-range speakers and two improved tweeters combine to provide what the company calls "a new quality of sound reproduction." The speakers no longer are placed behind grille cloth that accumulates dirt. Metal grills are used instead.

The phonograph amplifier features a new S.O.S. (Speaker Overload System). This makes it impossible for the service-man to improperly hook up speakers and cause damage. When a faulty hookup is made, or if a short circuit of external speaker wires occurs, the phonograph amplifier automatically senses the problem and takes protective steps, giving an audible warning simultaneously.

The new unit has the following components that are interchangeable with the previous model: The Format Memory Unit, Solid-state control center, amplifier: Autospeed unit and stepper base, and acoustic system. Adair announced that as a result of orders already received, production has been speeded for an extended period and Seeburg distributors have been asked to re-calculate their needs for the remainder of the year.

Color-Sonics Coming Out
- Continued from page 62

out three-color color films for the new machines. Don Andrews, producer for the Lupton firm, likes to make "on location" films in exotic places like Hawaii, New York, Los Angeles and perhaps the Midwest to match the story line of his respective scenes.

Coin operators from San Francisco and other western cities attended the preview, and Herbert J. Perkins, president of the Coin Machine Corp. of America, flew out from his home base, Chicago, to attend a second preview, because he was so impressed at the Chicago showing.

SEPTEMBER 17, 1956, BILLBOARD
Take in the big DOUGH with ROWE!

What talks, takes dollar bills and changes looks?

L. A. Vending Ops Debate Cig Price Boost
Continued from page 87

city in the evening. Far more business will be lost to Los Angeles in cigarette revenue than will be gained.

Other opinions include:
Bob Grenier, DeLux Vending, 5876 Smiley Dr., Culver City: "We are planning a price increase to 40 cents in street machines but plan to hold the line at 35 cents in our machines in industrial locations. Although cigarette buyers will become ac-
customed to spending 40 cents for a pack of cigarettes, the 2-
cent-a-pack increase is unfair, untrue and will harm the vending industry in Los Angeles.

Chuck Manahan, M.A.B. Industrial Vending, 2951 Temple, Los Angeles:
"Industrial locations will remain at 35 cents, but competition will force an increase to 40 cents in street machines."

Harry Robb, Automatic Retailers of America, 5959 W. Jefferson Blvd., Los Angeles:
"Although we have yet to decide what our policy will be, we're trying to stick to 35 cents. The situation remains unsettled."

Arnold Miller, L&M Vending, 248 Mair, Venice:
"We're not going to increase.

THE NEW ROWE MUSIC MERCHANT, "Loaded to the hill," says Rowe spokesman, "with new features and backed by a dynamic sales campaign." (See story in Sept. 10 Billboard.) Features 30-second "playme" records, a dollar bill acceptor, change-a-scene front panels, and has provisions for an audio-visual accessory as optional equipment. May be programmed for 100, 150 or 200 selections. Console-style cabinet is built with stainless steel and vinyl.

L. A. Vending Ops Debate Cig Price Boost
Continued from page 87

city in the evening. Far more business will be lost to Los Angeles in cigarette revenue than will be gained.

Other opinions include:
Bob Grenier, DeLux Vending, 5876 Smiley Dr., Culver City: "We are planning a price increase to 40 cents in street machines but plan to hold the line at 35 cents in our machines in industrial locations. Although cigarette buyers will become ac-
customed to spending 40 cents for a pack of cigarettes, the 2-
cent-a-pack increase is unfair, untrue and will harm the vending industry in Los Angeles.

Chuck Manahan, M.A.B. Industrial Vending, 2951 Temple, Los Angeles:
"Industrial locations will remain at 35 cents, but competition will force an increase to 40 cents in street machines."

Harry Robb, Automatic Retailers of America, 5959 W. Jefferson Blvd., Los Angeles:
"Although we have yet to decide what our policy will be, we're trying to stick to 35 cents. The situation remains unsettled."

Arnold Miller, L&M Vending, 248 Mair, Venice:
"We're not going to increase.

THE NEW ROWE MUSIC MERCHANT, "Loaded to the hill," says Rowe spokesman, "with new features and backed by a dynamic sales campaign." (See story in Sept. 10 Billboard.) Features 30-second "playme" records, a dollar bill acceptor, change-a-scene front panels, and has provisions for an audio-visual accessory as optional equipment. May be programmed for 100, 150 or 200 selections. Console-style cabinet is built with stainless steel and vinyl.

L. A. Vending Ops Debate Cig Price Boost
Continued from page 87

city in the evening. Far more business will be lost to Los Angeles in cigarette revenue than will be gained.

Other opinions include:
Bob Grenier, DeLux Vending, 5876 Smiley Dr., Culver City: "We are planning a price increase to 40 cents in street machines but plan to hold the line at 35 cents in our machines in industrial locations. Although cigarette buyers will become ac-
customed to spending 40 cents for a pack of cigarettes, the 2-
cent-a-pack increase is unfair, untrue and will harm the vending industry in Los Angeles.

Chuck Manahan, M.A.B. Industrial Vending, 2951 Temple, Los Angeles:
"Industrial locations will remain at 35 cents, but competition will force an increase to 40 cents in street machines."

Harry Robb, Automatic Retailers of America, 5959 W. Jefferson Blvd., Los Angeles:
"Although we have yet to decide what our policy will be, we're trying to stick to 35 cents. The situation remains unsettled."

Arnold Miller, L&M Vending, 248 Mair, Venice:
"We're not going to increase.

THE NEW ROWE MUSIC MERCHANT, "Loaded to the hill," says Rowe spokesman, "with new features and backed by a dynamic sales campaign." (See story in Sept. 10 Billboard.) Features 30-second "playme" records, a dollar bill acceptor, change-a-scene front panels, and has provisions for an audio-visual accessory as optional equipment. May be programmed for 100, 150 or 200 selections. Console-style cabinet is built with stainless steel and vinyl.

L. A. Vending Ops Debate Cig Price Boost
Continued from page 87

city in the evening. Far more business will be lost to Los Angeles in cigarette revenue than will be gained.

Other opinions include:
Bob Grenier, DeLux Vending, 5876 Smiley Dr., Culver City: "We are planning a price increase to 40 cents in street machines but plan to hold the line at 35 cents in our machines in industrial locations. Although cigarette buyers will become ac-
customed to spending 40 cents for a pack of cigarettes, the 2-
cent-a-pack increase is unfair, untrue and will harm the vending industry in Los Angeles.

Chuck Manahan, M.A.B. Industrial Vending, 2951 Temple, Los Angeles:
"Industrial locations will remain at 35 cents, but competition will force an increase to 40 cents in street machines."

Harry Robb, Automatic Retailers of America, 5959 W. Jefferson Blvd., Los Angeles:
"Although we have yet to decide what our policy will be, we're trying to stick to 35 cents. The situation remains unsettled."

Arnold Miller, L&M Vending, 248 Mair, Venice:
"We're not going to increase.

THE NEW ROWE MUSIC MERCHANT, "Loaded to the hill," says Rowe spokesman, "with new features and backed by a dynamic sales campaign." (See story in Sept. 10 Billboard.) Features 30-second "playme" records, a dollar bill acceptor, change-a-scene front panels, and has provisions for an audio-visual accessory as optional equipment. May be programmed for 100, 150 or 200 selections. Console-style cabinet is built with stainless steel and vinyl.
### A NEW IDEA in BOWLING GAMES!

**CHICAGO COIN'S**

The Game that Can Command More than a Dime!

**NEW GIANT OVERSIZE BALL...**

with a

**THUMB HOLE!**

NOW—WITH THUMB HOLE, PLAYER CAN HOOK, BACK-UP AND CONTROL THIS LARGER BALL!

EXCLUSIVE!

SWIVEL SCORE RACK

Front or back of Score Rack

serviced from either side.

<table>
<thead>
<tr>
<th>15c Play—2 for 25c</th>
<th>5c-10c-25c Individual Coin Chutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Also Adjustable to 10c Play)</td>
<td>STILL DELIVERING...MEDALIST....KICKER</td>
</tr>
</tbody>
</table>

**NEW LARGER CASH BOX**

with Removable Partitions

**6 WAYS TO PLAY**

**WIDER PLAYFIELD**

---

<table>
<thead>
<tr>
<th>10-35—COIN Bluebook...</th>
<th>2304, 45 RPM, 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>2304, 100 Sel., 45 RPM, 1959</td>
<td>235</td>
</tr>
<tr>
<td>2400, 200 Sel., 45 RPM, 1960</td>
<td>300</td>
</tr>
<tr>
<td>2610, 100 Sel., 45 RPM, 1962</td>
<td>410</td>
</tr>
<tr>
<td>33 &amp; 45 RPM, 1963</td>
<td>520</td>
</tr>
</tbody>
</table>

| 2710, 100 Sel., 45 RPM, 1963 | 500 |
| 2800, 200 Sel., 45 RPM, 1964 | 570 |
| 2810, 100 Sel., 45 RPM, 1964 | 595 |
| 33 & 45 RPM, 1965 | 695 |
| 33 & 45 RPM, 1965 | 670 |
| 3000, 200 Sel., 45 RPM, 1966 | No Av. |

### THE BLUEBOOK

- Continued from page 66

10-35—COIN Bluebook...

### Coinmen In The News

- Continued from page 62

10-35—COIN Bluebook...
HOW TO MAKE ANY LOCATION YOUR LOCATION FOR A LONG AND PROFITABLE TIME

INSTALL A Wurlitzer Model 3000 Stereo Console

THE WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Model 6320 Remote Speaker Wall Box

www.americanradiohistory.com
### POP SPOTLIGHT

**MR. MUSIC**
Monteverdi, London LL 3474 (M); PS 474 (5)

The magic touch of Monteverdi which spurs so many heads: historic recordings of several composers in the same program of a famous concert of past. The conductor brings additional beauty to the voices. "Requiem" and "Sposalza's Strangers in the Night" (smile) and "The Life of Peter".

### POP SPOTLIGHT

**GOLDEN GREATS**
Vic. Dana, Dalston BLP 2046 (M): BST 8048 (5)

With his smash hit "Red Roses for a Blue Lady" as the lead, Dana develops this package into a sure chart with a smooth, emotional delivery. The rendition of "Somewhere My Love" and "Crystal Waters" are enough to sell the album.

### POP SPOTLIGHT

**NEW "OLD" GOLDEN GREATS, VOLUME 2**
Various Artists, RCA Victor LPM 3641 (M); LSP 3641 (5)

A double album taken from the same RCA Victor program of the "New Old Golden Greats" package. It presents the material of the same hit songs with a new approach.

### POP SPOTLIGHT

**THE LOVIN' SPONDS, IN WHOM WHATS UP, TIGER LYTT**
Squawk. Komo Mono KLP 8033 (M): KLP 8033 (5)

The制作 process is currently under the Los Angeles record company. The work on this record has been completed and the album will soon be available for purchase.

### POP SPOTLIGHT

**COUNTY SPOTLIGHT**

**THE STREETS OF BOSTON**
Bob & Carol, RCA Victor LPM 3641 (M); LSP 3641 (5)

With "The Streets of Boston," they sold half the town of Boston. The record is currently experiencing a lot of success.

### POP SPOTLIGHT

**CLASSICAL SPOTLIGHT**

**MOZART, THE ENTREPRENEUR WITH DEMI SPILLATS ON A BANDSTAND**
Various Artists, Deutsche Grammophon 39213/15 (M); 25313/15 (5)

Eognor Jackson conducts a winning performance of the "Jubilee March" from the "Duchess of Malfi." The first cast is delighted with Ernie Freeman and Ernie Wunderlich's fine performance.

### POP SPOTLIGHT

**HAPPINESS IS THE SHADE OF BLUE**
Bob Lipton, World Pacific WP 1851 (M); WPS 21851 (5)

Opening with an astounding collection of San Francisco Girls, Lipton presents a new sound. He is in a swinging mood. He brings a new complexion on his style of pop music. 

### POP SPOTLIGHT

**THE BEST OF ROBBY DARIN**
Capitol T 2377 (M); ST-2377 (5)

Continuing along with their successful "The Great White" series, Capitol has a winner in the well-known "Best of Darin." Capitol is preparing the material for another hit, and will be ready in early 1967.

### POP SPOTLIGHT

**WONDERFUL WORLD**
Philosophy, Philips PHM 200-210 (M); PHS 600-210 (5)

Many successful singles have already emerged from the "Wonderful World" series. "It's the Same Old Song," with its catchy melody and memorable lyrics, is an instant hit.}

---

*Note: The above text is a compilation of various music reviews and spotlights from a music magazine, which includes information about album releases, performer biographies, and reviews of recent recordings.*

---

*Image: The image contains a page from a music magazine with columns listing various music spots, reviews, and album releases. The text is in a vertical format, with each column containing a different set of information.*

---

*Citation: The information is sourced from a music magazine, which includes the names of performers, album titles, release dates, and brief reviews of the music.*